

MN Preservation

The Magazine of the Preservation Alliance of Minnesota

Issue 3, 2017



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We are grateful for the generous support of the following:



The Art and Martha Kaemmer Fund of HRK Foundation
The Dominion Foundation
Leuthold Family Foundation

Production of this issue of The Minnesota Preservationist was made possible through a generous grant from the



CARL AND VERNA SCHMIDT FOUNDATION
Rochester, Minnesota

Cover Photo: Some people enjoying the Red Wing Holiday Stroll. Photo provided by Red Wing Downtown Main Street.

THANK YOU



STEVE KNIGHT PAM BOARD PRESIDENT

Thank you Steve for your continued hard work, dedication, and enthusiasm in preserving historic projects in Minnesota. As you wrap up your first year as PAM President, Weis Builders would like to congratulate you! We are proud of your ability to inspire, motivate, and strengthen the industry.

We offer all of our support with best wishes for continued success as PAM President.

Your Friends and Associates at Weis Builders



Year in review: Education Program

Over 700 old home lovers attended PAM workshops, lectures, and tours in 2017. That's over 700 people who learned how to repair wood windows, paint properly, patch plaster cracks, or refinish wood floors. That's over 700 people who boosted their knowledge of local architectural styles, added words like "bargeboard" and "inglenook" to their vocabularies, or familiarized themselves with new neighborhoods on one of our walking tours.

Looking ahead, you can expect more of our classic classes as well as some fresh evening talks, tour locations, and sneak peek events.

Thank you to the students who supported our education program by attending one or more of the 38 classes offered this year and those who hosted a workshop, helped spread the word, or made a donation. We are looking forward to an equally excellent 2018!



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What are your true colors?

Thank you to Pete's Hardwood Floors for donating their time and expertise to our Wood Floor Basics workshops.






Ely VFW Rehab Update

Lindsey Marschka

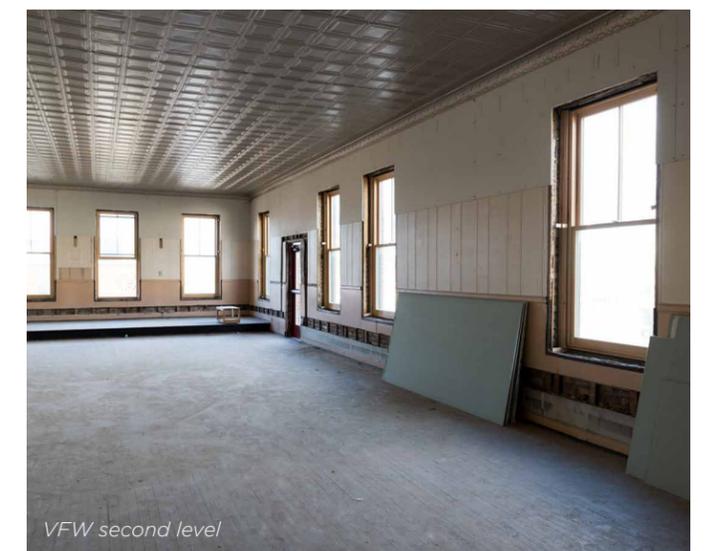
The winner of the PAM Award Ceremony's dating game this past October is about to become even more desirable! Making a come-back to the preservation scene is The Ely VFW building, whose main floor recently became the site of Northern Grounds Coffee and Wine Bar. Now, the second floor is undergoing a transformative makeover. Although a saloon at the turn of the century, the Ely VFW building's hidden secret is its history as a meeting space for Ely's Slovenian immigrant population as Yugoslav National Home. This second level was a premiere cultural hub, a place of refuge and a comforting home to many.

Ott Historic Rehab is currently in the process of restoring this second floor for use by the business to carry on the stories of the future. It features restored hardwood floors, champagne embossed tin ceilings, and large, and full-length North and East facing windows. Set to be completed by summer 2018, this top floor of 2 W. Sheridan St. will provide event, gallery, meeting and class space. Picture yoga at sunrise overlooking Shagawa Lake, nonprofit group meetings coupled with cocktails, or a wedding reception adorned with classic, historic details. For more on the

restoration projects underway in downtown Ely, check out Alley A Realty in Downtown Ely's Facebook page or website:

elymn.alleyarealty.com.

For more information on the upcoming space, event consultation or class scheduling, contact Northern Grounds:
(218) 235-6010 | meet@thenortherngrounds.com



2017 Benefit Gala and Minnesota Preservation Awards

The 2017 Annual Preservation Alliance Benefit Gala and Minnesota Preservation Awards were a great success. Local improv comedy troupe The Theater of Public Policy was such a great addition to this year's event. This one-of-a-kind local company spoke straight to our preservationist hearts – and to our funny bones. Live music by The Explainers provided the perfect variety of tunes to keep the evening going. They were even able to break the curse that “nobody will ever dance at a preservation event!”

It was the full house of generous attendees that made all the difference. Everyone had a great time but it was their giving that made our fundraising for the night a record-breaker. We are speechless with gratitude and looking forward to putting every dollar to good use.

