We are grateful for the generous support from the following:

**PRESERVATION ALLIANCE OF MINNESOTA**

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The Preservation Alliance of Minnesota is a private, nonprofit, 501(c)3 organization dedicated to preserving, protecting, and promoting Minnesota’s historic resources.

**NEW NAME. NEW IDENTITY.**

It’s an exciting time at The Preservation Alliance of Minnesota (PAM). Since 1981, PAM has grown in so many ways, and the reality is that our name no longer reflects who we have become. We are different from most preservation organizations and have evolved into an extraordinarily unique and well-respected organization. Today, we have ten staff members, offices in Saint Paul and Granite Falls, and four robust program areas: policy, rural programs, education, and real estate. We educate over 1,000 people annually, have strong Main Street connections in 20 communities, and we continue to protect the state historic tax credit. Thanks to all of you and the 120+ people who have served on our board of directors over the past 38 years for making our successes and growth possible.

The time is right.

We are holistic in our thought and flexible in our approach. We activate space, we invest in communities, and we reimagine what can be. For these reasons and more, our board and staff know that the time is right to change our name and messaging.

**TOP THREE CHALLENGES WITH OUR CURRENT NAME:**

#1. Preservation limits us

For many, the word “preservation” implies only the values of architecturally and historically significant buildings. We know preservation encompasses so much more.

#2. There is confusion

We love old buildings and cherish their histories. We also celebrate the arts and events that happen in old buildings. We teach skills for people to repair and restore houses of all ages, styles, and neighborhoods.

#3. Too state-specific

We support entrepreneurs who activate commercial buildings in rural downtowns.

We are confident that our new name will open up new partnership and funding opportunities. Our work, though rooted in saving and reusing old buildings, is broad and varied. It’s time for our name to capture what we really do.

We celebrate the fundamental character of a culture and the qualities that define communities: our ethos.

**Reimaging is magical.**

Community pride and prosperity flourish when we reuse old buildings, celebrate our cultures and histories, and support small businesses. This idea starts at home, then spills out to our block, our neighborhood, and our state, until it covers our entire region. That is how places and communities are reimaged.

We are so excited to share our new name and messaging. Stay tuned for updates as we write a new chapter...our future.

Doug Gasek, Executive Director
Steve Knight, President, Board of Directors

**THE MCKNIGHT FOUNDATION**

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

Production of this issue of MN Preservation was made possible through a generous grant from the

**CARL AND Verna Schmidt Foundation**

at NE Suite C, PO Box 338 Rochester, Minnesota 55903 507.285.3317 Fax 507.285.2867

Cover photo courtesy of: River City Ballroom Dancers, Winona.
Gear up for warm weather home repairs at a PAM workshop! We’ll be all over the state this spring, teaching homeowners the best techniques for tackling tough projects.

Register online at www.mnpreservation.org/services/education/.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>06 APR</td>
<td>Repairing and Restoring Wood Windows</td>
<td>Blue Earth County Historical Society, Mankato</td>
<td>12:00 PM - 4:00 PM</td>
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<tr>
<td>09 APR</td>
<td>Lead Safety in the Home</td>
<td>Northeast Tool Library, Minneapolis</td>
<td>6:00 PM - 7:30 PM</td>
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<tr>
<td>17 APR</td>
<td>What’s That Wood? Identifying Woods at Home</td>
<td>James J. Hill House, Saint Paul</td>
<td>1:00 PM - 3:00 PM</td>
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<td>This class is worth 2.5 CE credits.</td>
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<tr>
<td>04 MAY</td>
<td>Repairing and Restoring Wood Windows</td>
<td>Duluth Folk School, Duluth</td>
<td>Time TBD</td>
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<tr>
<td>15 MAY</td>
<td>Home Sweet Home: Maintenance &amp; Rehab 101</td>
<td>NeighborWorks Home Partners, Saint Paul</td>
<td>6:00 PM - 8:00 PM</td>
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<tr>
<td>18 MAY</td>
<td>Painting at the Museum</td>
<td>Charles A. Weyerhaeuser Memorial Museum, Little Falls</td>
<td>12:00 PM - 4:00 PM</td>
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<td>01 JUN</td>
<td>Rehab Lab Grab Bag: Walls and Windows</td>
<td>Lind-Bohanan Neighborhood, Minneapolis</td>
<td>9:00 AM - 1:00 PM</td>
</tr>
</tbody>
</table>

Learn about common woods in Minnesota homes based on period, house style, and purpose. This is a rich introduction for any realtor or homeowner interested in learning how to tell maple from oak - or just wanting to impress friends at their next dinner party! Join us at Saint Paul’s stunning James J. Hill House, where we’ll explore the variety of woods used in the building.

