

# Transforming downtown from *gray to green*

2019 Annual Report



green  
minneapolis

# Greening from East Town to Downtown West

Dear Friends,

Green Minneapolis is pleased to share with you our 2019 Annual Report. Your support helped Green Minneapolis make downtown greener than ever. Peavey Plaza re-opened on time and on budget - a restored historic and architectural landmark that delights visitors with its spectacular water features, vibrant plaza, renewed tree canopy and welcoming, lush gardens. The Commons, first launched by Green Minneapolis in 2016 and now in its 4th year of operation, matured into an active town square in the burgeoning East Town neighborhood. And on the downtown streets between, the trees planted to grow our downtown tree canopy are experiencing higher survival rates thanks to consistent watering and volunteer reporting on tree conditions. At the Hennepin-Lyndale Crossroads, we doubled the square footage of medians landscaped and maintained, further enhancing the pedestrian and cyclist experience of this civic gateway to downtown. We owe many thanks to our donors like you - it was your support that made these achievements possible.

We also proudly highlight the hundreds of downtown residents and workers that supported Green Minneapolis by donating their time, participating in park gardening, a comprehensive tree census and litter pickup. It is exciting to see the benefits of working together to make our downtown greener and more welcoming, and last year we really saw the groundswell of support for our mission to make our downtown greener, more welcoming and vibrant.

2020 is Green Minneapolis' 5th Anniversary year, and there is plenty more work to be done. With your continued support, we are increasing our advocacy for more downtown greening thru public-private partnerships to build new parks and green space and continue the growth of the downtown tree canopy. We are expanding our volunteer program, offering more opportunities for you to engage directly with activities that make our downtown greener. Working together, we will transform downtown from *gray* to *green*.



David Wilson  
**Board Chair**



Beth Shogren  
**Executive Director**



*"Public green spaces and downtown trees are more important than ever. Green Minneapolis' work to develop parks, plazas and trees in the urban center is essential to create the vibrant and livable downtown that will make our city thrive. For five years, Green Minneapolis has been our trusted partner, able to create the public-private partnerships that make transformative projects happen."*

- Mayor of Minneapolis, Jacob Frey

# About Us

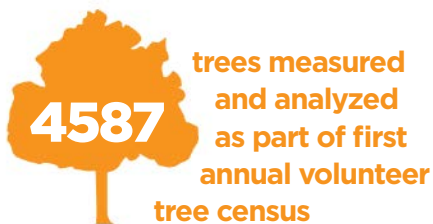
Green Minneapolis is growing a green future for downtown, with tree-lined streets and active public spaces.

We are the **POWERFUL LINK** between local government and our downtown community, a **CATALYST** for the private sector to get involved in greening our downtown, and a **VOICE** for the vibrant and green downtown we all have a stake in.

Together, we will transform downtown from *gray* to *green*.



# Year At A Glance



**\$10.1M** raised enabling the revitalization of Peavey Plaza



**30,000** sq.ft. additional green space planted & maintained at Hennepin-Lyndale Crossroads



## Board of Directors

David A. Wilson, Chair  
Accenture

Steve Cramer, Secretary  
mpls downtown council  
Mpls Downtown Improvement District

Kathryn Reali, Treasurer  
mpls downtown council  
Mpls Downtown Improvement District

Jay Cowles  
Knudsen | Cowles

Cynthia Froid  
Cynthia Froid Group  
*Completed term in 2019*

Glenn Miller  
MillerHale Associates

Joseph Peris  
Ryan Companies

Jaime Roman  
Accenture

Terri Simard  
Target

Todd Wagner  
Microgigantic

Jeff Johnson, Ex Officio  
City of Minneapolis

Al Bangoura, Ex Officio  
Minneapolis Park and Recreation Board

# A Fresh Take on Trees

“As a downtown resident and builder, I am energized and excited by the work of Green Minneapolis to create communal green spaces and increase the tree canopy within our city’s core. Trees and parks are essential for fostering a livable and walkable urban environment, preserving mental health, and mitigating the effect of our urban heat island.

