



Annual Report 2011



Minneapolis Downtown Improvement District & Minneapolis Safezone Collaborative

About Minneapolis Downtown Improvement District (DID) & Minneapolis Safezone Collaborative (Safezone)

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The DID is a business led, private 501(c) 6 non-profit with a mission to make downtown Minneapolis a vibrant and attractive place for recruiting and retaining businesses, employees, residents, shoppers, students and visitors. This is accomplished by providing services that make over 120 blocks of downtown cleaner, greener, safer and better. DID serves as a catalyst, facilitator and promoter of public-private partnerships and services that enhance the downtown experience.

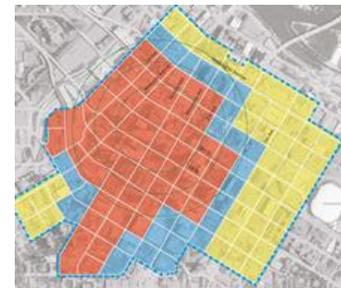
DID is primarily funded by special service assessments. In 2008, a majority of commercial property owners signed petitions agreeing to tax themselves to collectively raise the standard of care and behavior in downtown - with a focus on remaining competitive. By statute, only commercial properties are required to pay the DID assessments. However, as all properties benefit from an improved downtown, many non-profit, government and residential properties voluntarily contribute.

More than 1,000 properties consisting of over 64 Million square feet of Gross Building Area (GBA) are located within the DID boundaries. Properties are assessed for directly lineal services based on lineal frontage and for more globally benefitting services based on GBA. Charges are prorated to properties based on location within pedestrian service level areas. This three-part method best reflects the level of services delivered and volume of people needing service.

The Board of Directors are downtown property owners, employers, and leaders representing key expertise and constituencies. DID has five employees who oversee vendors, develop programs, advocate for the public realm, communicate with stakeholders and administer the organization. Seven committees with over 75 members provide expertise and perspective.

In 2009, the Minneapolis Safezone Collaborative became a wholly-controlled 501(c) 3 subsidiary of DID. Merging with DID gave stability to Safezone's successful public-private collaborations and a broader platform from which to establish more safety initiatives for downtown.

The Nicollet Mall Advisory Board was established by statute in the 1960s to provide advice to the City on all issues related to the Nicollet Mall. DID was appointed by the City Council to serve in this role in recognition of its maintenance, oversight and related investment in Nicollet.



DID boundaries: (N) 1st St; (E) Chicago Ave; (W) 2nd Ave N; and (S) the Convention Center area. Service level Areas: Core (orange); Standard Plus (blue); and Standard (yellow).

Letter from the Board Chair and Chief Operating Officer

Vibrant, inviting and smart. Downtown Minneapolis is the economic hub for our city, region and state.

The quality of the public realm experience is a fundamental part of downtown's attraction. The business community invested in this idea by launching the DID to make the downtown experience attractive for recruiting and retaining businesses, employees, visitors and residents. So, it is no surprise that this priority was confirmed when, in 2011, the Minneapolis Downtown Council published 'Intersections 2025', a plan that speaks to the integral role a '24/7/365 experience' brings to keeping Minneapolis competitive in the years ahead. Top talent can live anywhere in the world: Chicago, Denver, London, Barcelona, etc. Business leaders tell us that, when recruiting employees to help grow their businesses in Minnesota, a robust quality of life - including a full complement of community, cultural, sporting and natural amenities - is imperative for enticing people to live here. The 2025 plan is titled "intersections" because it focuses on the connections, beauty, and year-round activities that we experience between downtown's wonderful buildings and amenities.

The DID mission aligns perfectly with 2025. DID was launched by the business community to deliver cleaner, safer, and greener services that make the downtown experience compelling. We understand and embrace the notion that by improving

the condition of all of downtown, we are putting *'the there, there'*. The importance of experience was confirmed in the DID annual survey conducted in 4Q 2011. Over 4,700 downtown employees told us that panhandling and loitering, underutilized storefronts, and limited sidewalk activities impact the perception of downtown. *Our sidewalk experience needs to match our beautiful skyline.*

Throughout this report, as we highlight the results of DID's 2011 operations, we lay-out our goals for 2012, many of which are rooted in our survey feedback and, where appropriate, support the Intersections 2025 initiatives.

