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Fall 2010 Newsletter

Economic Prosperity. Regional livability. Multi-sector partnerships. Many of the things that ULI Minnesota and our members work on every day are now more important than ever. *Be part of the change!*

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INITIATIVES

Keep up with ULI Minnesota's work on the web. The website is updated regularly with summaries of recent activities, meeting notes, presentations, and reports. Please check back often!

World Premiere of the Metropolitan Business Plan (MBP)

On December 8, ULI Minnesota/Regional Council of Mayors and its partners – the Itasca Project, the cities of Minneapolis and Saint Paul, the Department of Employment and Economic Development (DEED) and Target Corporation - will be featured at the [Global Metro Summit](#) sponsored by the Brookings Institution, *Time Magazine* and the London School of Economics. As the summit explores the future of the next metropolitan economy, Mayor Chris Coleman and Mayor R.T. Rybak will present the findings from a year-long effort to produce the Minneapolis-Saint Paul Metropolitan Business Plan (MBP) discussion draft.

As noted by the Brookings Institution, “the Minneapolis-Saint Paul MBP aims to build a flexible, adaptable and dynamic business environment for driving innovation by leveraging the area’s concentration of headquarters and related functions; better linking research institutions to private-sector actors; fostering higher rates of entrepreneurship through advocacy and improved sequencing of investment; and providing higher-quality and more timely information for private-sector decision making.”

A key implementation element of the Business Plan is “Accelerate MSP,” a regional entrepreneurship accelerator (EA). Despite the region’s overall strong economic health,

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entrepreneurship and the translation of innovative ideas into commercial ventures has been less robust. The goal of the EA is to provide new ventures with access to appropriate capital and sophisticated entrepreneurial assistance, including business planning, mentors and networking opportunities.

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The MBP team is looking for your feedback! Please visit the [ULI Minnesota homepage](#) where you will find the discussion draft version of the Minneapolis-Saint Paul Metropolitan Business Plan. **Please send comments and feedback to Snezhana.Bessonov@ULI.org by January 15, 2011.**

Become a [sponsor](#).

Bringing Leaders Together Around Southwest Corridor Development Opportunities

In an effort to provide policy leaders with real-time, real-life information about implementing transit-oriented development along the Southwest LRT corridor, ULI Minnesota partnered with Hennepin County, The McKnight Foundation, Family Housing Fund, MN Housing and the Center for Transit Oriented Development to host an all-day tour and workshop on November 10. The event attracted more than sixty local elected officials and city, county and Metropolitan Council economic development, planning, housing, and transportation staff. Riding along the Hiawatha LRT, participants heard from their colleagues about the challenges and successes of existing and planned development projects. At Bloomington's Central Station, the group boarded a Metro Transit bus to tour the Southwest LRT station areas in Eden Prairie, Minnetonka, Hopkins, Saint Louis Park and Minneapolis to learn more about the development opportunities envisioned in those areas and what it will take to make them happen.

The day concluded with a workshop featuring renowned architect and urban designer Ken Greenberg and Citiventure Associates President Marilee Utter. Both emphasized the importance of building distinctive, walkable "whole communities" that are highly desirable for people at all stages of life. "A building is not a village," Marilee pointed out, "a project must be big enough to have as many different uses within 360 degrees as possible." According to Marilee, the best TOD uses include: multifamily residential, offices, civic buildings, entertainment, and services like dry cleaners, childcare and banks. A key to project success—beyond uses, zoning, and design—is developing project champions who will collaborate around a shared vision with the goal of making it reality. [Learn more about the workshop agenda, participants and presentations.](#)

UPCOMING EVENTS

What makes great cities great—and why it matters

A program partnership between ULI Minnesota and Minneapolis DID

Tuesday, January 11, 2011, 7:30 – 9:00 am

Pohlad Auditorium, Central Library

Michael Rotondi, Principal, RotoArchitecture will talk about the past, present and future of public space and why it matters in making Great Cities Great. This event is open to the public at no charge. For more information contact coordinator@minneapolisDID.com.

