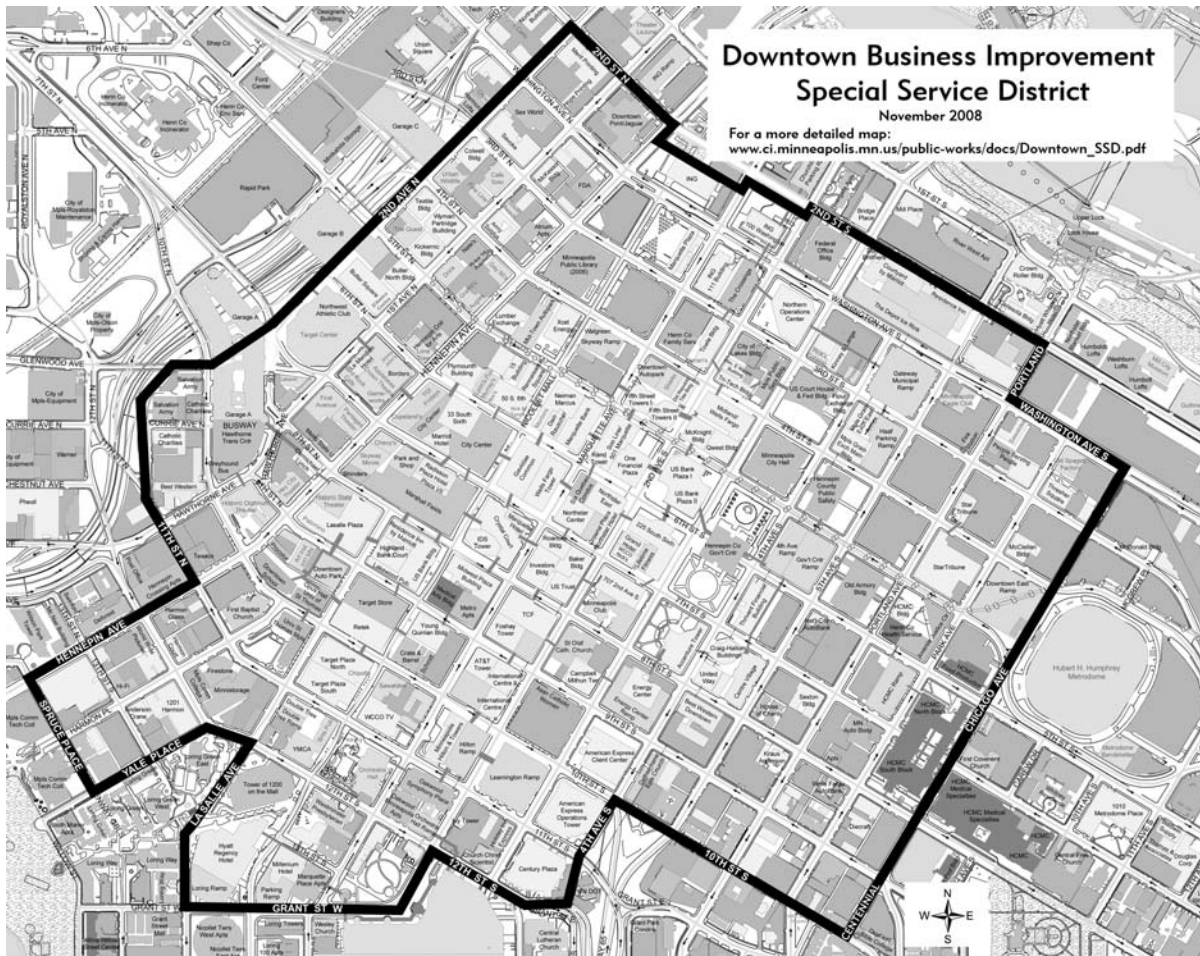


NOTICE OF PUBLIC HEARING TO CONSIDER SPECIAL SERVICES AND SERVICES CHARGES FOR 2011 for the
Downtown Business Improvement Special Service District
(a.k.a. the Minneapolis Downtown Improvement District)

