

Downtown Hopkins: Our Recipe

Mike Mornson
ICMA Conference Presenter

#ICMA2018

ICMA
conference

BALTIMORE
104th Annual Conference
SEPTEMBER 23-26 **2018**

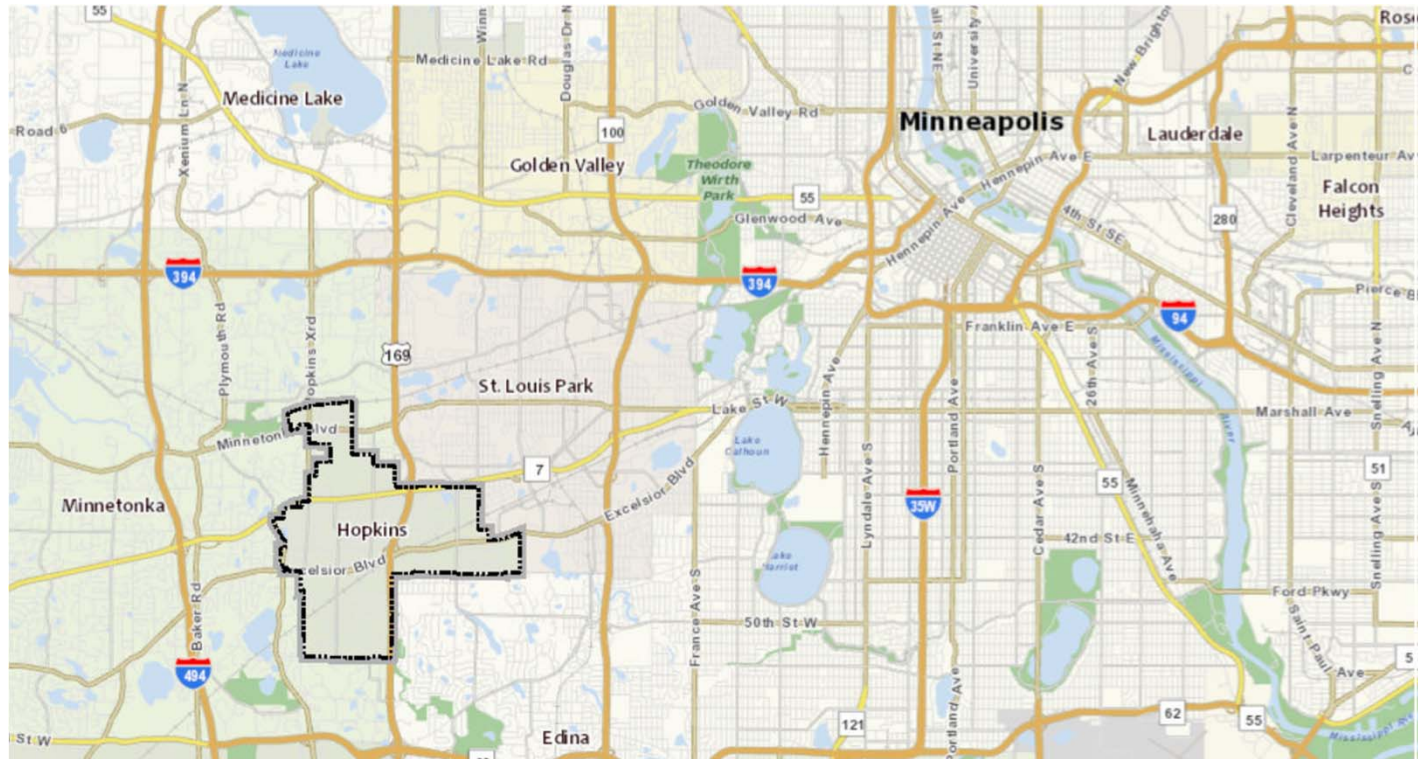


Mike Mornson, City Manager Hopkins, Minnesota (Population 19,000+)

Highlighting Mainstreet Hopkins activity that created more business activity. Mainstreet Hopkins is unique, exciting, convenient, and resilient – and is definitely a point of interest!



