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Upcoming Events

Annual Golf Tournament – 7/19
Annual Tradeshow/Expo – 9/21

Newsletter sponsored by:

34th Annual Golf Tournament

Date:

Monday, July 19th, 2021

Time:

12:00 pm – 7:00 pm

It's almost here again! The golf tournament is just weeks away and attendees can expect the usual fun that takes place including shotgun start format, longest drive contest, closest to the pin contest, beverage cart on course, lunch on course, post-golf cocktails, and raffle prizes.

While all foursomes and sponsorships have been filled you can still participate in the special event by attending the evening banquet. With over 150 people in attendance, you can't afford to miss this wonderful opportunity to catch up with old friends and make some new ones! Contact the BOMA office to get registered.



Golf Tournament Itinerary

10:45am – 12:00pm

- Golfer check-in, lunch, Bloody Mary bar, networking

12:00 NOON – 5:00 pm:

- Shotgun Start

5:30 pm – 7:00 pm

- Banquet and raffle prizes



A huge thank you to our sponsors!



CHAIR'S REPORT – *David Ketcham*



Hello everyone -

Summer is here and the mask mandate has been lifted by Governor Walz. It is starting to feel like (something close to) normal out there. The last phase of our return to work plans have begun as we get tenants and employees back in our commercial office buildings.

Starting in September, BOMA is returning to in-person monthly meetings with our annual trade show. BOMA's vendor partners are preparing to show off all their services and the Expo committee has lots of fun planned for this event. We look forward to a great turnout. Please mark your calendars for September 21st.

The 34th Annual Golf Tournament is around the corner. We are completely full-on golfers and sponsorships. The BOMA staff is keeping a waiting list for both. So, if you are still interested, please contact Denise to be placed on the wait list. Hopefully, the weather will cooperate, and we will see you all on July 19th at Prestwick in Woodbury.

The Board of Directors gathered for a team building event last month. We attended a Twins game at Target Field. It was great to get together, strengthen our personal and professional relationships and enjoy a game. Unfortunately, the Twins did not win, but we had fun nonetheless!

The BOMA International calendar is starting to fill up. The Annual Meeting and Trade Show initially were scheduled for late June in Boston. That subsequently got Covid-delayed until July and now it has been postponed until the first week of October. I will be in attendance along with a small group of Twin Cities property professionals. The Board of Governors virtual meeting is scheduled for July 12th and I will be the delegate for St. Paul BOMA. I will report back what I learn at both events.



The BOMA Board enjoying a Twins game!

-David



MN Legislative Update

Provided by:

**Donovan Hurd and Sonnie Elliott with
Faegre Drinker Consulting**

On June 30, 2021, the legislature successfully established the Minnesota budget for the next two years. One day before the government would have shut down. It was an extraordinary year. Minnesota has the only divided legislature in the country and conducted most of the session via zoom.

For St. Paul BOMA members, the legislative session was successful. The hard work BOMA members have done educating lawmakers about the commercial real estate industry proved compelling during our legislative advocacy.

Working closely with our business partners, we expressed the need for Minnesota's tax code to comply with federal law regarding the Paycheck Protection Program ("PPP"). The new law exempts income recipients received, through the PPP, from Minnesota income taxes for 2020 and 2021. This was an important change for BOMA St. Paul members and one we advocated for at the legislature.

Lawmakers also exempted unemployment insurance compensation up to \$10,200 from state income taxes for workers that collected unemployment benefits during the pandemic in 2020. Together, these exemptions total close to \$644 million in direct relief to businesses and workers. The Department of Revenue will develop guidance for taxpayers regarding amending their 2020 tax returns.

Businesses will also see property tax relief from increasing the market value exclusion from the state general levy to the first \$150,000 of market value for taxes payable in 2023. The commercial/industrial levy was reduced by \$20 million to offset any shifts of tax burden between properties as a result of the change.

In addition to the business tax relief, Faegre worked closely with our business partners to stop expansion and creation of new laws that could negatively impact BOMA members. The legislature tried, again, to pass the Transportation Utility Fee, but we were able to stop its progress early in session. This fee allowed local governments to create districts, loosely tied to new development, which could be adjusted to fit a city's needs. There wouldn't be a benefits test nor other safeguards usually needed for a special assessment or increased levy.

After a break, the legislature is likely to return in September to allocate resources from the federal government to front-line pandemic workers.