The Transportation and Public Works Committee of the Minneapolis City Council will conduct a **public hearing on Tuesday, September 14, 2010, at 9:45 a.m. in Room 317, City Hall**, to consider the services to be provided in 2010 in the District as well as the amount of service charges to be levied against properties in the District. The Minneapolis Downtown Improvement District, as established under Chapter 465 of the Minneapolis Code of Ordinances, is the area contained within the boundaries of the following map:



The services and estimated budget of \$6,298,535 are described in the attached 2011 Operating Plan for the District. There are no improvements or related charges. Adoption by the Committee of the proposed service charges may be taken at the public hearing and recommended to the City Council for approval. At the time of the Public hearing, the Committee will provide an opportunity for all interested persons to be heard regarding the proposed services and the proposed service charges and the committee will consider all written and oral objections and statements. Should a person be unable to attend and wishes to object or comment, please send a written statement in sufficient time for it to arrive prior to the time of the public hearing to: Minneapolis City Clerk's Office, c/o T&PW Committee Coordinator, 350 South 5th Street, Room 304, Minneapolis, MN 55415-1382.

(Spanish, *Español*)

Ésta notificación es para informarle que se llevará a cabo una audiencia pública para considerar la propuesta de un gravamen contra su propiedad. La audiencia tiene el propósito de informar al público y permitir que los ciudadanos hablen con el Concejo de la Ciudad de Minneapolis sobre el gravamen. **Usted no está obligado a participar.** Sin embargo, si desea disputar el gravamen, deberá hacerlo antes de la audiencia pública de acuerdo a los requisitos establecidos por el Código Municipal en su capítulo 10, sección 6. (Para más información sobre cómo disputar el gravamen, lea la página 2 de la nota que se adjunta).

Si el Comité aprueba el gravamen, este será agregado a sus impuestos de bienes raíces a partir del próximo año. Si usted completa el pago del gravamen para fin de este año, éste no será agregado a sus impuestos. En la audiencia pública se dará información detallada sobre sus opciones de pago.

Si usted necesita la ayuda de un intérprete para conocer los detalles de la notificación de audiencia pública que se adjunta, por favor llame al 612-673-2700.

(Soomaali, *Somali*)

Ogeysiiskani waxaa laguuga faraya in la qaban doono dhagaysiga dadweynaha oo ku saabsan qiimeynta laga soo gudbiyey hantidaada. Ujeeddada dhagaysiga waxa weye si loo siiyo dadweynaha waribinta ku saabsan qiimeynta iyo in loo oggolaado muwaadiniinta in ay kala hadlaan Guddiga Magaalada Minneapolis waxa la xiriira qiimeynta. **Looma baahna in aad ka soo qeyb-gashid dhagaysiga dadweynaha.** Sidaa awgeed, haddii aad dooneysid in aad ka murantid qiimeynta, waa in ka dooda dhagaysiga dadweynaha ka hor ayada oo la tixraacayo baahida la soo hordhigay Cutubka 10 qeybta 6 ee Xeer-Qoraalka Magaalada Minneapolis. (Waxaad ka eegtaa boga 2 ee ogeysiiska ku lifaaqan waxii macluumaad dheeraad ah eek u saabsan muranka qiimeynta.)

Haddii Guddiga uu ansaxiyo qiimeynta, waxaa lagu dari doonaa canshuuraha hantidaada laga bilaabo sanadka xiga, amah ore ayaad u bixin kartaa kharashka qiimeynta dhamaadka sanadkan. Haddii aad bixisid kharashka qiimeynta oo buuxa dhamaadka sanadkan, laguma dari doono kharashkaasi canshuurha hantidaada. Macluumaadka oo faah-faahsan waxaa lagu bixinaya ogeysiinta dhagaysiga dadweynaha sida aad u dooratay bixinta kharashkaaga.

