



2014 Annual Report

Minneapolis Downtown
Improvement District &
SafeZone Collaborative

MDID'S ALL-STAR IMPACT
WORKING WITH LAW
ENFORCEMENT
YOUTH/COMMUNITY
ENGAGEMENT
SHAPING OUR DOWNTOWN

PROMOTING A GREENER
DOWNTOWN
IMPACTING OUR
SURROUNDINGS
IMPROVING THE
PEDESTRIAN EXPERIENCE





2014 ANNUAL REPORT

MINNEAPOLIS DOWNTOWN IMPROVEMENT DISTRICT & SAFEZONE COLLABORATIVE

Letter from the Chair of the Board of Directors & Chief Executive Officer 1

About 2

Approach 3

MDID's All-Star Impact 4

Promoting a Greener Downtown 5

Tactical Urbanism Collaborations 6

Engaging Our Youth 7

SafeZone Collaborative 8

A Better Pedestrian Experience 9

Downtown Perception & MDID's Response 10

Looking Forward 11

Financial Statements 12

Board of Directors, Staff & Committees 13



Letter from the Board Chair & Chief Executive Officer

Dear Downtown Stakeholder,

Another successful year is in the books here at the Minneapolis Downtown Improvement District (MDID). We're pleased we were able to share it with you.

Downtown Minneapolis is bustling right now, and at MDID our mission to keep downtown vibrant is more important than ever. Greening initiatives are being proposed, designed and created all over the area, improving the quality of the public realm while also impacting real and perceived safety in our district. Our MDID Ambassadors continue to be the faces of our organization on the street, helping keep our streets clean, our pedestrians informed and our greening efforts flourishing.

In 2014, we completed our second full year of governance alignment between the MDID and the Minneapolis Downtown Council (MDC)—a partnership that continues to grow while leaving a lasting impact. This upcoming year marks my (Tom's) first as MDC/MDID Board Chair, and we will continue to work together on providing a consistently compelling downtown experience for everyone. Downtown Minneapolis' residential population once again increased last year, and combined with our thriving businesses and incredible dining and entertainment options, more and more people are spending time inside our district. It continues to be important to blend the MDID's core values with the MDC's *Intersections: Downtown 2025 Plan* to ensure our community thrives.

The future is bright for downtown Minneapolis, and with all the changes and progress going on in our district it is important for MDID to continue evolving with our city. This year we began work on evaluating our Strategic Plan, including taking a look at our current services as well as our footprint. We are part of an ever-changing downtown, and it is important to adapt with our community. Our vision is to continue working toward what we want our downtown to be in the future, and we are always looking ahead to what will keep our downtown greener, cleaner and safer three to five years down the road.

With that, let's build off the accomplishments we enjoyed in 2014 as we continue creating an extraordinary downtown for our future. As always, thank you for your support and your commitment to our community. It's true: We can have the downtown we want—we just have to go get it.

Respectfully Yours,

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

Steve Cramer
President & CEO
Minneapolis Downtown Council
Minneapolis Downtown Improvement District



ABOUT MINNEAPOLIS DID

The Minneapolis Downtown Improvement District (MDID) 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 over 120 blocks of downtown cleaner, greener and safer. MDID also serves as a catalyst, facilitator and promoter of public-private partnerships, collaborations and services that enhance the downtown experience.

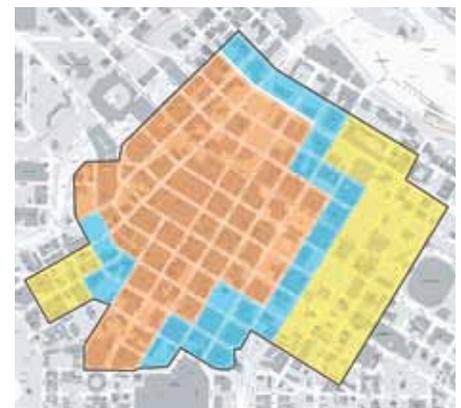
MDID is primarily funded by special service assessments. In 2008, a majority of commercial property owners signed petitions agreeing to the ordinance that created the MDID. In 2013, this ordinance was renewed once more by a substantial majority of commercial property owners agreeing to tax themselves 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 MDID assessments. However, as all properties benefit from an improved public realm downtown, some 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 MDID boundaries. Properties are assessed for directly lineal services based on lineal frontage and for more globally benefit-

ting services based on GBA. Charges are prorated to properties based on location within pedestrian service level areas. This three-part method best reflects the volume of people needing service and the level of services delivered. The Board of Directors is comprised of downtown property owners, employers, residents and leaders representing key constituencies and areas of expertise. MDID staff oversee vendors, develop programs, advocate for the public realm, communicate with stakeholders and administer the organization.