We thank the property and business owners, public sector and community partners, downtown residents and employees that support DID in these critical efforts. We also thank the Downtown Council and the nearly 100 business and community leaders who developed a shared vision for our City, culminating in the Intersections 2025 Plan.

Since launching services in 2009, DID and Safezone have achieved many results. We hope you enjoy reading about some of them in this report.

Tom Hoch
Chair, Board of Directors
President & CEO, Hennepin Theatre Trust

Sarah Harris
Chief Operating Officer, DID



Where We Are: Clean, Safe, Green & Better Services -- Delivered

2011 Accomplishments

1.1M Pounds of Trash Removed
(2.6M Pounds since inception)

16,785 Pounds of Recyclables
Removed from 20-Can Pilot Program
on Nicollet Mall

4,623 Graffiti & 66,083 Gum Spots
Removed (13,563 Graffiti & 118,119
Gum Spots since inception)

15,250 Perennials, Annuals and
Trees Planted (32,500 since
inception)

127,964 Pedestrian Assists (238,850
since inception)

3,092 Events and Activities Posted in
DID Website Calendar

2012 Goals

Add 85+ Recycling Containers

Install 15,000 Plants and Trees

Pursue key repairs of property owned
by others but visible to the public
realm.

Develop program to improve
appearance of vacant or underutilized
street-front display windows.



DID services can be grouped in two categories: Visible (public facing) and Invisible (not apparent to the public). Our most visible service is the Ambassador program. Serving as the friendly face of downtown, Ambassadors make the downtown setting welcoming, inviting and easily accessible for all. They greet and assist downtown workers, residents and visitors and maintain direct contact with emergency medical services and law enforcement should a need arise while on their routes. They are the extra eyes and ears for Downtown. DID Ambassadors add to the positive image of downtown by picking up litter, sweeping sidewalks and gutters, removing gum, weeds, handbills and graffiti, and maintaining streetscape fixtures.

Ambassadors have been trained to help triage the needs of people who may be homeless and/or panhandling. Through collaborations developed with outreach and housing service providers, Ambassadors can respond to both people in need and those demonstrating disruptive behavior.

Beyond the Ambassadors, DID's very visible summer and winter greening in hanging baskets, planters, and boulevard gardens creates a pedestrian environment that welcomes people to come out and explore downtown. (Not only beautiful, studies demonstrate that greening also enhances safety and reduces the urban heat island effect.)

DID's maintenance and repair services are less visible, but are very important nonetheless. Maintenance of irrigation and electrical systems for specialty streetscapes, paver repair, and art conservation are some of the tasks that keep downtown looking cared for, functioning and accessible.

In 2011, DID redesigned its website calendaring system so the public can easily access and search a comprehensive list of events and activities available to enjoy at any given time or place in downtown. This aggregator of information also gives DID and its partners operational intelligence to drive deployment of services.

DID provided input on the City's refinement of the mobile food vehicle ordinance, enabling more curb-side locations. The resulting critical mass of these vendors adds vibrancy and unique flavor to the downtown experience.

Everyone has a role in making the public realm better. DID celebrated achievements at the 2011 (second annual) Greening and Public Realm Awards. The event's keynote speaker, noted practitioner, author and Yale professor, Alexander Garvin emphasized the catalytic effect of well designed, maintained and programmed public spaces have in driving successful private investment in cities.

A complete listing of current and past DID award recipients can be found at MinneapolisDID.com.

Safezone Programs and Partnerships – Delivered

DID's Fusion Center is the hub of its dispatch, oversight and information activities. Located within the Police Department's First Precinct station, The dispatch Ambassador responds to pedestrian requests of Ambassadors on the street, track weather and emergency news alerts, communicate with outreach services for people in need, monitor public area cameras and serve as the central point on the RadioLink system (RadioLink is a force-multiplier that connects the police with private security forces throughout downtown).

Ambassadors proactively monitor Safezone cameras, deploying Ambassadors, outreach services, emergency medical services, and Police as needed to address issues before they escalate. DID monitoring during the critical hours of bar-close increases police effectiveness and the safety of both officers and the public. Monitoring is also used to gather evidence of activity to support criminal and licensing investigations.