Haddii aad u baahan tahay kaalmo tarjumaad ah eek u saabsan faah-faahinta macluumaadka ku lifaaqan ogeysiiska dhagaysiga dadweynaha, fadlan wac taleefoonka 612-673-3500.

(Hmood, *Hmong*)

Tsab ntawv ceeb toom no yog los qhia rau koj paub tias yuav muaj kev sib ntsib sib tham ib zaug rau pej xeem hais txog kev ntsuam xyuas tau qhov se tsub ntxiv rau koj lub tsev. Lub hom phiaj ntawm qhov kev sib ntsib sib tham no yog los qhia rau pej xeem txog qhov se uas tsub ntxiv thiab los cia cov pej xeem nug lub Minneapolis City Council tau txog qhov se tsub ntxiv no. **Koj tsis tas mus koom rau qhov kev sib ntsib sib tham los tau.** Tiam sis, yog koj tsis pom zoo rau qhov se tsub ntxiv no, koj yuav tsum qhia paub ua ntej yuav sib ntsib sib tham kom raws cov cai tswj uas muaj nyob rau lub Minneapolis City Charter nyob rau Chapter 10 nqe 6. (Xyuas phab 2 ntawm tsab ntawv ceeb toom no kom paub tau ntxiv yog ho tsis pom zoo rau qhov se tsub ntxiv.)

Yog tias lub Committee (Pawg Neeg Tswj Xyuas) pom zoo rau qhov se tsub ntxiv uas ntsuam xyuas tau no lawm, nws yuav raug tsub ntxiv rau koj cov se tsev pib rau xyoo tom ntej no, los yog koj xav xub them qhov se tsub ntxiv no ua ntej xyoo no tag los tau. Yog koj them qhov se no ua ntej xyoo no tag, nws yuav tsis raug tsub ntxiv rau koj cov se tsev. Muaj lus qhia meej dua no nyob rau tsab ntawv ceeb toom kev sib ntsib sib tham uas yog qhia seb koj yuav xaiv los them qhov se tsub ntxiv no tau li cas.

Yog koj xav kom muaj neeg pab txhais cov lus qhia tseeb ntawm tsab ntawv ceeb toom tias yuav muaj kev sib ntsib sib tham, thov hu rau 612-673-3737 kom luag nrhiav neeg pab txhais lus.

Name/Company: _____

Address: _____

e-mail: _____ Telephone: _____

Stay Informed

If you have specific interests and want to be kept informed about DID's work in that area, please let us know by checking the applicable boxes below:

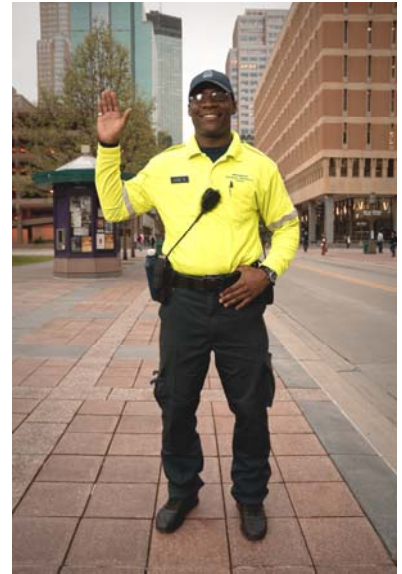
- Greening – Plantings, design and maintenance of greening in downtown.
- Cleaning – Clean Ambassador coverage for litter pick-up, trash and weed removal, graffiti abatement, pressure washing.
- Maintenance of Public Areas – Keeping our irrigation and lighting systems working, pavers from tripping people, public art in good repair, etc.
- Safety -- Safe Ambassador coverage for helping pedestrians, outreach to reduce panhandling, initiatives like Downtown 100 and award-winning Courtwatch, and tools that help law enforcement and building security to make downtown safer, e.g., cameras and radios, etc.
- I want to be kept informed about my passion for downtown, which is: _____

Sponsorship Opportunities

Every sponsorship dollar raised helps leverage the good work DID is doing, making downtown even more vibrant and attractive. While a basic level of services are included in the operating plan paid for via DID service charges to property owners, sponsorship dollars enable DID to green more areas, deploy more outreach to reduce panhandling, and expand the reach of Clean and Safe Ambassadors. If you would like to help us expand the work of DID, we would be grateful for your sponsorship.