Fall Educational Classes

Air Handling, Water Treatment & Plumbing Systems – SMT

Start Date: Wednesday, September 22nd, Seven weeks total.

Test Date: Schedule through off site testing facility.

Class Time: 6:00 – 9:00 p.m., Wednesdays

Cost: \$855 for Members, \$955 for Non-Members / Printed course book \$40

Location: Town Square Tower, 445 Minnesota Street, Conf. Center off of Lobby skyway

Upon successful completion of this course, learners will be able to:

- Replace and/or maintain complicated HVAC systems
- Outline procedures for water sample analysis, testing, and treatment
- Reference guidelines when installing and monitoring pipes and valves
- Maintain a reliable and effective fire protection system

Key topic areas: HVAC systems • air cleaning devices • indoor air quality • water conditioning and treatment • plumbing • fire protection and alarm system

Managing the Organization – SMA, FMA, RPA

Start Date: Monday, September 20th, Seven weeks total.

Test Date: Schedule through off site testing facility.

Class Time: 6:00 – 9:00 p.m., Mondays

Cost: \$975 for Members, \$1,075 for Non-Members / Printed course book \$40

Location: Town Square Tower, 445 Minnesota Street, Conf. Center off of Lobby skyway

Upon successful completion of this course, learners will be able to:

- Understand and demonstrate what motivates staff and how to use techniques to influence staff behavior
- Demonstrate the importance of communication and marketing and provide tools and techniques for the manager to accomplish
- Provide a framework for organizing the various functions associated with facilities management and the rationale for organization configurations
- Demonstrate the importance of problem solving and provide problem-solving tools necessary for manager to guide staff in problem-solving activities
- Apply your learned skills and abilities to a sustainability-driven building upgrade case study

Key topic areas: management skills and tools • leadership styles and relationships • types of organizations • team building, leadership, and motivation • planning, controlling, and decision making • problem-solving techniques • project and change management • workplace safety and documentation



Sears Site

What you're seeing to the left is how the Sears Site is slated to look in 2030!

You can [visit the Capitol Area and Architectural Planning Board \(CAAPB\) Sears webpage](#) for updates, to provide direct comment, or to take the survey (Under "Share Your Views"). This is a great opportunity to provide your feedback and help shape this project!

Take one of the surveys

You can also [click here to view a comprehensive project deck.](#)

Knowing About Our Company

About Us

Making your work space as comfortable as we can to provide you with heating, ventilation and air conditioning systems are one of our many specialties. We are organized to accomplish your every need by planning and designing the right system with your input during the construction phase. Our project managers are there to guide you from beginning to end. Our areas of expertise include: comfort control, energy management, safety, air quality and industrial processes.

Our craftsmen at Kraft Mechanical are union plumbers, pipe fitters, and sheet metal workers. We plan and design the perfect team for your needs.



Smart Buildings Demand Smart Controls: Intelligent

Johnson Controls

Honeywell

PROLON controls



KRAFT

BUILDING AUTOMATION SYSTEMS

Smart Buildings Demand Smart Controls: Intelligent Solutions for Every Facility

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Transportation Updates

Ramsey County is implementing several major initiatives that will enhance residents' transit experience and further maintain St. Paul's reputation as a vibrant regional hub. The team at the forefront of these projects includes **Brian Isaacson** (Deputy Director of Multimodal Planning), **Ted Schoenecker** (Public Works Director/County Engineer), **Mike Rogers** (Project Manager), and **John Siqveland** (Director of Communications & Public Relations), who all work within Ramsey County Public Works. They were able to provide me with detailed information on the status of the projects.

What are the critical transit corridors that Ramsey County is currently planning and developing?

Ramsey County is currently working toward the delivery of three major transitways:

1. **Gold Line** – this Bus Rapid Transit (BRT) line will connect Woodbury to downtown St. Paul, ending at Union Depot (www.metrotransit.org/gold-line).
2. **Rush Line** – The Rush Line BRT will connect White Bear Lake to downtown St. Paul. (www.rushline.org)
3. **Riverview** – Planned to be a Modern Streetcar, this line will connect downtown St. Paul to MSP International Airport and the Mall of America. (www.riverviewcorridor.com)

Below are links to more information on each project:

- ❖ [Metro Gold Line Fact Sheet](#)
- ❖ [Rush Line Fact Sheet](#)
- ❖ [Riverview Fact Sheet](#)



Transportation Updates...*Cont'd*

Ramsey County is also actively involved in the development of Metro Transit Arterial BRT projects, in particular the B-Line (<https://www.metrotransit.org/b-line-project>) connecting Uptown Minneapolis to Downtown St. Paul and the soon to begin G-Line which is planned to connect Roseville/Maplewood/Little Canada to West St. Paul/Mendota Heights along Rice and Robert Streets.