President's Award



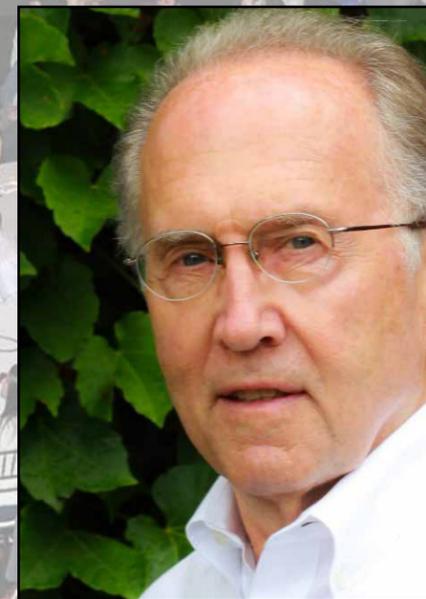
Photo by Roger Brooks

This year's recipient of the President's Award has been a leader in Minnesota's preservation world for nearly 30 years and during that time she has left an indelible mark on our communities. She has also been there to support PAM's efforts as a board member, board president, and organizational sponsor.

Charlene Roise has been hooked on history ever since she can remember, from her early days as an Explorer Scout at Fort Snelling to building the “go-to” historical consulting firm in Minnesota. To her, it is not just about the buildings, but much more. It is about the dams, bridges, and landscapes as well. All those places where people interact with natural and built places. It's that intersection of layers of history that really intrigues her. And those layers reflect change of time which, as she puts it, “create the rich setting for our lives.”

Charlene has taken these core beliefs and integrated them with integrity, creativity, quality and a pragmatic approach to preservation in Hess, Roise and Company. She co-founded the historical consulting firm in 1990 and specializes in landscape and architectural history, social and intellectual history, and the history of technology. Charlene and her company have completed over 30 tax credit projects ensuring those buildings stay in use. And to Charlene, as with PAM, the best way to preserve a property is to keep it in use.

Executive Director's Award



The Executive Director's Award is all about leadership and inspiring people to connect with historic places.

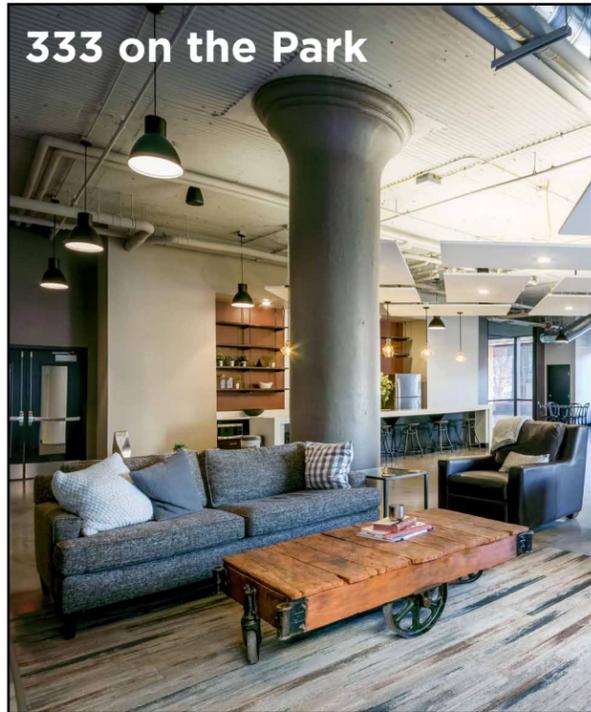
This year's recipient has been referred to as a preservation maverick, a preservation pioneer, and a person that infuses his own brand of preservation into buildings. That blend of characteristics makes us so proud to award this year's award to John Rupp.

The subtitle of John Rupp's recently privately published biography speaks volumes: *The Buyer of Last Resort*. He has rescued many endangered historic buildings from the brink over the last 45 years, often stepping up when his only opponent was a wrecking ball. This blend of prescience and fortitude has formed the basis of Commonwealth Properties, Inc.'s success. Over the decades, Rupp and his team have taken on numerous projects that no others were willing to touch, and in the process the company has become synonymous with inspired vision and meticulous execution.

Today, the Commonwealth Properties portfolio includes a number of iconic Saint Paul buildings and businesses, including: W.A. Frost, The Saint Paul Athletic Club, The University Club of Saint Paul, Hotel 340, The Commodore Bar and Restaurant, the Exchange Building, The Saint Paul Building, Stouts Island Lodge, the soon to open Davidson (Summit Avenue Boutique Hotel) and the Burbank Livingston Griggs Mansion—as well as additional residential and office buildings. Additional projects are on the horizon. Rupp's signature: infusing an indelible sense of place and human connection into every building Commonwealth touches. As a buyer of last resort, Rupp gives these iconic spaces—and the people who spend time them—a new lease on life.

Honor Awards

These awards exemplify the first part of our mission, “to lead and inspire people to connect with historic places.” The honor awardees activated spaces in entrepreneurial and creative ways so people can enjoy older places in new ways.