- Please accept my sponsorship of \$ _____ to expand DID's overall services that improve downtown's public areas.
- Please accept my sponsorship of \$ _____ to be applied directly to the greening efforts of DID as follows:
 - Adopt a tree @ \$750
 - Adopt a permanent planter @ \$5,000
 - Adopt a movable planter @ 1,000
 - I just want more green! @ \$ _____
- Please invoice me Check is enclosed (payable to Mpls SafeZone Collaborative*)
- Please use the following name/s whenever acknowledging this sponsorship _____; or Anonymous

*In 2009, SafeZone, a tax-exempt 501(c)(3) organization, became a wholly controlled subsidiary of DID. In part, SafeZone was maintained as a separate organization in order to retain its status as a vehicle for charitable giving towards projects that complement the work of DID, making downtown cleaner, greener, safer or better – which are consistent with SafeZone's mission. **Charitable donations made for purposes of improving public spaces and the overall perception of downtown should be made out to "Minneapolis Safezone Collaborative" and will be tax-deductible to the full extent of the law.** Sponsorships will be acknowledged on DID's website, in the Annual Report and in other publications throughout the year. When appropriate, certain greening sponsorship may be acknowledged with signage in a planting area.



Fax form to : 612-338-3807,
e-mail to : kreali@MinneapolisDID.com, or

Fold on dotted lines, tape, stamp and mail
(if you are enclosing payment, kindly place this sheet with your check in an envelope).



Minneapolis Downtown Improvement District
81 South 9th Street, #260, Minneapolis, MN 55402

Minneapolis Downtown Improvement District
Attn: Kathryn Reali, Financial Manager
81 South 9th Street, #260
Minneapolis, MN 55402



Our Mission:

The Minneapolis Downtown Improvement District's purpose is to *make Downtown a thriving and competitive environment* for recruiting and retaining businesses, employees, residents, shoppers and visitors. The District accomplishes this *by delivering clean, safe, green, and better services* that raise the standard of care and behavior in downtown.

2011 Operating Plan

We are pleased to present you with an overview of DID services proposed for 2011. But first, we must acknowledge the first full year of DID services proved to be very successful in making the experience of being downtown enjoyable for employees, shoppers, visitors and residents. From providing business recommendations and directions, to cleaning up our downtown, the feedback we are receiving shows the direct connection between services and the improved perception of downtown as the place to be. This feedback is excerpted throughout this plan. In addition to the anecdotal comments, our results added up (as shown below). We look forward to continuing the good work of DID into 2011. We thank you, and all of our stakeholders, for your partnership in improving downtown.

Fast Facts – DID First Year Service Results (July 2009 – June 2010):

<i>Pedestrian Assistance/Recommendations</i>	58,867
<i>Passive Panhandling</i>	1,421
<i>Aggressive Panhandling</i>	557
<i>Request for Police Assistance</i>	400
<i>Trash Removed (pounds)</i>	774,313
<i>Graffiti abated from public elements</i>	5,753
<i>Pressure wash (block faces)</i>	1,490
<i>Weeds removed(block faces)</i>	1,152
<i>Annuals and Perennials planted</i>	16,300
<i>De-icer/snow-melt used (pounds)</i>	2,450
<i>Lives saved (choking baby, CPR for heart-attack, etc.)</i>	17+
<i>Perception of Safety (survey after 3 mos of service)</i>	Improved 14%
<i>Perception of Cleanliness (survey after 3 mos of service)</i>	Improved 25%

“DID has vastly improved Downtown!”