What is the status and timeline of each corridor?

- ❖ Gold Line is nearest to operation. Construction is expected to begin in 2022, with opening for service late 2024.
- ❖ Rush Line is the next to be built with construction expected to begin in 2024 and opening for service in 2026.
- ❖ As Riverview is earlier on in the project development process, its milestones are not as defined. Construction is likely to begin around 2028, with opening for revenue service after 2031.

What was the impact of the pandemic? Did it slow down any of these projects?

Probably the greatest impact has been in how we engage with Ramsey County communities. As with many aspects in our society, our project team has had to adapt. To keep in communication about project details and plans, we've shifted to virtual town halls and open houses, and increased offerings of materials to folks are kept up to date as a project progresses. Overall, the pandemic has not slowed the pace of these important projects.

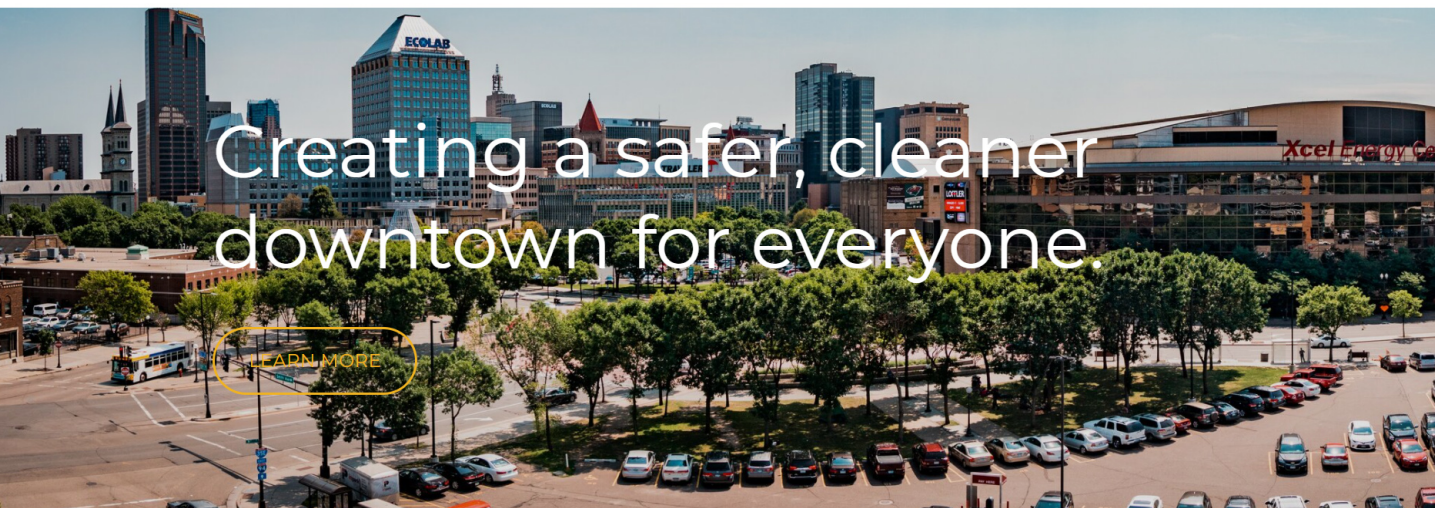
The pandemic reduced the demand for mass transit. What is the long-term outlook for ridership?

The pandemic reduced demand for trips across all transportation options, including transit, as a significant share of the workforce worked remotely and many in-person activities were suspended and curtailed. The pandemic has changed how we think about "normal activities" like working, attending sporting events, and shopping. However, transit and transportation projects are developed with a long view in mind. Here in Ramsey County, the demand for affordable living options continues to be important for many of our residents. Transit is a vital element of keeping the critical mix of housing and transportation affordable.

