



# 2013 Annual Report

## **IMPACT**



By

St. Cloud Downtown Council  
& Alliance Foundation

## LETTER FROM THE BOARD CHAIR, TAMI DELAND

St. Cloud's Downtown is a community inspiration. It is our economic and cultural center. It's a place where new innovation and talent come to grow and thrive. Downtown is a symbol of pride, quality of life, and opportunity.

Strategic partnerships within our community allow the St. Cloud Downtown Council & Alliance Foundation to foster healthy growth in numerous ways. We continue to offer support for established businesses to succeed and for new business start-ups to gain a good foundation. Community members benefit from the public events we inspire and downtown businesses benefit from the excitement and energy created.

We have been striving to create a sense of place, a network of visibility and accessibility. We believe that being a strong and healthy advocate for the success of Downtown is our mission. Our organization has been focusing on advocacy, marketing, business retention and recruitment while continuing to invest in the beautification, events and the health of our community.

We want to thank our supporters for bringing continued economic success and life into our Downtown and our organization. The St. Cloud Downtown Council & Alliance Foundation is an innovative partnership to help make a common vision a reality.

Thank you for reading through this report. You will see many examples of the great things we have done this year. We are proud to share that the vacancy rate is the lowest it has been in over four decades (at 3%)! We received a \$50,000 matching grant from the Morgan Family Foundation and proud to announce that we met the challenge.

If you aren't currently active, please consider where your strengths could benefit our committees, task forces and events.

There is always so much more to do, we believe that Downtown will continue to flourish and grow as a new kind of business district.

*Tami DeLand, Chair*

Board of Directors  
St. Cloud Downtown Alliance Foundation

*Imagine a place that is dense, dynamic and diverse*

## LETTER FROM THE PRESIDENT, PEGG A.K. GUSTAFSON

2013 was another busy year for the St. Cloud Downtown Council & Alliance Foundation. We worked on a number of initiatives to provide a higher level of service for our members, donors, and stakeholders and to improve Downtown. The Board of Directors charged the organization to be more vocal about its achievements, importance in Downtown and the community at large. Therefore, the theme of the 2013 Annual Report is “impact,” and the report’s content prominently features the many areas in which we had a direct impact.

The bulk of our work revolved around our focus areas, which include: membership, marketing, sustainability, business retention and recruitment.

We understand that we need strategic partnerships in order to create a successful downtown; no single organization or individual can revitalize or continue the momentum of an entire downtown on its own. Indeed, the word “Alliance” in our organization’s name has never meant so much as it does today.

I owe many thanks to our members, donors, Greater St. Cloud Development Corporation, City of St. Cloud and all of our strategic partners for their support and great work in 2013. Also, a special thanks to the Board for its support, encouragement and commitment to the organizations and our Downtown.

No matter what brings you to Downtown, you’re part of an exciting change taking shape all around us, which will transform Downtown for generations.

*Pegg A.K. Gustafson*  
President / CEO



## 2013 HIGHLIGHTS

The St. Cloud Downtown Council & Alliance Foundation – with nearly 150 members – are non-profit community advocacy organizations dedicated to ensuring Downtown is the region’s premier location.



## MEMBERSHIP

Goal: Expand our diverse base of informed and engaged members and key stakeholders.

*The Downtown core belongs to everybody, so we all have an obligation to be involved in making it the best it can be.*

- 28 new members
- Hosted Backstage Tour of the Paramount Theatre and Visual Arts Center
- Hosted an International Mapuche artifacts and products event
- Posted weekly “featured Member” on Facebook
- Hosted safety workshop with St. Cloud Police Dept.
- Hosted counterfeiting workshop with St. Cloud Police Dept.
- Hosted retail and hospitality marketing workshop
- Hosted Profit Mastery (finance) workshop
- Fulfilled more than 330 requests from members and Downtown business prospects



## MARKETING & EVENTS

Goal: Promote the downtown and its businesses to residents and visitors.

