



STPAUL.GOV

# Downtown Revitalization Strategy Presentation

**CITY OF SAINT PAUL**

**Housing and Redevelopment Authority Meeting**

**June 24, 2025**

**Partnerships: Supporting Our Shared Priorities**

**Enterprise: Leading Through Alignment**

**All In for a Strong Saint Paul: Telling Our Story**



**SAINT PAUL**  
**MINNESOTA**

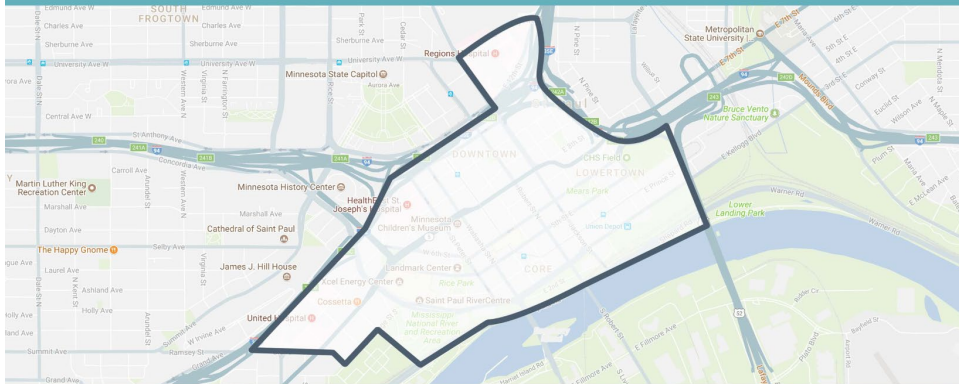
[STPAUL.GOV](http://STPAUL.GOV)



# Partnerships: Supporting Our Shared Priorities



The Downtown Alliance serves the downtown core, from Lowertown to the West 7th entertainment district.



The Saint Paul Downtown Alliance is a nonprofit organization that represents downtown businesses, nonprofits, government entities, residents, and entrepreneurs.

## MISSION

The mission of the Saint Paul Downtown Alliance is to create and maintain a vibrant, economically successful, safe, and attractive downtown that benefits the entire city and region by:

- Recruiting new employers
- Attracting new investments
- Creating positive downtown experiences



### **Downtown Investment Strategy**

- The Saint Paul Downtown Alliance, in partnership with public and private stakeholders, created a Downtown Investment Strategy to dramatically increase density, vitality and desirability in downtown Saint Paul.
- Working collaboratively to achieve this vision, the Alliance and its partners are focusing efforts on three priority areas:
  - **Converting under-utilized office space into housing**
  - **Investing in pedestrian-oriented streetscape improvements**
  - **Advancing downtown Saint Paul's most strategic redevelopment opportunities**



# Partnerships: **Supporting Our Shared Priorities**





### **Community-First Public Safety** and **Downtown Revitalization**

- Across departments, **we all serve Saint Paul.**
- Right now, we have an opportunity – and a responsibility – to **focus our energy and capacity (*time and resources*) where it matters most.**
- These aren't just strategic goals – they are **urgent needs that reflect what our city needs to move forward.**



### **The time is now...**

- Budget reductions at state and federal levels
- Lingering fiscal and social impacts from the COVID-19 pandemic
- A critical need to grow our tax base and revitalize our local economy

### **...to lean into our response-mode strengths.**

- Align quickly around a common goal
- Break down silos and collaborate
- Communicate openly
- Deliver results fast



### **Moving Forward. Together. With Purpose.**

- This alignment is not about adding more work – it's about focusing on **what matters most**, and doing it **together**, with urgency and accountability.
- Every member of Team Saint Paul translates strategy into service.
- **We can achieve ALL OUR GOALS.** We cannot do EVERYTHING at the SAME TIME.





# 4 Types of Work & Lines of Effort: Identifying Priorities and Aligning Capacity

## The Priorities

*City Leadership's Top-Priority Initiatives*

- **Community-First Public Safety**
- **Downtown Revitalization**

## The Grind

*The Core 9-5 Work. Everyday essential services and operational work*

- **Federal Response**
- **Joint Information System (Coordinated Communications)**

## The Drive

*Strategic, mission-driven, innovative work*

- **Climate, Resilience, and Sustainability**

## The Vampires

*Time and resource drains due to bureaucracy, inefficiencies, or other processes that could be improved.*

- **Data Practices Consolidation and Re-alignment**



## Community-First Public Safety

A citywide cross-departmental approach to improving public safety

Focuses on addressing root causes of violence and disorder

Brings together enforcement, prevention, intervention, and public health responses

Not a single program — a unifying strategy across city departments and external partners





## Quality of Life

Quality of Life refers to the overall well-being, safety, stability, and sense of belonging that individuals and communities experience in the City of Saint Paul.