There once was a building in St. Paul that had a taxidermied bison over its main entrance. That building was designed by Minnesota State Architect Clarence Johnston and built in 1913 as a multi-level factory and showroom for furrier and clothing manufacturer Gordon & Ferguson. Now rehabilitated as 134 units of market-rate housing, the building honors its history with large-scale photomurals in the elevator lobbies depicting each floor’s historic use, from garment manufacturing to fur showroom. The original skylights on the top floor, once used to light cutting tables, are a feature of the penthouse units and the rooftop community room. Original steel sash windows were restored and concrete columns were exposed as part of the rehabilitation, and artifacts found on site – including clothing patterns and wooden hand carts – were incorporated into the decoration of common spaces. A skyway level gallery, open to the public, supports the work of St. Paul’s Lowertown arts community. As the new home of the Saint Paul Saints, 333 on the Park is rapidly becoming known as one of Lowertown’s most unique residential buildings.

It is safe to say that few preservation projects in Minnesota rival the scale of the State Capitol’s restoration. Our state house has stood tall and proud for over one hundred years, and its meticulous, comprehensive restoration – over a decade in the making – ensures that the building will make Minnesotans proud for at least another hundred. The long list of improvements includes, but is certainly not limited to: exterior stone repair; comprehensive HVAC, electrical, and telecommunications replacement; restoration of mosaic tile floors; original glass elevator replication; paint and plaster preservation; mural and fine art restoration; and added public space. The combined efforts of two governors, the Capitol Preservation Commission, the design team, and other stakeholders has resulted in the state capitol’s becoming more vibrant, welcoming, and state-of-the-art than it has been since it first opened in 1905.



Not long ago it was hard to miss the vacant, boarded-up warehouse at 700 Central in Northeast Minneapolis. The building’s appearance hid its history as the home of one of the city’s most prominent local furniture manufacturers. The original structure was built in 1897, and the company’s growth led to additions in 1909 and 1922—which, ironically, became the primary obstacles to its redevelopment. Vacant since the early twentieth century, the building languished until the project team found a solution to address the buildings’ two different structural systems and mismatched floor heights. Eighty

apartments were inserted into the multi-level building, and new common spaces make the most of both the basement and the rooftop level. Now it’s not the blight that catches the eyes of passersby, but rather the lit-up windows of building residents and the bright red neon sign of the ground-floor Bad Waitress restaurant.

The name of our last project, a luxury hotel in the North Loop of Minneapolis, comes from the word “hew,” which refers to the practice of squaring-off logs to make them usable for construction. The concept of this rehabilitation design also started from the raw materials – a largely vacant, underutilized historic warehouse with 93,000 square feet on five levels that featured timber framing, wood floors, and brick exterior walls. The hotel developers describe the project as “experiential,” rooted in the building’s history and influenced by the local culture of food and architectural character. The re-design made the best possible use of the building’s



features, adapting some interior spaces to create modern amenities like a ballroom, a bar, and a spa, and elevating platforms within the guest rooms to allow skyline views out of the historic window openings, which were high in the exterior walls. Guests at the Hewing Hotel experience the unique contrast of the rough texture of the building’s materials and manufacturing history with the refinement of luxury dining and accommodations.

Impact Awards

The Impact Awards are really all about community vitality. Each impact award made a distinct difference in their community. To make communities lively, project leaders embrace the possibilities of preservation. These award winners are proactive and say 'yes' to challenging projects that have an extraordinary impact on our communities and state.



Palace Theater

A blend of old and new, rough and smooth: that's the approach that was used at St. Paul's Palace Theater. Built in 1916 as a vaudeville house and recently returned to use as a venue for showcasing the popular music of our time, this historic theater wears its age well. The ornamental plaster details in the original coffered ceilings show their initial hues, as well as dings and cuts of the passing decades. Like a vintage coat that has a few moth holes but is worn with flair by a stylish concertgoer, this theater makes old things cool again. New mechanicals, a state-of-the-art sound system, and updated lighting were added, while the ground floor

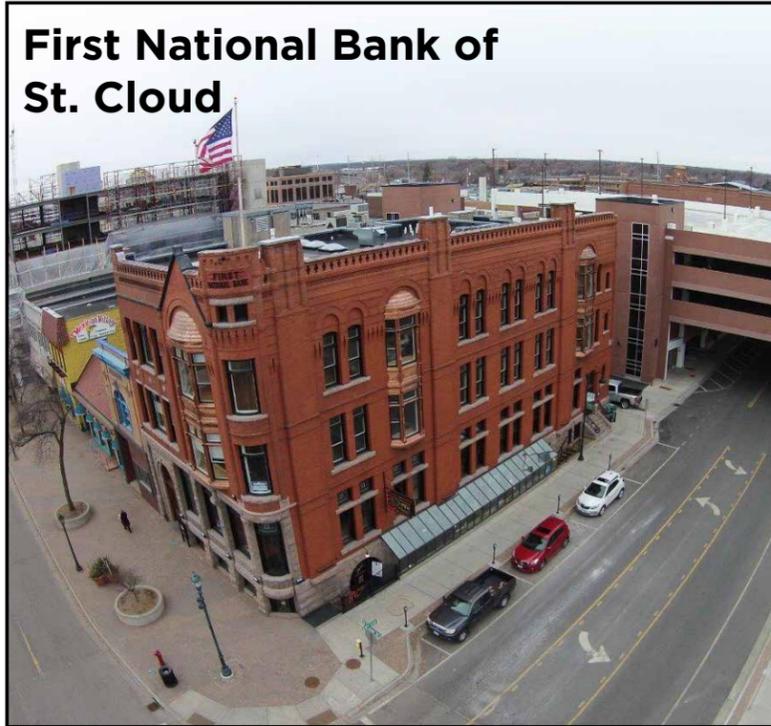
was reconfigured with terraced levels for dancing crowds and the balcony's seating was restored to accommodate more sedate audience members. After less than a year in operation, the Palace Theater is becoming known as a fantastic venue, loved by artists and concertgoers alike.