While the MDID partners and collaborates with many like-missioned organizations, a few strategic alignments have been integral to an effective and efficient use of resources. In the 1960s, the Nicollet Mall Advisory Board was established by statute to provide advice to the City on all issues related to the Nicollet Mall. When MDID was formed, it assumed the roles and responsibilities of the Nicollet Mall Advisory Board. In 2006, Minneapolis SafeZone Collaborative (MSZ) was formed as a 501(c)3 to bring public and private sectors together through collaborative strategies in safety, greening and other projects that enhance downtown and improve safety. In 2009, MSZ became a wholly-controlled subsidiary of MDID, giving it stability to successfully continue public-private collaborations, and a broader platform from which to establish initiatives for downtown. And most recently, effective January 1, 2013, the boards of the MDID and the Minneapolis Downtown Council (MDC) voted to align their

governance structure, allowing for the same individuals to serve on the boards of both organizations, establishing the MDID as a wholly-controlled subsidiary of MDC. This served to broaden the leadership team, thereby providing more resources and experience, enhancing the existing services and assuring that both organizations are unified in their mutual efforts to make downtown Minneapolis extraordinary.



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. The service level areas can be modified as needed to reflect any land use changes that result in changes to pedestrian activity patterns and intensity.

APPROACH

MDID continues to evaluate our tactics of making downtown more vibrant and attractive. We understand that all areas of our 120-block district are distinctly diverse and economically mixed, and it is important that we continue communicating with you as we evolve with our ever-changing downtown. It is why we annually reach out to the community through our Perception Survey in order to keep a pulse on how we can improve our impact and outreach.

Our core mission to keep our downtown greener, cleaner and safer remains intact throughout, and our 2014 Operating Plan again focused on making downtown attractive to business investment while maintaining a commitment to control costs. We focused on collaboration in 2014, working with different organizations in order to improve our three key areas

of focus through tactical urbanism, youth outreach, safety workshops, student-influenced programming, greening efforts and more. The results of these collaborations made immediate impacts. They laid a foundation for influencing not only the greening, cleaning and safety realities of downtown but also the perceptions of those key aspects of our community.

The 2014 Annual Report aims to showcase those initiatives sprinkled throughout the past year. In doing so, it shows how MDID's work and local collaborations have an all-encompassing impact on our downtown. An initiative like the University of Minnesota's College of Design partnership, for example, not only generated engagement and programming in the public realm, but it also had an impact on wayfinding and perceived and real safety.

As we continue this work, it is important that we maintain our connection with all aspects of downtown. Our close partnerships with the City of Minneapolis, East Downtown Council, business leaders, community organizations and neighborhood groups all play a big role in accomplishing our goals. We continue to broaden our reach through our alignment with MDC, and as we keep working closely with MDC's 2025 Plan committees, we will strategize how we can as an organization can evolve to impact our ever-changing community.

MDID is now mobile. Visit **MinneapolisDID.com** on your computer, or view our website on the go.



“I value DID – what they do every day makes a difference and I want that to continue. The Ambassadors are, along with the Minneapolis Police Department, the “eyes and ears” and their presence is very meaningful to all those that have witnessed the safe, clean and welcoming atmosphere that has transformed downtown in the last 5 years.”