-Employee & Resident



In This Issue:

Page	
1	Results
2	DID Governance
2	Assessment Methodology
3	Public Hearing Date
3	Pre-Hearing Open House for Q&A
3	Contact DID
3	Awards
4	Services & Budget

“ Your services have improved downtown so much, its cleaner and safer. Keep up the good work!” - Employee

THE DISTRICT MODEL & GOVERNANCE

DID is patterned after many other successful districts that exist nationwide, where studies reflect increased property values resulting from businesses and people wanting to locate in cleaner, safer, greener, and better areas. DID is 100% business led and business managed, utilizing sound business principles and the same quality and cost controls demanded by businesses when managing private properties: we provide transparency in all functions, efficiencies in procurement and implementation methods, as well as accountability. An independent audit report is delivered to the City by March 31st each year. DID is a private, stand alone, 501(c)6 organization with a wholly controlled 501(c)3 subsidiary, Minneapolis SafeZone Collaborative. DID is governed by a Board of Directors comprised of business leadership from within the district who bring a broad depth and breadth of expertise to the oversight of DID operations, as follows: a) Up to ten members representing properties paying DID service charges (the properties vary in property type, size, and location within the district); b) Up to five members representing employers in the district; and c) Up to ten members representing specific professional expertise, strategic alignments, and/or important constituent voices. The membership of the Board will change from time to time as terms are filled or expire. The membership as of July 1, 2010, was as follows:

- **PROPERTY MEMBERS:** **David Sternberg, Chair** (Brookfield Properties: City Center, Gaviidae), **Bill Chopp** (Hines Interests: Wells Fargo Center, 50 S. 6th, ING portfolio, US Bank Plaza), **Jim Durda** (Inland American Office Management: IDS Center) **Kevin Fossum** (Piedmont Office Realty Trust: US Bancorp Center), **Collin Barr** (Ryan Companies US: Capella Tower, Retek Tower, AT&T Tower, TCF Tower, Perkins & Will, W Hotel), **David Menke** (Opus Northwest, LLC: various parking lots/development sites, **Bruce Engelsma** (Kraus-Anderson Construction Company: Kraus-Anderson Corporate Headquarters), **Jean Kane** (Welsh Companies: Shinders redevelopment, International Center), **Chip Johnson** (Turnstone LLC: Pence Building and parking lot)
- **EMPLOYER MEMBERS:** **Brian Pietsch** (Ameriprise Financial), **Mike Litwin** (Target Corporation), **Brent Hanson** (Wells Fargo), **David Wright, Vice Chair** (US Bank), **David Wilson** (Accenture)
- **EXPERT MEMBERS:** **Tom Hoch, Secretary/Treasurer** (Hennepin Theatre Trust), **Rob Hall** (Hospitality Association , Chair, and The Depot Minneapolis), **Robert Anderson** (Loring Green, Resident), **Tim O'Connor** (Downtown Council, Chair, and Hays Companies), **John McCall** (University of St. Thomas/Non-Profit Property), **Russ Nelson** (Minneapolis Foundation, Board Member, and Nelson, Tietz & Hoyer), **Jeff Gendreau** (Baker Tilly Virchow Krause/Finance-Audit), **Mark Hamel** (Dorsey & Whitney/Legal)

DID is managed by a small staff of professionals with expertise in real estate and project management as well as services procurement and oversight. Services are implemented via contracts with vendors. Please visit the DID website for more information about services implementation, staffing, board, committee membership, etc.

ASSESSMENT METHODOLOGY

Properties are subject to an assessment based on: a) Services that are lineal in nature, (e.g., sidewalk sweeping), are based on the lineal frontage of a property; b) Services that benefit the entire district without relationship to lineal frontage (e.g., greening) are based on the property's Gross Building Area (or land area if undeveloped) per City Assessor records; and c) in 2011, the district is divided into three service areas based on pedestrian demand, and costs are prorated to these areas accordingly. A map of the service areas, (core, standard plus, and standard) is available on the DID website. This balancing of Lineal Frontage, GBA and pedestrian demand properly addresses the relationship between the quantity of people within a building and area and the use of the DID services. Please contact DID with questions about the calculation for a specific property (or to identify the Lineal Frontage and GBA for that property).