Spend an afternoon in Little Falls learning how to prepare and paint an exterior wall at The Charles A. Weyerhaeuser Memorial Museum, home to the MInnson County Historical Society. Instructor Anders Christensen will also teach the class how to replace the windows on the wall and paint the shutters, along with the basic preparations needed for this type of paint project.

We need your help.

Your generous support allows PAM to offer more tours and classes, enhance our support of smaller towns through programs like Minnesota Main Street and Artists on Main Street, and new initiatives like youth programing. These programs enable us to engage more personally with communities throughout the state.

Make a donation today and invest in our mission to lead and inspire people to connect with historic places, promoting community vitality.

Visit mnpreservation.org to learn how.

"In This Place," by Artists on Main Street Grant Recipient Sydney Swanson, Winona.
Main Street Day at the Capitol

Minnesota’s Main Street communities braved the elements and came to Saint Paul to meet with their Legislators and to network with each other during PAM’s second-annual Main Street at the Capitol day.

Several Legislators were already on board with the Main Street concept, having seen first-hand how the program supports economic revitalization in their historic communities. Sen. John Jasinski, a Republican from Senate District 24, represents Faribault and Owatonna. He seemed particularly enthusiastic about the Main Street approach. Rep. Dave Baker, a fellow Republican from House District 17B, was familiar with the Willmar Main Street program, and was supportive of the program’s reboot and new direction within the city planning department. Rep. Brad Tabke from House District 55A, one of the few Democrats representing Main Street districts, was the former mayor of Shakopee; the Main Street program started in Shakopee under his leadership, and he expressed his interest in finding new economic tools to continue the revitalization of downtown commercial districts.

Students in the Urban and Regional Studies program at MSU-Mankato were accompanied by Professor Beth Wielde-Heidelberg, who has been a champion of the Main Street program for many years. The students’ participation helped to make the case to Legislators that young people see the benefits of downtown revitalization, and that they are eager to launch careers in planning and local government administration that incorporate the Main Street approach.

Between visits and during lunch in our headquarters room in the Capitol, Main Street participants were able to share their recent successes, plans for warm-weather programming, and excitement for the national Main Street conference later in March. One of the true strengths of the Main Street program is the strong network that is formed by the participating communities, which helps them develop great ideas, lean on each other for support, and implement the tried-and-true Main Street framework. Based on this year’s success, we’re already looking forward to Main Street at the Capitol 2020. Please plan to join us!

To learn more about the Main Street Program, please visit mnpreservation.org/services/minnesota-main-street.
As the Green New Deal spurs debate nationwide, reflections on the original New Deal are more important than ever. The New Deal of the 1930s—a series of reforms, legislation, and public works programs initiated by President Franklin Roosevelt to combat the Great Depression—was a massive public experiment. It ushered in new era of public policy and economic reform, marking the end of laissez-faire capitalism in the U.S. and fostering the notion that the U.S. government must take care of its people, especially those who cannot make their own way.

Today, people debate whether the New Deal was as progressive as it could have been. The New Deal created jobs for millions of unemployed Americans and transformed our country’s built and natural environment for the better, but it was not perfect.

Popular understanding of the New Deal casts it in a positive light. Social Security, public housing, fair labor standards, and public spending on the arts were all initiated by the Roosevelt administration. Indeed, it was a remarkably forward-thinking, transformative era. But the New Deal was not immune to the social influences of its time. Jim Crow still ruled. Housing, public schools, and the military were all segregated. The type and accessibility of work depended on your race and your gender.

Therefore, the buildings, artwork, forests, and infrastructure created by the New Deal are inherently complicated. This massive output is layered with stories of the people who were allowed (or not) to take part in its creation. If we only pay attention to the remaining structures created by the New Deal, we ignore layers of intangible heritage and fail to recognize the ways the New Deal fell short.

