



Loring Greenway Association

2009

ANNUAL REPORT



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LETTER TO OUR STAKEHOLDERS

We are pleased to present the first Annual Report of the Loring Greenway Association (LGA).

The first year of any new organization can be momentous, and that certainly is true for LGA.

As you read this report, you will discover just how much has been accomplished for the Greenway in just one year. New shrubs have been planted and pruned, beautiful perennials are sprouting, over 400 flower boxes in the Greenway's berms have blossomed, irrigation challenges have been solved, trees have been fertilized, inoculating against the emerald ash borer has started, grassy areas are thriving, mulching is protecting plants, and much, much more.

An effective Board of Directors has been created with representatives working from homeowner associations adjacent to the Greenway, several members-at-large, along with delegates from rental apartment buildings. They have all been working hard to make sure that this downtown urban walkway will become one of the top ten in the United States.

Our partnership with Minneapolis Public Works and the Minneapolis Park and Recreation Board is solid. Agreements have been forged. All partners have worked hard to successfully solve problems on the newly reconstructed Greenway.

Our organizational bylaws were developed carefully and quickly. Our Federal 501(c) (3) non-profit status was achieved in record time (three months) with pro bono assistance from the law firm of Fredrikson & Byron. Citizens for a Loring Park Community, our neighborhood organization, kindly stepped forward as LGA's fiscal agent while we waited for our Federal non-profit approval.

Thankfully, a citizens committee launched fundraising during the year prior to the formation of LGA; this year, we doubled the number of individual and organizational donors that are committed to making sure the Greenway thrives.

We have retained a professional horticultural firm, Rainbow Treecare, to ensure the vitality of shrubs and trees, and mulching of the plant beds is carried out on a regular basis.

And perhaps best of all, Loring Greenway is now served by a first-class volunteer gardening crew under the direction of a spirited Master Gardener -- planting and nurturing its flowers and grounds and buttoning up the landscape at the end of the fall.

Indeed, LGA's first year has been one of great achievement. But we've only just begun. This report also tells the story about our vision for the future and its challenges.

We look forward to creating more partnerships and forging stronger community support. This beautiful landscape -- serving thousands of residents and visitors each year -- deserves our and your best efforts.



HISTORY

The Loring Greenway is a heavily used Minneapolis pedestrian walkway between the lower end of Nicolet Mall and the residential neighborhoods that surround Loring Park. It is a product of Minneapolis' mid-twentieth century urban renewal that began in the late 1950s and continued into the 1970s. Constructed in an area of Minneapolis in desperate need of renovation, the Loring Greenway was very successful in attracting a variety of residential and commercial developments. As such, it reflects important post-World War II community planning and development trends.



Together with Peavey Plaza, the Loring Greenway is an effort to connect the system of parks and boulevards known as the Grand Rounds. The Loring Greenway is an example of the modern style of urban plaza design that represented a new urban park aesthetic. Both the Loring Greenway and Peavey Plaza were designed by noted landscape architect M. Paul Friedberg. The defining features of their design include the use of concrete to create hard space, water features, and multi-levels with green plantings.

But nothing lasts forever. By the turn of the millennia, many aspects of the Loring Greenway were showing their age. Many walkway tiles were cracked or patched with unsightly asphalt, many plantings had died and were not replaced, and its architectural and artistic effects were looking run-down. Something had to be done or the Loring Greenway would soon become a liability to both the city and its neighborhood.

For many years residents worked on Greenway improvements as a committee of the Citizens for a Loring Park Community (CLPC), the neighborhood organization. Using a Neighborhood Revitalization Program (NRP) Phase I grant of \$60,000 dollars, a new playground was constructed and lighting was improved to make the Greenway safer at night. They also sought to repair the Greenway's crumbling walkways and to renew its plantings and fountains. Much of this was accomplished during the summers of 2007 and 2008, at a cost to the city of over \$2.8 million. But clearly, much more effort and money would be required to enhance and maintain the Greenway over the coming years.

Meanwhile, the city of Minneapolis began to experience severe financial problems and continues to do so today. While the city is able to pay for the basic upkeep of the Loring Greenway, there were important questions that needed to be answered. Who would buy and plant the hundreds of flowering plants that have made the Greenway so attractive in past years? Who would see to the weeding of its plantings? Who would push for its enhancement through better lighting and art works? And who would coordinate the neighborhood events envisioned for the Greenway, such as dog parades, garage sales, art fairs, and performances?

