



2012 ANNUAL REPORT



Minneapolis Downtown
Improvement District
& Safezone Collaborative

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& Chief Executive Officer

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LETTER FROM THE BOARD CHAIR & CHIEF EXECUTIVE OFFICER

Dear Stakeholders,


Four years ago, the Minneapolis Downtown Improvement District (DID) was born from the belief that a business-led & funded public 501(c)6 non-profit could create, enhance and support a more vibrant and thriving Downtown. By sharing highlights of last year's accomplishments, we think you'll see what can happen when the public and private sectors cooperate in a unified goal: making downtown Minneapolis cleaner, greener and safer. The services we deliver each and every day have transformed our Downtown, increasing our attractiveness to our citizens as well as improving our regional competitiveness.

The following pages highlight many achievements of the DID that have improved the heart of our great city. This year alone, the DID:

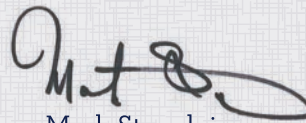
- Removed 1,005,380 pounds of trash
- Assisted 118,902 people through our Ambassadors program
- Increased the number of recycling containers to 100, protecting our airways, waterways, and wildlife by reducing our dependence on other resources.
- Planted 15,000 annuals and perennials.

We also completed the alignment of the Minneapolis Downtown Council and Downtown Improvement District at the end of 2012 in order to more effectively and efficiently serve all of you. Our future is a bright one as we work with the Downtown community to renew our mutual commitment to the next five years of the DID and a cleaner, greener, safer, and better Downtown Minneapolis. We sincerely thank the residents, property owners, businesses, public sector officials and staff members for all you have done to support a better Downtown Minneapolis and we encourage you to contact us with comments or questions.

Respectfully yours,



Thomas L. Hoch
Chair, Board of Directors
President & CEO
Hennepin Theatre Trust



Mark Stenglein
President & CEO
Downtown Improvement District
Minneapolis Downtown Council

ABOUT MINNEAPOLIS DID & SAFEZONE



"I want to salute whoever's idea it was to bring this great program to life in our fine city. DID provides a wonderful service to our city in more ways than they know. I see it on the streets, and see it in the faces of people that visit our great city. Keep up the good work and know that we all appreciate the good job you are all doing to make Downtown Minneapolis clean, safe and welcoming." - Downtown Resident & Employee

The DID is a business-led, 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 the 120 block district cleaner, greener, and safer. DID also serves as a catalyst, facilitator, and promoter of public-private partnerships and services that leverage our investments and enhance the downtown experience.

DID is primarily funded by special service charges. In 2008, a majority of commercial property owners signed petitions agreeing to financially contribute to collectively raise the standard of care and behavior in downtown - with a focus on enhancing competitiveness. By statute, only commercial properties are required to pay the DID assessments. However, as all properties benefit from an improved public realm 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 three pedestrian service level areas. This method best reflects the level of services delivered and volume of people needing service.

The Board of Directors is comprised of downtown property owners, employers, and leaders representing key constituencies and areas of expertise. DID staff oversee vendors, develop programs, advocate for the public realm, communicate with stakeholders, and administer the organization.

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 advise the City on all issues related to the Nicollet Mall. When the DID was formed, it assumed the roles and responsibilities of the Nicollet Mall Advisory Board.

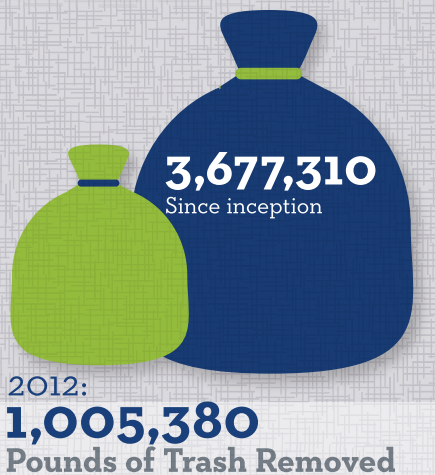


The district is divided into three service level areas: **Core**, **Standard Plus** & **Standard**. These areas were determined based upon the level of pedestrian activity and intensity of service required to maintain a consistent standard. Over time, the areas may be modified to reflect any land use changes that result in changes to pedestrian activity patterns and intensity.

