



# Annual Report 2010

Minneapolis Downtown Improvement District  
And Minneapolis Safezone Collaborative

*I have to say that downtown Minneapolis is just a gorgeous, modern, exceptionally clean, walkable, safe and just downright pleasant place.*

- Twins Game Attendee



## Minneapolis Downtown Improvement District

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Minneapolis, MN 55402

March 31, 2011

Dear Downtown Stakeholder,

As summarized in this 2010 annual report, the Minneapolis Downtown Improvement District's (DID) first full year in business delivered on the mission to make downtown more vibrant and attractive. The 4,000+ website feedbacks received, combined with our annual downtown employee survey, reinforce that DID's services are making downtown a better place to be.

In 2010, we continued to stabilize our services. From picking up trash and removing graffiti, to painting poles, we have been busy taking care of our downtown. We have worked closely with our partners at the Minneapolis Police, City Attorney, County Probation, Outreach agencies and private building security to develop targeted strategies and bring resources that have reduced felony and livability crimes in downtown. We have invested in significant permanent and seasonal greening, celebratory lighting, and general maintenance of fixtures - all with an eye towards improving the pedestrian experience throughout downtown. We have been an advocate for the betterment of downtown's public realm, from voicing in on issues being considered by the public sector to celebrating the good work of downtown organizations through a greening awards event, we support and focus efforts toward a better downtown.

This report gives more detail about what we have accomplished and what we look forward to doing in 2011 and beyond. But, who is 'we'? It's every stakeholder in the district. The investment made by property owners, coupled with the support of business owners, employees, residents, and visitors has made the work 'we' do possible and has given voice to a common need: building a vibrant and attractive public realm. As one community, we rise together by enhancing the business climate in Downtown Minneapolis, helping the 120-block district achieve its full potential as a great place to Work, Live, Shop & Visit. ***Thank you for being an important partner in doing this work.***

Sincerely,

David Sternberg  
Chair, 2009 – 2010

Sarah Harris  
Chief Operating Officer

***"It is with gratitude that I conclude my term as Founding Chair of the Board for the Minneapolis DID. I had a unique opportunity to be part of launching an organization that has and is making a difference in our downtown. Although I will no longer be Chair of the Board, I will remain active in, and committed to, the mission of this organization".***

***-David Sternberg***

“Just this morning on the bus I was talking to another downtown employee and we agreed that **DID has made a tremendous improvement in the downtown area.** Streets and sidewalks are kept clean and neat. The DID workers are very informative and helpful. I just want to say "Thank You" for a job well done.

- Downtown Employee”

AMBASSADOR

  
**DID**  
MINNEAPOLIS

*What's not to like about cleaner, greener and safer?  
I hope your program stays around for a long time!*

*- Downtown Employee*



# We are cleaner.

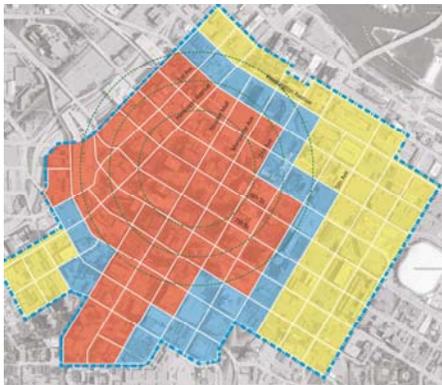
**Mission: To preserve and enhance a vital and attractive Downtown Minneapolis for the people who invest, work, live, shop, and visit here.**

DID's mission is clear. We accomplish our mission by delivering clean, safe, green, and better services that raise the standard of care and behavior in downtown.

**Raising the standard.** The broken window theory states that a broken window, or unaddressed trash, or graffiti makes people feel an area is unsafe. DID supplements and enhances but does not replace existing services performed by property owners or City services provided within the DID. Doing this allows DID to make sure that all of downtown has a consistent, cared-for feeling. Our annual survey of downtown employees is showing that this attention to downtown is getting noticed: the perception of downtown's cleanliness had improved by a dramatic 33.6% since DID's work began.