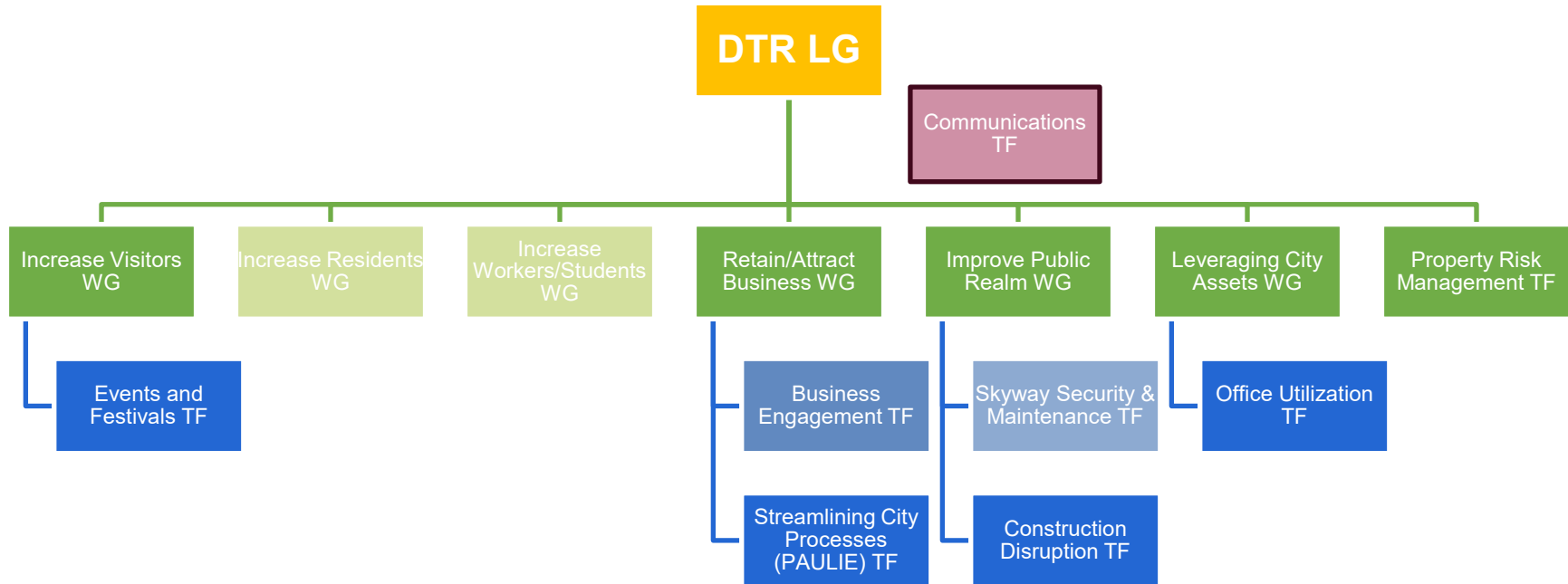
Quality of Life is shaped by social, economic, and environmental factors — including access to safe and affordable housing, public safety, public health, economic opportunity, safe public spaces, and freedom from chronic disorder, violence, or victimization.

Quality of Life includes both **objective conditions** (crime rates, mental health crises, substance use disorder, housing stability, homelessness, environmental health) and **subjective experiences** (feelings of safety, trust in public institutions, and community cohesion).



