

Activating Nicollet | A Street for All



Design | Activation | Livability



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



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

You Retweeted



Steve Fletcher @FletcherMpls · Aug 7

Thanks to everyone who came out to kick off #NationalNightOut2018 downtown with us. @MplsDID throws a heck of a party!

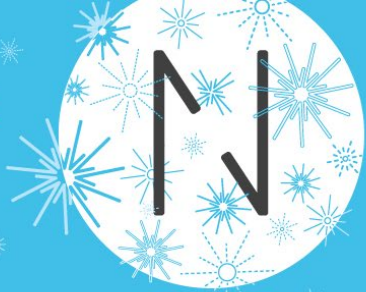


- Curated by local arts organizations
- 144 performers
- 638 performance hours
- Busking bootcamp for performers
- Local newspaper coverage
- City council guest performer
- Grant supported

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



Jingle Bell Junction

Celebrate winter #OnNicollet

Thursdays through Sundays, November 23-December 23

Outdoor games, activities, and performances for all ages. Free sleigh rides to Holidazzle in Loring Park.



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

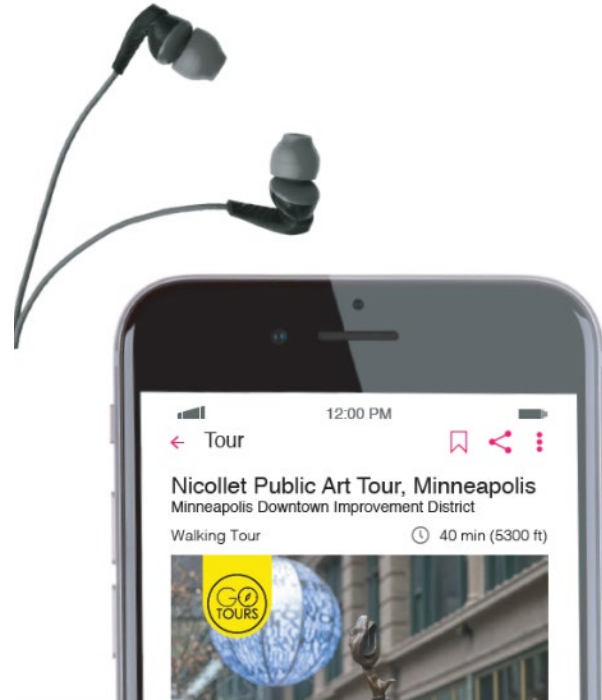
Four Self-guided Audio Tours

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

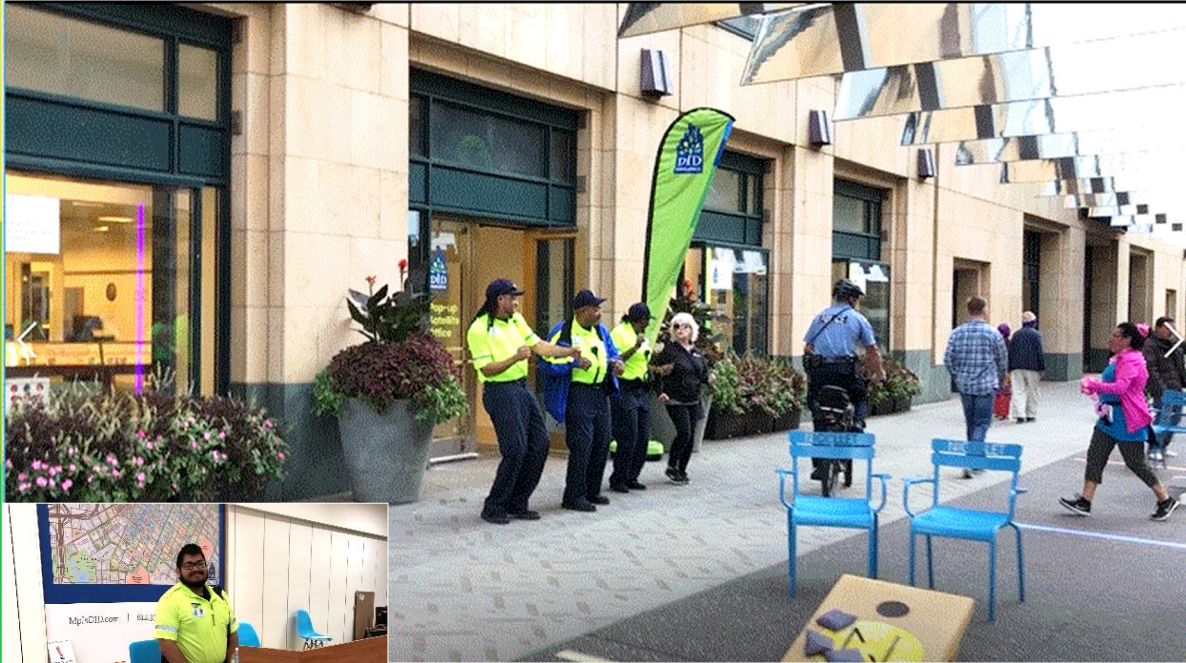
2018 usage

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-up Open House Street Activation



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.



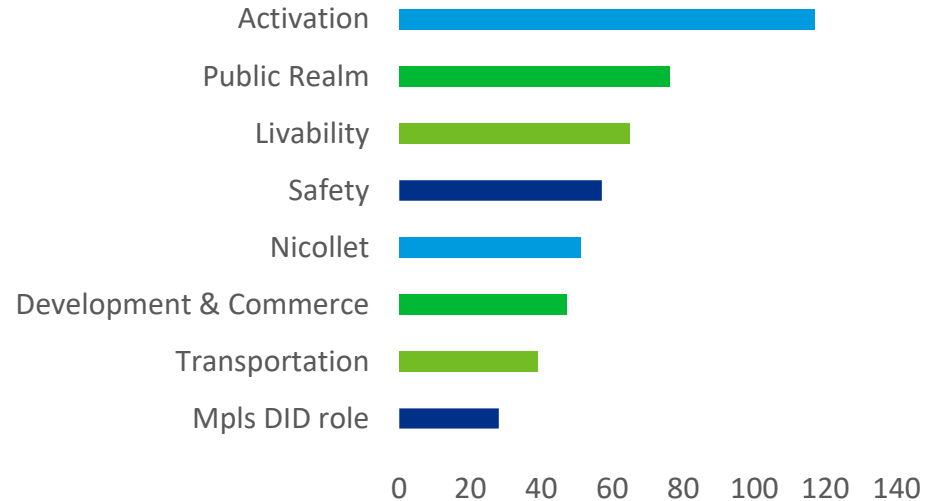
2018 Pop-up Office Community Input



Butcher paper questions

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

Top response topics



Pegboard affirmations

789 votes, color-coded based on user



ON NICOLLET

Attract

Attract activities that support a vibrant Nicollet



DID adds value

Incubate

Organize activities to self-sustain over time



DID initiates

Amplify

Partner to expand scope or scale of activities on Nicollet



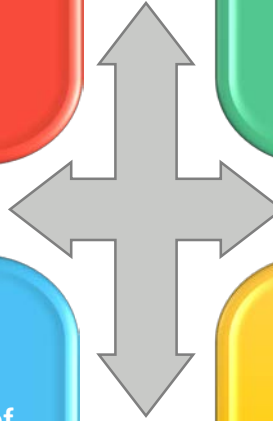
Create

Identify what's missing and fill the activity gaps



Fewer DID resources

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