Now more than ever, cities have become central in solving the most critical challenges of our time. As our city positions itself to address climate change, public health, and housing affordability, the role that greening plays in creating sustainable neighborhoods becomes even more paramount. Connecting back to nature grounds us in our humanity and the humanity of our fellow neighbors. Only through maximizing these human connections will we recognize the full benefits of a collective society.

Green Minneapolis provides the critical connection point between the public and private sector, coupled with the focus and will to turn dreams of vibrant urban parks and tree lined streets into reality. I am passionate about the work of Green Minneapolis, and I am honored to help play a part in moving this mission forward.”



Joseph Peris  
Ryan Companies, Inc.

**Board Member Since 2018**





## Peavey Plaza

After years of disrepair, the historic landmark Peavey Plaza reopened to the public in July 2019 after a \$10 million revitalization. In addition to the Plaza's jaw-dropping fountains, the new design features updated lighting, accessibility improvements and a lush tree canopy.

One of the nation's most revered cultural landscapes, the Plaza welcomed an estimated 40,000 visitors during its six-months of operation and was the venue for 22 free public events. With Green Minneapolis' stewardship and consistent care and your continued support, Peavey Plaza will remain at the forefront of the Minneapolis cultural scene.

### **Thank you donors and partners:**

City of Minneapolis • State of Minnesota • Al and Kathy Lenzmeier • Dennis and Nora Hunchar • Ameriprise Financial • Carlson Family Foundation • David A. Wilson and Michael J. Peterman • Page and Jay Cowles • Julia W. Dayton • Kelly and Connie Doran • Nivin and Duncan MacMillan Foundation • Margaret V. B. Wurtele • Ned Abdul • Opus Foundation • Paul and Mary Reyelts Family Foundation • Piper Sandler Companies • The Pohlad Family • Target • U.S. Bank • M. A. Mortenson Company • Bob and Nancy Anderson • Peter Hendee Brown and Anna Larsson



## The Commons

Green Minneapolis has operated and programmed downtown's newest urban destination since 2017. Your financial support enabled us to provide amenities, free public programs, and world class maintenance of the gorgeous native perennial gardens. In 2019, we launched partnerships with the MPRB and Minneapolis Youth Coordinating Board to deepen connections with youth, bring new audiences to The Commons and build a diverse and strong community.

In 2019, The Commons welcomed over 600,000 visitors, and nearly 11,000 participants at 35 free public events hosted by Green Minneapolis and our local partners. The Commons has truly become *your downtown oasis*.



## Growing our Downtown Forest

We know downtown needs a more lush tree canopy to support the environmental and emotional health of our community. The #1 tool to meet that goal is to improve the survival rate of young trees. Supplemental watering by our Greening Lab partnership doubled the survival rate of young street trees from 2018 to 2019! Volunteers crowded the streets to conduct the first ever downtown tree census in September, giving us even more useful data. Partnership with other non-profits and neighborhoods means your contributions go even further, and move us closer to our vision of tree lined streets throughout downtown.

### **Thank you donors and partners:**

Mpls Downtown Improvement District • Minneapolis Park and Recreation Board •  
Mississippi Watershed Management Organization • Downtown Minneapolis  
Neighborhood Association • Brown Family Foundation



## Hennepin-Lyndale Crossroads

The Hennepin-Lyndale Crossroads is a prime example of the community taking action to change their environment. Green Minneapolis convened neighborhood organizations, cultural institutions, municipal agencies and residents to create a true public-private partnership. Together, we care for this corridor's landscaped medians and create a green gateway into downtown.