It's something special to be "the only," or "the first," as the Conley-Maass-Downs Building in Rochester demonstrates. It's the first project in Olmsted County to receive Federal and State Rehabilitation Tax Credits, the first co-working space in Rochester, and the first project of this kind by its owners, who were new to historic building rehabilitation when they took on this endeavor. The building is now occupied by Bleu Duck Kitchen restaurant on the ground floor, and biotechnology developer Area 10 Labs, entrepreneurial hub Collider, web and software designer Brandhoot, and Offset Printing on the second level. It features exposed brick, heavy timbers, tall ceilings, and abundant natural light. As well, it incorporates new design features that promote sustainability—such as an improved thermal envelope, water conservation fixtures, and on-site bicycle storage and showers for commuters. This project demonstrates that size doesn't need to be a barrier to a successful and thriving reuse.



Conley Mass Downs Bldg

First National Bank of St. Cloud



An attorney, a commercial contractor, and a business development consultant walked into a bank... No, this isn't the beginning of a bad joke. In this case, these professionals were motivated by a shared passion for historic buildings and launched a rehabilitation project that reclaimed one of the most important buildings in downtown St. Cloud. The First National Bank of St. Cloud was Central Minnesota's first bank, and was involved in the establishment of most of the major businesses in that region. The new ownership group returned the building to use as a catalyst for local business development, and it now houses several collaborative offices—including the Greater St. Cloud Development Corporation, the Initiative Foundation, and the St. Cloud Downtown Council. The three-story Romanesque Revival style building, constructed in 1889 and expanded in the same style in 1916, has been called the

finest-designed and best-preserved commercial building in St. Cloud. Rehabilitation involved undoing later alterations and exposing original plaster ceilings, marble floors, and columns—as well as a light well—in the interior. A cleaned and stabilized exterior allows this building to shine like it did when it was the most prominent bank in the region.

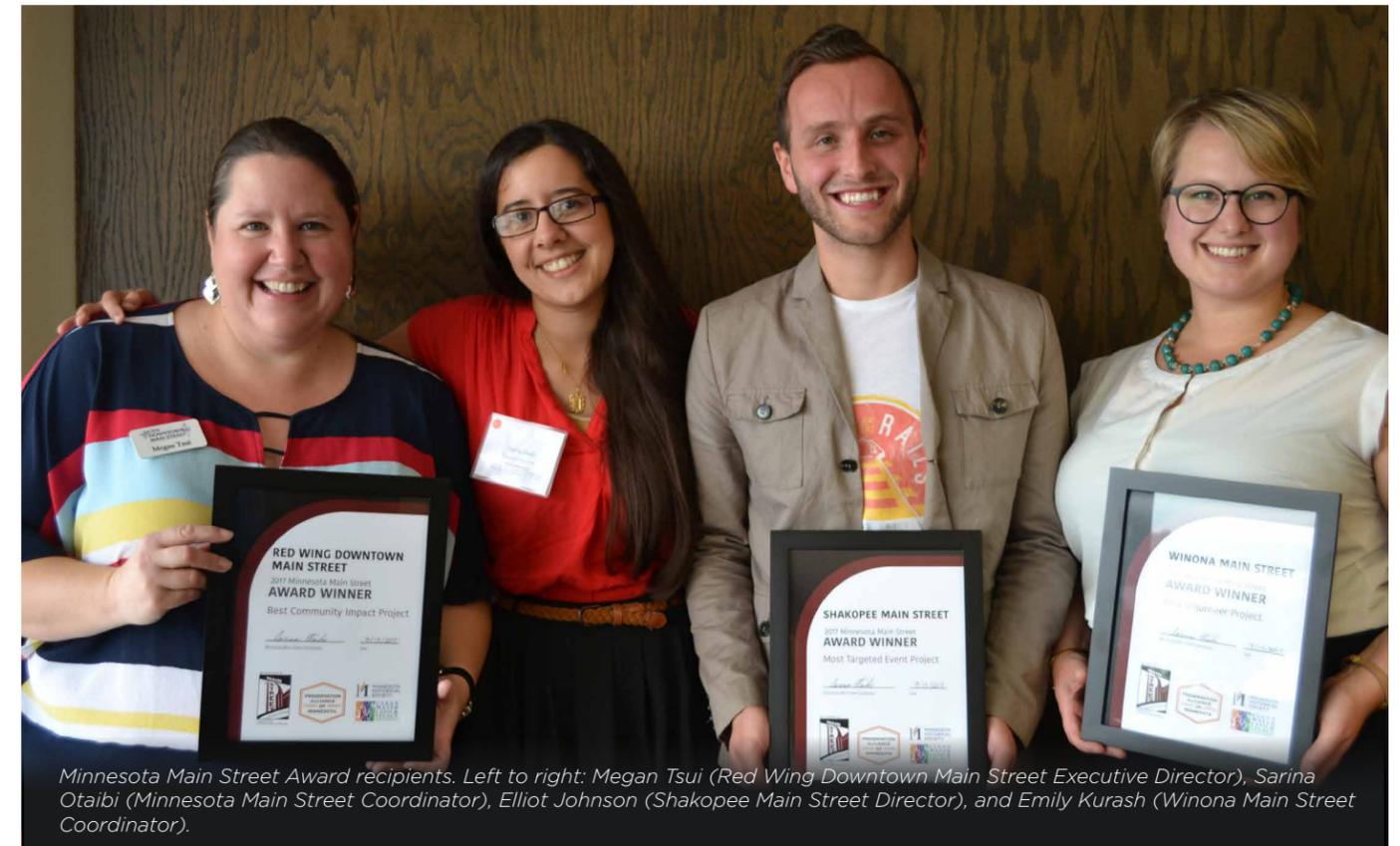
Only a few years ago, downtown Ely was on the brink of losing a vital community gathering space. The local VFW club faced dwindling membership and mounting maintenance costs for their 120-year-old building on Sheridan Street, Ely's main drag. Fueled by local development energy and an ongoing revival of downtown Ely, the VFW has been transformed into a new type of community hub. Now, the Northern Grounds Coffee and Wine Bar occupies the first floor, and the interior boasts exposed original brickwork, a restored tin ceiling, refurbished 1950s terrazzo floors, and energy-efficient mechanical upgrades. Most notably, the storefront windows have been returned to their original size, inviting sunlight and passersby into the space. The original VFW sign on the building has been modified to promote the business inside, bringing new life to a prominent corner of Ely's historic Sheridan Street.