Welcoming People Back to the Office



What did the pandemic teach us about the limitations and benefits of remote working? What considerations should be at the forefront of employers' and employees' minds as they return to the office or begin a hybrid work model? BOMA International created a playbook that will help commercial real estate professionals prepare for tenants as they return to the office. [Click here to view it.](#)



The Downtown Paving & Sidewalk Improvement project has begun! This is the third year of a three-year paving program to improve the condition of our downtown streets and sidewalks. For more information, you can read the [letter from St. Paul Public Works](#), [review the staging map](#), or [visit the project website](#).

The project website will be updated regularly, but you can always reach out to **Lisa Hiebert, APR**, Public Information Officer & Marketing Manager, at Lisa.Hiebert@ci.stpaul.mn.us

GI Specialty Group Expanding into Vadnais Heights



Groundwork started just after Memorial Day on an undeveloped site central to the Vadnais Heights community. The location, just off 35E on County Road E and Arcade Street, is the future home of a nearly 23,000 square foot [MNGI Digestive Health](#) Clinic and Ambulatory Surgical Center. MNGI Digestive Health is an independent and locally owned gastroenterology specialty group with several locations in the Twin Cities area.

“Our new full-service endoscopy center will offer a wide-range of gastroenterology and digestive health services including outpatient procedures, infusion therapy, and comprehensive GI care with behavioral and dietary health support.” shared MNGI’s President and CEO, Dr. Scott Ketover.

[Click here to read the news release](#)



In this month’s throwback, we’re highlighting Bill Buth, GSP BOMA’s first and longest running president. For those of you who don’t know him or maybe even haven’t even heard of him, we hope you have fun getting to know him! By the way, some of you will recognize the author of the article...

Happy Birthday Bill Buth!

By Sadie Elwood



Happy Birthday to our one and only Bill Buth! His 77th birthday was on January 26th. He got to spend it in beautiful Palm Springs, CA, enjoying the sunshine, and a few rounds of golf with close friends.

The first time I ever met Bill I had started a sentence with the words "You are the old...." He stopped me very quickly, and corrected the word "old" and said, "I am not 'old' anything, I am seasoned." Seasoned, that is a great word to describe this marvel of a man.

Family

Bill is the father of three children, Tom (50), Mike (45), and Julie (40), and not only is he a loving father, but he is a grandpa too! His grandchildren are Hayley (18), Hunter (17), Emma (13), and Liam (11). Fortunately for Bill, his kids all stayed in Minnesota, so it's easy for Bill to go and see his family.

On January 26th, 1939, George H. and Catherine G. Buth were blessed with a baby boy named William, who we all call Bill. He started his life growing up in the Macalester Groveland community, and went to St. Thomas Academy. After he graduated from St. Thomas Academy, he went on to study at St. Thomas College. While in his first semester he says he majored in handball, but for the next 4.5 years he majored in Accounting, and then changed his major to Sociology. From there he was a police officer in Cottage Grove and also a counselor at Merrick Center before eventually moving on to his lengthy career with BOMA.

Bill stopped by the BOMA office recently and shared a few memories.

When asked what Bill misses most about BOMA, he said, "Hands down, I miss the people." He misses seeing and talking with all the members, non-members, and people with the City. When asked what he doesn't miss he said, "I do not at all miss the politics."

We asked Bill about his greatest achievement with BOMA. "My greatest achievement would be saying yes to as many requests as possible."

When anyone would come to Bill with an idea, or a favor, anything really, he would always love to have the positive, can-do attitude about every situation, and always would take the chance to say yes.

One example of this "yes" attitude is a certain bike race. Unlike most bike races, this one took place in the downtown skyways. Bill wasn't afraid to say yes to this, because he wanted to take a risk that he knew was in the best interest of the members.

What programs and initiative helped to create his legacy?

- Republican National Convention in downtown St. Paul
- Defibrillator Program
- District Energy- he played a central role to build support among buildings for the initiative in the 70's and 80's. It has proven to be highly successful.
- St. Paul Police Downtown Beat Office
- Automatic skyway doors

When asked to share the people he enjoyed working with, he provided a list that would fill the entire newsletter. When forced to squeeze it down to a few names, he mentioned **Phil Halper**, because he was the kind of man that would get things done, had a very positive attitude, and he is a great resource. Another name that came up was **Jim Scannell**, because he taught Bill quite a bit, and he was someone who expected you to be prepared, no matter what, and of course, **George Fremder** because he taught Bill about many aspects of life and the balance needed to succeed.

