Transforming downtown from gray to green

2019 Annual Report
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

- **4587** trees measured and analyzed as part of first annual volunteer tree census
- **10,934** trees measured and analyzed as part of first annual volunteer tree census
- **$10.1M** raised enabling the revitalization of Peavey Plaza
- **10,934** participants at free programs
- **30,000** sq.ft. additional green space planted & maintained at Hennepin-Lyndale Crossroads

**The New Peavey**

- Grand opening July 2019

**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

**Participants at Free Programs**

- **600,000** users to The Commons
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
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
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
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.

**Annual Fund**

$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 Woyhaler
Kyle Kossol & Thomas Becker
Penelope Hunt
Roger Hale & Nor Hall
Sheila Morgan
Steve Cramer & Deborah Brish-Cramer
Thomas Racciatti
Tom Foerster

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Bryan Walker
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David Hartwell
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Elizabeth Hlavka
John & Nancy Lindahl
John Anderson & Ashley Adkinson
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Kathryn Reali
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Michael Klingensmith
Mike Binkley
Nancy Gibson & Ron Sternal
Patrick Born
Paul Kaminski
Peter Hendee Brown
Scott Wilkins
Virginia Mills
Wendy & David Coggins

George & Joan Carlson
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James Eastman
Jerome Fahrmann
John & Laura Crosby
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Peter Rothstein & Omar Guevara Soto
Rich Forschler
Richard & Maureen Mercier
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Ruth Ann & James Benson
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Susan Trapskin
Suzanne Drehmel
Thomas & Anne Carrier
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$100 - $249
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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

Enrica Zaidman
Gayle Jorgens
George Nudell
Greg & Dorrie Hagge
Helen Hillstrom
Jennifer Wilson
Jil Evans & Charles Talaferro
John Fishpaw
Jules Hansel
Keith Relyea & Jeanie Kant
Kyle Henry
Lauren Borer
Linda Burns
Linda Holt
Liz Wielinski
Margaret Booth
Marie Braun
Mark & Karen Rabinovitch
Mark Hutting
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

Up to $100
Amber Rose Bjerk
Annette LeDuc
Arli 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 Talaferro
John Fishpaw
Jules Hansel
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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%

TOTAL $1,121,651 100%

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%

TOTAL $1,162,750 100%