The Works Progress Administration (WPA) was the New Deal’s largest and most well-known employment program. Simple, vernacular structures were the agency’s bread and butter. Post offices, park buildings, and schools popped up in communities of all sizes. The WPA improved playgrounds and athletic fields, built city halls, landscaped parks, and cut trails.

WPA structures are reminders of Roosevelt’s commitment to employment and economic stimulus as well as civic life, recreation, and beautiful public spaces. These buildings showcase the handiwork of men hired for construction and trades work. But public works weren’t just about the physical structures. Federal Project Number One, the WPA’s arts and humanities wing, employed a greater proportion of women that the WPA writ-large and funded projects that recognized the breadth of the American experience: first-person accounts of former slaves, recordings of traditional folk and blues songs, and locally themed murals and sculptures. Within the WPA, women were elevated to previously inaccessible jobs but only made up only 13-18% of total employment. Women were chiefly responsible for the intangible, educational, and public health activity of the New Deal. These traditionally gendered roles—sewing, teaching, canning, toy repair, recreation center staffing, and secretarial work—required a more discerning eye to notice. Their impact is nonetheless astounding. Women housekeeping aides made 32 million home visits to Americans who needed help. The WPA Sewing Project made 500,000,000 garments, bedding, and toys nationwide.

Within the confines of a social structure that believed women’s place was in the home and white people were superior, the WPA elevated some unheard and underrepresented workers but also failed to fully dismantle the racial and gender prejudices of its time. The Civilian Conservation Corps (CCC) shows a clear example of how segregation pervaded the idealism of the New Deal. Set up with an explicit directive that “no discrimination shall be made on account of race, color, or creed,” the CCC limited African American involvement to as low as 5% of overall enrolment. Most of the 250,000 African American CCC enrollees served in segregated companies, unable to attain positions of authority. Thousands more denied due to quota systems, racist local selection directors. Limited access to the CCC meant that African American boys didn’t have the opportunity for education, skills training, job preparation that their white peers did.

While the New Deal programs gave new opportunities to women and minorities, it is vital to understand its shortcomings. As old building lovers, we must remember that our built environment tells both obvious and subtle stories about the people who created them, who worked there, who lived there, and those who were excluded from participating at all.

1929
Stock Markets crashes, triggering the Great Depression

1931
Unemployment peaks at 27% for white men, 40% for African American men

1932
Franklin Roosevelt wins presidential election

1933
Roosevelt creates the Civilian Conservation Corps (CCC), a program to employ young men (no women) in conservation and construction work on public lands

May, 1935
Roosevelt creates Works Progress Administration (WPA). The program employs over 8.5 million people within eight years

August, 1935
Federal Project Number One is created within WPA, putting artists, writers, musicians, actors, and historians to work

1941-43
The U.S. enters World War II. New Deal programs slowly end as public works energy shifts toward national defense
BY THE NUMBERS

WEEKLY REACH
10,000
SOCIAL MEDIA
INVESTMENT
12
PARTNERSHIPS
CLASS
800
ATTENDEES
COUNTIES
19
REACHED

The Preservation Alliance of Minnesota is grateful for each and every level of contributor; individual, sustaining, corporate, and philanthropic. Your support gives us the ability to live our mission to lead and inspire people to connect with historic places, promoting community vitality. The following list reflects support given between January 1, 2018 and December 31, 2018.

If you see something amiss with your listing, please contact Director of Advancement Todd Wright, at 651.293.9047, twright@mnpreseravtion.org, so we can address the error.
**REVENUE**

$873,070

- **Individual Giving** $15,004
- **Grants** $103,250
- **Investment Partnerships** $239,650
- **Corporations** $197,500
- **Main Street Memberships** $23,000
- **Events** $71,665
- **Contracts** $195,413
- **Trainings** $27,588
- **Managment and Development** $123,079
- **Policy** $175,221
- **Real Estate** $143,805
- **Education** $83,589
- **Main Street** $248,858
- **Investment Partnerships** $239,650