To answer these questions, the original citizens group, with the help of city Councilwoman Lisa Goodman, evolved into The Loring Greenway Association (LGA), a partnership with the city with a goal of making the Greenway one of the premier pedestrian walkways in the nation. The LGA consists of a board of directors who represent the major commercial and residential properties in the area plus an active group of volunteers. City officials regularly work with the LGA to formulate and achieve various goals.

As the result of its initial fund raising activities and hundreds of hours of volunteer time, the LGA was recently able to plant more than 1800 flowering plants. It is currently looking for ways to save the Greenway's many ash trees from the Emerald Ash Borer beetle. Another project under way is a website that will help the LGA to build and maintain a community of volunteers focused on the Loring Greenway.

During the months in which the Loring Greenway Association was being formed, its finances were managed under the auspices of the CLPC, but now the LGA has independent status as a 501c3 non-profit organization. This means that the contributions it receives are tax-deductible.

BOARD ORGANIZATION

Home Owner Association Representatives

- 1225 LaSalle: Trish Simo Kush
- Greenway Gables: Rich Demers
- Loring Green East: Jan Sandberg
- Loring Green West: Fred Aden
- Loring Way: Paula Vesely

Residential & Commercial Building Representatives

- 110 Grant: Rick Bethke
- Eitel Apartments and Loring Park Apartments: Diane Cederberg
- Hyatt Hotel: Lou Zanoli, ex officio

Members at Large

- Kay Constantine (Loring Green West)
- Ray Harris (Loring Way)
- Merry Keefe (Loring Way)
- Doug Wallace (Loring Way)

OFFICERS

- President:** Merry Keefe
- Vice-President:** Doug Wallace
- Secretary:** Jan Sandberg
- Treasurer:** Paula Vesely

PUBLIC PARTNERS



A unique collaborative arrangement has been established between the LGA, the City of Minneapolis and the Minneapolis Park and Recreation Board in relation to the management and maintenance of Loring Greenway.

The City of Minneapolis will continue to maintain the hard surfaces – the sidewalks and fountains and sitting areas – and will be responsible for snow removal, grass cutting and watering of all plants and trees.

The Minneapolis Park and Recreation Board will continue to be responsible for trimming, pruning, and removal of trees.

Loring Greenway Association will be responsible for the fertilization, treatment of all trees, and planting of new trees. LGA is also responsible of maintenance of existing plants, purchase, and planting of new annuals and perennials, all weeding, trimming, and mulching.

This three-party, working relationship has worked successfully in 2009 and is expected to continue indefinitely.

COMMITTEES

Communication

During 2009, the Communication Committee was involved in a variety of activities:

- Newsletters: sent e-mails to stakeholders about key decisions of the LGA Board, activities sponsored by the LGA, and areas in which the LGA is asking for help.
- Mailings: coordinated the printing, assembly and mailing of a fund raising letter produced by the finance committee.
- Media relations: worked with the Downtown Journal to publish an article about the LGA.
- Web Site: developed an initial web site for the LGA (www.theloringgreenway.org); began work on a dynamic website as a tool for the management of LGA activities.
- Developed temporary signs for use during LGA activities on the Loring Greenway.
- Information: wrote the history of the Loring Greenway contained in this report and on the web site.

Finance

Our inaugural year led to financial legitimacy on various governmental fronts.

- We formally adopted Articles of Incorporation and Bylaws and applied to the IRS for 501(c)(3) status as a non-profit charitable corporation. This important approval was achieved in August and allowed us to move forward on our own.
- Fundraising was greatly helped with the aid of Citizens for a Loring Park Community (CLPC) which kindly served as our fiscal agent in order to maintain full tax-deductibility for our donors.
- A banking affiliation has been set up to handle deposits and expenditures. And finally, by late December, the State of Minnesota approved our application for exemption from Minnesota state sales tax. This will be beneficial as we purchase plants and materials for the Greenway in the future.

Marketing & Fundraising

During 2009, the Fundraising Committee was responsible for a several initiatives.