– Downtown Employee

pedestrians assisted:

in 2014

106,076



total since inception

654,014

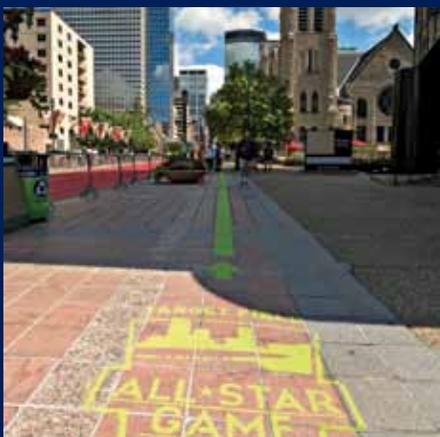


MDID'S ALL-STAR IMPACT

For the first time since 1985, Minneapolis hosted the Major League Baseball All-Star Game in July 2014. More than 332,000 people took part in all the assorted activities involved with All-Star Weekend, which included the game itself, the Home Run Derby, MLB Fan Fest, the Red Carpet Parade down Nicollet Mall, the first-ever Summer Block Party and much more. MDID played an important role in collaborating with Major League Baseball and local law enforcement in order to keep our downtown safe and enjoyable for those taking part in the festivities, and we created examples of successful initiatives for future host cities.

Green Walking Path

Each year, Major League Baseball aims to raise awareness about sustainability during their All-Star Weekend. MDID played an advisory role with MLB in a wayfinding tool that did just that. The inaugural 'Green Walking Path' stretched from Target Field to the Minneapolis Convention Center, encouraging fans to walk rather than drive around downtown. The 'Green Walking Path', funded and executed by MLB, helped highlight the ability of baseball fans to walk from hotels to various venues in a timely manner, and showed it was not necessary to jump in a car to get to these events. MLB consulted with MDID as early as January prior to All-Star Weekend, discussing the most direct walking path as well as creating maps that showed the path along with city landmarks, Light Rail stops and information booths. After its successful pilot run, walking path wayfinding is expected to be used in future MLB All-Star Weekends.

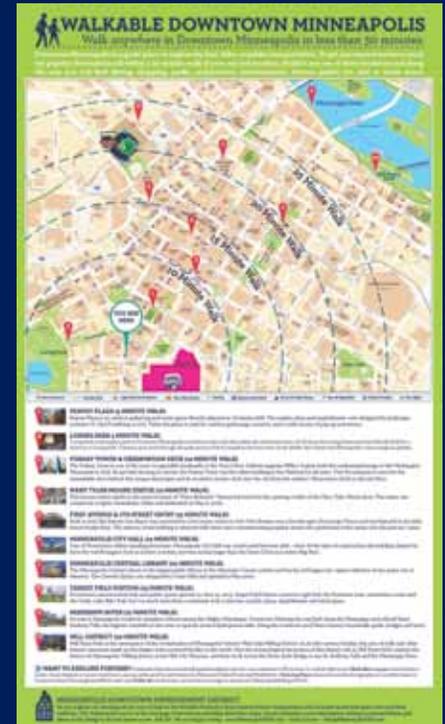


Safety First

A major component of All-Star Weekend was safety and public-private collaboration. MDID worked closely with the Minneapolis Police Department's 1st Precinct, external law enforcement agencies and local businesses to ensure a collective emphasis on keeping downtown safe. Through the MDID Fusion Center, approximately 60 downtown buildings were connected through RadioLINK (page 10), which communicated with officers during the game. RadioLINK connects law enforcement and local security through real-time radios, making it easier for police and security to communicate. Downtown businesses added their cameras onto the Downtown Security Executive Group network that streamlined into the MDID Fusion Center, offering local and real-time opportunities to keep an eye on suspicious activity.

Leading The Way

MDID's collaboration with the University of Minnesota College of Design helped spark an idea for a map of downtown highlighting walking distance and estimated time of arrival throughout the city using concentric circles. Taylor Long, a university student, developed the concept during his Spring 2014 semester User Experience in Design course with Angela Wang. MDID visited the class and tasked students with finding ways to help encourage visitors to walk from their hotel to downtown attractions. Long's project was visible during All-Star Weekend in kiosks around the downtown area.



"[The project] made me realize that the Downtown Improvement District is willing to implement fresh ideas. ... Kudos to MDID for putting some of them into practice. It was cool to see the map in use."

– Taylor Long

GREENER



PROMOTING A GREENER DOWNTOWN

Celebrating Greening Achievements

Striving to create more green space in our downtown is an important part of MDID's mission, and we're not doing it alone. Businesses and organizations have created incredible greening displays throughout downtown, and each year MDID recognizes those efforts as part of our annual Greening Awards program. This year, 12 different locations won Greening Awards ranging from Entryway displays to Large Green Spaces. Three of those recipients—Target Field Station, 333 7th Street and Target Commons—were first-time winners in 2014. And this year, winners received on-site signage to display and commemorate their dedication toward creating a greener downtown. Since their inception in 2010, the MDID Greening Awards have recognized 52 locations and organizations for their exemplary green spaces.