Our work is made possible by the commercial property owners who pay into the special taxing district. Many exempt properties also voluntarily pay as they too benefit from the services we provide. The return on investment to these owners stems from the cleaner and improved environment that attracts businesses, hotel guests, customers and residents. Businesses want to locate in areas that are well maintained, clean, safe, and inviting for the comfort of their customers and for recruiting top employee talent. Customers, Event attendees and employees want to be in attractive, energized places.

Several property owners have asked DID why it is not assuming services or maintenance issues on private property (e.g., graffiti on buildings, storefront planters, etc.). We advise that DID does not conduct services to the greater benefit of one property owner over another. Further, DID services were never intended to replace work already getting done by private properties. Rather, DID services are additive, going above and beyond the work of property owners by focusing on the public realm issues that were previously unaddressed and that negatively impacted all properties by affecting the perception of downtown. DID does work with inattentive owners and public agencies to make them aware of issues on their property that need maintenance.



DID covers a 120+ block area of downtown. As shown here, the district is divided into three Service Level Areas: **Core**, **Standard Plus** and **Standard**. These Areas were determined based upon the level of pedestrian activity and the resulting need for intensity of service to maintain a consistent standard. Over time, the Areas may be modified to reflect any land use changes that result in changes to pedestrian activity patterns and intensity.

DID Results:	2010	Since Inception
Trash Removed (Pounds)	970,729	1,450,124
Graffiti Tags removed	3,783	8,645
Pressure Wash (block faces)	1,853	2,771
Weeds removed (block faces)	1,098	2,104
Corner ramps cleared (snow/ice)	3,134	3,331
De-icer by Ambassadors (lbs)	5,000	6,333
Snow fall downtown (inches)	63.3	84.2

# 1.45M

*Pounds of trash removed since DID began.*



# We are doing more.

*We are partnering to make sure things are getting done.*

The public sector can no longer do it alone. Resources are reducing, and in 2010, unusually voluminous and steady snowfalls stressed the City's snow removal budget, shifting priorities. DID stepped in to spruce up downtown where it could: Painting streetscape fixtures and poles, working with sponsors to green Peavey Plaza, plowing the Nicollet Mall roadway to keep it open for buses without delay, stringing twinkle lights in Peavey Plaza, helping to unbury fire hydrants in the periphery of the district where smaller businesses struggled to keep up. These are just a few examples of ways in which DID is keeping the standards in downtown high.

In the DID	
Blocks	120+
Block Faces	480+
Curb frontage (approximate miles)	300
Gross Building Area (SF)	72,692,239
Lineal Feet	138,964
Commercial property owners	550+
Light Poles	2000+

One area of special note is the Nicollet Mall. Rebuilt in 1990-1991, the physical condition of the Mall has been deteriorating for some time. Over the years, measures have been taken to address the increasing maintenance needs on the Mall, which include removal of a failed fountain, relocation of an artist piece jeopardized by water penetration, replacement of broken granite light bases and resetting large areas of loose granite and missing grout resulting from a failed mortar bed. The list of needed work goes on while the visible condition gets worse and the costs are increasing exponentially. In 2010, the DID Board decided to undertake only those repairs necessary for safety reasons, eliminating spending for aesthetic issues (the quantity and cost of which is increasing while the duration of each fix is dramatically reducing). By focusing on 'controlled decline', DID protects funds from being used on short term band-aids that accomplish nothing. Instead, working in collaboration with the Downtown Council's visioning process, the downtown business community is working with the City to determine what the future of the Mall should be and how it should be redesigned and rebuilt.

The decision to control spending on Nicollet Mall is responsible for a good portion of the unspent funds in 2010. DID's Board will decide how to use these carry forward funds. As of the writing of this report, it is anticipated that they will be placed in the DID Strategic Initiative Fund for use to manage safety repairs and design and other issues necessary to move forward with renovation of the Nicollet Mall.