*Creating memorable experiences for visitors, employees and residents showcases Downtown as an exciting urban destination and center of activity.*

- Engaged 350+ volunteers.
- Created and printed Downtown map (87,000 distributed).
- Created Downtown Fact Sheet to better tell the story.
- Created Downtown’s Greater > Eats promotion card as part of the Mayor’s State of the City address.
- Hosted the Downtown Walk About (Open Streets festival) bringing over 5,000 participants.
- Planned the 13<sup>th</sup> Annual Winter Nights & Lights Parade (cancelled due to cold).
- Maintained web site.
- Hosted 40<sup>th</sup> anniversary of 1<sup>st</sup> public art project in St. Cloud, the Granite Trio.
- Posted daily Facebook news.
- Sent weekly online newsletters (The Monday Morning Memo).
- Featured properties available in Downtown.
- Participated in Rotary’s Summertime by George (averaging 7,500 guests each week).
- Partnered with City of St. Cloud in the development of their new logo and brand.
- Recognized with Rock On Award for Mississippi Partners’ work to champion the St. Cloud Area’s Mississippi River Corridor Plan by Mayor of St. Cloud.



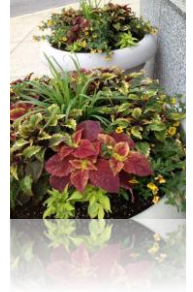


## PLACEMAKING

Goal: Elevate culture, arts and “sense of place”.

### *A clean and inviting Downtown spurs economic development.*

- Placemaking Plan adopted by City of St. Cloud.
- Served on City’s Placemaking Committee.
- Grew our Adopt-A-Planter program from 41 to 53 participants.
- Partnered with artist Dan Mondloch to create 8 paintings of historic buildings for a preservation awareness campaign.
- Weinmarkt (German Christmas Market) held for the first time in December.
- Partnered with the City of St. Cloud to host the 4<sup>th</sup> annual Downtown History Hunt marketed to families and children.

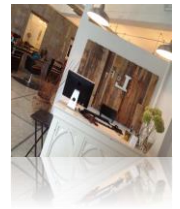


## BUSINESS RETENTION & RECRUITMENT

Goal: Increase the Downtown’s occupancy rate with a rich diversity of appropriate businesses.

### *Optimizing synergies between local and regional programs maximizes our effectiveness.*

- Maintained database of available properties.
- Maintained database showing over \$9 million in Downtown investments.
- Instituted \$75,000 Accessibility Improvement Program using Community Development Block funds.
- The River’s Edge Convention Center expanded.
- Hwy 23 and the 10<sup>th</sup> Avenue bridge were improved.
- Tracked business activity:
  - Many businesses relocated to Downtown including (but not limited to):
    - Werschay Homes relocated to Downtown
    - Loffler Companies relocated to Downtown
    - LiveEdit relocated to Downtown
  - Quinlivan & Hughes began construction on new office building
  - Many new businesses opened including (but not limited to):
    - Paramount Gallery St. Germain
    - Pickled Loon
    - Rush Boutique
    - Jet’s Pizza
    - Bloom Salon
    - Good Patina
    - J. Whitty Creations
    - DAYTA Marketing
    - Willow Tea
    - Dolsie’s
    - iParts
    - Firehouse Subs
  - Many businesses with new Downtown address including (but not limited to):
    - The Loft
    - Gaslight Creative
    - Adventure Creative