ACCOMPLISHMENTS IN 2012 & TO-DATE

Our mission is to create a more vibrant and competitive downtown. We continually track our outcomes to ensure that DID is a smart investment.

We Are Cleaner



We Are Greener



We Are Safer

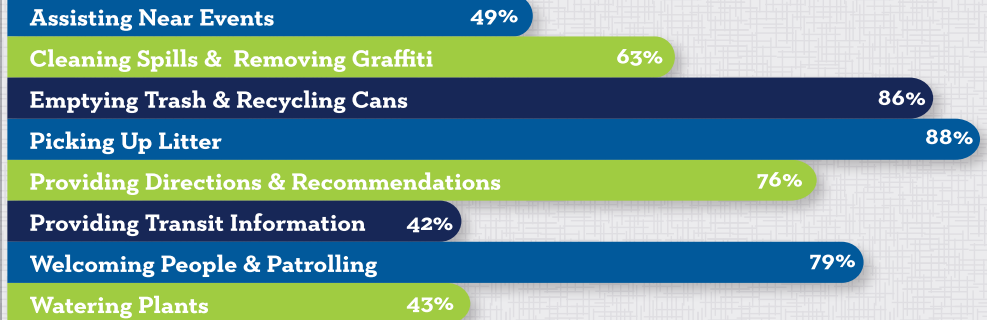


OUR WORK IN THE PUBLIC REALM

Our Work Is Visible. The public realm in downtown Minneapolis is our workplace, and much of our cleaning, greening, and safety work is done in plain sight. Our stakeholders can see our services in action every day. DID Ambassadors clean downtown, clear street corners of snow and ice, and maintain streetscape fixtures. Our summer and winter greening program adds natural beauty to the streetscape in hanging baskets, planters, and boulevard gardens. And in terms of safety, DID Ambassadors serve as the friendly face of downtown by greeting and assisting downtown workers, residents, and visitors - helping all feel oriented and connected.



People See DID



2012 perception survey

More Than Meets The Eye. This visible work in the public realm reflects an advanced, research-supported understanding of how to foster a livable and successful downtown environment, but there is more to this work than meets the eye! The cleaning work of DID Ambassadors is primarily done during the day, serving as a visible reminder that downtown is cared for. This investment leads to better outcomes in terms of visitor behavior. DID maintains irrigation and electrical systems for specialty streetscapes and oversees public art conservation. The trash and recycling receptacles on Nicollet and Hennepin and other scattered sites are furnished and maintained by DID, removing debris from the waste stream. These services keep the district attractive, functioning, and accessible.

The greening program has similar, far-reaching benefits. The incredible quantity of plants, flowers, street trees, and decorative winter greenery, along with the high level of care they receive, creates a more welcoming and inviting pedestrian realm. Not only beautiful, studies demonstrate that greening enhances safety and reduces the urban heat island effect. All of this leads to more vibrant street life, and indirect economic benefits for business and property owners downtown. A vibrant downtown is also a safer place. In addition to direct cleaning work, DID Ambassadors perform valuable safety functions. They are the extra eyes and ears for Downtown. They maintain direct contact with emergency medical services and law enforcement should a need arise while on their routes.



More Through Collaborations & Partnerships. The DID is the result of a collaborative effort among its constituent property owners, businesses, non-profits and the City of Minneapolis. DID continues that collaborative spirit in all areas of work by leveraging resources through partnerships. The DID Fusion Center, housed within the Minneapolis Police Department's First Precinct, increases enforcement efficiency. The Downtown 100 program, coordinated with MPD and Hennepin County, delivers a focused, coordinated approach to chronic offenders. There are numerous examples within our areas of focus.