*Among the many challenges faced along the Nicollet Mall is its paver system. As shown here, crumbling grout and a failed mortar bed cause pavers to heave, wobble and crack. Many pavers have been replaced with asphalt while a permanent solution is sought.*

# 33.6%

*Improvement in perception of Downtown cleanliness since DID began.*



*The Ambassador program is a great addition to the city. Every day I see a different ambassador doing a great job - yesterday they were touching up the paint on the stop light posts outside my office, keeping the city fresh and clean. Keep up the good work!*

*- Downtown Employee*

# We are safer.

*Making downtown safer is a core service for DID.*

Each day, DID ambassadors patrol the entire district adding extra eyes and ears to the sidewalks looking out for lost people, medical emergencies, inappropriate behavior, flat tires (bikes and cars), lost items, etc.

DID Results	2010	Since DID Inception
Pedestrian Assist/Recommendations/Escorts	70,006	110,886
On-site property owner/manager contacts	5,640	7,687
Camera & Radiolink monitoring (hours)	4,640	7,078
DT 100 Chronic Offender Crime reduction	74%	n/a
DT 100 Chronic Offenders housed	50%	n/a
Lives Saved (medical emergency assists)	20+	30+

Trained in CPR and first aid, Ambassadors have saved lives by assisting in medical emergencies (a business man having a heart-attack, a choking baby, etc.) and paging ambulances to the scene quickly. Our Ambassadors have been trained to watch for aggressive behavior. DID's radio system connects Ambassadors to the Minneapolis Police Department's First Precinct Fusion Center, to a network of private building security, and to St. Stephen's Human Services for outreach services. We can alert our partners in safety before aggressive issues gain momentum.

We are partnering with St. Stephens' outreach workers to connect people to housing, treatment, or other resources. Challenging economic times have caused more homeless people to be on the streets. But we know it is important to keep working at solutions, as three employee surveys in a row point to panhandling and loitering as the top reasons people feel unsafe downtown. DID is also partnering to address safety and livability issues in other ways, including:

1. Downtown 100 - Mid-way through 2010, DID partnered with the City and County to begin the Downtown 100 Initiative ensuring that *for the first time, downtown has a dedicated prosecution and probation team*. This team works closely with the Police, DID Safezone, social service agencies, downtown security, and DID Safezone's CourtWatch community members to focus on a myriad of ways to stop the repeat bad behavior by downtown's most chronic offenders. Receipt in 2009 of the **International Association of Police Chiefs Award** for the Courtwatch program as well as the 2010 **Minneapolis Police Chief's Award of Merit** for Shane Zahn of DID Safezone show that these types of collaborations work. The early results are very encouraging too. A 74% reduction in crimes downtown by these offenders shows this collaboration is making a big impact.
2. Give Real Change – DID with St Stephen's, Heading Home Hennepin and the Family Housing Fund launched this campaign aimed at educating the public to stop giving money to people who panhandle. Panhandling is demeaning, it puts panhandlers at risk, and when people give money, it perpetuates the practice of panhandling as a viable source of income.
3. Police Resources - DID purchased equipment that both enables better coordination with Police services and deters crime. By way of example, a new DID mobile camera unit is credited with reducing monthly police and security calls on one downtown corner from 106 to two.
4. Junk in Your Trunk - DID brought this campaign to the Police in an effort to reduce auto break-ins by reminding people to place their belongings out-of-sight in the car's trunk.

# 74%

*Reduction in crimes downtown by chronic offenders on the DID's "Downtown 100" list.*



*“I was completely lost! Two DID workers helped me.... they should be celebrated!”*

*- Downtown Customer*



# We are greener.

## *Making the public realm more attractive and more inviting, year-round.*

In May 2010, we began our summer greening program, planting permanent planters along Nicollet Mall and Hennepin and seasonal planters on 5<sup>th</sup>, 7<sup>th</sup> and 9<sup>th</sup> streets. Baskets adorned poles on Nicollet Mall and on First Avenue North where limited sidewalk space prevented placement of planters. Some of the medians along Washington and Third Avenues were also DID's planting ground. We learned a lot. Micro-climates of wind and sun led some areas to thrive while others struggled, sometimes requiring plant replacement, sometimes simply preventing the colorful blooms from growing. 2011 will focus more on climate tolerant varieties with color.