In 2010, DID launched the Downtown 100 program by providing partial funding for a dedicated, full time prosecutor and probation team, resulting in a 74% decrease in crime downtown by chronic offenders. In 2011, the program achieved even-greater success with a 78% reduction in chronic offender crime. The value of this program was underscored by the American Prosecutors Association and Department of Justice when they recognized it as one of the top criminal justice

programs in the Country. By collaborating on interventions for housing, chemical and mental health treatments, together with focused court sanctions and probationary oversight, we have reduced criminal behavior and improved downtown.

DID and Safezone also provide a mobile camera and trailer, T3 and ranger vehicles, analytic software for cameras and other key tools to assist the First Precinct police force in having a more visible and nimble presence downtown.

DID's coordination of staff, tools and resources with enforcement and service agencies on a variety of safety initiatives in downtown, is making a difference. Wanting to quantify the impact of DID's presence, and after determining that no other district nationally had a mechanism for such measurement, DID turned to the University of St. Thomas. Professor of Economics, David Deeds, PhD, and Graduate Student Nicholas Ertz developed an approach utilizing five years of local and national economic indicators and crime statistics. The early results were astonishing: DID's presence has contributed to a 20% reduction in crime downtown. We look forward to the full report from St. Thomas and will share the complete results on our website and in future publications.

2011 Accomplishments

78% reduction in chronic offender crime downtown (Downtown 100 Program)

4,782 hours of camera and RadioLink monitoring (11,860 since inception)

RadioLink network successes including: arrest of established shoplifting ring; locating a lost, vulnerable elder and child; and apprehending a bank robber

Downtown100 recognized as one of the top criminal justice programs in the country by the Department of Justice and American Prosecutors Association

DID presence contributed to a 20% overall reduction in crime

2012 Goals

Work with partners to address panhandling and loitering (#1 reason people feel unsafe downtown)

Fully implement video analytics program to increase the capability and reach of monitoring services

Develop activities, interventions and programs focused on reducing youth truancies, curfew violations and related disruptive behavior downtown





Intersections 2025 Ten Major Initiatives

1. Double Downtown Residential Population
2. Transform Nicollet into a “Must See” Destination
3. Build Gateway Park
4. Create a Consistently Compelling Downtown Experience
5. Establish a Downtown Sports District that includes a new Vikings Stadium
6. Lead the Nation in Transportation Options
7. Create and Sustain a Green Infrastructure and Showcase the Riverfront
8. Forge Connections with the University of Minnesota
9. End Street Homelessness
10. Launch a Festival of Ideas and Civic Engagement

To see a complete copy of the plan, go to the Minneapolis Downtown Council’s Website at: www.downtownmpls.com

Intersections 2025 DID’s Role in the Collective Future Vision of Downtown

In late 2011, the Minneapolis Downtown Council released *Intersections 2025*, a visionary plan for the future of downtown. Chaired by John Griffith, EVP of Property Development at Target, nearly 100 business, residential, public and community stakeholders spent over a year working on how downtown should meet the new demands of a globalized, 24/7/365 world. Where clear distinctions in time and place between one’s work, social and other activities once existed, people now expect a more integrated experience. 2025 developed 10 big ideas that largely focus on the common experiences in the public realm downtown.

2025 was undertaken knowing that it will also be converted into action. From outset to implementation and on-going stewardship, 2025 will be a living document, adapting as needed to keep downtown relevant.

Because of this public realm oriented vision with a focus on implementation, DID played an active role in the 2025 planning process. DID’s Greening and Public Realm Committee was engaged to focus on 2025 planning and Sarah Harris, DID’s Chief Operating Officer, served as a member of the 2025 Steering Committee. This alignment of interests is key as DID’s services, collaborations and initiatives will support many 2025 goals, thereby maximizing the overall impact. Where the plan overlaps with DID’s mission to improve the downtown experience,

the work will be coordinated with or led by DID.

Following are just a few ways in which DID can leverage its 2012 work to support 2025’s vision.

Transform Nicollet.

- Long Term Reconstruction. In 2011, DID assisted the Downtown Council and City in application for \$25 Million in State funds for reconstruction of Nicollet. In 2012, DID will continue to provide technical expertise and strategic planning in support of the effort and will expand its role once project design and planning begin. Reconstructing Nicollet is a top priority for DID as continued investments in repairs to the current infrastructure continue to grow in cost and decrease in effectiveness.