Many of you know that Bill's wife Roseann passed away some years ago, and for many obvious reasons it was a difficult situation to go through, but Bill had the strength of character to endure. A couple years later, he was contacted by a man many of us know, George Latimer, our former Mayor. George had just lost his wife, and he knew that Bill had gone through the same tragedy, and came to him for help. George was struggling and wanted to know how Bill had gotten through his loss. Being the nice and caring man that Bill is he sat down with Latimer at Joseph's Grill, and they shared stories and memories of their late wives, which helped George get through a very hard time.

Many of us know that Bill is a funny man, and he often said some *one-liners* that we will not forget. The BOMA staff called them Buthisms. Here are a few that can be printed.

- For whatever it's worth, I want to seed the clouds with a thought.
- Hurry and do that before the bomb goes off!
- Onward and upward!
- You're harder to get a hold of than a one armed paper hanger!
- I'm off like a flying herd of turtles.
- That's a bunch of heifer dust.
- I have a thought floating in my brain.

Bill definitely left his mark on Saint Paul BOMA, and the organization is fortunate he did so. Thanks Bill for all your contributions to our success!

New BOMA Committees

To support strategic goals created by the Board of Directors, St. Paul BOMA has formed several new committees. They can use your help. Two of these are looking for additional volunteers. These groups are a great way to engage in the association and get to know some of your fellow members.

Increasing Membership Value Committee has **Julie Perteet, Kim Piermantier, and Crystal Pingel** as members. They will be finalizing a plan of action in early July. They would love to have a few more BOMA members join the committee.

Membership Development Committee is focused on the essential role of recruiting new building members. As **Lori Dorn**, a committee member has said, “A group of members focused on networking among prospective properties will likely result in adding several new buildings to the membership.” Join this group if you want to see BOMA successful in recruiting new buildings.

If you are interested in learning more, contact Denise Jenkins or Joe Spartz at the BOMA office.

Service Provider Articles

In response to our latest “Call for Articles”, we received compelling content! Turn the page to see what our service providers came up with.

“Promoting Health through
Preventative Cleaning and
Disinfection”



“Reopening Day is
Almost Here. Are
You Ready?”

Promoting Health through Preventative Cleaning and Disinfection



Public awareness of infection control and prevention measures has increased exponentially as a result of the recent pandemic. This heightened awareness is here to stay. As building service professionals, we have a real opportunity to promote building health and well-being through preventative cleaning and routine disinfection measures.

Cleaning for health and wellness is important for any facility, especially in medical office buildings and healthcare facilities. Many janitorial service providers focus solely on cleaning for appearance, through surface cleaning and utilize strong-smelling cleaning products. Although your facility may look and smell clean at first glance, this method does not always translate to a cleaner and safer building for your clients. It is important to choose a janitorial provider who cleans with your health in mind, using green products, procedures and equipment to improve indoor air quality while reducing exposure to harmful cleaning products, at also meet rigorous inspection requirements.

Exposure to toxic cleaning chemicals can cause significant health concerns. Short term exposure can result in eye, nose and throat irritation. Long term exposure may result in respiratory conditions, neurological damage and reproductive issues. Exposed individuals can experience headaches, allergic reactions, dizziness and have difficulty concentrating on their work. RWK Services utilizes products and methods that are independently certified safer and healthier choices for building occupants.

Although the threat of COVID-19 has taken a backseat for some, CDC Guidelines still recommend cleaning and disinfecting high-touch surfaces at least once a day, using EPA registered disinfectants proven affective against novel viruses and other harmful pathogens. Highly trafficked office and medical facilities may contain harmful bacteria and pathogens, so disinfection services remain necessary after COVID-19 is no longer an imminent threat.


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Preventative Cleaning and Disinfection... *Cont'd*

RWK Services always cleans and with the health of tenants and employees in mind, going above and beyond to ensure that your facilities are free from harmful pathogens and viruses. We have more than three decades of experience cleaning Class A office buildings, medical facilities and more, creating customizable cleaning and disinfection programs to suit your unique needs.

Contact our local office manager, Kristen Beckman at 612-283-9676 to at kristen.beckman@rwkservices.com to preserve the health of your building.



Reopening Day is Almost Here. Are You Ready?

How to exceed the high health and safety expectations of your occupants as they return to your buildings.

By Tony Piucci, SVP of Enterprise Sales Solutions, ABM

With vaccination rates rising in the United States, cities opening up, and the stock market and economy showing signs of recovery, the long-awaited return to offices is inching closer to a reality. Here are factors to keep in mind as you prepare your buildings and teams to welcome more people back to your buildings.