2010 Greening & Public Realm Facts (in DID area)	
Large scale parks	2
Pocket Parks & Plazas	15
Boulevard trees (approx)	1,130
DID permanent planters & median planters	79
Number of fountains	8
Number of sidewalk cafes	39
Public art pieces	35
Number of parades/marathons/walkathons	21
Outdoor concerts and festivals	74
Nicollet Mall Farmers Market Thursdays	31

In early November, downtown became a winter wonderland adorned with pine boughs, birch logs, dogwood, wreaths, twinkle lights and ribbon. Our natural refrigeration helped to keep this natural green faring well into early 2011. Aside from Mother Nature dropping more snow than normal on our planters (requiring a bit more attention to un-burying the plants), we were pleased with the effect of the winter celebration. We heard from many about the magical beauty of downtown when this winter decoration was installed.

Beyond our seasonal planting, DID is focused on long-term, sustainable ways to green downtown. In 2011 we will prototype several permanent tree boulevard gardens. Additionally, we are working to encourage private property owners to green their assets – as celebrated at a recognition program highlighted on the following pages.

In 2010, DID's Greening Committee began to serve as the Greening and Public Realm Committee for the Downtown 2025 visioning process of the Minneapolis Downtown Council. This Committee has been looking to the future of downtown and how a beautiful and active public realm experience can attract people from around the world to enjoy our four-season city. The completed Downtown 2025 plan (estimated July 2011) will inform the DID's work in the coming years.



*Activation of sidewalks with cafes, markets and colorful plants makes an energetic and engaging downtown.*

Greening and public spaces are vital to making downtown more inviting and competitive. Other issues that impact the public right of way are critical as well. The use, pedestrian flow and aesthetics of transit improvements, outdoor markets, parades, concerts, sidewalk cafes, storefronts, and street vendors are all part of making the outdoor 'eco-system' thrive. DID is active representing the business community voice in discussions on these inter-related and important public realm issues.

# 17,250

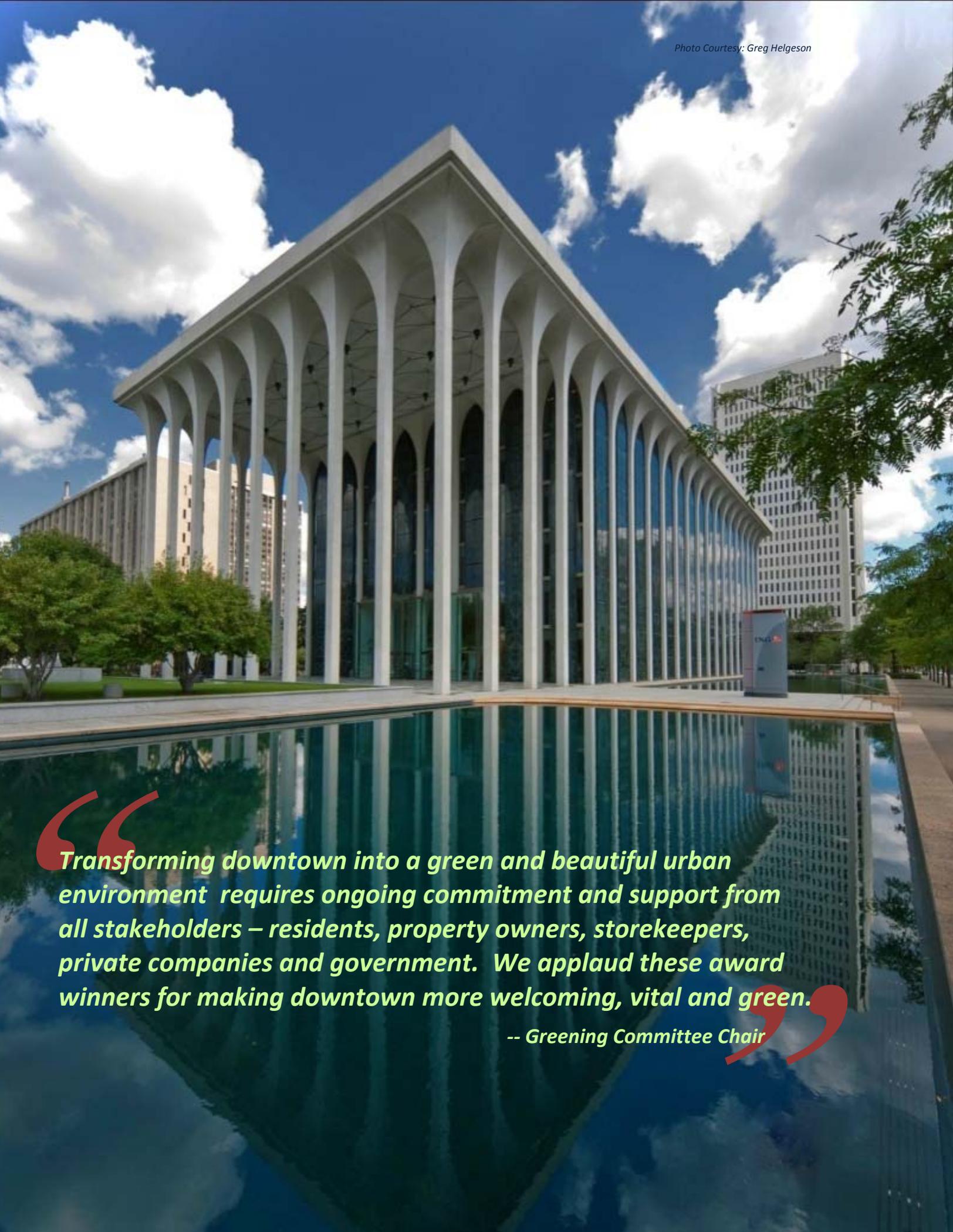
*Annuals and perennials planted by DID in 2010.*