**EXPENSES**

$774,551

- **Education** $83,589
- **Main Street** $248,858
- **Policy** $175,221
- **Real Estate** $143,805
- **Management and Development** $123,079
- **Main Street Memberships** $23,000
- **Trainings** $27,588
- **Managment and Development** $123,079
- **绮内 investors 1,000+**
  - Alexander R. Bisanz
  - Jeff Callinan
  - David Carisch
  - Collin Kaas
  - Steve Knight
  - Tony Jackson
  - Lois Maciej
  - Aaron Martin
  - Mike St. Martin
  - Paul Markwardt
  - Vanessa Matiski
  - Jon McClure
  - Randy McCullum
  - Jay Miller
  - Nick Place
  - Joan Policoff
  - Charlene Roise
  - Ryan Sailer
  - Carolyn Sundquist
- **绮内 investors 1,000+**
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  - Bill Bard
  - Jane Bisel
  - Ryan DuPuis
- **绮内 donors 2,500+**
  - Marvel Anderson
  - Steven Johnson
  - Heather Rocheford
- **绮内 donors 1,000+**
  - Alexander R. Bisanz
  - Jeff Callinan
  - David Carisch
  - Collin Kaas
  - Steve Knight
  - Tony Jackson
  - Lois Maciej
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  - Mike St. Martin
  - Paul Markwardt
  - Vanessa Matiski
  - Jon McClure
  - Randy McCullum
  - Jay Miller
  - Nick Place
  - Joan Policoff
  - Charlene Roise
  - Ryan Sailer
  - Carolyn Sundquist
- **绮内 donors 250+**
  - Nina Archabal
  - Bill Bard
  - Jane Bisel
  - Ryan DuPuis

For review of PAM’s IRS Form 990, contact Executive Director Doug Gasek at 651.293.9047.

**ARTISTS ON MAIN STREET: BY THE NUMBERS**

- **Artists and Creatives Engaged**: 90
- **Businesses Engaged**: 114
- **Funded Projects**: 35

PAM staff and Board of Directors continue to carefully manage the organization's resources. We limit operational spending for the fiscal year to remain within our budget, and supplement by additional service revenues. The graph identifies the sources of operational revenue and our use of those funds.
Corporate Sponsors, Foundation and Government Grants

The Preservation Alliance of Minnesota gratefully receives corporate, philanthropic and government support for policy and programs. Grants and financial contributions strengthen our ability to create more opportunities for the development of impactful initiatives, enabling us to engage more personally with communities throughout the state. The list below reflects gifts received between January 1, 2018 and December 31, 2018. Want to join these donors? Contact Director of Advancement Todd Wright, 651.293.9047, twright@mnpreservation.org.

**$90,000+**
- Minnesota Historical Society
- The Bush Foundation

**$5,000+**
- Berwald Roofing
- Carl Bolander and Sons
- Commerce Bank
- Commonwealth Properties
- D&M Industries
- Exeter Grup
- Frana Companies
- Kaas Wilson Architects
- Mahoney, Ulbrich, Christianssen, Russ P.A.
- The Minneapolis Foundation
- Mulcahy Nickolaus
- Northland Concrete & Masonry Company
- Real Estate Equities
- Timberland Partners
- US Bank
- Value Plus Flooring
- W.L. Hall Co.

**$3,000+**
- BKV Group
- Braun Intertec
- Building Restoration Corporation
- Hess, Roise and Company
- Historic Preservation Education Foundation
- Loucks, Inc.
- Medina Electric
- National Window Associates

**$1,000+**
- Advanced Masonry Restoration, Inc.
- Aggregate Industries
- Allegion
- Egan
- Hamernick’s Interior Solutions
- HRK Foundation
- National Trust for Historic Preservation
- North Country Concrete
- Tushie Montgomery Architects

**$1 - $750**
- Braxton
- Fidelity Charitable
- The K Foundation
- Medtronic
- Miller Dunwiddie
- Minnesota Society of the Sons of the American Revolution
- Oertel Architects
- Red Sky Construction, LLC
- Schwab Charitable Fund
- Scott Petersen Const. Inc.
- The Saint Paul Foundation
- United Way
Are you looking for ideas and strategies to help revitalize your downtown? Do you operate a business or own a building located downtown? Are you looking to engage communities in your downtown and incorporate more diversity on your board? If so, register for this year’s Main Street Basics Workshop, and join us on Thursday, April 18th, in beautiful downtown Willmar, MN! Whether you’re new to Main Street or a seasoned veteran, the Main Street Basics Workshop provides the fundamentals on a proven model used to reinvigorate traditional business districts across the country. This year’s Main Street Basics Workshops highlights how to tackle pressing issues facing Main Street communities, with a particular emphasis on community engagement and diversity and inclusion.