A prime example of the need for partnerships is loitering and panhandling. These related issues continue to be among the most common cited factors making downtown feel unclean or unsafe in our Annual Perception Survey (see graphics on pages 5 & 7). DID uses the survey results to inform our work, and that has meant investing time and energy in partnerships that address symptoms and root causes of homelessness and poverty. DID engaged policy makers and discussed best practices of peer cities. DID helped launch the Give Real Change campaign, a collaborative education campaign about panhandling. DID supported street outreach programs and trained Ambassadors to help triage the needs of people who may be homeless or panhandling. DID also supports the Downtown Council's goal of becoming the first major city to end street homelessness. We know that we cannot address these challenges alone. On this front, and many more, we look forward to working together to ensure that our shared concerns are matched by our shared attention, resources, and resolve.

CLEAN & VIBRANT



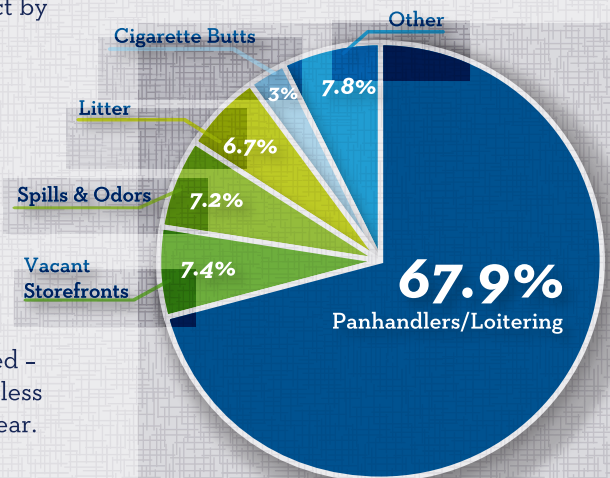
In our fourth year of operation, our core cleaning services are established. Ambassadors deliver responsive services to improve the appearance of the public realm. To the extent practicable, these activities are tracked using an extensive system of metrics. We know that Ambassadors cleared over 6,000 street corners of snow and ice to restore pedestrian access. Every block is power washed every five weeks from spring through fall. Other services that are less practical to track so specifically are equally impactful, such as picking up litter, sweeping sidewalks and gutters, removing weeds, and maintaining streetscape fixtures. The goals for 2012 were to maintain the high level of service established in previous years, and work collaboratively to expand impacts.

Outdoor Recycling. Beyond the 597 trash receptacles serviced by DID, a stated goal for 2012 was to expand the outdoor recycling program that was started in 2011. The number of outdoor recycling containers on Nicollet Mall and Hennepin Avenue increased from 20 to 100. This intervention was supported by a challenge grant from Hennepin County and other sponsors. The program made a significant environmental impact by collecting 67,392 pounds of recyclable waste. The DID's intention is to gradually expand this program throughout downtown.

In response to an observed opportunity to divert a high volume of organic waste from the wastestream, DID launched a pilot produce recycling program in 2012. The captured waste from the Nicollet Mall Farmer's Market, which had been disposed of in the trash, is donated to a local pig farm.

A Higher Standard for Sidewalk Cleaning. In 2012 theDID focused on a maintenance concern that is traditionally ignored – gum spots. Every gum spot on a sidewalk is a visible reminder of careless behavior. A team of Ambassadors removed 225,626 gum spots this year.

Private Property Conditions. A goal for 2012 was to extend the impact of DID's services to everything that affects the public realm. During their patrols, Ambassadors apply the same critical lens they use to watch for maintenance and safety concerns in the public realm to private property. We are able to leverage those eyes and ears to support a high standard of maintenance throughout downtown. Many property owners maintain an extremely high standard of maintenance for their facilities, and in those cases, issues noted are communicated as a courtesy.