## Quality of Life Focus Areas

QOL Focus Area	Example Issues / Conditions	Role of ONS	Role of SPPD/SFPD	Role of CAO
<b>Community Violence</b>	Gun violence, group-related violence, retaliatory harm	Lead prevention and stabilization strategies (Project PEACE, Familiar Faces)	Targeted enforcement, intelligence, deterrence (SPPD)	Prosecution of violent offenses; civil tools to disrupt violence patterns
<b>Public Disorder</b>	Nuisance properties, drug houses, chronic calls for service	Support stabilization through Custom Coordination Table, community partnerships	Respond to disorder calls, partner with C1PS on chronic issues	Lead Nuisance Property program, civil enforcement
<b>Unsheltered Homelessness</b>	Encampments, unsafe conditions, vulnerable individuals at risk of harm	Trauma-informed outreach, stabilization planning (HART, CARES, Familiar Faces)	Public safety at encampments, emergency response (SPPD/SFPD/ONS)	Civil and legal interventions as appropriate; support rights-based approaches
<b>Behavioral Health</b>	Individuals in crisis, co-occurring substance use and mental health issues	Life coaching, behavioral health support, diversion	Co-response, coordination with ONS and SFPD/SPPD partners	Legal support for diversion pathways, court interventions when needed
<b>Neighborhood Safety &amp; Environment</b>	Environmental blight, vacant buildings, unsafe streets	Support CPTED, place-based interventions	Enforcement of ordinances, blight response	Legal action on code violations, property maintenance enforcement





# Property Risk Management Task Force: A Proven Model

- Focus: Risk management of failing downtown properties
- Cadence: Weekly interdepartmental coordination
- Key Outcomes:
  - Proactive inspections and stabilization
  - Ownership/receivership action through engagement
  - Tenant support and safety
- Lessons Learned:
  - Importance of cross-departmental response and coordination
  - Role clarity and action timelines
  - Transparent public updates

This grew and changed over the last 7 months. Staff now feel organized and supported.



## Leveraging City Assets

- Strategy: Activate underutilized city-owned properties, increase private partnerships
  - Example: City Hall Annex redevelopment for housing and workspace improvement
- Actions:
  - Space needs analysis
  - RFP issuance and developer selection
  - Institutionalizing 'Team Downtown' co-location
  - ONS's downtown lease
  - Osborn370 9th floor lease
  - HRA-owned ramps, connecting with downtown businesses
  - Identify and program underutilized spaces
- Impact: Increased tax base, long-term asset alignment, stronger downtown presence

Great work and will now  
be coordinated with  
other LOEs.



# Public Realm Improvements

- Key Initiatives:
  - Repair sidewalks and lighting
  - Tree and vegetation upgrades
  - Street reconstruction
  - Pocket park enhancements
- Coordination Priorities:
  - Increased spending for sidewalks on key downtown sites
  - Align budgets, contracts, and timelines
  - Common "Investing in Saint Paul" banners at construction sites, with links to more information
  - Activate public spaces with partners
- Goal: Safe, green, inviting downtown

So many efforts are underway – utilize WG to align and maximize efficiency/impact.





# Retain and Attract Businesses and Corporations

- Key Initiatives:
  - Intensive Business Outreach Program (priority)
  - Audit of current comms pieces and methods and coordinate/combine
  - Create a "How to" portfolio in conjunction with other departments
  - Create and maintain a "Pitch Deck" (new grocer example)
  - Work with DT Alliance and others to recruit businesses to empty retail spaces
  - Work with Greater MSP and others to recruit companies to downtown
  - Work with our parking ramp operators to offer group rates to office tenants
- Coordination Priorities:
  - C1PS efforts around shoplifting, other crime and QOL issues
- Goal: Through deep relationships with businesses, learn and understand business needs in real time / proactively in order to retain and attract businesses of all kinds.

Creating a much more  
proactive relationship  
with businesses



# All In for a Strong Saint Paul: **Telling Our Story**

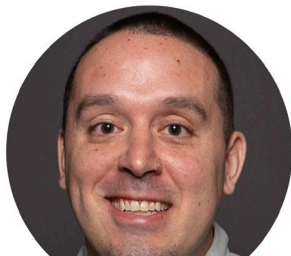
## Task. Strategy. Vision



**Hire people**



Recruit and retain skilled and highly engaged teammates who bring our goals to life



**Manage rec centers**



Offer enrichment and lifelong learning for all and provide safe, nurturing spaces for youth



**Manage libraries**



Build passionate readers and ensure open access to knowledge, tech, and opportunity



**Make emergency plans**



Maximize; protect life and infrastructure and prepare city to address crises and natural disasters

**A CITY THAT WORKS FOR ALL OF US**



# All In for a Strong Saint Paul: **Telling Our Story**

The Joint Information System (JIS) Line of Effort is charged with designing and executing a **citywide communications and marketing strategy** that:

- Aligns messaging across departments
- Increases engagement with and visibility of positive news and initiatives
- Secures a posture of readiness to proactively plan and effectively react to crises

## Strategy Areas

IMPROVE



Invest in Downtown Experience

PLAN



Leverage City Assets for Downtown Revitalization

GROW



Increase Number of Downtown Residents, Visitors,  
Workers, and Students



# All In for a Strong Saint Paul: **Telling Our Story**

## Strategically Telling the Story of OUR Saint Paul

**Mayor Melvin Carter** • May 31 at 4:43 PM • 13

Missed out on our Downtown Block Party? Good news it's just the beginning of a spectacular summer in Saint Paul. Thank you to all of our neighbors, partners, and vendors for joining the fun and supporting our local businesses.