Visit our website to learn more and register.

Congratulations, OLIVIA!

We are excited to announce that the community of Olivia joined the Minnesota Main Street Network as a designated Main Street Community! Olivia joins the ranks of Faribault, Red Wing, Mankato, New Ulm, Northfield, Owatonna, Shakopee, Wabasha, Willmar and Winona by becoming the eleventh designated Main Street Community in the state. Olivia (pop. 2,000) is our second small city to be designated.

“I’m excited about being part of the Minnesota Main Street program because of the network. The opportunity to learn how other communities tackled challenges similar to ones facing our downtown is invaluable. The program provides a platform for us to collaborate more, develop new ideas, and build lasting partnerships to create a stronger downtown.”

– Susie Lang, Olivia Main Street Coordinator, City of Olivia
After seventeen years, one of Owatonna’s most cherished and established businesses moved from a strip mall to downtown. Torey Statlander owns and operates Torey’s, and he says only downtown offers everything he needs for his business: his own space, ample parking, and a unique and attractive setting for dining, weddings, and other private events. Statlander is proud to contribute to the growing energy around downtown Owatonna: “With all the new projects going downtown in the area...it’s going to be more things to Owatonna, not just weddings, but other things.”

The expertise, creativity, and passion of Jake Hvistendahl, Pat Jacobs, and Rob Kruchoski helped them come up with the idea for 10,000 Drops, a new craft distillery in Faribault. Downtown makes that idea possible. The three partners are opening in the previously vacant Peterson Art Furniture Building, which is ideal in its location, size, and aesthetic for their project. “It’s the highest and best use of this building,” Hvistendahl said. “It gives us a ton of room, tons of storage and it gives us room to grow vertically.” Kruchoski added that 10,000 Drops perfectly aligns with Faribault’s vision for downtown, lending further appeal: “Restoring old buildings and looking at the other businesses here, it just fit well with that model.”
ARTISTS ON MAIN STREET

In its first year, Artists on Main Street funded 35 different projects across three communities. Artists in Faribault, Mankato, and Winona took innovative and creative approaches to use placemaking to make their communities better places and address identified goals. The goal of the initiative wasn’t just to beautify and bring greater vibrancy to Main Street Communities. It was also to harness the creativity of the community and placemaking practices to spark lasting change.

WINONA

While Winona has always had a reputation as a hub for the arts, the past decade in particular has witnessed a true flourishing of their creative scene. Despite this success, many of the arts activities take place scattered throughout the community and outside of their historic downtown, and many groups haven’t had the opportunity to fully engage with the arts. Winona sought to use Artists on Main Street projects to ensure that all have the opportunity to participate in the arts and emphasize downtown as a welcoming gathering place.

Lisa Truax took a remarkably simple, yet effective approach to address Winona’s goals for a successful ‘third space’. Truax created carved ceramic paving tiles to temporarily replace the grates covering cut-down trees along Third Street. Each tile featured a different image referencing Winona and Winona’s history, and she invited members of the community to join her in glazing the tiles during a public event.

Swingin’ in the Street

Stan and Molly Breitlow brought new life to Third Street with a throwback event called Swingin’ in the Street. The Breitlows closed down the street, brought in the La Crosse Jazz Orchestra, eighteen-piece traditional 40s-style big band, and hosted a community dance. The evening attracted roughly 300 people, approximately 200 of whom danced. Participants had all levels of prior dancing experience, and their ages ranged from one to ninety-two. The event was a massive success: dancing was still going strong when the band ended, and the community has urged them to make Swingin’ in the Street an annual event.