The Post-Recession Buyer: Demographics, Housing Choices and Community Services

A program partnership between ULI Minnesota and the Sensible Land Use Coalition

Wednesday, January 26, 2011, 11:30 am – 1:30 pm

DoubleTree Park Place, St. Louis Park (Park Ballroom)

Cathy Bennett (ULI MN RCM Housing Initiative), John Carpenter (Excensus) and Craig Helmstetter, Ph.D. (Consulting Scientist, Wilder Research Foundation/Minnesota Compass) will present the "2010 Compass Points" providing valuable trends and comparisons for key community measures of vitality, and how this will affect community change. [Learn more and register.](#)

Urban Design: Reducing Risk

Thursday, February 10, 2011, 4:00 – 5:30 pm

Dorsey & Whitney

Presenter: Chris Frampton, East West Partners

Young Leader Group Annual Program: Kids in the City

Thursday, March 10, 2011, 4:00 – 5:30 pm

Dorsey & Whitney

ULI Spring Council Forum

May 18 – 20, Phoenix, AZ

[More information.](#)

Third Annual Housing Initiative Conference

Wednesday, June 8, 2011, 7:30 – 11:30 am

Dorsey & Whitney

Presenter: Christopher Leinberger, Brookings Institution Fellow

ULI MN PROGRAM RECAPS

Annual Economic Forecast featuring Brian Beaulieu

November 16, 2010

Returning to ULI Minnesota for his fourth year, economist Brian Beaulieu from the [Institute for Trends Research](#) happily reported to participants “you have lived through the very worst you have to live through” and the “outlook for 2011-2013 is good, but not great.” [View Mr. Beaulieu's presentation](#) and the [program summary](#).

Members Only Regional Governance Discussion

October 11, 2010

During the usual monthly meeting of the Regional Council of Mayors, ULI Minnesota organized a special members-only session bringing together Peter Bell, the current Metropolitan Council Chair, and two former chairs, Curt Johnson and Ted Mondale, and ULI Minnesota Advisory Committee member Jay Lindgren as moderator for a fascinating discussion on the role, future and structure of the region's planning body. [Read the notes from the session.](#)

Corridors of Opportunity

September 16, 2010

With concerns about how to pay for a new transportation bill coupled with “unclear priorities, rising deficit concerns, and ultra-partisanship” it is unlikely that a major transportation bill will emerge this year. ULI Executive Vice President Maureen McAvey challenged local governments to lead the way, noting that “a crisis is not a good opportunity to waste.” Hennepin County Commissioner Peter McLaughlin and Ramsey County Commissioner Jim McDonough described the region's move toward a “Corridors of Opportunity” vision with an integrated system of transitways accompanied by development in the community's corridor and station area plans. [Read the program summary.](#)

Steve Berg at *MinnPost* has covered each of the most recent ULI Minnesota programs.

Click the links below to read the articles.

[“Economist: MSP needs more marketing, more entrepreneurship, more courage”](#)

[“Metro politics: Bell, Mondale and Johnson think the Met Council has done a good job of 'building out' the Twin Cities”](#)

[“Transit 'corridors of opportunity': Planning for real estate's comeback”](#)

PEOPLE & IDEAS

ULI Minnesota member Brendon Slotterback got some national recognition in September when a series of his “Net Density” (<http://netdensity.net>) blog posts were highlighted by LEED for Neighborhood Development (LEED ND) rating system co-founder Kaid Benfield for their “impressive and thorough... demonstration of how the location criteria in the [LEED for Neighborhood Development](#) rating system can be used to identify superior places for sustainable development.” Benfield concludes that his work “provides a replicable model for areas all over the US.”