OPEN HOUSE: OPPORTUNITY FOR Q&A

A public hearing will be held on September 14, 2010, to discuss the services and estimated budget details in this 2011 Operating Plan. Prior to the public hearing, **DID will host an open house to answer questions from property owners in an informal setting. Please join us on Wednesday, September 8, 2010, 8:30-9:30 a.m., at the DID offices, 81 South 9th Street, Suite 260.**

DISTRICT WEBSITE: A RESOURCE - www.MinneapolisDID.com

Please visit the DID website for more information about services; the governance board, committees, and staffing; to sign up for mailing lists; or to send us a comment. Throughout the year, we will also post on the website important notices and information about various things related to downtown.

DID CONTACT INFORMATION

For further information about this 2011 Operating Plan or DID in general, please contact us at 612.338.3807, info@MinneapolisDID.com, via fax at 612.338.0634, at Minneapolis Downtown Improvement District, 81 South 9th Street, Suite 260, Minneapolis, MN 55402 or visit www.MinneapolisDID.com.

PAYMENT PROCESS

Subject to approval of the services and service charges, the 2011 service charges will be combined with other special assessments on property tax statements issued by Hennepin County and payable in 2011.

NICOLLET MALL AND HENNEPIN THEATER DISTRICTS

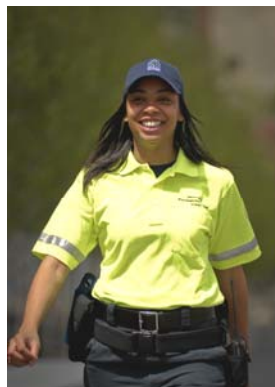
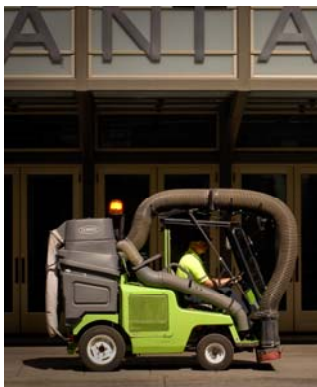
For property owners who have paid into the prior Nicollet Mall or Hennepin Avenue districts: any unspent amounts paid into existing districts will be used to offset new DID charges until the balance is eliminated. Deficits for amounts spent but not yet collected for existing district services will be handled through separate service charges until eliminated. For a schedule of credit/deficit balances remaining for specific property/s, in either of these districts, please contact the DID.

RESIDENTIAL AND NON-PROFIT PROPERTY

Residential and certain non-profit property is exempt from paying service charges for the DID (although many have opted to pay voluntarily since they also benefit from the services). If you represent an exempt property and would like to contribute and/or would like DID to present the program to your board for consideration, please contact Sarah Harris at the DID office, 612-338-3807.

AWARDS: You too can be a winner!

The Jury came in – and the results wereIn July, our Green Design and Infrastructure Committee toured downtown and juried a number of fabulous green features and spaces created by private property owners . From large scale gathering spaces to sidewalk cafes, parking lot edges, and small scale greening at building entries, these investments have elevated the experience of being in downtown. We're keeping the winners secret until they can be announced with great fan-fare at the end of the year. But remember, if you have created a fabulous public space or feature, or if you know someone else who has, be sure to let us know so we can consider it for the 2011 competition. The awards will be publicized and will inspire even more properties to create an engaging and inviting sense of place.