*I want to offer my kudos to DID. Of particular note, the cleanliness, friendliness and planters are amazing! Proud to call Minneapolis my home.*

*- Downtown Employee*





***Transforming downtown into a green and beautiful urban environment requires ongoing commitment and support from all stakeholders – residents, property owners, storekeepers, private companies and government. We applaud these award winners for making downtown more welcoming, vital and green.***

***-- Greening Committee Chair***

# We are inspired.



## *We salute those making downtown's public spaces better.*

Downtown Minneapolis is a collection of spaces, people and businesses that form a whole community, and the work that each of us does affects that community. Some of the best examples of private property greening were celebrated at the 2010 DID Greening Awards event. From large parks to small gathering spaces, storefront greenery to softened parking lot edges, large water features to small entryway pots, these exemplary projects illustrate what can be done. Imagine what downtown could be if every property owner and business participated. Each property has different spaces available and different user needs, and it is this very variety of greening and public realm opportunities that will combine to make a lush, vibrant and inviting downtown. We know it can be done.

We all have a role to play in making downtown vibrant, and these organizations played theirs beautifully. We are pleased to acknowledge the award recipients who demonstrated that key investments in greening made their properties, and all of downtown, shine. We hope you will be as inspired by these wonderful places as we were. We hope you will think about what can be done at your property. And, we hope you will let us know if you think you or your neighbors are doing something worthy of celebration in these or other categories as our jury will soon be out scouting for the 2011 award winners.

Award Recipients, clockwise, starting on left page: **Best Restoration** - Sculpture, Plaza & Reflecting Pond, 20 Washington Avenue, Hines Companies; **Best Entryway Greening, Large Scale** - Target Plaza South Entry, Target Corporation; **Best Outdoor Café Greening** - The Local, The Local & Your Enchanted Florist; **Best Parking Lot Greening** - 5<sup>th</sup> Avenue Parking Lot Edge, Thrivent Financial for Lutherans; **Best Entryway Greening, Small Scale** - Nicollet Mall Entry, YWCA; **Best Plaza** - Marquette Avenue Garden, WCCO TV; **Best Park, Large Scale** - Cancer Survivor's Park, FRM Associates, LLC; **Best Park, Small Scale** - Assisi on 9<sup>th</sup>, St. Olaf Catholic Church; **Community Involvement** - Loring Greenway Beautification, Loring Greenway Association.