Ely VFW Building



Congratulations 2017 Minnesota Main Street Award Recipients



Minnesota Main Street Award recipients. Left to right: Megan Tsui (Red Wing Downtown Main Street Executive Director), Sarina Otaibi (Minnesota Main Street Coordinator), Elliot Johnson (Shakopee Main Street Director), and Emily Kurash (Winona Main Street Coordinator).

City Center Mankato Designated as Minnesota Main Street Community

Mankato-North Mankato joins the ranks of Red Wing, Winona, Faribault, New Ulm, Owatonna, Shakopee and Willmar by becoming the eighth designated Minnesota Main Street Community in the state. The Mankato-North Mankato Main Street program will be led by City Center Partnership, a downtown development organization. It is an affiliate of Greater Mankato Growth, Inc. which includes the chamber of commerce and economic development organization, Greater Mankato Growth and the local convention and visitor's bureau, Visit Mankato. "I'm excited about being a part of the program because of the access to expert advice and training," said Megan Flanagan, director of City Center Partnership. "I value the opportunity to share experiences and practices with other program directors."



Public announcement of City Center Mankato designated as Minnesota Main Street Community. From left to right: Vanessa Matiski (PAM Board Member), Megan Flanagan (City Center Partnership Executive Director), Tami Paulsen (City Center Partnership Board Member), and Sarina Otaibi (MN Main Street Coordinator).

Every year, Minnesota Main Street recognizes projects in our Main Street and Network Communities that have exemplified excellent work in the Four-Point Approach. In September at the Preserve Minnesota Conference in Albert Lea, three designated Main Street communities received 2017 Minnesota Main Street Awards. Congratulations to Downtown Main Street Red Wing for their Small Business Revolution campaign as Best Community Impact Project; to Downtown Shakopee for their Rhythm on the Rails concert series as Most Targeted Event; to Winona Main Street Program for their Big Muddy Brew 'n Que event as Best Volunteer Project.





Conley Maass Building | Downtown Rochester, MN

Historic Tax Credits – Let’s Keep a Good Thing Going

The Midtown Exchange in Minneapolis. The Grand Center for Arts and Culture in New Ulm. The Faribault Woolen Mills (in – you guessed it – Faribault). Franklin Middle School in Brainerd. What do these places have in common? All were once empty and deteriorating buildings that were brought back to new life and use because of the Federal and State Historic Rehabilitation Tax Credit that is now under threat in Washington, DC.

Congress’s efforts to deliver tax reform picked up steam in October. Both the House of Representatives and the Senate have introduced bills that would radically reshape the U.S. tax code for the first time in over thirty years. The Historic Rehabilitation Tax Credit has been a permanent part of the tax code since the administration of President Ronald Reagan.

The Rehabilitation Tax Credit offers developers and investors a Federal income tax credit equal to 20% of the amount of expenses incurred while rehabilitating historic buildings. Buildings must be listed in the National Register of Historic Places and used for income-producing purposes to qualify for the credit. The Minnesota rehabilitation tax credit, which was passed in 2010 after an eleven-year grassroots advocacy effort led by PAM, offers a similar 20% credit on state income taxes. The Minnesota credit is paired with the Federal credit—so if the Federal credit goes away, the state credit will be in serious jeopardy.



333 on the Park | St. Paul

The House of Representatives’ version of the tax reform bill, which was passed by the full House on November 16, eliminates the Rehabilitation Tax Credit entirely. But just as the House was debating its bill, Senate Finance Committee members were marking up their version. A last-minute amendment by Senator Bill Cassidy (R-LA) reinstates the historic tax credit at its full 20% value, but requires it to be claimed over five years instead of in the year when the building is placed in service, which is the current practice. The Senate is due to vote on the full tax reform bill after their Thanksgiving break. While we can’t see the future, we can imagine what might be at stake if the Rehabilitation Tax Credit is not retained based on past results.