Factors Making Downtown Feel Unclean
2012 perception survey



705 Hennepin Avenue

Vacant Storefronts. The appearance of vacant or underutilized storefront windows was a concern raised in the 2011 perception survey. The DID supported an ambitious revitalization effort within the district, the Plan-It Hennepin project, which formulated a cultural district around Hennepin Avenue between the Mississippi River and the Walker Art Center. DID served as a partner and resource on this project, served on the Steering Committee, and included relevant questions to the project on our annual Perception Survey. The first pilot project from this comprehensive initiative is a vacant storefront campaign, Made Here, a collaboration with the Cultural District, DID and property owners, which was piloted in 2012 and will be rolled out in 2013.



The DID greening program adds natural beauty to the streetscape and reinforces that Minneapolis is a “City by Nature.” Through the summer greening program we plant 15,000 annuals and perennials, and fill 450 planters and hanging baskets in the public realm. In the winter, our decorative planters, garlands, and wreaths create a festive atmosphere, and 528,000 winter twinkle lights add to the ambience that draws visitors downtown and invites workers and residents to linger.

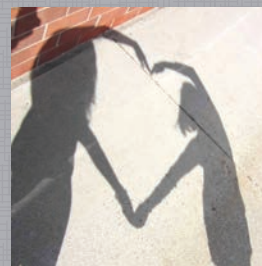
Encouragement of Private Greening. The boundary between the public realm and private property is a priority for greening. We know that investments in public greening are leveraged by complementary private greening in creating an inviting environment. DID raises awareness of the importance of greening, and celebrates achievements in greening on private property through the DID Greening Awards. In March 2012, the second annual Greening Awards were held, and featured a renowned urbanist, Alex Garvin as the keynote speaker. The following properties were celebrated for their greening programs: 200 Park Avenue Lofts (Best Streetscape); 205 Park Avenue Lot (Best Parking Lot); Assisi on 9th Park (Encore Award); Brit’s Pub and Vincent (Best Sidewalk Cafe); Cancer Survivors Park (Encore Award); The Carlyle (Best Residential); Francis Drake Hotel (Best Residential); Garden of Gethsemane (Best Urban Agriculture); Hennepin County Government Center (Best Park); JB Hudson (Best Storefront); Jeromeo (Most Engaging Storefront); The Local (Encore Award); The Loring Greenway (Encore Award); Lyon’s Pub (Best Winter Greening); MCTC (Best Restoration); Normandy Inn & Suites (Best Winter Greening); Loring Ramp (Best Plaza); Seven Steakhouse (Best Entryway); Target Plaza (Encore Award); Triangle Park (Community Involvement); and WCCO TV (Encore Award).

DID’s Role in The 2025 Plan. The Downtown Council’s visionary plan for the future of downtown Minneapolis, commonly referred to as The 2025 Plan, places strong emphasis on enhancing the public realm. For that reason, DID staff played an active role in the planning process, and has continued to participate on committees relevant to its mission as The 2025 Plan moved into implementation. In 2012, members of DID’s Greening Committee were invited to participate on the Greening & Public Realm Implementation Committee for The 2025 Plan. This participation enables DID’s perspective on how the public realm is currently used and maintained to be taken into account as transformative investments in downtown are planned.

PICTURING PEACE

All services delivered by DID have crossover benefits, but some special projects directly integrate our areas of focus. Picturing Peace is

a collaborative community engagement and photography project that explores youth violence, peace, and safety. The photography generated was used to beautify the public realm. The project was developed by DID and the Minneapolis Department of Health and Family Support to involve young people in recognizing community elements fostering peace, rather than violence. In a first phase, youth underwent a two-month training program and were educated in youth violence, trained in photojournalism, equipped with cameras, and set on a mission to document their world. In a second phase, there was an open photo contest in which photos were solicited on the theme of “picturing peace”. Images captured in both phases are being displayed on 25 utility boxes in downtown. The project was celebrated during the Summer 612: Unlearning the Culture of Violence event, and it was recognized with a merit award by the International Downtown Association this year. This project demonstrates the impact that creativity can have to engage the community in addressing important social issues.