- Interim Demonstration. In 2011, DID took the amount it would have spent on short-lived repairs to 1 ½ blocks of failed paver system on the Mall’s north end and instead rebuilt it with interim concrete, expanded greening areas, community contributed poetry and art reinstalled by the City. Not only did this project extend the investment’s duration, it serves as a simple demonstration of how greening and other pedestrian amenities enhance the pedestrian experience.

- Mechanism of Care. DID’s responsibility for Nicollet also provides the mechanism for maintenance once transformed; an

important element of the State's bonding decision.

Create and Sustain a Green Infrastructure.

- Annual Greening Work. Going forward, DID will focus annual investments, technical expertise and partnerships on establishing green corridors, expanding the tree canopy, and developing a freeway embankment and gateway beautification strategy in collaboration with the business community's priorities outlined in 2025.

- Enhanced Care. DID will continue its facilitation of a feasibility study for a Non-Profit Greening Organization; 2025 suggested developing this type of organization to partner with the public sector on enhanced planning, funding, maintenance and programming to existing and new public spaces in downtown. This effort recognizes the need for additional resources to sustain the public realm.

A Consistently Compelling Experience.

- Annual DID Services. DID's clean, green and safe programs serve to enhance a consistent experience.

- Integrated Transit. In 2011 DID led a conversation among varied businesses, the City and Metro Transit to address the long term issues on East-West transit corridors. In 2012, proposals for short and long term solutions will be vetted broadly. Growth of transit is key, but it must

support and enhance, not detract from, the downtown experience.

- Activate Underutilized Spaces. In 2011, DID's annual survey of downtown stakeholders identified that vacant, under-utilized and vandalized storefronts and corridors negatively impact the perception of downtown and create vastly different experiences in different areas. Various studies have proven that well-maintained and utilized property reduces vandalism and other crime, thus confirming the DID survey results. DID will collaborate with selected property owners on temporary strategic uses to demonstrate a consistent, active and attractive appearance (e.g., artistically designed displays and temporary niche pop-up storefronts). Artistic treatment of utility boxes and other sidewalk infrastructure in downtown will also deliver continuity and interest to the public realm atmosphere.

- Policy and Planning. 2025 has coalesced a vision of what our future should be. Changes are needed to help get there. DID will participate in the public-private-non-profit discussion around how to incent the right actions by all sectors. From updating ordinances to developing community panels, this will require a fresh look at priorities, roles, rules, perceptions, and ways of generating ideas - all focused on achieving the 2025 vision of an active and compelling downtown every day of the year.



Storefront at Jerome on Nicollet



Holidazzle Parade



Live music at Peavey Plaza



Brit's Pub sidewalk café greening



Farmers Market on Nicollet

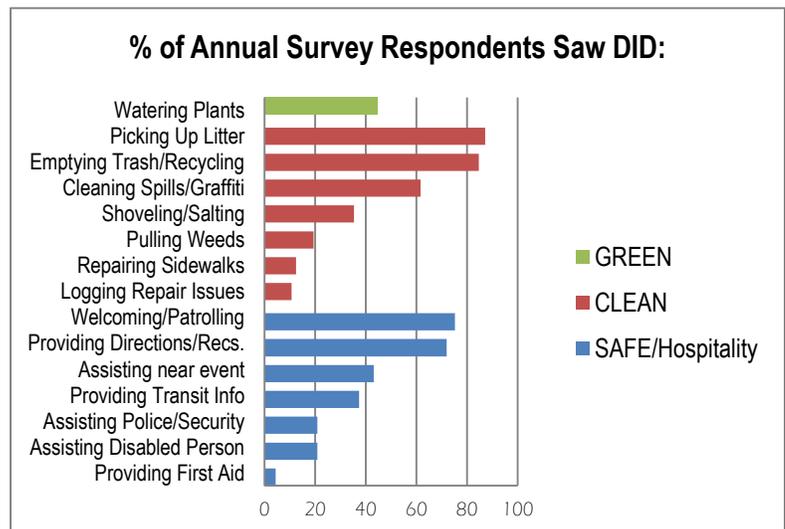
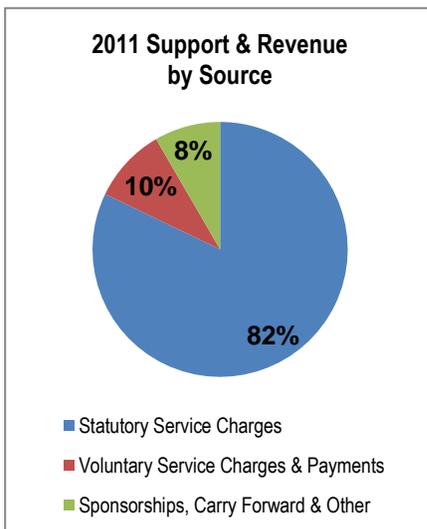
2011 Financial Statement & DID Annual Downtown Employee Survey Results (4,700+ Respondents)