Adding 1st Avenue Greening

Downtown's 'triple spine' roadways include Nicollet Mall, Hennepin Avenue and 1st Avenue. Of the three, 1st Avenue is the most challenging for greening due to narrower sidewalks, large event crowds and outdoor patio space. Last year, smaller, movable resin 'Madison' planters were added to 1st Avenue to increase greening while also maintaining the necessary pedestrian walkway. These Madison planters complemented the elevated hayrack planters along the street, and they proved to be a successful solution for greening 1st Avenue in 2014.

Community Planting Day

MDID held its first-ever community planting day on May 30 at Peavey Plaza, and the reception showcased our downtown's interest in improving greening and the public realm. Volunteers from Accenture, Friends of Loring Park and several downtown residents and employees came out to lend a hand. TangleTown Gardens created the landscape design and also donated plants and flowers for the space. The City of Minneapolis provided maintenance and watering throughout the summer. The success of the event opens up the opportunities for similar initiatives in the future, which we're excited to explore in 2015.



annuals, perennials and trees planted:

in 2014

17,500+

total since inception

79,250+



weeds removed (block faces):

in 2014

965

total since inception

8,683



"I really enjoy the beautiful flowers downtown, they are so vibrant and healthy looking. I ran into an Ambassador who told me DID is responsible for the plantings. I am very proud that I work downtown and have such lovely streets to walk on and enjoy."

– Downtown Employee

IMPACTING OUR SURROUNDINGS

Tactical Urbanism derives from the idea that safety is often shaped by how public spaces are designed and programmed. In 2014, MDID and its partners worked together to help improve the perceived and real safety in areas around downtown. With tactical urbanism, these goals can be achieved through low-cost environmental changes.

Streetscape Lab

University of Minnesota College of Design students used a space inside City Center as a “learning laboratory” in the summer of 2014. Inside the pilot Streetscape Lab, 20 students worked closely with MDID to create projects that added programming, information and furniture, among other things, around downtown. Two courses operated in the lab: Furnishing Pedestrian Streetscapes and Community-Based Design. Projects included building a Wiffle Ball field at Peavey Plaza, street stencils highlighting specific achievements by downtown companies (Fortune 500s, LEED certified, James Beard Award-recognized, bicycle friendly and buildings on National Registry of Historic Places), movable seating, shelf tables, mirrors and more.



User Experience & Design Course

Along with course projects providing engagement and programming on downtown streets, the MDID collaboration with the University of Minnesota also included user experience projects that helped with identifying challenges and providing solutions. The spring semester course specifically looked at improving the downtown experience over All-Star Weekend. The fall semester course tasked students with identifying ways to approach street homelessness in the downtown area. Both course directions focused closely on two initiatives of the MDC’s *Intersections: Downtown 2025 Plan*: Creating a consistently compelling downtown experience, and ending street homelessness.

Juxtaposition Arts

Juxtaposition Arts has become a strong partner with MDID as we create projects and activities that engage youth in the downtown area. This past year, JXTA collaborated with us to create interactive bikes that lit up at night with colorful LED lights, a bubble machine, music speakers and storage for games, art supplies and other activities. This became a mobile engagement tool for youth in public spaces.



“As a small business owner with an office for over 20 years on 1st Avenue I can tell you the work of the DID has made a noticeable difference. The sidewalk is consistently clean now which makes walking to the office a pleasure and also I feel much more comfortable having clients visit our offices. It wasn’t always that way.”

“This morning was a good example. I noticed that the sidewalk was spotless, I couldn’t find a single piece of trash. It also was a big plus when one of your Ambassadors took the time to reach out and greet me. I appreciate him and all of the other friendly, hardworking DID folks I see on 1st Avenue. Keep up the good work.”