Hopkins, Minnesota



Good Bones



Mayor Maxwell



Solid Vision



Engage the Community

You are invited to a fun, fast-paced, idea-packed evening centered on:

Visioning Hopkins Mainstreet

March 12, 2014, 6-9 pm
Hopkins Center for the Arts

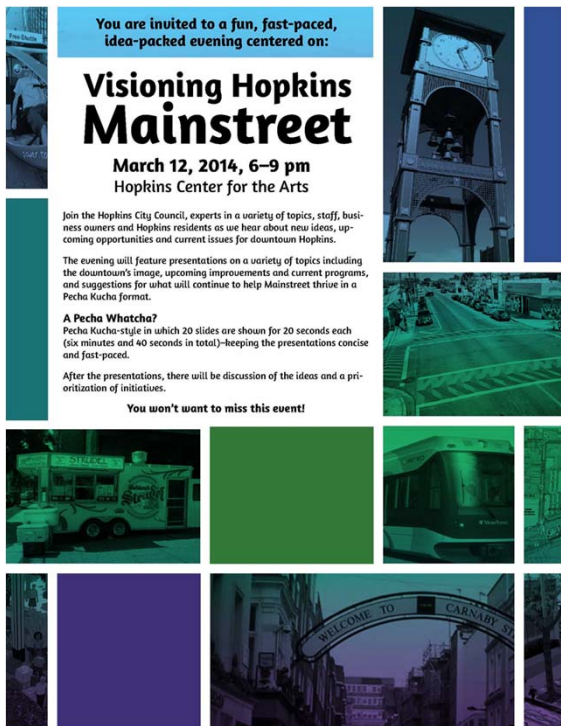


Join the Hopkins City Council, experts in a variety of topics, staff, business owners and Hopkins residents as we hear about new ideas, upcoming opportunities and current issues for downtown Hopkins.

The evening will feature presentations on a variety of topics including the downtown's image, upcoming improvements and current programs, and suggestions for what will continue to help Mainstreet thrive in a Pecha Kucha format.

A Pecha Kucha?
Pecha Kucha-style in which 20 slides are shown for 20 seconds each (six minutes and 40 seconds in total)-keeping the presentations concise and fast-paced.

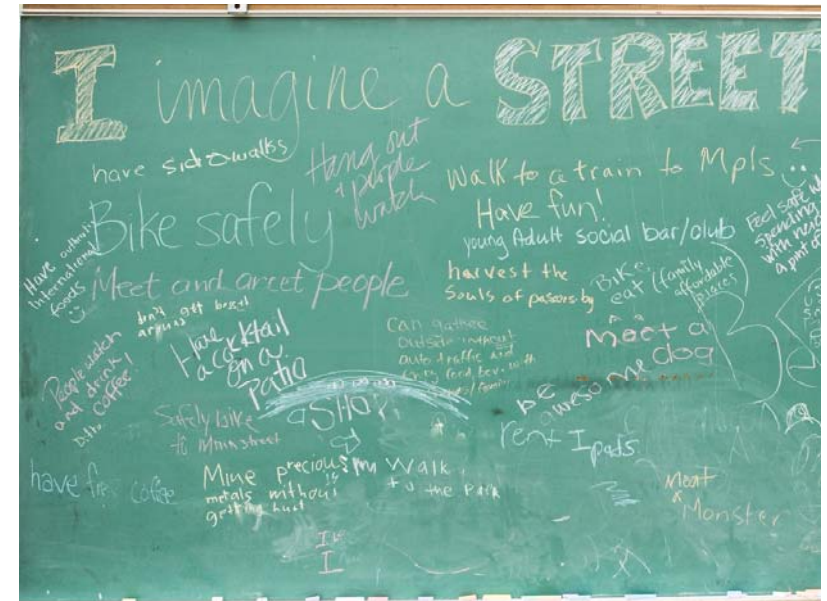
After the presentations, there will be discussion of the ideas and a prioritization of initiatives.

You won't want to miss this event!

