

From: [Hansen, Nicole M.](#)
To: [*CI-StPaul_Contact-Council; CouncilHearing \(CI-StPaul\); #CI-StPaul_Ward1; #CI-StPaul_Ward2; #CI-StPaul_Ward3; #CI-StPaul_Ward4; #CI-StPaul_Ward5; #CI-StPaul_Ward6; #CI-StPaul_Ward7](#)
Subject: Support for 2022 downtown Special Service District budget
Date: Friday, October 1, 2021 1:34:30 PM
Attachments: [image001.png](#)

Saint Paul City Councilmembers:

As a member of the Saint Paul Downtown Improvement District (SPDID) Board of Directors and representative of Securian Financial, I am writing to express support for the proposed 2022 SPDID budget.

As you know, the SPDID was formed in September 2020, after significant planning and development. This private sector-led effort to increase safety, vibrancy and cleanliness in downtown has had a successful first year and was more critical than we could have imagined, due to the impacts of COVID-19. We are proud of the results we have seen by providing enhanced services and supporting our downtown community through these turbulent times.

The \$1.2 million budget for 2022 passed by the SPDID Board of Directors addresses the clear desire for continuing the current, successful service levels that were previously funded through a one-time grant, while acknowledging the lingering financial uncertainty brought on by the pandemic. While this budget is scaled back from the amount initially proposed in the 2020 petition materials by approximately 15%, it will still support a dramatic increase in full-time Street Team Ambassadors within the district boundaries, along with the ongoing operation of the Safety Communications Center and the Director of Safety Strategies position.

With the passage of this budget, the SPDID will add additional eyes and ears downtown in a very public manner, creating a welcoming presence for visitors and dramatically improving safety and cleanliness. As the largest private employer in downtown St. Paul, it's incumbent upon all of us to work together to deliver our best for those who live, work, and play in St. Paul.

Thank you for your consideration and continued support of this critical investment in our downtown.

Sincerely,
Nicole

Nicole Hansen

Pronouns: She/Her/Hers

Executive Director, Securian Financial Foundation

Director, Community Engagement

nicole.hansen@securian.com

400 Robert Street North, Mail Stop 19-3851 St. Paul, MN 55101-2098
651-665-3501 (office) 612-353-7244 (mobile)



Securian Financial Group, Inc.

[securian.com](https://www.securian.com)