SAFE & COORDINATED



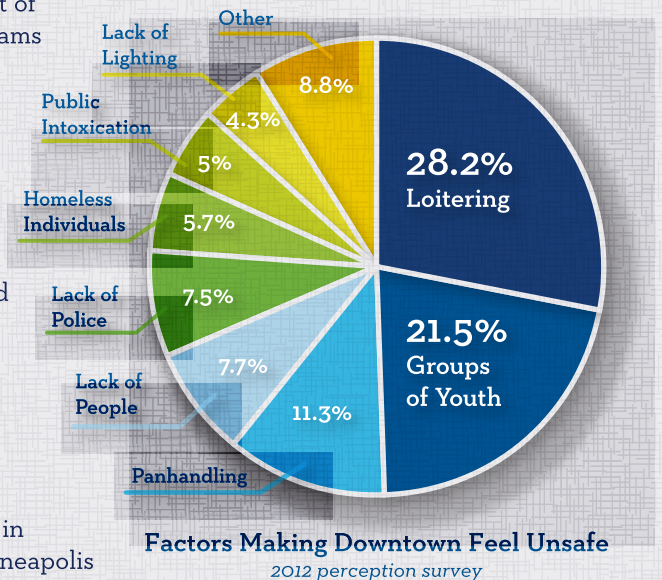
DID coordinates staff, tools and resources with enforcement and service agencies on a variety of safety initiatives in order to make downtown safer. The DID Fusion Center is located within the Police Department's First Precinct, and serves as the hub of its dispatch, oversight and information activities. The dispatch Ambassador responds to pedestrian requests made to Ambassadors on the street, tracks weather and emergency news alerts, communicates with outreach services for people in need, monitors public area cameras, and serves as the central point on the RadioLink system. RadioLink is a force-multiplier that connects the police with private security forces throughout downtown.

Downtown 100. In 2010, DID launched the Downtown 100 program with Hennepin County and the Minneapolis Police Department by providing partial funding for a dedicated, full time prosecutor and probation team to focus on chronic offenders. Through collaborative interventions for housing, chemical and mental health treatments, together with focused court sanctions and probationary oversight, Downtown 100 reduced criminal behavior and improved downtown. This program has resulted in a decrease in crime downtown by chronic offenders at or exceeding 70% all three years. 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. It was also recognized with a merit award by the International Downtown Association in 2012.

Super Seminars & Safety Workshops. DID, the Minneapolis Police Department, and the 1st Precinct Community Attorney have teamed up to offer a new training series for Downtown Property and Security Managers. 'Building a Culture of Safety' is an integrated series of training workshops which can improve safety in and around private facilities while promoting a consistent level of enforcement throughout downtown Minneapolis. 79 safety workshops were held in 2012 with 1,900+ people attending.

2012 Initiatives & Accomplishments.

- Addressed misuse of Peavey Plaza (i.e. camping) and assisted in a dedicated cleaning blitz in partnership with the City of Minneapolis and St. Stephen's Human Services.
- Third Annual Downtown Emergency Prepare Fair: downtown patrons engage with first responder teams, tour emergency vehicle, and create personal safety plans.
- School Resource Officers: DID, in partnership with the Minneapolis Police Department, helped oversee a security team focused on youth loitering and homelessness.
- Developed a Downtown 100 Youth team which focuses on chronic offenders ages 18-24. The program will be fully implemented in 2013.
- A Farmer's Market emergency plan for severe weather was developed with stakeholders and implemented.
- 376 incidents called out on the RadioLINK program.





Shared Vision

In 2008 and several years prior, the Minneapolis Downtown Council was instrumental in the formation of the DID, and the work of both organizations has been closely related since then. Both are business led, private 501(c)6 non-profits with missions to improve downtown, with the DID funded primarily by special service assessments to commercial property owners, and the Downtown Council funded by member contributions. From the beginning, the two organizations have shared an office, and there was a high level of overlap between the stakeholders involved with the guidance of both organizations.