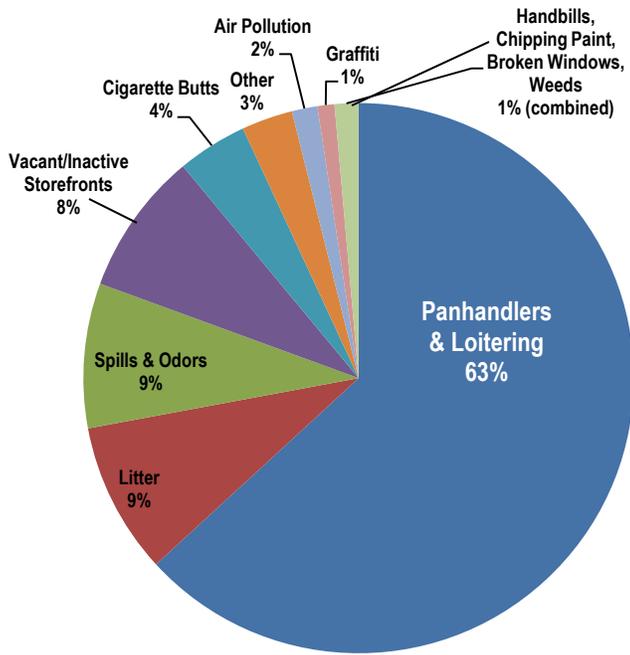
Consolidated Statements of Activities	2011 Budget	2011 Actual	Variance	2012 Budget
SUPPORT AND REVENUES				
Service Charges	6,224,185	5,934,021	(290,164)	6,356,180
Sponsorships, Prior Year Carry-Forward and Other Income	74,350	541,718	467,368	60,000
TOTAL SUPPORT AND REVENUES	6,298,535	6,475,739	177,204	6,416,180
EXPENSES				
Safe	2,141,340	2,118,779	(22,561)	2,297,340
Clean	1,141,225	1,078,689	(62,536)	1,150,000
Green	600,000	533,095	(66,905)	600,000
Maintenance of Public Areas [†]	571,500	901,297	329,797	529,700
Snow (Nicollet Mall)	297,400	264,189	(33,211)	297,400
Communications	80,780	64,945	(15,835)	117,800
Program Management	767,340	735,070	(32,270)	767,340
Administration	250,452	249,212	(1,240)	339,600
Debt Service	103,568	103,568	0	0
Contingency	344,930	0	(344,930)	317,000
Strategic Fund	0	117,000	117,000	0
TOTAL EXPENSES	6,298,535	6,165,845	(132,690)	6,416,180
SUPPORT AND REVENUE IN EXCESS OF EXPENSES	0	309,894*	309,894	0