When you next see the people involved in these or other wonderful spaces, please let them know that you appreciate what they are doing for downtown.



***Your Ambassador offered us amazing suggestions for entertainment, places to eat and things to do that would be fun. Because of the suggestions we had a fabulous night out at a play and a great dinner. Thank you!!!!***

***- Downtown Visitor and Customer***



# We are friendlier.

## Making a noticeable difference serving as Downtown's concierge.

Statistically, our annual employee survey shows downtown feels cleaner, safer, friendlier and more welcoming. Anecdotally, the 4,000+ e-mails we have received from people locally as well as all over the world speak to the fact that Ambassadors are making downtown a better place to work, shop, live, and visit.

Above all else, this positive perception of downtown matters. We need and want the buzz about downtown to be positive.

Employees tell their employers that they want to keep working downtown. Visitors tell friends to come downtown to shop and see a show. Conventioneers, when surveyed, recommend future events be held in Minneapolis. These all bring economic benefit to downtown. One feedback received from a downtown employee summarizes this point quite well: *"I think DID is a great idea and will promote it when I host events where we invite out of state team members or non-downtown team members to the Twin Cities".*

We hope this and other e-mail quotes we have excerpted throughout this annual report do justice to the appreciation people have shared for downtown and the DID programs. And, we'd be remiss if we didn't mention that DID received the **2010 Hospitality Award** from Meet Minneapolis (the convention and visitors bureau for Minneapolis) in recognition of the role DID plays in welcoming visitors to downtown. Meet Minneapolis helped to bring over 300 events and 445,000 room nights to Minneapolis in 2010. For DID to be recognized as having a role in the success of Minneapolis' convention and tourism business is an honor.

Ambassadors are often asked for ideas of things to do in downtown. From recommendations for restaurants, theaters, or historical places, our Ambassadors are well-versed in downtown lore. They regularly go into businesses to seek information to share with downtown visitors. If you'd like your business or activities to be on the recommended list, go to the feedback tab at [www.MinneapolisDID.com](http://www.MinneapolisDID.com).

### 2010 Ambassador Destination Requests

Restaurant/Bar	18,065
Transportation	12,912
Store/Shopping	8,920
Other	7,944
Hotel	5,961
Government	5,492
Address Specific	4,635
Event	3,381
Financial	1,777
Medical	919
TOTAL	70,006

### 2010 People Downtown

Sports (Target Field, Target Center, Metrodome)	5,148,184
Hotel Guests	2,808,715
Convention Visitors	661,498
Hennepin Theater Attendees	410,000
Employees	150,000
Residents	31,502
Students (K-12 & Post Secondary)	20,680
Business Customers & Visitors	many more

# 110,886

*Pedestrian Assists since DID began.*



# We are looking forward.

## Finding creative ways to encourage participation downtown.

The work we do enhances the experience of being downtown. We can increase our effectiveness by telling our story, and more importantly by telling the story of how great downtown is. In 2010, we began our social media initiatives to create a buzz about downtown. We tweet about things happening in downtown and began a weekly trivia contest to highlight places of interest and unique facts about downtown. If you're not yet following us on Facebook or Twitter – please start, and tell your friends to do so as well. The more people who follow our work making downtown better, the greater the buzz will be about the downtown experience.

In 2010, we quietly updated our website to include a calendar of all events and activities happening in downtown. Now, our Ambassadors have real-time activity information when they are assisting pedestrians on the fly. Moreover, there is now a [one-stop-shop for people who want to find out about all the goings on in downtown.](#) No longer will prospective customers have to search multiple websites for their desired activity, or worse yet, miss opportunities they didn't even know to look for in the first place. Whether searching by type, by date, or by venue, the entirety of downtown's offerings are but one click away. With several months of system testing behind us, in 2011, we will work to increase the public's awareness of the availability of this calendar.