"What a great service – what a great City! Because of the Ambassador service, we'll be back!"
- Visitor

2011 SERVICES PLAN AND ESTIMATED BUDGET - MINNEAPOLIS DOWNTOWN IMPROVEMENT DISTRICT

SOURCES				
	Service Charges	Services Prorated to Lineal Frontage (LF)		2,235,550
	Service Charges	Services Prorated to Gross Building Area (GBA)		3,988,635
	Other	Non-assessment sources		74,350
	TOTAL SOURCES			\$6,298,535
USES				
	Service	Description	Method	+/-
	Safe	Deploy Safety Ambassadors to: Patrol sidewalks as "eyes and ears" (on foot, bike, etc.); Provide greeter/hospitality services; and address aggressive behaviors (panhandling, inebriates, intimidating behavior). Implement SafeZone initiatives in coordination with property owners and business owners including Bar Watch, Give Real Change, Courtwatch and Downtown 100 programs.	Allocated	2,141,340
	Clean	Remove litter (ATLV, pan and broom); Empty trash receptacles; Graffiti abatement from publicly owned surfaces; Scrub all streetscape surfaces including sidewalks; Pressure-wash sidewalks (as scheduled); Weed removal from sidewalks, Snow tidying on sidewalks and corner pedestrian ramps (property owners will still manage first-response snow services, DID will focus on consistency of snow removal and working with owners to make sure they meet City ordinance requirements for removal); Document and report all private property issues.	LF	1,141,225
	Green	Plan, provide, install, and maintain green features in multiple locations downtown during various seasons. Serve as technical resource to property owners who want to implement greening.	GBA	600,000
	Public Area Maintenance	Maintenance and repair of enhanced streetscape elements and systems. In 2011, Nicollet Mall streetscape maintenance will focus on safety issues with costly aesthetic repairs minimized while a long term renovation plan is developed and funding sources are sought.	GBA	571,500
	Snow	Continue snow removal services on Nicollet Mall. Continue ice melt spreading on Nicollet Mall.	GBA	297,400
	Communications	Annual report, quarterly newsletters, maps, user surveys, ratepayer database, and website, etc.	GBA	80,780
	Program Mgmt	Staff and management services allocated by program type	Allocated	767,340
	Administration	Rent, parking, office supplies, postage, equipment, professional services, insurance, telephone, IT, Internet, financing costs, bank fees, and other administrative expenses	Allocated	354,020
	Contingency		Allocated	344,930
	TOTAL USES			\$6,298,535

Some DID services may occur on private property when doing so benefits the broader area and furthers the mission of DID. Vendors will assist in determining the frequency of service required to achieve a consistent, predetermined standard throughout the district. Areas with higher pedestrian traffic or usage require greater frequency and/or faster response times. The service level areas (map available on website) have been determined, in part, based upon these anticipated response times and frequencies.

The turbulent economy gives us pause as we communicate this services plan to the DID rate-payers. As with any business, recessionary times require investing in added service to protect our competitive edge. We must remain ever-vigilant in making downtown attractive to business investment. While focusing on our goal to provide service, we will also seek competitive pricing and cost controls wherever possible. The 2011 proposed budget has increased only 1.79% from 2010 primarily due to the unionization of our Ambassadors. Costs for additional greening and other scope have been offset by reductions gained from operating efficiencies stemming from stabilized services. Each property will experience year to year variances in charges based on the ratio of its lineal and gross building area to that of the overall district. Changes to the Assessor's data for each property from year to year can also impact amounts applied. Contact the DID management office for questions about allocations to specific properties.

DID would like to thank the Operations and Services Budget Committee for their efforts in preparing this budget and providing expertise on oversight of services. These members are: **Dave Wright**/US Bank (Chair), **Nancy Aleksuk**, Third Degree/Swervo, **Larry Bick**/Xcel Energy, **John Campobasso**/Kraus-Anderson, **Dave Dabson**/Piedmont, **Diane Heimerl**/Rice Real Estate, **Tom Hoch**/Hennepin Theatres, **Mike Litwin**/Target, **John Luke**/Hilton, **Nils Snyder**/Welsh Cos., **David Wilson**/Accenture, and **Amy Wimmer**/Hines.



"Please stay the course, keep the Ambassadors visible, and continue to make downtown a pleasant experience." - Visitor