[†]Includes Repair of 1 ½ Blocks on North Nicollet Mall

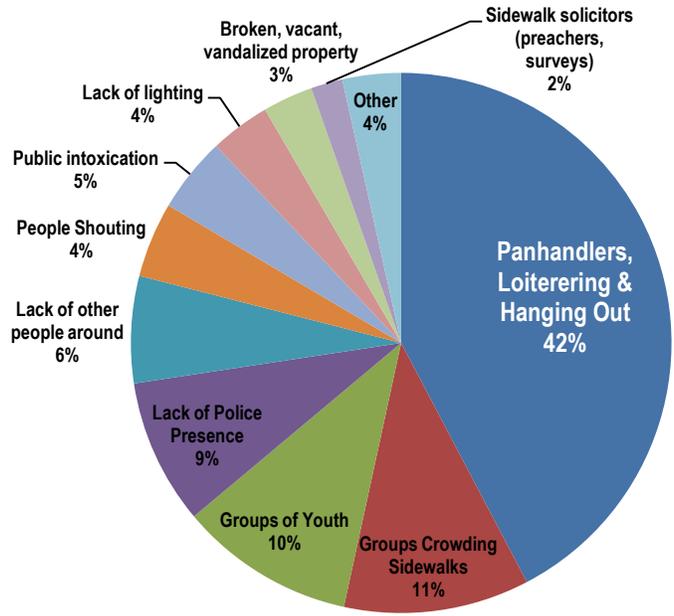
*Use of Carry Forward Funds is directed by the DID Governance Board

The combined 2011 financial activity of the Minneapolis Downtown Improvement District and Minneapolis Safezone Collaborative received an unqualified opinion, the highest rating, in an audit by CliftonLarsonAllen, LLLP. To receive a copy of the audited statements, please contact Sarah Harris at 612.338.3807 or sharris@MinneapolisDID.com.