Mainstreet – Keeping It Real

2016 Final Report



IT IS THE GIANT CHALKBOARD
- A PLACE FOR YOU TO -
DESCRIBE YOUR PERFECT STREET!
Just come chalk and then take a moment to

Large Interventions



Small Interventions



She won't miss the long car ride.

Raspberry Festival • Music in the Park
Hopkins Arts Festival • Farmer's Market
Hopkins in Motion • More...

Think Hopkins.com
Business • Education • Arts

A promotional graphic for Hopkins, featuring a young girl with face paint sitting on a man's shoulders. The background shows a festival scene with a band and a large red and yellow figure. The text includes "She won't miss the long car ride." and a list of local events: "Raspberry Festival • Music in the Park", "Hopkins Arts Festival • Farmer's Market", and "Hopkins in Motion • More...". The logo "Think Hopkins.com" is also present, with "Business • Education • Arts" below it.

Strong Relationships



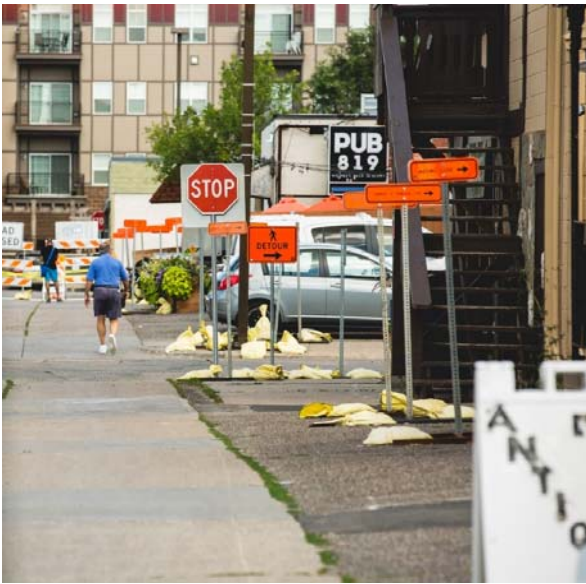
Active Street (and Social) Life



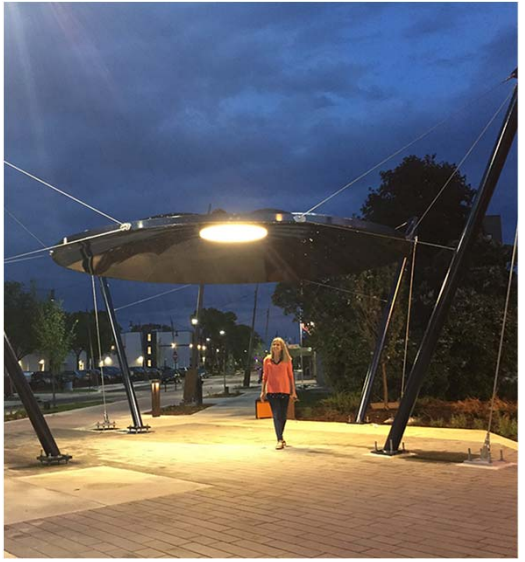
Invest in Infrastructure



Support Businesses



Art, Art & Art



Add Rooftops



Make Connections : The Artery



The Artery



The Results

Estimated Market Value in 2013 - \$88,991,000
Estimated Market Value in 2018 - \$187,589,800
Increase of \$98,598,800 in 5 years

Average increase in 5 year span was 16.1%.
Average increase of the city in total over same five year was
5.3%

Value of apartment buildings in the area went from \$19M to
\$101M.



An aerial photograph of Baltimore, Maryland, showing the harbor, city buildings, and a marina. A banner is overlaid on the top center of the image. The banner has a dark blue section on the left with the ICMA logo and 'conference' text, and a white section on the right with 'BALTIMORE' in large red letters, '104th Annual Conference' in smaller black text, and 'SEPTEMBER 23-26' in black text. The year '2018' is written in large red letters to the right of the date. At the bottom right, there is a dark blue curved banner with the hashtag '#ICMA2018' in white text.

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