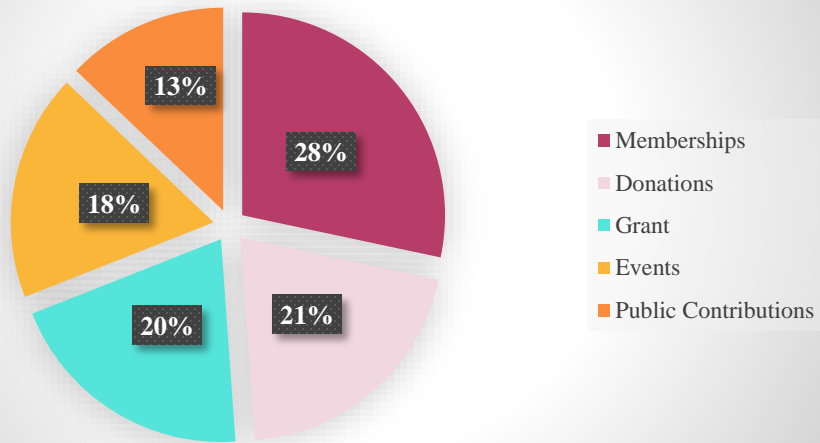


## FINANCIAL SUMMARY

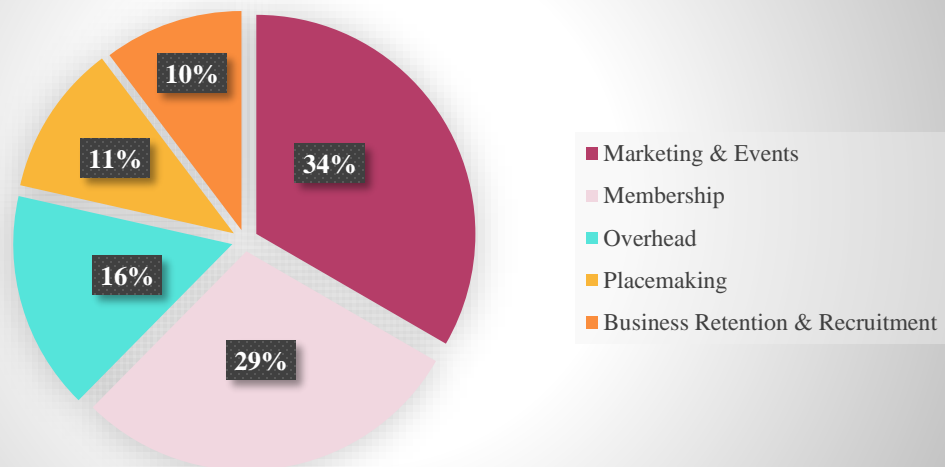
### ST. CLOUD DOWNTOWN COUNCIL & ALLIANCE FOUNDATION

The certified public accounting firm of CliftonLarsonAllen prepares our taxes each year. Carlson Advisors is hired to do our accounting and bookkeeping.

#### 2013 Revenues & Support



#### 2013 Expenditures



## ALLIANCE FOUNDATION DONORS & SUPPORTERS

5<sup>th</sup> Avenue Fitness/Snap Fitness  
Accents LLC  
Airmaxx Trampoline Park  
Annandale Queen's Fund  
Anonymous  
Apollo Insurance  
Auto Value Parts Stores  
Bachman Jewelers  
BLEND  
Body Kinetics  
Boser Construction  
Bremer Bank  
Brenny Transportation  
Brothers Bar & Grill  
Bumbledee's  
Capital One 360  
Carlson Advisors  
CentraCare Health Foundation  
Central Perk  
Child's Play of St. Cloud  
City of St. Cloud Economic Devel. Authority  
Coborn's, Inc.  
Country Financial  
Cowboy Jack's  
D.B. Searle's  
Dezurik  
Emerald Lawn Care  
Franklin Outdoor Advertising  
Gaslight Creative  
Geo-Comm, Inc.  
Girl Scouts Troop #670  
Granite City Crossfit  
Granite City Lumberjacks  
Graniteman Events, Inc.  
Gray Plant Mooty  
Greater St. Cloud Development Corporation  
Green Mill S.C. Ventures LLC  
Hughes Mathews  
Initiative Foundation  
J. Whitty Creations  
Jim's Auto Service, Inc.  
Jules' Bistro  
Kain & Scott  
Kelly Inn  
Le St. Germain Hotel  
Leighton Broadcasting  
Mahowald Insurance Agency  
Marco Business Products  
Marishka's  
MidCountry Bank  
Minnesota Dance Ensemble  
Morgan Family Foundation  
Ms. Melinda's Dance Studio  
Netgain Technology  
New Horizon Academy  
Pacific Wok  
Pan-O-Gold  
Paramount Theatre & Visual Arts Center  
Party-Time Inflatables  
Peters Body Shop  
PFLAG St. Cloud  
Rajkowski Hansmeier  
Rasmussen College  
Rejuv Medical PA  
Rengel Printing  
Rinke Noonan, LTD  
Sam's Wholesale Club 18-8183  
Sauk Rapids Community Ambassadors  
Scar Dolls Roller Derby  
Scheels, St. Cloud  
Sentry Bank  
Speedpro Imaging  
Sprit 92.9  
St. Cloud Area Convention/Visitors Bureau  
St. Cloud Ear Nose & Throat  
St. Cloud Floral  
St. Cloud Metro Bus  
St. Cloud Optimist Club  
St. Cloud Sr. Mens Rugby Club  
St. Cloud State University  
St. Cloud Times  
State Senate Dist 14 DFL  
Sterling Catering & Events  
StudioJeff  
The Ad Company  
Tri-Country Abstract & Title Guaranty  
Twistin Vixens  
Viking Coca-Cola Bottling Co.  
White Horse St. Germain, Inc.  
Wimmer Opticians  
Wirth Center for Performing Arts  
Xcel Energy  
Youth Shelter Supply