Data collected by the National Trust for Historic Preservation and Rutgers University indicates that the historic tax credit returns more to the U.S. Treasury than it costs. Since 1981, the historic tax credit has resulted in **\$131 billion in private investment, created more than 2.4 million jobs, and preserved more than 42,000 historic buildings**. These are major public benefits that have had impacts on how our communities look and feel, and how our local economies function. **Since 2002, at least 110 historic buildings have been rehabilitated in Minnesota** using the Historic Tax Credit, **creating more than 18,000 jobs**. Dozens of empty and underutilized buildings across Minnesota might continue to languish – or be lost forever – if not for the incentive that this tax credit offers.

Since 2010, when the Minnesota rehab tax credit was passed with bipartisan support and signed into law by Gov. Tim Pawlenty, **over \$2 billion of economic activity has been generated by private-sector rehabilitation of historic buildings**. Directly, the **paired Federal and state tax credits have leveraged over \$1.1 billion in construction activity over the past seven years, almost \$400 million of which has been paid in middle-class construction wages**. Professionals who specialize in this work, including contractors, suppliers, architects, interior designers, consulting historians, and CPAs, also stand to have their earnings cut if the Rehabilitation Tax Credit is eliminated.

Preservation advocates, including PAM board members, staff, sponsors, and supporters, have been urging Minnesota’s Congressional delegation to retain the Rehabilitation Tax Credit through letters, phone calls, Tweets, and Facebook posts. It is important for those of us who value historic buildings to be outspoken about how valuable this tax credit is to our communities!

If it has been a while since high school Civics and you need a refresher on how legislation is passed at the state or federal level, indulge in a little nostalgia and watch the “Only a Bill” Schoolhouse Rock cartoon online. We’ve shortened the link so it’s easy to type into your browser: bit.ly/1bNc13Q