- Master Plan: developed a fundraising master plan with assistance of a volunteer fundraising consultant
- Campaign for new Donors: composed materials and organized an appeal to residents to become new donors
- Mailing List: purchased a mailing list of area residents for donor appeal
- Coordinated mailing appeal: worked jointly with the Communications Committee to send the donor appeal to over 800 residents living near the Greenway
- Appeal Success: over 5% responded with pledges to support the Greenway (normal response rate for mass mailing is around 2%) – 60 new individual donors.
- Organizational Support: (1) secured four Homeowner Associations (adjacent to the Greenway) as donors; (2) gained multi-year contribution from the Hyatt Hotel; (3) received multi-year pledge from nearby residential rental buildings -- the Eitel Building and Loring City Apartments.
- Donor “Thank-you” Event: held a successful spring “thank you” event for donors at the Eitel Building roof garden.

Gardening

Thanks to the stellar support of the board and hard work of gardening volunteers the LGA gardening committee had a very successful first season. Here are the highlights:

In May, 2009 we designed the plantings for the nine berms on the Greenway. There are a total of 445 pockets in the berms. We designed with a mix of annuals and perennials, placing our order with Rush Creek Growers. Rush Creek is a reputable grower and supplies plant materials to the Minneapolis Park and Recreation Board. Because we are not sure what the survival rate of the perennials will be, for 2010, we are ordering a full complement of annuals (again relying on Rush Creek). If we have "left over" annuals they will be put to good use in other areas of interest on the Greenway.



A massive planting effort took place over Memorial Day weekend. The Hyatt Hotel provided plant storage space and a very welcome beverage service. The next few months (June through October) volunteers met once a month for maintenance. This included continuous clean-up and weeding, weeding, weeding.

In addition to monthly maintenance the saucer planters were watered on a weekly rotation. Jean Toll organized this effort, and each building on the Greenway participated in the schedule. Other volunteers worked on an almost daily basis to pick up litter, weed, mow, sweep and do whatever job needed to be done to keep the Greenway beautiful.

Finally, the Greenway was "put to bed" for the winter and the saucer planters were changed out to seasonal interest. And now with snow, ice, slush, and salt, the process begins again with design and the order of plants for spring planting.

Volunteers donated an estimated 662 hours toward our Greenway planting and maintenance effort. Each gardening volunteer worked at least one time during the season. Many of them worked more than one day; and a core of about 20 volunteers worked almost every time an event was held.

Contracted Services

LGA's largest budget item is a contract with Rainbow Treecare. Readers of this report may be curious about the services that this horticultural firm provides for Loring Greenway.

Rainbow Treecare has an excellent reputation for its expertise in care for trees, shrubs and other landscape work. Its consulting arborist who has primary responsibility for Greenway services is recognized as one of the top professionals in his field. His credentials include a B.S. in Forest Resources from the University of Minnesota. He is also an ISA Board-Certified Master Arborist.

The services that Rainbow Treecare provides on Loring Greenway include the following:

- Spring top dress mulching
- Perennial and annual bed fertilization
- Pruning of shrubs
- Tree and shrub fertilization
- Inoculating ash trees to prevent the invasion of the Emerald Ash Borer
- Replacing trees and shrubs when needed

Rainbow Treecare works in concert with the chief of forestry of the MPRB, the agency that has responsibility for all trees on public lands in Minneapolis, including the Greenway.

GARDENING VOLUNTEERS

1225 LaSalle

Gary Blegstad
Sydna & Herb Cheever
Ray Connelly
Jerri Sudderth
Marsha and Kurt Weidenhammer

Greenway Gables

Patricia Bloodgood
Chris Cleveland
Rich Demers
Merriam Feldman
Bess Gold
Cheryl LaRue
Jennifer Schoenzelt
Sally Westby

Loring Green East

Nancy Anderson
Dennis Heaney
Margo Heaney
Jim Little
Nancy Miller
Jan Sandberg
Dick Sandberg
Madeleine Sorensen

Loring Green West

Fred Aden
Hal Chader
Kay Constantine
Mary Faith Fox
Sheila Field
Carol Johnson
Susan Lasoff
Bud Levinger
Jan Nelson
Bob Rundorff
Kay Samuelson
Roxy and Bill Soth
Joe Sullivan
Marcia Sullivan