In late 2011, the Minneapolis Downtown Council released Intersections: Downtown 2025 Plan, a visionary plan for the future of downtown. The public realm is heavily emphasized in the plan, and DID leaders played an active role in its formation.

Accomplishing More Together

With the strong symmetry between the two organizations, exploration of aligning the two organizations more closely was pursued. After careful review, the boards of both organizations voted in favor of alignment in December 2012, effective January 1, 2013. From an outward perspective, much will be the same. DID will remain a separate legal entity. DID service charges will be separate and dedicated to the DID mission as defined in the annual DID operating plan. Property owners and stakeholders will continue to guide DID through service on the DID Board of Directors and committees, including Operations, Services, and Budget, Greening, and SafeZone. They will share a CEO and have identical Boards of Directors.

The alignment will enable the two organizations to work in tandem, share governance, and enable both organizations to better fulfill their missions to foster a better Downtown Minneapolis, while more effectively and efficiently deploying their resources.

The 2025 Plan Ten Major Initiatives:

1. Double Downtown's 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, visit the Minneapolis Downtown Council's Website at: DowntownMPLS.com

FINANCIAL STATEMENTS

	2012 Budget	2012 Results	Variance	2013 Budget
Service charges	6,356,180	6,036,325	(319,855)	6,514,783
Other	60,000	343,264	283,264	60,000
Total Sources	6,416,180	6,379,589	(36,591)	6,574,783
Safe	2,297,340	2,324,616	27,276	2,363,444
Clean	1,150,000	1,146,171	(3,829)	1,155,315
Green	600,000	490,526	(109,474)	600,000
Maintenance of public areas	529,700	483,254	(46,446)	622,700
Snow (Nicollet Mall)	297,400	268,990	(28,410)	297,400
Communications	117,800	78,457	(39,343)	125,000
Program Management	767,340	725,147	(42,193)	767,340
Administration	339,600	336,718	(2,882)	326,584
Start-up	0	0	0	0
Debt Service	0	0	0	0
Contingency	317,000	0	(317,000)	317,000
Strategic Fund	0	284,894	284,894	0
Total District Uses	6,416,180	6,138,773	(277,407)	6,574,783
<i>Sources in excess of Uses (2012 Carryforward)*</i>	0	240,817	240,817	0

* Use of Carryforward funds is directed by the DID Governance Board

The combined 2012 financial activity of the Minneapolis Downtown Improvement District and Minneapolis Safezone Collaborative received an unqualified opinion, the highest rating, in an audit by CliftonLarsonAllen, LLP. To receive a copy of the audited statements, please contact Kathryn Reali at 612.338.3807 or KReali@MinneapolisDID.com.



We are thankful to everyone who contributes time, expertise and funding to DID. The work of the DID and 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 of Directors, 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.

Sponsors & Donors: Ameriprise Financial, Carlson Memorial Fund, City of Apple Valley, Clear Channel Outdoor, John (Jay) and Page Cowles, Annie Dennee, Hennepin Theatre Trust, Olive Homstad, Sharon Lone, Loring Green East, Patrick McCabe, MPLS Police Relief Association, Target, Terrance and Joan Moses, Piper Jaffray, RBC Wealth Management, Sherburne County, & David A. Wilson.

Board of Directors

**Executive Committee +Finance Committee*

Tom Hoch, Chair*+ (Hennepin Theatre Trust), Dave Wright, Vice Chair* (U.S. Bank), Jeff Gendreau, Secretary & Treasurer*+ (Baker Tilly Virchow Krause), David Sternberg, Immediate Past Chair*+ (Brookfield Properties), Bob Anderson (Downtown Resident), Bill Chopp (Hines), Dave Dabson (Piedmont Office Realty Trust), Bruce Engelsma (Kraus-Anderson), Mark Hamel+ (Dorsey & Whitney), Brent Hanson+ (Wells Fargo), Elliot Jaffee (MPLS Downtown Council; U.S. Bank), Randy Lebedoff (Star Tribune), Mike Litwin (Target Commercial Interiors), Mike Maney* (Ryan Companies), John McCall (University of St. Thomas), Russ Nelson (Minneapolis Foundation; Nelson Tietz & Hoye), Mike Noble (Normandy Inn & Suites), Brian Pietsch (Ameriprise Financial), Tracy Pleschourt (Carmichael Lynch), John Saunders (United Properties), Nils Snyder (Colliers), Randy Thompson (Hotel Association; Hyatt), and David Wilson* (Accenture).