Hewing Hotel | Minneapolis, MN

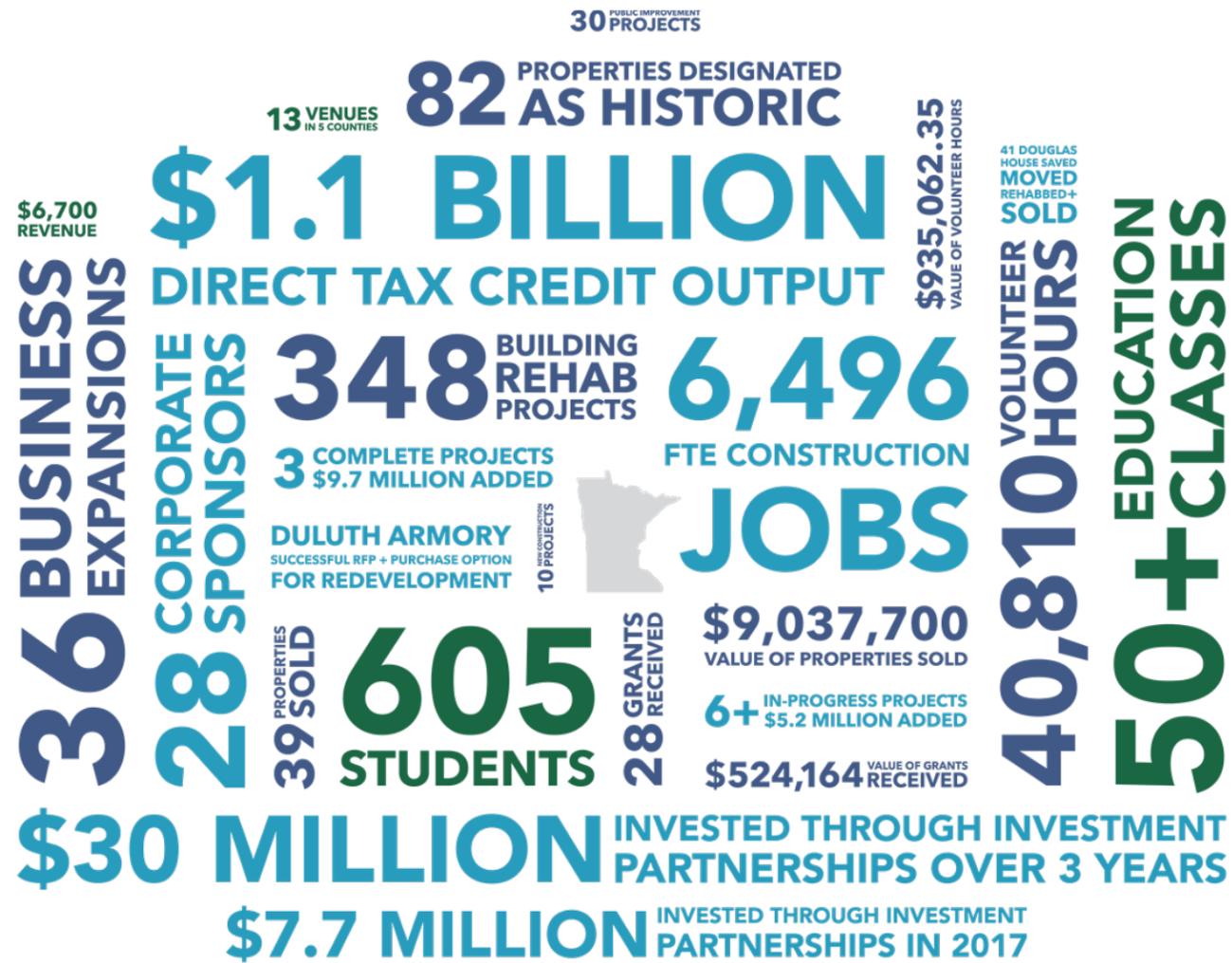


333 on the Park | St. Paul

The fate of the tax reform efforts will play out in our nation’s capital over the coming weeks, as this magazine is being printed and mailed. By the time you receive this issue in your mailbox, the legislation might be wrapped up and ready for the President’s signature. Regardless of the outcome, please continue to stay informed about and support PAM’s public policy initiatives by following us on Facebook, Twitter (@PresAllianceMN), and by visiting our website for updates: mnpreservation.org/policy

Thank You!

It is only with the support of grants, foundations and the generosity of individual contributions that we have been able to have such a tremendous impact over the years.



Please consider making a year-end donation to help us continue this significant work.

Give today at mnpreservation.org or use the enclosed envelope.

Mapping and Planning for Culture

We experience our cities through culture. Culture shapes our daily lives, defines our cities and towns, and serves as a powerful economic engine. Communities often talk about the importance of preserving community character and culture, but are rarely able to define those concepts in precise terms. Since March of 2016, PAM has set out to develop tools to help communities do just that.

PAM has been working in four vibrant neighborhoods in Minneapolis to engage community members about their cultural assets—places like coffee shops and cafes, locally owned restaurants and businesses, and art studios and performance spaces. These are places that matter to people—places where community members can build social capital and connect to the expression of culture.

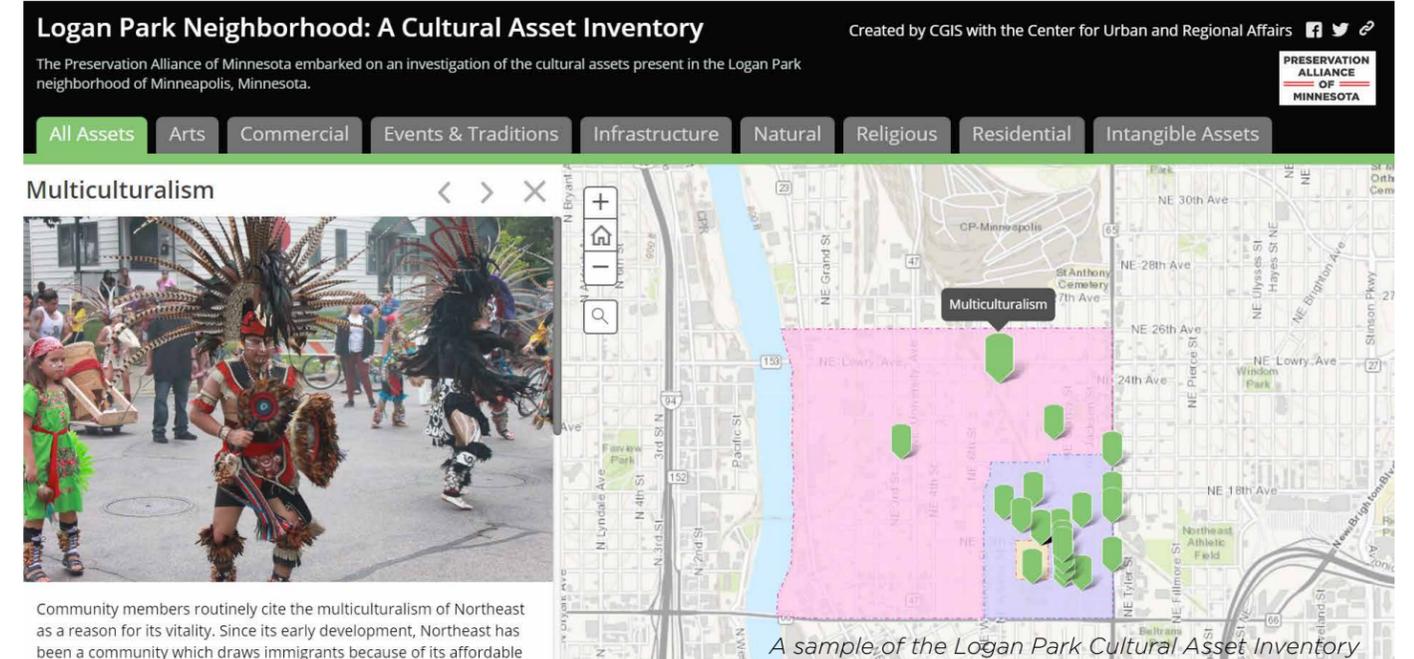
Community members—whether they were homeowners, renters, artists, or small business owners—we spoke to consistently highlighted the importance of authentic places: independent businesses and arts, historic homes and churches, and defining characteristics like railroads and cobblestones. Authentic places are ones that reflect the community and its history. They create a rich sense of place because they're exclusive to the community in which they're deeply rooted.