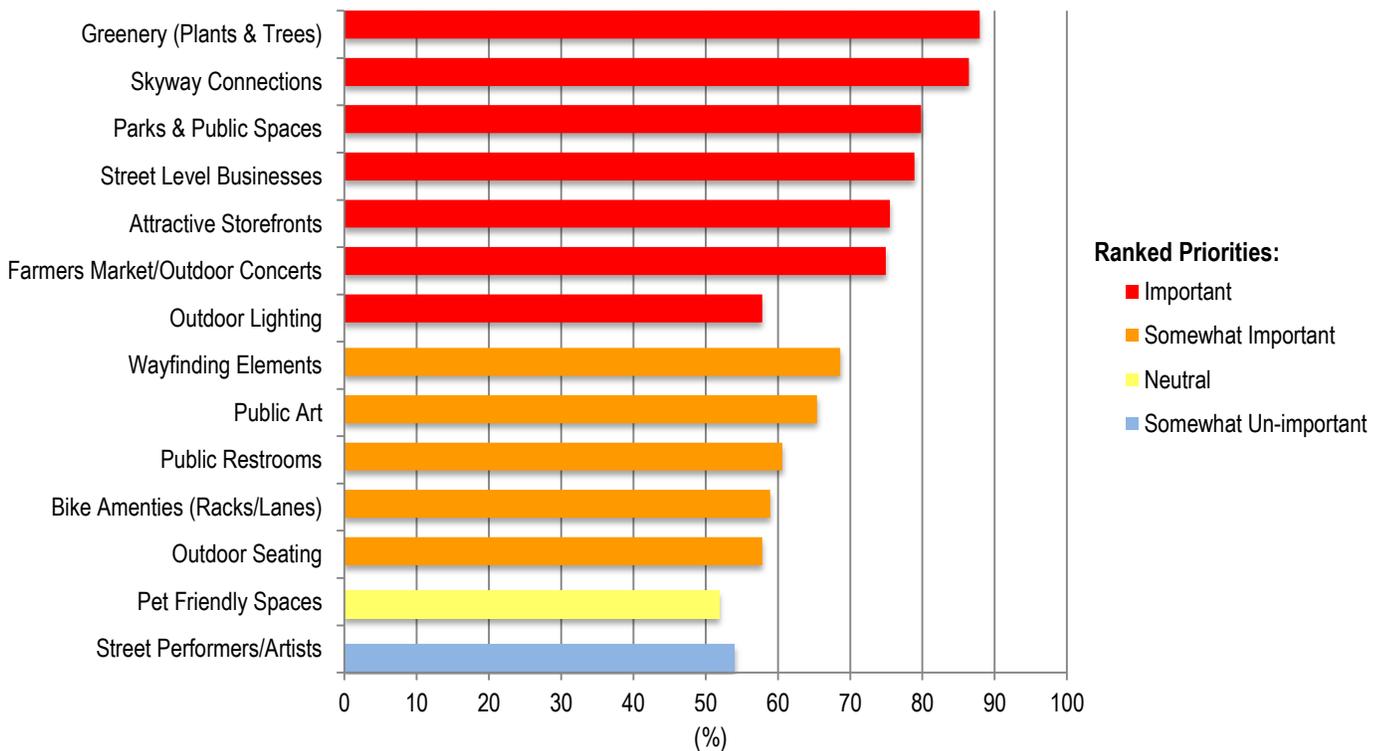


Factors Making Downtown Feel Unclean



Factors Making Downtown Feel Unsafe

Priorities for Improvements Downtown



Engaged Stakeholders: Board of Directors, Staff, Committees, Sponsors & Donors

Board of Directors

* Executive Committee

† Finance & Governance

Tom Hoch, Chair**
Hennepin Theatre Trust

Dave Wright, Vice Chair*
US Bank

Jeff Gendreau, Secretary & Treasurer**
Baker Tilly Virchow Krause

David Sternberg, Immediate Past Chair**
Brookfield Properties

Bob Anderson
Downtown Resident

Bill Chopp
Hines Company

Jim Durda*
Inland American Office

Bruce Engelsma
Kraus Anderson

Kevin Fossum
Piedmont Office Realty Trust

Robert Hall
Hotel Association; The Depot

Mark Hamel†
Dorsey & Whitney

Brent Hanson†
Wells Fargo

Elliot Jaffee
Downtown Council; US Bank

Randy Lebedoff
Star Tribune

Mike Litwin
Target Commercial Interiors

Mike Maney
Ryan Companies

John McCall
University of St. Thomas

David Menke
Opus Group

Russ Nelson
Minneapolis Foundation; Nelson Tietz & Hoye

Brian Pietsch
Ameriprise Financial

Tracy Pleschourt
Carmichael Lynch

Nils Snyder
Welsh Companies

David Wilson*
Accenture

Staff

Kristi Colford
Coordinator

Sarah Harris**
Chief Operating Officer

Kathryn Reali
Chief Financial Officer

Beth Shogren
Vendor Operations

Shane Zahn
Safezone Operations

Committee Members

City Services and Review

Sarah Harris, Chair
Minneapolis DID

Inspector Kris Ameson
Minneapolis Police, First Precinct

David Franke
Xcel Energy

Bob Greenberg
The 614 Company

Jeff Hegg
Welsh Companies

John Kelly
Ryan Companies (retired)

Mike Kennedy
City of Minneapolis, Public Works

Kelly Lentz
Zeller

Russ Van Beck
Hines Companies

Communications
Bob Anderson
Downtown Resident

Larry Chevalier
Welsh Companies

Mark Deinhart
Westin Minneapolis

Michael Doyle
Welsh Companies

Erin Harney
Cowles Center

Tom Hayes
Hennepin County Medical Center

Beth Molitor
Ryan Companies

Mike Noble
Normandy Inn & Suites

Tracy Pleschourt
Carmichael Lynch

Amy Remely
Daymark Realty Advisors (Northstar)