Committees

City Services: Deputy Chief Kris Arneson (Minneapolis Police), Andy Carlson (City of Minneapolis, Public Works), Dave Franke (Xcel Energy), Bob Greenberg (The 614 Company), Jeff Hegg (Welsh Companies), John Kelly (Ryan Companies, retired), Mike Kennedy (City of Minneapolis, Public Works), and Kelly Lentz (Zeller Realty).

Communications: Bob Anderson (Downtown Resident), Larry Chevalier (Colliers), Mark Deinhart (Westin Minneapolis), Mike Doyle (Colliers), Erin Harney (The 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, Northstar Plaza), and Nicolle Toth (Inland American Office Management).

Greening: David Wilson, Chair (Accenture), Anthony Desnick (Toolset Consulting), Frank DiLapo (Minneapolis Club), John Erwin (Minneapolis Park & Recreation Board), David Frank (City of Minneapolis), Patricia Grazzini (Minneapolis Institute of Arts), Jeremy Hanson-Willis (CPED), Ben Hertz (Nolan Company), Jeff Johnson (Minneapolis Convention Center), Mic Johnson (AECOM), Richard Johnson (Hennepin County), Dolores Karan (Meet Minneapolis), Thom Lasley (Target), Bob Lux (Alatus, LLC), David Motzenbecker (BKV Group), Bob Parr (Ryan Companies), Gene Rerat (Base Management), Binky Rockwell, Amy Wimmer (Hines Interests), and Charlie Zelle (Jefferson Lines).

Greening Non-Profit Organization (GNPO) Feasibility Task Force: Mary DeLaittre (MPLS Park Foundation), Tony Desnick (Toolset Consulting), Frank DiLapo (Minneapolis Club), David Fields (Elliot Park), David Frank (CPED), Mark Hamel (Dorsey & Whitney), Sarah Harris, Bill McGuire (Gold Medal Park), David Motzenbecker (BKV Group), Beth Shogren, Terri Simard (Target), Win Rockwell (Faegre), David Wilson (Accenture), Jeremy Hanson-Willis (CPED), Kim Havey (Sustology), and Mike Schmidt (Minneapolis Parks & Recreation Board).

Operations & Services Budget: Dave Wright, Chair (U.S. Bank), John Campobasso (Kraus-Anderson), Dave Dabson (Piedmont Office Realty Trust), Diane Heimerl (Rice Real Estate), Dave Horsman (MN Twins), Joanne Kaufman (Warehouse District Business Association), John Luke (Hilton Minneapolis), Diane Peterson (Alatus LLC), Brent Robertson (Jones Lang LaSalle), Nils Snyder (Colliers), Steve Trulen (Target), and Amy Wimmer (Hines Interests).

SafeZone Advisory: Mike Maney, Chair (Ryan Companies), Lois Conroy (Hennepin County), Chris Dixon (City Attorney's Office), Jim Durda (Inland American Office Management), Deputy Chief Eddie Frizell (Minneapolis Police), Adam Harrington (MetroTransit), Chief John Harrington (Metro Transit Police), Kris Harris (Carlson Real Estate), Chief Janeé Harteau (Minneapolis Police), Major Darrell Huggett (Hennepin County Sheriff's Office), Jon Kohagen (Ameriprise Financial), Kevin Lewis (BOMA), Susan Segal (City Attorney), Ted Stearns (Thrivent Financial for Lutherans), Kevin Stewart (Shorenstein), Cathy ten Broeke (Heading Home Hennepin), and Ted Zwieg (Brookfield Properties).