Across the Twin Cities, we found an anxiety about the future of these places. While communities recognize the inevitability of change, they feel its current rapid pace threatens to leave their neighborhoods unrecognizable. Displacement, and a looming fear of it, abound. Communities increasingly feel powerless to shape the growth coming to their neighborhoods, often occurring at the expense of those who have been committed to them over time.

Change can often feel like a contentious tug-of-war between opposing actors; residents who want to see character preserved and implement their vision for growth; developers who seek to maximize profit margins; city planners who hope to deftly balance competing interests. The process rarely leaves everyone feeling satisfied.

Current efforts to identify community character and establish an outline for change are clearly falling short. Following our thorough community engagement efforts, we believe a renewed focus on place can be the missing piece in this balancing act. Place can guide conversations, documents, and decisions about the future of our neighborhoods. It can be the centerpiece to ensure that change happens for communities, not to them.

PAM is the midst of producing several GIS maps documenting cultural assets across the neighborhoods in which we engaged. These maps will serve as the blueprint for our efforts to put place at the forefront of discussions about neighborhood change and revitalization. We expect to release an accompanying policy paper outlining strategies the Twin Cities and other cities across the nation can use to preserve, celebrate, and activate their cultural assets. Be sure to look for the maps and paper in the coming months!



Faces and Places



The Last Word

A Note from Executive Director Doug Gasek

What an incredible year for preservation in Minnesota! I want to quickly touch on a couple great successes.

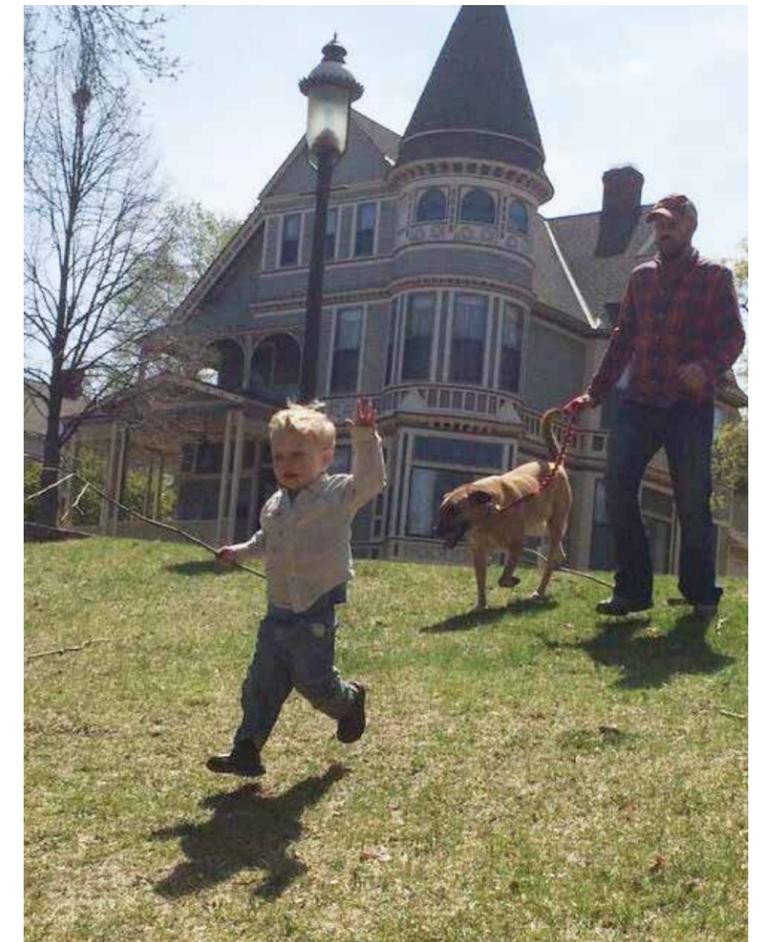
- Over 700 people took PAM classes learning everything from wood window repair to smart phone photography tips and tricks to important places associated with the life and career of Prince.
- Mankato became the eighth community in Minnesota to be officially designated as a Main Street.
- Foxhole Brewery expanded its operations in PAM's renovated building in Willmar.
- Rochester saw its first completed tax credit project earlier this year with Conley-Maass Building.

Speaking of tax credits, did you know that since Minnesota enacted the State Rehabilitation tax credit, over \$2 billion has been invested into the state's economy. Yes. \$2 billion. That resulted in the creation of 6750 new jobs and direct investment of \$1.1 billion in historic buildings. Minnesota's tax credit is directly tied to the federal preservation tax credit that is currently threatened.

Over the last couple months, PAM has been extremely active talking about the projects that have used the tax credits and the projects that need the credits so they can be rehabilitated and new jobs can be created in the construction and the businesses that occupy the spaces after they are complete. We need your help to make sure that these credits are here to stay. Let your representatives know about projects in your area that could need access to the credits so they can continue to be community assets.

We need your help to make sure that these credits are here to stay. Let your representatives know about projects in your area that could need access to the credits so they can continue to be community assets. Finally, help us continue our efforts by making a donation today. Every donation is critical to our efforts.

Doug Gasek, Executive Director



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Published by the
 Preservation Alliance of Minnesota
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