Summer and Fall for Expected Return

Commercial real estate and corporate clients around the country are telling us that they will continue to focus on summer and fall to start bringing more people back to offices. These dates reflect trend surveys, although some leading tech companies, including Google, Microsoft and Uber [accelerated](#) partial reopening to the early spring. Across the board, companies are monitoring infection and vaccination rates and are surveying employee confidence before setting firm dates.

Hybrid Work

Most organizations expect to bring people back in phases and use hybrid models with people splitting time between remote and in-office work. A higher percentage of staff are forecast to work permanently from home. The [2021 Microsoft Work Trend Index](#) outlines employees' strong preference for flexible work options to reduce commute times, spend more time with families and work and remain highly productive from any location.

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Reopening Day Continued

Day One Safety

In ABM studies and in speaking with clients, it is clear that people will be returning to work with a high sense of personal caution. They will be looking for cues that their workplace is taking visible and consistent measures to create a safe environment. This includes:

- Mask policies
- Social distancing
- Temperature scanning
- Hand sanitizing stations
- Frequent cleaning and disinfection
- Fully staffed cleaning teams seen throughout the day

Phased approaches will help control the number of people in the office. This will ensure that building and office protocols are stable, and create employee confidence that the workplace is safe. Because people will be returning in phases, this process of ensuring day-one safety will repeat throughout the year.

Planning for Unknown

Unknowns

Nothing about the pandemic has been predictable. Even threats of a fourth wave of infection are currently impacting reopening plans around the country.

However, as offices open up and children return to schools, the coronavirus will remain active in the population. Variances in both vaccination rates and corporate policies mandating vaccinations means that risk of viral spread will remain.



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Reopening Day Continued

There will be no way to definitively know when a person has unknowingly spread COVID-19 in your building. By taking both preventative and cleaning measures you can help control viral spread and maintain occupant confidence by making disinfection and cleaning of high-touch areas a part of daily cleaning. If your building has an outbreak, it is critical to have teams ready to respond and follow the CDC guideline that recommends disinfection of "indoor community settings where there has been a suspected or confirmed case of COVID-19 within the last 24 hours."

Assessing and Mitigating Risk

No two facilities are alike, so no two approaches to building wellness can be alike. ABM has developed fact-based site audits for high-touch surfaces and a [Healthy Building Risk Assessment](#) for indoor air quality. Clients are using these tools to establish benchmarks and priorities for cleaning and disinfection along with needed improvements to HVAC systems to help manage viral spread and ensure overall building wellness.



The New Era of Total Building Health

As people return to their offices and normal lives, they are also entering into a new era of what is expected in building health. Safer spaces now mean safer people. Building health is now something that needs to be approached both strategically and holistically. The goal is to create a healthy environment that includes everything from public spaces to high-touch surfaces, cleaning protocols, air quality, filtration and ventilation. These are health and safety measures that employees and tenants see as vital for today's pandemic and beyond.

If you have any questions, contact any of your local ABM associates and fellow GSP BOMA members: Sheila Hanson (sheila.hanson@abm.com), Jeremy Knospe (jeremy.knospe@abm.com), or Jennifer Langfield (jennifer.langfield@abm.com)

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June Membership Meeting



With Laura Bordelon



Senior VP of Advocacy for the MN Chamber of Commerce

Written by Marketing and Communications Coordinator Samantha Davis

**MINNESOTA
CHAMBER
FOUNDATION**
GROWING MINNESOTA

When you think of the critical components of a healthy Minnesota economy, the immigrant population may not be one of the first things that come to mind. However, it is indeed one of the most powerful mechanisms that fuel some of the most important industries in Minnesota. **Laura Bordelon, Senior VP of Advocacy for the MN Chamber of Commerce**, was with us in June for our membership meeting and BOMA members received an in-depth discourse on the contributions of immigrants to our state.

She spoke on a report generated by **The Minnesota Chamber Foundation** entitled, **"The Economic Contributions of Immigrants in Minnesota"**.

The report was released this past March and is the sixth of its kind. Laura and her team conducted numerous interviews with immigrant workers and entrepreneurs in key sectors of Minnesota's economy. Even as someone who has worked on immigrations matters for several years, Laura learned a great deal and was fascinated by the data revealed in this most recent report...which goes to show, that those of us who aren't involved in the topic of immigration have much to learn.