### **Thank you donors and partners:**

Citizens for a Loring Park Community • Lowry Hill Neighborhood Association • Minnesota Department of Transportation • Minneapolis Department of Public Works • Minneapolis Park & Recreation Board • Dunwoody College of Technology • Walker Art Center • Hennepin Avenue United Methodist Church • The Episcopal Cathedral of St. Mark • The Basilica of St. Mary • Loring Corners, Inc • Monica and David Nassif • Jester Concepts • Robert Eyestone • John Van Heel

# Annual Fund

Transforming downtown from *gray* to *green* is only possible with the generous support of the following individuals, families, foundations, and corporations. Your support of Green Minneapolis in 2019 enabled us to make meaningful impact across the city. **With every dollar, we are growing a lush downtown forest, building lively and welcoming spaces that connect people through place, and creating the vital downtown that is essential to our region's economic, environmental and social future.** Thank you for your trust and partnership.

## **\$10,000+**

David Wilson &  
Michael Peterman  
Jay Cowles &  
Page Knudsen Cowles  
Julia W. Dayton  
Margaret Wurtele

## **\$5,000 - \$9,999**

Cynthia Froid  
Jaime Roman  
Ryan Companies  
Terri Simard  
Todd Wagner

## **\$1,000 - \$4,999**

Bond & Devick Wealth  
Partners  
Charlie & Julie Zelle  
David Crary  
Downtown Minneapolis  
Neighborhood Assoc.  
Ellen & Jan Breyer  
Glenn Miller & Jocelyn Hale  
Jerry Green  
Karen Bachman  
Karla Ekdahl &  
Peter Hutchinson  
Keep America Beautiful  
Nivin MacMillan  
Stephen & Dixie Berg  
Steven Garth King  
Will & Kelly Davis

## **\$500 - \$999**

Anonymous  
Barb Forster  
Cathleen Ryan &  
Doris Engibous  
Daniel Quirk  
Dennis & Nora Hunchar  
Glenn & Teri Woythaler  
Kyle Kossol & Thomas Becker  
Penelope Hunt  
Roger Hale & Nor Hall  
Sheila Morgan  
Steve Cramer &  
Deborah Brish-Cramer  
Thomas Racciatti  
Tom Foerster

## **\$250 - \$499**

Alan Polsky  
Ann & Kevin Quiring  
Anonymous  
Bellisio Foods  
Bill Schmidt  
Brad & Laurie Frederiksen  
Bryan Walker  
David & Kris Jones  
David Hartwell  
Dianne Iverson  
Elizabeth Dobel Birney &  
Scott Birney  
Elizabeth Hlavka  
John & Nancy Lindahl  
John Anderson &  
Ashley Adkinson  
Kathleen & Paul Campbell  
Kathryn Reali  
Kevin & Beth Dooley  
Mark Werner  
Michael Klingensmith  
Mike Binkley  
Nancy Gibson & Ron Sternal  
Patrick Born  
Paul Kaminski  
Peter Hendee Brown  
Scott Wilkins  
Virginia Mills  
Wendy & David Coggins

## **\$100 - \$249**

Anita Kunin  
Anonymous  
Charlene Roise  
Daniel Rischall &  
Karen Blumberg  
David & Lynn Vander Haar  
David & Sheryl Evelo  
David Kuplic  
David Tonseth  
Dean Greenberg  
Deborah Sundquist  
Diane & Brian Fiderlein  
Donald Pastor &  
David Goldstein  
Elizabeth Gales  
Elizabeth Shogren  
Fern Letnes  
Frank & Frances Wilkinson

George & Joan Carlson  
Harry Jacob  
James & Maryann McNeill  
James Eastman  
Jerome Fahrman  
John & Laura Crosby  
John Shekleton  
Joseph Peris  
Judi Kelly  
Julie Brekke  
Kathleen Bischel Beddow  
Kevin and Terri Frazell  
L. Kelley Lindquist  
Larry Shelton &  
Linda Myers Shelton  
Laura Kossan & Tom Alberg  
Leif & Jeanne Solberg  
Lynn Casey  
Margaret Osborne  
Mary & Peter Ritten  
Mary & Robert Shaffer  
Michael Knoche  
Miles Mercer  
Nicholas & Carrie Lindahl  
Nick Singer  
Patricia Mullen &  
Beverly Miller  
Peter Rothstein &  
Omar Guevara Soto  
Rich Forschler  
Richard & Maureen Mercier  
Roberta Jordan  
Ruth Ann & James Benson  
Susan & Duane Kullberg  
Susan Trapskin  
Suzanne Drehmel  
Thomas & Anne Carrier  
Vincent Barton