- Downtown Business Owners

YOUTH/COMMUNITY ENGAGEMENT

Minneapolis Emergency PrepareFair

The 5th annual Minneapolis Emergency PrepareFair in September featured 33 indoor and 23 outdoor exhibits that focused on educating the public on exploring, engaging and learning about proper protocol during emergencies. Emergency vehicles lined Nicollet Mall and were available for tours, while law enforcement, fire fighters and medical first responders provided demonstrations on the street. Inside, companies and organizations provided pamphlets and discussed how to respond during emergencies ranging from gas leaks to tornadoes.

AT&T 'Be Aware: Protect Your Phone' Campaign

MDID partnered with AT&T on a phone safety campaign titled 'Be Aware: Protect Your Phone' in October. The campaign, funded by AT&T, was designed to educate teens about smart phone theft and ways they can safeguard their phones and personal data. Approximately 162,000 smart phones are lost or stolen each day nationwide, and this initiative aimed to educate youth about how to protect their belongings through in-school promotion, social media, and Metro Transit advertising. A press conference, including U.S. Sen. Amy Klobuchar (below), announcing the campaign took place at Target Field Station in October.



Inaugural National Night Out Information Tent

MDID teamed with local law enforcement and Target to host an inaugural National Night Out Information Tent on the corner of Nicollet Mall and 7th Street South on August 5. The event, aimed at bringing the community together while also providing crime prevention tips, included games, free ice cream and information on keeping your neighborhood safe. Visitors enjoyed playing an electric basketball game against local law enforcement and city officials. National Night Out, an annual nationwide event, encourages residents to host block parties in their community in order to get to know each other as a means of crime prevention. The evening included Minneapolis Mayor Betsy Hodges and MPD Chief Janeé Harteau competing in a basketball shooting competition, and Minneapolis City Council Member Jacob Frey also showcasing his hoops skills for those on hand.

Youth Coordinating Board

MDID and the Youth Coordinating Board partnered to provide a Street Outreach Program throughout the summer. The program connected youth with activities and resources along Nicollet Mall and the Warehouse District. Programming included technology opportunities at the Minneapolis Central Library, games at Piazza on the Mall and other youth-oriented activities. YCB's Downtown Team worked closely with MPD's 1st Precinct and MDID to create a safe environment for everyone by engaging young people in compelling and interesting programming.

Nicollet Mall Farmers Market Activities

In partnership with MPD and the Police Activities League, MDID hosted a Youth Crime Prevention Tent at the Nicollet Mall Farmers Market throughout the summer. The tent aimed to:

- Build relationships with youth and local businesses
- Reduce crime committed by youth and youth becoming victims of crimes
- Increasing police visibility

An estimated 300 people stopped by the tent each day throughout the summer.

Juxtaposition Arts also had tent space during several days of last year's Nicollet Mall Farmers Market, and each week they had different activities for youth at their tent ranging from creating their own t-shirts, decorating their own market bags, interactive games and musical performers.



“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.”

— Ann Marie DeGroot, YCB Executive Director



SAFETY



SAFE ZONE COLLABORATIVE: 35 INITIATIVES

MDID Fusion Center

MDID's Fusion Center, located within MPD's 1st Precinct, serves as our organization's safety informational hub. Dispatch Ambassadors work inside the MDID Fusion Center 365 days a year, responding to pedestrian requests from Ambassadors on the street, tracking weather and emergency news alerts, communicating with outreach services for people in need, monitoring public area cameras and serving as the central point of the RadioLINK system.

RadioLINK

RadioLINK brings the private and public security partnership to life. There are an estimated 13 private security officers for every one law enforcement officer on the street. With RadioLINK, officers are directly connected with private security teams, outreach teams and the MDID Fusion Center via a common radio channel. The program currently links private security teams from approximately 60 downtown buildings, businesses and venues together.

MPD Police Reserves Pilot Program

The MPD/MDID Police Reserves pilot program aimed to increase police visibility along Nicollet Mall and in the Warehouse District during the summer and fall. Goals of the program included improving public safety efforts, security communication via RadioLINK and public and private collaborations. Between May 30 and November 1, the Police Reserves made 1,691 positive citizen contacts, 1,183 business contacts, 233 suspicious person stops, 170 medical responses and 134 disturbance responses.

SafeZone Joint Beats

Each year MDID works together with MPD, Hennepin County Sheriff's Office and Metro Transit Police in a collaborative effort called the SafeZone Joint Beats. This program provided additional crime prevention, engagement and enforcement in the downtown area between May 2 and September 1 last year.