So, what exactly does this report show us about how deeply Minnesota's economy is impacted by immigrants? Let's have a look at some of the data Laura discussed!

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June Membership Meeting... *Cont'd*

Immigration in the state of Minnesota has increased substantially over the decades, and I'm willing to bet that many would be astounded by just how much. Below are a few key statistics Laura shared:

- Minnesota has seen a 300% rise in its immigrant population over 30 years.
- The population in the Twin Cities metro area has increased from 3.8% in 1990 to 10.5% in 2021.
- One in 12 Minnesotans is foreign-born. This is a positive piece of data because the net internal migration rate (US residents from other states moving to Minnesota) has decreased over the past 20 years. Meanwhile, the number of people leaving the state across all age levels has increased. Without the increase in international migration, Minnesota would be losing more people than gaining.
- Minnesota has the highest percentage of refugees per capita than any other state and refugees move to Minnesota more than any other state. This is due to the more vigorous support programs that our state offers in education, healthcare, housing, etc.
- Minnesota draws the most immigrants from Mexico, Somalia, Laos, and India.
- A more somber finding is that by the early 2040s, the death rate will surpass the birth rate.

That's quite a few statistics and there are many more. However, the key takeaway, as Laura mentioned, is that immigration prevents Minnesota's workforce from shrinking! Below is a more specific look at how immigrants impact our state's economy and their role in various industries:

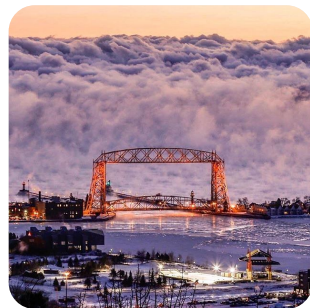
- Immigrants wield \$12.4 billion in spending power and home ownership rates among their population are at 64.3%.
- Immigrants collectively pay \$4.5 billion in taxes and make-up 10.4% of Minnesota's workforce. Furthermore, their participation in the labor force is higher than native-born Minnesotans.
- The highest occupation among immigrants at 35% is in management, business and science.
- The second highest is in the service industries at 22%.
- Immigrants also make up a substantial portion of production and transportation at 20%.
- Immigrants play a big role in software and development.
- Entrepreneurism among immigrants lags the nation which, as Laura mentioned, could be due to the age of immigrants, higher education levels, job opportunities, and access to capital. While there are, of course, immigrants who operate their own business in Minnesota, many of them may be focusing on attaining well paying jobs to ensure financial stability.

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June Membership Meeting... *Cont'd*



The statistics get a little more interesting when you look at immigrant impact in different regions of the state. For example, the southeast and southwest regions have higher immigrant populations. The central region (St. Cloud area) of the state has experienced more immigration growth (50%) than the rest of the state (25.8%). This could be due to this area's surge in job opportunities, which really began to take off a few years ago.



The northeast (Duluth/Arrowhead) and southeast (Rochester) regions of Minnesota are the slowest growing regions but contain higher numbers of immigrants in skilled jobs. In getting to the crux of these findings, it's important to examine the dynamics of those regions. Duluth boasts a "healthcare cluster" with Essentia and St. Luke's, while Rochester holds court with the prestigious Mayo Clinic.

There is more that can be analyzed with Laura Bordelon's presentation, but I'll end here and leave you with a [link to her full slideshow presentation](#).



CONQUER NINJA GYMS

The newest location is open at the Treasure Island Center!

Written by Marketing and Communications Coordinator Samantha Davis

Time flies! Some of you reading this may remember when I wrote a feature article a while ago about the new Conquer Ninja Warrior gym opening downtown. I had a wonderful conversation with former NFL player Ben Utecht back in December over Zoom, and he shared the vision behind his effort to open this gym in the Treasure Island Center. He spoke on the power of relationships and how none of his success would be possible without the incredible connections he's formed with people over the years. He's a very humble and down-to-earth guy. Fast forward about 6 months later and his gym is up and running!

Continued on next page

Conquer Ninja Warrior...Cont'd

The official opening of the gym was a major success,” said Ben. “We had two full days of opening sessions and each one was packed,” he added. He mentioned how much momentum the gym has built-up and the prevalence of organic growth. For the time being, Ben and his team are utilizing word-of-mouth marketing which has worked very well so far. Based on my conversation with Ben, it seems the word-of-mouth marketing has been successful largely due to the solid partnerships he’s built with [Finish Line Wellness Group](#), the St. Paul Fire Department, [UNCOMN Champions](#), the St. Paul Port Authority and more. I think it’s also safe to say that the opening of a dynamic obstacle course and gym in the middle of the skyway system has created quite a buzz in and of itself!