## **Up to \$100**

Amber Rose Bjerke  
Annette LeDuc  
Arliss Piri  
Brad, Cindy & Miles Eggen  
Colin Wiesner  
Daniel Clarkin  
Daniel Collison  
David & Kathleen Miller  
Devin Harrington  
Donna Hawley

Enrica Zaidman  
Gayle Jorgens  
George Nudell  
Greg & Dorrie Hagge  
Helen Hillstrom  
Jennifer Wilson  
Jil Evans &  
Charles Taliaferro  
John Fishpaw  
Jules Hansel  
Keith Relyea &  
Jeannie Kant  
Kyle Henry  
Lauren Borer  
Linda Burns  
Linda Holt  
Liz Wielinski  
Margaret Booth  
Marie Braun  
Mark & Karen Rabinovitch  
Mark Huting  
Meghan Rodgers  
Michael &  
Deborah Speckman  
Patricia & Howard Cohen  
Quentin Misiag  
Rebecca Norine  
Richard Madigan  
Scott Burnett &  
Courtney Nagle  
Sheldon Berg  
Shirley Kaplan  
Stephen Carpenter &  
Megan Hazen  
Susan Pelton  
Tanna Moore &  
Craig Swaggert  
Terry Daily  
Tracy Leavenworth  
Wanda Patton Adefris  
Wendy Wiesman  
Will & Margaret Bracken  
William Hancock

# Greening at Work

## SOURCES

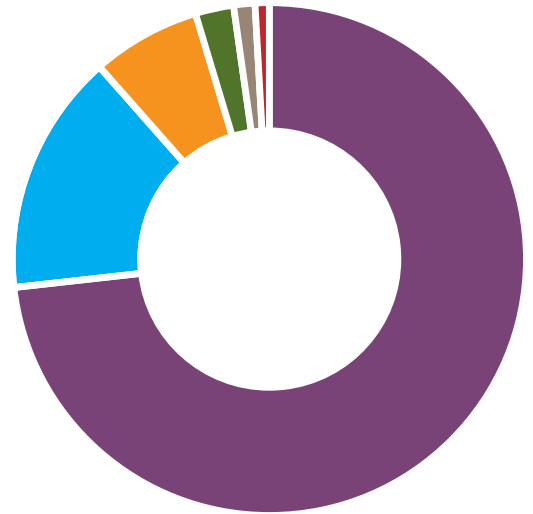
Green Minneapolis pairs public and private sector funding to make transformative greening projects possible.

Donations enable us to rely less on city funding to operate public spaces and provide world-class service and maintenance. Thank you to our founding contributors who have set us on track to develop long-term, sustainable operating models for our projects.

City Contributions Toward The Commons and Peavey Plaza Operations	\$821,382	73%
Individual Donations	\$171,299	15%
Events and Sponsorships	\$76,900	7%
Fiscal Agency Contracts	\$27,070	2%
Other/Misc	\$15,000	1%
Grants	\$10,000	1%

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<b>TOTAL</b>	<b>\$1,121,651</b>	<b>100%</b>
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## USES

Green Minneapolis is unique in that it operates public spaces, like The Commons and Peavey Plaza, *and* advocates for new and thriving green spaces downtown, including an expanded tree canopy.

Operations of The Commons	\$664,478	57%
Operations of Peavey Plaza	\$244,714	21%
General & Administrative	\$123,823	11%
Development	\$109,676	9%
Other Projects	\$20,059	2%

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<b>TOTAL</b>	<b>\$1,162,750</b>	<b>100%</b>
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