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**FOR IMMEDIATE RELEASE**

## **Downtown Improvement District Youth Outreach Initiative Provides Summer Programming**

**MINNEAPOLIS (August 7, 2014)** — Each Thursday at the Nicollet Mall Farmers Market there is a youth crime prevention tent that helps reciprocally raise awareness for crime prevention resources in the Downtown Minneapolis community.

The Downtown Improvement District (DID) teamed up with the Minneapolis Police Department and Police Activities League (PAL) this summer to provide a tent on Nicollet Mall where local youth can reach out to the public about crime prevention and awareness. Working together, the Downtown Youth Connect initiative works to spread the word of different programs, jobs and activities for youth involvement during the summer that is safe, informative and fun. Stop by and learn more through August 21 from 10:00 a.m.-5:30 p.m.

Through the crime prevention tent, participants benefit from youth-to-youth peer support, youth summer jobs, education about youth violence programs, enhanced youth-police relations and a connection to activities and resources.

The Youth Crime Prevention Resource aims to:

- Build relationships with youth and local businesses to create understanding of key focus areas
- Reduce crime committed by youth and youth becoming victims of crimes
- Increase police visibility to deter crimes

“The engagement and the success of the Youth Crime Prevention Tent is exciting,” said Steve Cramer, President and CEO of the Minneapolis Downtown Council and Downtown Improvement District. “This initiative works in two-fold. It helps educate our area youth and the general population about ways to enhance area crime prevention, but it also gives our youth an opportunity to give back to their community during the summer months. It’s a great attribute to our Downtown Minneapolis community.”

## **DID/Youth Coordinating Board (YCB) Street Outreach Program**

The DID and YCB partner together to provide a Street Outreach Program through Sept. 5. The Street Outreach Program initiative aims to connect youth with activities and resources through street outreach efforts on the Nicollet Mall and in the Warehouse District.

The goals of the program is to build trust and relationships with the downtown community, allow officers to get to know faces and people, and to help build a positive interaction with law enforcement officers in the area. It provides information on youth activities and other local resources by connecting with youth downtown and providing information about youth programs within the Minneapolis Police Department and other local resources. The YCB Street Outreach Program runs through Sept. 5 to best maximize connections with youth before they head back to school.

“The Minneapolis Youth Coordinating Board’s Downtown Team works with the Minneapolis Police 1<sup>st</sup> Precinct and the Downtown Improvement District to create a safe environment for everyone downtown by engaging young people in activities which are compelling and interesting for them,” said Youth Coordinating Board Executive Director Ann Marie DeGroot. “Minneapolis is one of the only places in the United States where you’ll find a Downtown Team working with young people in a partnership with the police and downtown businesses. It is a relationship between the adult team members and the young people which make the most impact on everyone involved.”

### **About the Minneapolis Downtown Council:**

Founded in 1955, and one of the oldest central business districts in the nation, the Minneapolis Downtown Council (MDC) is a membership-based entity that works to create, preserve, and enhance a vital and engaging experience for the people who visit, work, shop, visit and live in Downtown Minneapolis. The MDC’s collaborative developments of Intersections: The Downtown 2025 Plan was designed to help downtown businesses, community leaders and citizens build on downtown assets and implement future goals. For more information, please visit [www.downtownmpls.com](http://www.downtownmpls.com).

### **About the Downtown Improvement District:**

Founded in early 2009, after more than five years of formative planning and advocacy by the downtown business community, the Minneapolis DID delivers higher levels of service to make downtown cleaner, greener, safer and more vibrant throughout a 120-block area, as is the case with most Business Improvement Districts. For more information, visit [www.minneapolisdid.com](http://www.minneapolisdid.com).

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