In 2011, we will also focus on tapping into the great creativity of Minneapolitans with the DID Innovation Box. By asking for people's creative ideas for improving downtown, we can engage the community in a dialogue about what makes downtown vibrant and attractive. No doubt, we will hear homerun ideas. By giving the public-at-large a forum in which to express ideas, we have effectively created 2.2 Million scouts looking for best practices elsewhere. Whenever possible, the idea generator will be able to participate in the implementation –giving them the outlet for their creativity –and giving DID the opportunity to celebrate the ingenuity they contribute.

	<b>Day Calendar</b> <b>Currently Selected Tag(s):</b> <a href="#">Events</a> <a href="#">Live Performances</a> <a href="#">Sports</a> <a href="#">Theater</a>																																																		
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<ul style="list-style-type: none"> <li><a href="#">Calendar</a></li> <li><a href="#">Search Events</a></li> </ul> 	<b>Dueling Pianos</b> <b>6:00pm</b> Doors at 5pm, Pianos at 6pm. Free Admission when you arrive before 7pm. \$8 Admission when you arrive after 7pm. Location: Shout House Block E Tag(s): <a href="#">Events</a> <a href="#">Live Performances</a>	<< January 2011 >> <table border="1"> <thead> <tr> <th>S</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>26</td> <td>27</td> <td>28</td> <td>29</td> <td>30</td> <td>31</td> <td>↓</td> </tr> <tr> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> </tr> <tr> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> </tr> <tr> <td>16</td> <td>17</td> <td>18</td> <td>19</td> <td>20</td> <td>21</td> <td>22</td> </tr> <tr> <td>23</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> <td>29</td> </tr> <tr> <td>30</td> <td>31</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </tbody> </table> <a href="#">Go to Today</a> <a href="#">Print This Page</a> <a href="#">Subscribe to RSS Feed</a> <a href="#">Subscribe to iCal Feed</a>	S	M	T	W	T	F	S	26	27	28	29	30	31	↓	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5
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	<b>Minnesota Timberwolves vs. New Jersey Nets</b> <b>7:00pm - 9:30pm</b> The Minnesota Timberwolves bring the excitement of NBA basketball to Target Center's floor all winter long. Featuring a young roster of up and-coming talents including Kevin Love, Michael Beasley, Jonny Flynn and Wes Johnson, the Wolves will take on all of the league's brightest stars as the team continues to develop into a playoff contender. For information on group tickets, ticket packages or full season plans, log on to <a href="#">timberwolves.com</a> or call 612.673.1645. Location: Game Info Tag(s): <a href="#">Sports</a> <a href="#">Target Center</a>																																																		
	<b>Charles Neville Quartet</b> <b>7:00pm</b> Charles Neville, the second oldest brother of the legendary Neville Brothers, has the most diverse musical background of the four brothers. His experience on saxophone has included rhythm & blues, funk, jazz, be-bop, popular and even American Indian music. He cites as influences Louis Jordan, Charlie Parker, John Coltrane, Sonny Rollins and Professor Longhair. Charles's show is a journey of musical exploration of America's greatest art form, jazz and specifically jazz from the bebop era. Tickets \$20 Location: Dakota Jazz Club Tag(s): <a href="#">Events</a> <a href="#">Live Performances</a>																																																		
	<b>Tracey Ashley</b> <b>8:00pm</b> Location: Acme Comedy Club Tag(s): <a href="#">Events</a> <a href="#">Live Performances</a>																																																		
	<b>Billy Elliot The Musical</b> <b>8:00pm</b> Billy Elliot the Musical, winner of 10 Tony Awards including Best Musical, is the joyous and exciting celebration of one boy's triumph against the odds. The story follows Billy's journey as he stumbles out of the boxing ring and into a ballet class and discovers his dream to dance. Full of life, laughter, award-winning choreography and unforgettable music, this uplifting show will stay with you forever. Based on the international smash-hit film, Billy Elliot the Musical is brought to life by the Tony-winning creative team of director Stephen Daldry, choreographer Peter Darling and writer Lee Hall, along with music legend Elton John, who has written what the New York Post calls "His Best Score Yet!" *Contains some adult language. Parental discretion is advised. Location: Orpheum Theatre Tag(s): <a href="#">Live Performances</a> <a href="#">Theater</a> <a href="#">Hennepin Theatre Trust</a> <a href="#">Other Events</a>																																																		
	<b>7th Annual Toy Factory</b> <b>10:00pm</b> Free cover for the first 100 people with a donation: toys, dolls, clothing, school supplies, small electronics. Location: Epic Night Club Tag(s): <a href="#">Events</a> <a href="#">Other Events</a>																																																		