[Read Slotterback's four-part analysis here.](#)

[Read Benfield's article here.](#)

Crucial Consumer Trends for 2011

Whether its “fractional ownership and lifestyle leasing business models” (think [Nice Ride](#) or Saint Paul's [CoCo coworking space](#)) or “Urbanomics” (i.e. **tailoring products, services, experiences or campaigns to the very specific needs of urbanites – infusing them with** “a heavy dose of urban pride”) this list of 11 consumer trends for the coming year are sure to intrigue. **Visit:** <http://trendwatching.com/briefing/>

YLG PROFILE

In this issue we decided to focus in on the opinions and ideas of one of our Young Leaders Group members Sean Sweeney, an asset manager for ArtSpace.

How old are you?

32—which is on the border of Generation Y and X depending on whose numbers you use!

What brought you to the Twin Cities?

My wife and I moved here from San Francisco last October. My wife's family is from Minneapolis, and mine is from Madison, WI, so we always thought that we'd move back to the Midwest. But the Twin Cities was a tough sell at first because the first things that came to mind were the Mall of America, the Vikings and snow.

So what made the sell?

Several things. In the Twin Cities, you can have a high quality of life without making \$750,000/year. That's a big deal. You have so many more options. The affordability gives you the flexibility to have only one person working in a household. With the exception of a couple of expensive neighborhoods, it is much easier to have your pick of where you want to live. People idealize the coast, but there are real trade-offs.

What drew you to real estate and development?

Before I got into the development industry I was an actor, I worked in sales, I waited tables. But I always liked architecture and design, although I realized I couldn't draw a straight line. I had an uncle who was a developer in the Twin Cities and what appealed to me was the business and creative side of the industry. It is really an art form – with constantly moving pieces and decisions that have to be made. Developers need to be pretty good at a lot of different things rather than an expert in one thing.

How do you think the arts add to the vitality of a place?

My big picture belief about a city is that it takes all kinds of people to make it work: businessmen, artists, social workers, etc. Artists can't just make a place cool. But they bring theater, galleries, artwork, entertainment...it's a huge cultural piece of anyone's life these days. If a city doesn't have a good arts scene, what do you do? It's a huge part of our free time.

What do you think the ingredients are that make a place attractive to Millennials?

People don't want to live far from their jobs and they are looking for walkable downtowns and neighborhoods. A lot of them don't want to own a car. And the most important thing is a desire to be around other people—especially other young people. Millennials will trade size and quality to be in a walkable location with a lot of people and activities-cultural and recreational. But it is still important that job opportunities are there.

What do we have and what are we missing in MSP?

We have great culture, good quality of life, and a very good art scene. We could do a better job with public transit and walkability. It's encouraging to know that people are working to improve this. I think the biggest challenge is perception to the outside world. When people think about Minneapolis and Saint Paul, people don't think about good stuff. Everyone knows the Mall of America, cold, and sports teams. And those are not assets to the Millennials. But in the end, we must be doing something right since so many people end up here from big cities and don't want to leave.

ULI MN WELCOMES NEW MEMBERS

Jesse Amundson, Mary Kay Bailey, Hannah Berg, Jonathan Dostal, Kari Gill, Jennifer Haskamp, Mayor Tim Howe, Neal Johnson, Tim Keane, Kathryn Klatt, Todd Klingel, Stacie Kvilvang, Emily Lowery, Mayor Judson Marshall, Charlie Melcher, Robert Miller, Eric Muschler, Kathleen Nordine, Dennis Panzer, Dan Petrik, James Robinson, Dan Rogness, Thomas Simonson, Jacqueline Taylor, Mark Ulfers, David Van Hattum, Tony Wotzka

ULI BOOKSTORE: SUPPORT ULI MINNESOTA

Next time you order a book from the Bookstore, be sure to use the ULI Minnesota code "8117". Your district council will receive a share of the proceeds!

CONTACT US:

[Caren Dewar](#), Executive Director
[Cathy Bennett](#), Housing Initiative
[Pat Arnst](#), District Council Coordinator
[Snezhana Bessonov](#), Initiatives
[Mary Kay Bailey](#), Communications and Policy

On the web: www.minnesota.uli.org

Questions or problems with the ULI web site? Contact Jamie McAfee 202.624.7023.
To learn more about ULI MN or to be added to our mailing list, please contact [Pat Arnst](#).

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