Community Partners

The work done by DID can only be successful if it leverages, compliments, and supports the work of others with a mission of making downtown better. DID is grateful for the working relationship it has with many organizations, including: Minneapolis Downtown Council; City of Minneapolis; Minneapolis Police Department; Minneapolis Park & Recreation Board; Minneapolis Parks Foundation; Heading Home Hennepin; St. Stephens Human Services; Hennepin County; Hennepin County Sheriff's Office; Minneapolis Foundation; Minneapolis BOMA; Minneapolis Regional Chamber of Commerce; Trust for Public Land; Downtown Neighborhood Association; East Downtown Council; Mentoring Partnership of Minnesota; Youth Coordinating Board; Warehouse District Business Association; Metro Transit, Plan-It-Hennepin; Minneapolis Public Schools; Hennepin County Libraries; and Meet Minneapolis.

Management Team

Mark Stenglein (Chief Executive Officer), Kathryn Reali (Chief Financial Officer), Shane Zahn (Director of Safety Initiatives), and Kristi Colford Haug (Coordinator).

Service Providers

We also wish to thank our vendors, contractors, 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.

STAKEHOLDER FEEDBACK

DID receives more than 20 appreciative emails per day – here is a sampling of positive feedback received in 2012:

“Minneapolis is a better city because of the DID Ambassador program. I salute those who had the wisdom to start it up, and those who maintain it because of its significant value.”

- Downtown Employer

“I am new to Minneapolis and didn't know how the meters worked out here. An Ambassador was very helpful. He made sure that I understood the process along with showing me how to use the pay station so my car wouldn't be towed. It was really appreciated and definitely gave me a good impression on how friendly people are in Minneapolis!”

-Downtown Resident

“I was injured and lost in Downtown. A DID Ambassador immediately saw I needed help, escorted me all the way to HCMC and even found an ER nurse to help me before returning to his shift. I am so grateful! Thank you DID.”

- Downtown Visitor

“I am extremely impressed with your efforts. I think the business community does not get enough credit for helping create a vibrant downtown atmosphere that would not exist on its own or happen organically.”

- Downtown Employee

“We were in Minneapolis for the Holidazzle but thanks to the help of your Ambassadors we also discovered several great restaurants, a Christmas display at Macy's and a very cool ice skating rink. The kids can't wait to return next year!”

- Downtown Visitor

“DID, you help Minneapolis stand out as having one of the best downtown areas in the country!”

- Downtown Employee

“I was entertaining business colleagues and we passed an Ambassador who made eye contact, smiled and said hello. My guest wanted to know if Minneapolis is always that nice, I told her downtown was that nice. What a great impression for our out of town guests!”

- Downtown Employee

“I credit the DID with bringing the ‘Minnesota nice’ back to Minneapolis.”

- Downtown Property Owner

“My mother's wheelchair battery died downtown today. A DID Ambassador helped pushed her chair several blocks and even waited with her until Metro Mobility arrived. She called me in tears to tell me how thankful she was for your help. It is such a comfort to know there are good people, like the Ambassadors, looking out for you downtown.”

- Downtown Visitor

“My perceptions of downtown have changed dramatically since the implementation of DID. I think this program is essential to the success of downtown and a valuable and efficient use of money. Well done!”

- Downtown Business Owner

“I have watched DID from its earliest days. I continue to be impressed with the level of friendliness, helpfulness and safety your team provides in my neighborhood. We love you DID!”

- Downtown Resident

“As a Minneapolis Police and Fire Dispatcher, I just want to let you know how much we appreciate the support of your downtown Ambassadors.”

- Downtown Employee



Minneapolis Downtown Improvement District & Safezone Collaborative

At DID we strive to be economically and environmentally sustainable. We have a limited quantity of our printed annual reports available, choosing instead to post our 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:

Business Office:

612.338.3807

81 South 9th Street, #260,
Minneapolis, MN 55402

Info@MinneapolisDID.com

Ambassador Hotline: 612.332.1111



www.MinneapolisDID.com