Loring Way

Richard Anderson
Julie Ayer and Carl
Leslie Berkshire
Donovan Brausen
Michael Cavitt
Christina Collie
Beth and Don Davies
Vicki and Steve Dunn
Ellen Dubuque
Jean Emanuelson
Lee Frelich
Mark and Sherri Ginther
Betty Heefner
Ede Holmen
Peggy Hunter
Merry Keefe
Brenda Kimmes
Bob Linde
Ray Nelson
Alize Proisy
Cindy Quehl
Jean Toll
Doug Wallace

Summit House

Ray Nelson

510 S. 8th Street

Charlie Steinbrecher

Address Unknown at this time

Alice League and Robert Neal

Nicollet Towers

Tom Normile



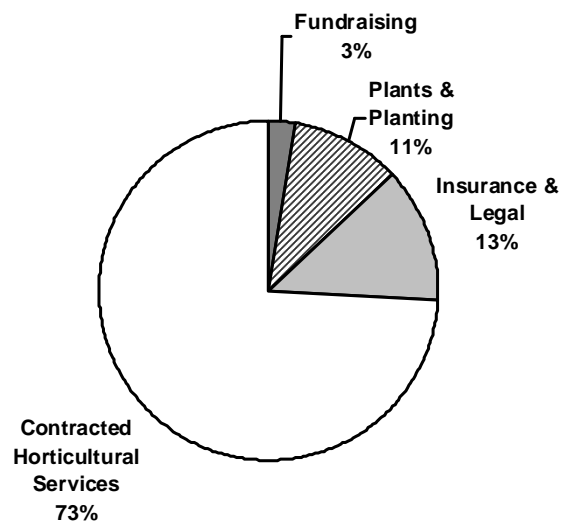
2009 FINANCIAL REPORT

The Association started the year with \$4,935 in the bank. Contributions for the year from individuals and businesses totaled \$39,543. The Association raises all of its revenues from private donors.

Expenditures for the year totaled \$30,291 with nearly 75 percent of funds spent on contract services to maintain Greenway plantings. Contracted services for 2009 included fertilizing perennial & annual beds, pruning shrubs, replacing trees & shrubs when needed, and mulching planting beds in the spring.

About 85 percent of all funds, including the funds for contracted services, were used for Greenway maintenance and plants. The Association was able to carry over \$14,188 into 2010.

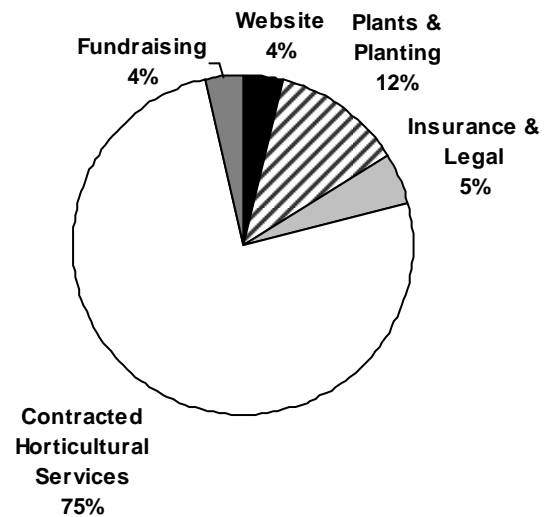
2009 Operating Budget



2010 OPERATING BUDGET

In 2010, the Association anticipates increasing its spending on the Greenway to \$53,027. Three new initiatives for the year include improving the Association's website, a small contract for plant selection and bed design, and inoculating ash trees to prevent the Emerald Ash Borer. The budget for plants and bed work has also been increased. Nearly 90 percent of all funds are targeted to maintain trees and shrubs and provide annual and perennial plantings. As in 2009, all of the Association's revenues must be raised from private donors.