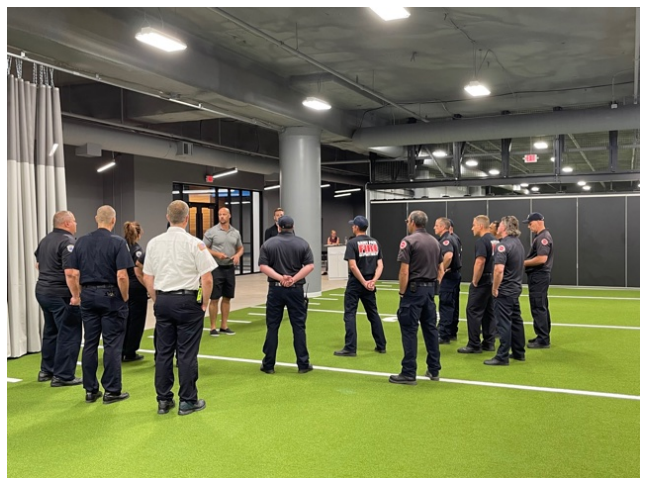
Further down the line (late summer or fall), Ben plans to focus on a more exhaustive marketing campaign that could consist of radio, newspaper, social media, email, etc. Ben and his team are working through the logistics and while they understand the importance of traditional marketing channels, the impact of community relationships is at the forefront of their model.



“Everything comes down to relationships,” is what Ben told me when I first spoke with him in December, and he is certainly manifesting that mindset. For example, Conquer Ninja has donated their fitness center to the St. Paul Fire Department (SPFD) through the rest of the year. “They just don’t have the support they need to maintain their fitness and wellbeing, so we want to be that support for them because they do so much for our community,” Ben explained.

The SPFD brought in about 430 firefighters to the gym over the course of just a week and half and Ben’s team has signed many of them up for wellness exams. “We’re really excited to partner with the first responders of St. Paul because we want to take care of them as much as possible,” Ben said.

The presence of Finish Line Wellness in the gym will boost Conquer Ninja’s efforts to provide not only first responders, but all clients, with holistic wellness support.



Continued on next page

Conquer Ninja Warrior...Cont'd

So, what else is going on with Conquer Ninja Warrior gym and who else can benefit from having access to its facilities? The short answer is anyone. Someone who hasn't stepped foot in a gym in ages can come in and start building themselves up with the standard workout equipment in the fitness area. Teenagers and young adults can improve their athleticism for improved sports performance. Older adults can swing by to keep themselves in shape and even seniors can use the facilities to improve their strength and mobility. "We want to make each person feel as happy and as whole as they can be," Ben said.



Students from Fridley being shown the ropes at Conquer Ninja Warrior

While it's clear that all are welcome at Conquer Ninja, there is a major focus on youth. Several groups of students from various schools have visited the gym on field trips and Conquer Ninja has hosted as many as 100 students. "This is a high-impact platform because so many kids love running, jumping, and climbing," Utecht pointed out.

Parents can also organize birthday parties for their kids. Ninja coaches lead the party, taking all the planning and stress away from the parents. The classic food you'd find at a child's party, pizza and cake, are ready when guests arrive, and the obstacle course is open for everyone to show off their skills (or fall flat on their face).



The bigger picture for Ben is not just providing a one and done fun experience for kids, but also encouraging them to commit to a lifestyle of health and fitness. I can tell he is especially passionate about this aspect of the gym because he spoke in detail about the positive impact fitness can have on a child's life. It can boost self-esteem, body image confidence, cognitive abilities and create a sense of achievement. Ben has a heart for underprivileged youth, which is why he partnered with UNCOMN Champions and the Salvation Army who are raising funds to provide free field trips for under-resourced public schools in St. Paul and provide underprivileged youth with free memberships to the gym.

Conquer Ninja Warrior will continue to nurture relationships with organizations such as the Downtown Alliance, Greater St. Paul BOMA, the St. Paul Port Authority as well as design membership plans with businesses in the downtown area.

For more information on Conquer Ninja Warrior at Treasure Island Center, visit <https://www.conquerninja.com/locations/saint-paul>.

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