## MISSION VISION

*The mission of the **Downtown Council** is to be the catalyst for the development of Downtown as a vibrant, social, cultural and economic center.*

*The mission of the **Downtown Alliance Foundation** is to provide resources needed to build a dynamic and diverse community that is the regional center for culture, history, commerce and entertainment.*

*Our vision: St. Cloud's Downtown is recognized as the social, cultural and economic center of our region.*

## ALLIANCE FOUNDATION DONORS & SUPPORTERS (CONT.)

Andzenge, Julie and Dick  
Bitzan, Dick and Mimi  
Gorrell, Ken  
Helgeson, Michael and Karel  
Pierson, Katrina  
White, Penny



## WHAT MEMBERS ARE SAYING

*We are excited to be part of what's happening here. Downtown is up and coming, something we see each day now that our studio is Downtown.*  
Rochelle Yapuncich  
Yuppy Photo

*Pegg helped us get enrolled in the Profit Mastery seminar, free to members. This was a huge benefit to our business.*  
Odessa Scherr  
Central Perk

*We would not have been able to bring our building up to code and expand our business. Thanks to the Downtown Council for initiating the Accessibility Improvement Grant!*  
Dee Holsinger  
Bumbledee's



## DOWNTOWN COUNCIL MEMBERS

Membership is an opportunity for a diverse group to connect around the common interest of supporting Downtown's revitalization. This growing network enables us to be a better advocate for Downtown and builds fundamental relationships for Downtown's growth.