2010 Operating Budget



DONORS

CORPORATE GIFTS

| | |
|-------------------|---------|
| 1225 LaSalle | \$1,000 |
| Hyatt Regency | \$4,500 |
| Loring Green East | \$2,000 |
| Loring Green West | \$2,000 |
| Loring Way | \$1,000 |
| Village Green | \$7,875 |

INDIVIDUAL GIFTS

\$500 and above

Caroline H. Anderson
Bob and Nancy Anderson Family Fund
of The Minneapolis Foundation
Don and Elizabeth Davies
Mark Dayton
Robert Linde and Jean Cameron
Paula Vesely

\$100 - \$499

Fred Aden
Mike Addy and Nancy Johnson
Ellwood and Ruth Anderson
Winnie Anderson
Paul Barber
Gary Blegstad
Michelle Biros
Mark and Carissa Brown
Charles A. Cleveland
Ogden Confer
Kay Constantine
Richard and Lois Demers
Eric Eskola
Sheila Field and Harold Levinger
Maryfaith and Michael Fox
Lee E. Frelich
John French
Paul Frye
Stephen Gangstead
Mark and Sherri Ginther
Bess Gold
John and Jan Grunewald
Ray Harris
John E. Healey
Dianna Heins
Donald Helgeson and Sue Shepard
Doug and Grace Herr
William Houlihan
Lila and Harry Jacob
Norman E. Jensen
Miriam Karmel and Wm. Price
Merry Keefe
Ron and Merle Kelly
Jean Kennedy
Thomas and Michele Krenn
Karen and Bernie Kunkel
Rollie Langer



\$100 - \$499

James and Lila Little
Dorion and Al Macek
Mary McEvoy and Terence Fruth
Helen Metz
Steve B. Millikan
Joseph and Yvonne Mullen
Janice M. Nelson
Cathryn T. Olson
Faith and Steve Oremland
Sharon L. Plett
Viv Rengstorff and Caroline Lappin
Fred and Lois Requa
Mary and Peter Ritten
Martin and Sylvia Sabo
Richard and Jan Sandberg
Patty and Barney Saunders
Joyce E. Sheffer
Doris Skalstad
Wallace and Marilyn Small
Frank J. Sorauf
Bill and Roxanne Soth
Bob and Patti Spinner
Marcia and John Stout
Jean Toll
Susan Viking-Kueck
Doug Wallace and Peggy Hunter
Jon and Sally Westby
James Wickham
Richard and Carole Wiederhorn

Up to \$99

Jon and Jean Albrightson
Margeret Berget
Keith Boe
Sallie Bonamarte
Larry and Susan Bourgerie
Hal Chader
Nancy E. Chapman
Carol Clarke
Ray and Jo Connelly
Richard and Anne Crooks
Christine Cundall
Kitty and Dave Dornfeld
D. Ann Douglas
Judy Ericksen
Hope and Ramon Esparolini
John Fesler
Joseph Fleischman
Byron and Shirley Frank
Palmira Gall
Lois and Lawrence Gibson
Curtis Gilmore
Joanne Halsey
David and Marlys Harens
Verna and David Heiberg

Up to \$99

Janet Hively
Allan and Margaret Johnson
Carleton and Luann Johnson
Dennis and Carol Johnson
George and Marilyn Johnson
Radmilia T. Klashnya
Trish Simo Kush
Lora Landers
LaVonne Landsverk
Bill and Gloria Levin
Michael D. Maher
Pat Mall
Wanda and Robert McCaa
John W. McConnell
Nickolas and Amanda McVay
Lysle Meyer
Nancy B. Miller
Jeanne Mock
Fran and Jim Mullin
Dennis and Susan Nielsen
Robert and Lucille Northenscold
Dallas and Patricia Nortwen
Virginia Ochsendorf
Glenn Olson and Elizabeth Erdahl
Alyce A. Omer
William Opsahl
Ronald G. Perrier
Martha Rasmussen
Nina Rensberger
Harvey and Janis Sarles
William K. Sheffield
Madeleine and Eric Sorensen
Arturo Steely
Don and Mary Lee Stephenson
Jerrie and William Sudderth
Jerry and Sandy Svec
Kay Thyr
A. Richard Tow
Lillian G. Wallis
William and Janet Warner
Kurt and Marsha Weidenhammer



INDIVIDUAL GIFTS BY RESIDENTIAL PROPERTIES

110 Grant - 2

\$1,050

1200 On the Mall - 8

\$ 405

1225 LaSalle - 13

\$ 692

Greenway Gables - 15

\$1,475

Loring Green East - 23

\$2,990

Loring Green West - 36

\$3,441

Loring Way - 34

\$6,697