Activating Nicollet | A Street for All
The $50 million promise to downtown stakeholders was that the success of the new Nicollet would be ensured by a combination of these efforts. With the design complete and the livability team in place... *it was critical for activation to deliver.*
Nicollet Early Activation Approach
Set the stage for an adaptable process centered on user experience

**Discovery**
Spring-Summer 2017
- Build stakeholder and community relationships
- Get to know the space
- Determine activation advisory structure
- Convene downtown placemakers

**Development**
Summer-Winter 2017
- Develop, prototype and test
- Build stakeholder capacity
- Make business case
- Test/refine new Nicollet regulatory environment

**Delivery**
Spring 2018 & beyond
- Deploy year-round, activation program
- Ongoing stakeholder engagement
- Ongoing program evaluation
Nicollet Activation Strategy

Clarifies DID’s role
- Provides conceptual frame for ratepayers new to activation conversation
- Offers flexibility in DID’s response to opportunities
- Signals to partners extent of DID participation and commitment
Nicollet Makers Market

- Twice monthly markets in 2018
- Handmade local goods
- Focus on makers of color
Street Performer Program

- Curated by local arts organizations
- 144 performers
- 638 performance hours
- Busking bootcamp for performers
- Local newspaper coverage
- City council guest performer
- Grant supported
zAmya Theater Project Nicollet Residency

- Dramatic Encounters during lunch hours on sidewalks
- "Second Chances" play performed in Theater in the Round
- 400+ audience over 4 nights
More than 27,500 people enjoyed games, a holiday music and light show, live bronze pours, the Little Traveling Museum, and sleigh rides.
GO Tours

Four Self-guided Audio Tours

- Nicollet Architecture
- Nicollet Public Art
- Nicollet Street Design
- Weird Nicollet

2018 usage
1,521 izi.Travel content views
1,616 Sound Cloud plays
DID Pop-up Satellite Office

Street-side location for deployment and adaptation

- Modeled active storefront
- Hosted public restroom
- Met people where they were at
- Collected ideas and input
- Served Livability Team
- Hosted weekly Pop-in to the Pop-up open houses
Pop-in to the Pop-up!

Tuesdays, July 17-Aug 28, 2-6pm
DID Pop-up Office, Gaviidae, 651 Nicollet

Pop in for games, Street Show performances, treats and more. Every Tuesday through August.
2018 Pop-up Office Community Input

Butcher paper questions
Themed questions received 474 responses, including thoughts, opinions, and suggestions.

Pegboard affirmations
789 votes, color-coded based on user
Attract
Attract activities that support a vibrant Nicollet

Incubate
Organize activities to self-sustain over time

Amplify
Partner to expand scope or scale of activities on Nicollet

Create
Identify what’s missing and fill the activity gaps

DID adds value
Fewer DID resources
DID initiates
More DID resources
Create
Identify what’s missing and fill the activity gaps
Attract
Attract activities that support a vibrant Nicollet
Amplify
Partner to expand scope or scale of activities on Nicollet
Incubate
Organize activities to self-sustain over time