Accents	Ehlen Properties	MidCountry Bank	StudioJeff
Amcon Block	Electric Fetus	Mind Body Spirit	Subway
ARIA Communications	EnduRUNce Sports	Minnesota Dance Ensemble	Tell-A-Vision
Arts Co-Op	Fitzharris	Minnesota School of Business	The Ad Company
Arvig Enterprises	Falcon National Bank	Minnwest Bank	Thelen's
Bachman Jewelers	Franklin Outdoor	Mr. Nice Guys	ThinkTourism
Bernick's	Gaslight Creative	Netgain Technology	Title Professionals
Big Brothers Big Sisters	Geo-Comm	Nock Design Group	Townsquare Media
BIK Foley Land /Devl	GLTarcitects	Pan-O-Gold	TriCounty Abstract &
Books Revisited	GNP Company	Paramount Theatre & Visual	Title Guaranty
Borgert Products	Good Patina	Arts Center	Veranda
Bremer Bank	Granite City Real Estate	Penny White	Viking Coca-Cola
Brother's Bar & Grill	Granite City Staffing	Peter's Body Shop	Wells Fargo
Bumbledee's	Granite Equity Partners	Peterson Dental Association	Whitehorse
C&L Distributing	Gray Plant Mooty	Pioneer Place on 5 <sup>th</sup>	Willow Tea
Camera Shop	Greater St. Cloud	Podawiltz Development	Wimmer Opticians
Capital One	Development Corp.	Quality Cleaners	Wine Shop
Capital One 360	Green Mill	Quarry Title & Closing	Wingnut Tattoo
Care Transportation	Greenfield Communications	Rasmussen College	Wirth Center for
Carlson Advisors	GW Coffee & Tobacco	RBC Dain Rauscher	Performing Arts
Cathedral High School	HBH Consultants	Rengel Printing	World Wide Audio Media
Catholic Charities	Hendrick's Marketing	Rinke Noonan	Xcel Energy
CentraCare	Heritage House B&B	River's Edge Convention Ctr.	Youth Shelter Supply
Central MN Builders Assoc	HMA Architects	Rush Boutique	
Central MN Building &	Hughes Mathews	Sandler Training	City of St. Cloud EDA
Construction Trades	INH Commercial Brokerage	Schlenner Wenner	Stearns County
Central MN Community	Invincible Costume	Sentry Bank	
Foundation	J. Whitty Creations	St. Cloud Area Association of	
Central Perk	Jeddeloh & Snyder	Realtors	
Central Region SBDC	Jimmy John's	St. Cloud Area Chamber of	
Cetera Financial Group	Kain & Scott	Commerce	
Child's Play St. Cloud	Kelly Inn	St. Cloud Area Convention &	
Clear Path LLC	Lamar Companies	Visitors Bureau	
CliftonLarsonAllen	Le St. Germain Hotel	St. Cloud City & County	
Coborn's	Leighton Broadcasting	Employee Credit Union	
College of St. Benedict	Leighton Interactive	St. Cloud Floral	
Cowboy Jack's	Lillian's St. Cloud	St. Cloud Friends of Library	
Cru Wine Specialists	Magnetic Sparks	St. Cloud Metro Bus	
Culligan Water	Mahowald Insurance	St. Cloud Neighborhood	
D.B. Searle's	Marco Business Products	St. Cloud Online.com	
D.J. Bitzan Jewelers	Marishka's	St. Cloud Opportunities	
Daniel Funeral Home	Mathew Hall Lumber	St. Cloud State University	
Diocese of St. Cloud	McDowall Company	St. Cloud Surgical Center	
Dolsie's Lunch Box	McGough Construction	Stearns History Museum	
East Side Glass	Mexican Village	Stellar Associates	
eBureau	Microbiologics	Stinson Leonard Street LLP	



## LEADERSHIP

### BOARD OF DIRECTORS

#### *Officers*

**Tami DeLand**, Minnesota School of Business | Chair  
**Kate Hanson**, Granite City Real Estate | Vice Chair  
**Sonja Gidlow**, Greater St. Cloud Development Corporation | Secretary  
**Jeff Peterson**, Gray Plant Mooty | Treasurer

#### *Board Members*

**Andy Barth**, D.B. Searle's  
**Bob Leighton**, Leighton Broadcasting  
**Carol Lewis**, City Council Member  
**Dave Kleis**, Mayor of St. Cloud  
**John Bestgen**, Bachman Jewelers  
**John Herges**, Falcon National Bank  
**Julie Lunning**, St. Cloud Area Convention & Visitors Bureau  
**Ken Gorrell**, Arts Co-Op  
**Lindsay Latterell**, Kelly Inn Hotel  
**Paul Harris**, CentraCare  
**Paul Thompson**, Bremer Bank  
**Penny White**, Resident / Volunteer  
**Rob Ruprecht**, Rasmussen College  
**Tammy McGee**, St. Cloud State University

### STAFF

**Pegg A.K. Gustafson**, President & CEO  
**Jill Pauly**, Marketing & Events Coordinator  
**Brad Schoenherr**, Events Assistant  
Jordan Wahholz, CSB / SJU Intern  
Anthony Landis, Rasmussen College Intern  
Jolene Foss, St. Cloud State University Intern



## 2013

THANK YOU FOR ANOTHER SUCCESSFUL YEAR!