*I spent time shopping, dining, attending a Twins Game, seeing a Streetcar Named Desire and catching a couple of shows at the Dakota all because of the Ambassador. I look forward to another visit in the future!*

*- Downtown Visitor and Customer*



# We are grateful to

*We thank everyone who contributes money, time and expertise to DID.*

The work of the DID and DID Safezone is made possible through payment of service charges, some of which are paid voluntarily by exempt properties. Additionally, many hours are spent by volunteers on our Board, committees and working groups. This wide-reaching support is a demonstration of Minneapolis' civic pride, one of the qualities that sets Minneapolis apart, for which we should all be proud.

	2010 Budget	2010 Actual	Variance	2011 Budget
<b>SOURCES</b>				
Service Charges & Voluntary Payments	6,113,150	5,745,715	(367,435)	6,224,185
Sponsorships, Prior Year Carry Forward & Other Income	74,350	419,941	345,591	74,350
<b>TOTAL SOURCES</b>	<b>6,187,500</b>	<b>6,165,656</b>	<b>(21,845)</b>	<b>6,298,535</b>
<b>USES</b>				
Safe	2,060,000	1,873,209	(186,791)	2,141,340
Clean	1,200,000	1,091,321	(108,679)	1,141,225
Green	487,500	562,497	74,997	600,000
Maintenance of Public Areas	729,500	496,996	(232,504)	571,500
Snow (Nicollet Mall)	225,000	360,137	135,137	297,400
Communications	84,000	90,382	6,382	80,780
Program Management	730,800	701,678	(29,122)	767,340
Administration	284,500	282,186	(2,314)	250,452
Start-up	-	143,380	143,380	-
Debt Service	-	88,432	88,432	103,568
Contingency	386,200	-	(386,200)	344,930
Strategic Fund	-	50,000	50,000	-
<b>TOTAL USES</b>	<b>6,187,500</b>	<b>5,740,217</b>	<b>(447,283)</b>	<b>6,298,535</b>
<b>SOURCES IN EXCESS OF USES*</b>	-	425,439	425,439	-

*\*Use of Carry Forward Funds is directed by the DID Governance Board.*

The combined 2010 financial activity of the Minneapolis Downtown Improvement District and Minneapolis Safezone Collaborative was audited by LarsonAllen, LLP. To receive a copy of the audited statements, please contact Sarah Harris at 612.366.7830 or sharris@MinneapolisDID.com.

*Keep up the good work! I have certainly noticed a positive change: not just the cleaner, safer streets, but also the positive vibe created by the many friendly and informative Ambassadors. This makes me proud to call Minneapolis my home! I hope the funding for the DID continues - you are certainly a wonderful asset to a great city!*

*-Downtown Employee & Resident*



# Our Investors.

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**Management Team** Kristi Colford (Coordinator), Sarah Harris (Chief Operating Officer), Sherri Macko (Reception), Kathryn Reali (Controller & Financial Manager), Beth Shogren (Vendor Operations), Shane Zahn (Safezone Operations).

**Service Providers** We also wish to thank our vendors and the many DID Ambassadors who have performed so admirably.

*We have used our best efforts to acknowledge everyone in this report. If you’re missing or incorrectly listed, please accept our apologies and let us know so we can correct our error in future publications.*



*“An Ambassador greeted me with a cheerful  
‘Hello there!’ He made my day.”*

*- Downtown Visitor*



At DID we strive to be economically and environmentally sustainable. We have a limited quantity of our printed annual report available, choosing instead to post the full report in PDF format on our website. If you know of someone without access to the web, please direct them to us and we will gladly provide a printed copy.

To learn more about us or to provide important feedback about our services, please visit our website at [MinneapolisDID.com](http://MinneapolisDID.com), or contact us at:

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