LOST FOX, Jrtwn Barrel Theory Beer Company The Bulldog Lowertown The Warrior's Garden - Hemp & Wellness Saint Paul Police Department Saint Paul Fire Department Saint Paul Parks and Recreation Visit Saint Paul Saint Paul Downtown Alliance St Paul Area Chamber Saint Paul Public Library Saint Paul Parks Conservancy St. Paul Saints Baseball St. Paul Farmers' Market St. Paul Farmers' Market Sockhop St. Paul Advance Gambit Brewing Company Legacy Chocolates 1881 Eating House Twin Cities Jazz Festival Minnesota Museum of American Art



122 • 2 comments • 8 shares

Like • Comment • Share

View more comments


**Dayna Martinez** • Twin Cities Jazz Festival too!!!  
1w • Like • Reply • 4

Comment as City of Saint Paul - Government

**City of Saint Paul - Government** • Published by Agapose • June 5 at 6:00 PM • 3

Downtown sure knows how to have a good time. Nearly 700 neighbors stopped by our Summer Block Party in Mears Park from DJ Audience and Sockhops to food and drinks from downtown spots, it was a celebration of community in the heart of Saint Paul. See you at the next one!

Visit Saint Paul Saint Paul Downtown Alliance St Paul Area Chamber Saint Paul Public Library Saint Paul Parks Conservancy St. Paul Saints Baseball St. Paul Farmers' Market LOST FOX, Jrtwn Barrel Theory Beer Company The Bulldog Lowertown The Warrior's Garden - Hemp & Wellness Saint Paul Police Department Saint Paul Fire Department Saint Paul Parks and Recreation Gambit Brewing Company Legacy Chocolates 1881 Eating House Twin Cities Jazz Festival The Bulldog Lowertown LOST FOX, Jrtwn Visit Saint Paul Saint Paul Downtown Alliance Saint Paul Parks and Recreation St Paul Area Chamber



See insights and ads • Boost post

35 • 1 comment • 8 shares

Like • Comment • Share

**Pioneer Press** @PioneerPress • 5/30/25 • 1

City of St. Paul hosting a downtown block party Friday



City of St. Paul hosts downtown block party

From twincities.com

3 • 2 • 8 • 2K • Share

**Saint Paul Parks and Recreation** @SaintPaulParks • May 30 • 1

We believe parks make this city great! Kicked off summer tonight at Mears Park alongside our incredible Lowertown businesses with music, dancing, and neighbors. Check out all the fun happenings in downtown parks this season: [stpaul.gov/downtownparks](https://stpaul.gov/downtownparks)



6 • 12 • 1.2K • Share

**FOX 9** • @FOX9 • 5/30/25 • 1

Businesses and city leaders are banding together to host an inaugural Downtown Block Party on Friday, calling it a "kick-off to summer."




St. Paul hosting Downtown Block Party Friday night in M...

From fox9.com

1 • 3 • 1.5K • Share

**twg\_stpaul** Mears Park • 1




17 • 1 • 1

**twg\_stpaul** We had a blast at the Saint paul block party. Thank you to the city leaders of Saint Paul that put it together and Josh, Tenly, and Garyn for helping us sell some drinks and promote @warriors\_next\_adventure

May 30

**stgldowntown** and 3 others • Saint Paul, Minnesota • 1




Liked by injlor and others

by\_a\_thread\_saintpaul Last night my husband and youngest daughter accompanied me to Mears Park Kick-Off to Summer Block Party and we were immediately made to feel included and at home.

There were people of all ages, furry friends and members of our local government from ward reps to Police & Fire to @mayorcarter...

**stgldowntown** and 3 others • Saint Paul, Minnesota • 1



Like • Comment • Share

# Discussion



**SAINT PAUL**  
MINNESOTA

[STPAUL.GOV](http://STPAUL.GOV)