Nicole Toth
Inland Management Group

Greening & Public Realm
David Wilson, Chair
Accenture

Matt Baker/Jon Baker (alternates)
Baker Investments

Anthony Desnick
Toolset Consulting

Frank DiLapo
Minneapolis Club

John Erwin
Mpls Park & Recreation Board

David Frank
City of Minneapolis; North Loop

Patricia Grazzini
Minneapolis Institute of Arts

Jeremy Hanson-Willis
City of Minneapolis

Ben Hertz
Nolan Company & Benjos LLC

Jeff Johnson
City of Minneapolis

Mic Johnson
AECOM

Richard Johnson
Hennepin County

Dolores Karan
Meet Minneapolis

Thom Lasley
Target

Bob Lux
Alatus, LLC

David Motzenbecker
BKV Group

Gene Rerat
Base Management

Binky Rockwell
Minneapolis Parks Foundation

Amy Wimmer
Hines Interests

Charlie Zelle
Jefferson Lines

Operations & Services Budget

Dave Wright - Chair
US Bank

John Campobasso
Kraus Anderson

Dave Dabson
Piedmont Office Realty Trust

Diane Heimerl
Rice Real Estate

Dave Horsman
Minnesota Twins Baseball Club

Joanne Kaufman
Warehouse District Business Association

John Luke
Hilton

Tom Mason
Radisson Plaza Minneapolis

Diane Peterson
Alatus LLC

Brent Robertson
Jones Lang LaSalle

Nils Snyder
Colliers

Steve Trulen
Target

Amy Wimmer
Hines Interests

[Safezone Advisory](#)
Jim Durda, Chair
Inland American Office Management

Inspector Kris Arneson
Minneapolis Police Department

Lois Conroy
City of Minneapolis

Sam Grabarski
Minneapolis Downtown Council

Kris Harris
Carlson Real Estate Companies

Assistant Chief Janeé Harteau
Minneapolis Police Department

Jon Kohagen
Ameriprise Financial

Mike Maney
Ryan Companies

Susan Segal
City of Minneapolis, City Attorney

Ted Stearns
Thrivent Financial for Lutherans

Kent Warden
BOMA Minneapolis

Ted Zwiag
Brookfield Properties

Sponsors and Donors

Ameriprise Financial
Anonymous
Brookfield Properties
City of Brooklyn Park
City of Golden Valley
City of Minneapolis
Dot.com Printing
Elite Magazines
Inland American Office
Loft Literary Center
Loring Green East
Lutz Memorial
Milkweed Publications
Minneapolis Club
Minnesota Center for Book Arts
MOAC Mall Holdings
New Century Theater
Open Book
Optum
Pederson Memorial
Pohlad Foundation
Ritari Memorial
Target
University of St. Thomas
Westin Hotel
Xcel Energy

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

Stakeholder Feedback & Contact Us

The appreciation for DID's work is reinforced by daily feedback, including:

"I travel to other cities for business and every time I come back home to Minneapolis I realize how fortunate we are to have the DID. They are truly amazing and are an undervalued asset! I am so proud to call Minneapolis home!" (Downtown Employee & Resident)

"I honestly had no idea how much you did for the City of Minneapolis. Your Ambassador was so friendly and informative (all the while he was sweeping up other people's cigarette butts!), and his pride in what he did really showed. I am so grateful to have people like him on the streets of the city, making it a better and more beautiful place by cleaning up and taking care of the plants, giving directions, even making everyone feel more secure, knowing that Ambassadors keep an eye out for your safety. Thank you to all of you, for all that you do, and just know that it is appreciated!" (Downtown Employee)

"I was at Lion King with my elderly mother in a wheel chair and my 6 year old daughter. When we came out it was snowing and slick. An Ambassador pushed the wheel chair for me all the way to our table at Rock Bottom Brewery and refused a tip. I had never heard of DID before but he made our day. Thank you for your commitment." (Downtown Visitor)

"Your Ambassador recommended a great restaurant. We LOVE this program, what a great way to make visitors feel comfortable, safe and welcome to downtown!" (Downtown Visitor)

"I am proud to call downtown my home. Your service does a great job!" (Downtown Employee and Resident)

"Wanted to say that your Ambassador did a great job of welcoming me to your city and helping me find my hotel. It is a great service and represents you well." (Visitor)

"I was visiting Minneapolis with a couple of business associates. Your Ambassador recommended a restaurant based upon our answers to a couple questions, then actually walked us to the restaurant to insure we were satisfied with the recommendation. Your ambassador program is GREAT. The women who were with our group commented on how safe they felt knowing your people were on the streets in addition to the police, and how helpful and courteous everyone was. Thank you for making our first visit to Minneapolis the best it could be." (Visitor)

"I was sick at heart when I discovered that my brand new cell phone was missing...Imagine my surprise and delight when DID promptly contacted me and let me know that they had it!... I'm so impressed with the diligence and service DID demonstrated... And I'm so thankful for DID's presence in downtown Minneapolis!" (Downtown Employee)

"I so appreciate the DID Ambassadors in downtown Minneapolis. They are ALWAYS friendly and helpful. Thank you for this service." (Business/Property Owner)



Minneapolis Downtown Improvement District and Minneapolis Safezone Collaborative

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 DID or to provide important feedback about our services, please contact us at:

www.MinneapolisDID.com

Business Office:
612-338-3807
81 South 9th Street, #260
Minneapolis, MN 55402
info@MinneapolisDID.com

Ambassador Operations:
Service Hotline: 612-332-1111