Community Pavers

Making Third Street a Third Space

Artists on Main Street is a program by PAM in partnership with Springboard for the Arts, with support from the Bush Foundation.
“Music Right Down the Alley,” added a performative presence to the alley and called attention to the visual arts projects. Local musician Dick Kimmel hosted a series of acoustic folk and bluegrass jam sessions in the alleyway, inviting musicians of all levels of proficiency and anyone who wanted to participate. Each jam session brought more people to the alley and customers to the local businesses. A family of six drove in from an hour away to participate. Experienced and novice musicians of all age groups enjoyed a casual atmosphere in an unexpected location.

Kendrick Daum partnered with the property owner of Rock Street Auto, an automotive repair shop in Mankato’s Old Town, to transform a barren wall into an iconic mural. The project, called “Hokusai Hardware,” is based on the Japanese artist Katsushika Hokusai, famous for the iconic print, “The Great Wave off Kanagawa.” The project lends vibrancy to a previously mundane space, making the alley a more inviting area.

Dee Teller and Patricia Gustafson hosted an Asian Brushwork Garden Party in Central Park in downtown Faribault and at the Paradise Arts Center. The instructors taught two classes of 15 kids about calligraphy, lead tai chi sessions, and gave the kids the opportunity to create their own paintings, several of which were displayed at the Paradise Center afterwards. The event not only gave a diverse group of children an opportunity to learn from world-renowned artists and engage with the arts, but also gave them, and their parents, a positive experience to associate with downtown.

Christina Wagner took over a small green space in Faribault’s downtown that had been neglected and added a thematic flower garden. The project, Brewery Blooms, used a floral arrangement in front of a local brewery and distillery to draw attention to Faribault’s brewing past and present. The bright colors in a previously vacant space welcomed passersby and helped bring more positivity to downtown.
Craig Cohen’s vision for Keg and Case Market is the embodiment of looking at an underutilized and delapidated building and seeing the potential of what could be.

The Keg and Case Market, located at the former location of Jacob Schmidt Brewing Company, lives on due to the hard work and vision of Craig Cohen who saw potential instead of demolition. Keg and Case was originally known as the Keg House following post-Prohibition era improvements to the brewery in 1937. The building has been utilized for several different purposes over the succeeding years including filling containers, warehousing them and shipping them out. The Keg House building has retained its open, free-span space with exposed iron trusses supporting the flat roof. In 2015, a massive rehabilitation of the former building was proposed to transform the building into an open market.

The Keg and Case Market opened in September 2018 featuring 23 local merchants and artisans. House of Halva features delicacies and tastes from the Middle East. The husband and wife co-owners, David and Liz Kadosh, bring the traditions of halva to Keg and Case. HandMod’s owner, Paul Johnson, is a 3rd generation craftsman that has combined traditional woodworking with modern designs using reclaimed lumber and material to create unique items.

With an eye to the future and a respect for the past, Keg and Case Market also features its own brewery, Clutch Brewing Company, located on the mezzanine level of the building that features open views of beer kegs and comfortable seating. Founded in 2015, Clutch Brewing Co.’s co-owners, Max Boeke and Jordan Standish, have been hobby homebrewers for years before winning the Byggvir’s Big Beer Cup’s for Best of Show Beer in 2015 for a milk stout. Boeke and Standish also successfully raised $450,000 through Minnesota Investment Crowdfunding, a 501(c)(4) nonprofit advocating for the democratization of investment. Clutch Brewing Co.’s moto is “community, art and craft beer of a slightly different Ilk,” and represents the thoughtful and resourceful spirit of PAM.

Did you know PAM works with State Historic Tax Credits (HTC)?

The rehabbed Keg and Case Market represents a successful partnership between imaginative entrepreneurs and PAM’s state HTC program. The PAM program works with developers and owners of National Register-eligible buildings to utilize state HTC’s for their projects. Through the use of federal historic tax credits and PAM’s state HTC program, the Keg and Case Market project was able to leverage over $3 million dollars in combined historic tax credits. The successful rehabilitation of the Keg House reflects the mission and work PAM is dedicated to continuing with each new state HTC partnership.

Sponsorship is one of the many ways that you can support PAM’s Senate and House bills. Head to mnpreservation.org to learn more about becoming a sponsor, and send in your commitment form today.

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