TASK FORCE DATA DIVE

Five groups divided up the data collected from 60 businesses and 6 landlords, then shared their findings with one another. Finally, the group looked across the entire report-outs and drew overall conclusions based upon the data.

<table>
<thead>
<tr>
<th>GROUP</th>
<th>AHAS</th>
<th>CONCERNS</th>
<th>DATA</th>
<th>WHAT THE DATA IS TELLING US</th>
</tr>
</thead>
</table>
| Business Comments on Associations & Landlord Comments | • Grand Ave trolley  
• Patios are experiential, though they impact parking  
Visit Saint Paul all positive (GABA mostly negative)  
• DIY versus collaborative branding mentality  
• Info kiosks | • Landlords and parking  
• Property taxes increase rent, destabilize the neighborhood?  
• Landlords’ trash cart costs passed onto renters | • 16 positive mentions of visit Saint Paul 7 negative, positive mentions of GABA  
• Concerns of prospective tenants: of 8 comments were about parking  
• ‘WORK TOGETHER” comments abound re: businesses, neighbors, associations | • Personal relationships matter; though some businesses see themselves as independents, is this reactive?  
• Property taxes plus trash may affect renter stability  
• Visit Saint Paul is all positive: What can we learn from that? Some landlords want density in places, while others don’t want any |
| Business Challenges & Rental Market Charts | • So hard to find and retain good people (employees) | | | • Themes are specific and recurring |
| | | • Sales | • Costs | • Taxes/rent  
• Finding and keeping good people  
• Regulations: minimum wage, paid sick leave, ADA |
### TASK FORCE DATA DIVE, cont’d

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<tbody>
<tr>
<td><strong>Business Trends Comments &amp; Business Charts</strong></td>
<td>• Tenure on Avenue 15 years -impending retirements</td>
<td>• Demographic: uncertain future</td>
<td>• Foot traffic does not equal business performance (see charts 2&amp;3 on p. 2)</td>
<td>• Online shopping is a threat</td>
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<td></td>
<td>• Success in extremes: very convenient online versus shopping as an experience</td>
<td>• Follow up on business performance vs changes in business</td>
<td>• The cost of doing business is perceived to be especially difficult in Saint Paul (p. 1 bar graphs)</td>
<td>• Price comparing at stores makes it tough to price competitively</td>
</tr>
<tr>
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<td>• Sidewalks, maintenance</td>
<td>• Tension from the top (macro) on line etc AND bottom (local) regulation, taxes... hard to cut costs</td>
<td>• The gray tsunami is coming</td>
<td>• Experience and “Gram-ability” can overcome convenience and cost</td>
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<tr>
<td></td>
<td>• Power of the collective, critical mass, synergy</td>
<td></td>
<td></td>
<td>• Critical mass = power of the collective</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Local is a trend</td>
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<tr>
<td><strong>Task Force Advice &amp; Other Comments</strong></td>
<td>• Businesses are not feeling represented</td>
<td>• Not feeling represented by the city, GABA, or local groups</td>
<td>• Hostile business environment: taxes, parking, regulations, rent, wages</td>
<td>• Our task force is in great need and doing the right thing at the right time</td>
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<td></td>
<td>• Great need for this task force</td>
<td></td>
<td>• Segmented Ave needs connection solutions</td>
<td></td>
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<tr>
<td></td>
<td>• Grand Ave brand is bigger than Grand Old Day</td>
<td></td>
<td>• City has a responsibility to maintain the charm: trees, roads, sidewalks, lighting</td>
<td></td>
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| **Business Success & Innovation Comments** | • The impact of mass transit and walkability (A Line impact)  
• Networking with other businesses and community partnerships  
• Making an experience, events | • How to support, encourage new business  
• Industry concerns that we can’t effect inventory, cash flow, etc.  
• Our focus on the immediate community vs businesses’ need for visitors, suburbs, etc.  
• Blaming parking | • Creating an experience: popups in vacancies, events  
• Need for co-branding experiences, networking, marketing  
• Parking remains unresolved | • Similar issues among types of businesses retail restaurants, etc.  
• Opportunity for cooperative marketing  
• Experiences, community matters |
| **OVERALL CONCLUSIONS** | • Collaborative, community  
• Trolley, walkability, transit  
• Experiential, experiences important  
• Grand Ave Series – do this | • Blaming parking  
• Taxes, rent, trash  
• Lack of parking  
• Gray Tsunami—shoe still to drop with retiring business owners  
• Property assessments | • City’s investment not proportionate to what Grand Ave contributes to the city  
• Parking and/or easy access to businesses—mobility of people who come to Grand | • Power of the collective  
• Need for the collective  
• Similar issues—many businesses are feeling the same way  
• Importance of fostering relationships |

### Parking Lot

- Send survey to those who didn’t participate
- Send summary to those who gave contact info
- Parking ramp woes—find out full story from Bridget
- Ownership & Control vs. Large & Small Businesses: Disentangling these concepts
COMMUNITY TENSIONS KEY

The darker the shade, the greater the agreement among the five groups. The lighter the shade, the greater there may be a need for:

1. more collective understanding of the system, or
2. more collective understanding of the community, or
3. a clearer definition of the tension

Diverging arrows indicate active tension within the community.

Where we were 5-10 years ago
Where we are at this moment
Where the system will go without intervention
Where the community fears it will go
Where the community desires it to go
COMMUNITY TENSIONS
COMMUNITY TENSIONS

Facilitated by Brigid Riley of B. E. Riley Consulting

Documentation by Sherry P. Johnson of Cultivate Strategy
The Future is Grand Task Force Data Dive
July 10, 2019

COMMUNITY TENSIONS

Responses to Business and Landlord Surveys
Macalester College

Facilitated by Brigid Riley of B. E. Riley Consulting

Documentation by Sherry P. Johnson of Cultivate Strategy