Downtown 100 Chronic Offenders

The Downtown 100 Chronic Offenders program allows a dedicated prosecutor and probation officer to be assigned to the top 50 chronic downtown offenders. It is a collaboration between the MDID, MPD, Minneapolis City Attorney's Office, Hennepin County Community Corrections, St. Stephen's Human Services, the Salvation Army, 1st Precinct neighborhood associations and other community businesses and stakeholders. It also includes provision of housing and treatment services for offenders in need of assistance. Last year, there was a 78 percent reduction in crime by Downtown 100 offenders within the MDID boundaries. That is the fifth straight year of a reduction of 70 percent or more.

Safety Workshops

MDID and MPD worked closely together to facilitate safety workshops throughout the year. These complimentary, onsite personal safety workshops are aimed toward helping businesses, employees and residents of the downtown community learn safety trends, prevention tips and available resources. Safety training workshops included Intro to Personal Safety, Advanced Personal Safety Training, Personal Safety & Public Transportation and Self Defense for Cyclists.

St. Stephen's/Street Outreach

Working with St. Stephen's Homeless Street Outreach, we're focusing on providing a place of first contact for individuals experiencing homelessness and for community members who are concerned for them. The collaboration efforts help provide housing opportunities as well as food, clothing, shelter, response to non-emergency calls and more. The mission coincides with MDC's *Intersections: Downtown 2025 Plan* initiative to end street homelessness in the city.

For more information on downtown safety resources and MDID's safety collaborations, visit [MinneapolisDID.com/mplssafety](https://www.minneapolisdid.com/mplssafety).

“On July 27th I was looking for a shelter with my 9-year-old son and 3-year-old daughter. A DID Ambassador was passing by and asked if we needed help. The Ambassador gave me resources to shelters and stayed with me until we found a shelter with space available. I don't know what I would have done without her help. I would like to thank Minneapolis DID for all the services that you provide for Minneapolis.”

– Downtown Visitor



IMPROVING THE PEDESTRIAN EXPERIENCE

Each year, MDID makes an incredible impact on keeping the downtown streets cleaner and more pedestrian-friendly. Through assisting those in need, removing trash and gum spots, collecting recyclables, addressing panhandling, tidying snow and much more, MDID works year-round to ensure those using our downtown streets have a pleasant experience.

2025 Plan Impact

The aspirations of MDC's *Intersections: Downtown 2025 Plan* align with our goals for creating an extraordinary downtown. Among its 10-point initiatives by the year 2025, the plan calls for creating a consistently compelling downtown experience year-round, while also improving and sustaining green infrastructure, forging connections with the University of Minnesota and ending street homelessness. The 2025 Plan continues to make an impact on downtown's direction for the future, and MDID's daily work helps make that vision a reality. For more information, visit 2025Plan.com.

Pilot Programs Shaping Our Future

MDID worked on several pilot initiatives in 2014 that helped gain information and perspective for future plans. One area of focus of the Nicollet Mall Project includes improving the pedestrian experience. After designer James Corner Field Operations unveiled a proposal to align all restaurant outdoor seating to the curb, to create a clear walkway along buildings, MDID and our Tactical Urbanism Initiative teamed with McCormick & Schmick's at 800 Nicollet Mall on a pilot project in which the restaurant's outdoor seating was re-aligned along Nicollet's curb. Originally designed to last one week from August 18-24, the experiment was so successful that McCormick & Schmick's elected to keep the set-up through the remainder of the outdoor dining season.

Another pilot project unveiled this summer involved movable green tables and chairs placed along one block of Nicollet Mall. The idea behind this public-use furniture is to add areas for pedestrians to sit and enjoy the experience of Nicollet Mall while providing alternative seating to the stationary planters along the sidewalk. These tables and chairs provide mobility for where individuals decide to sit, and in alignment with tactical urbanism's goals it creates a more inviting, compelling and safe downtown experience.

MDID also advocated for the City of Minneapolis' work along 4th Street. Prototypes for paving materials were explored over the past year in order to further improve the area's streetscape, and new lighting opportunities along the street are being explored. MDID continues to stay involved in monitoring this project.



bags of trash removed:
in 2014

31,590

total since inception

210,940



graffiti tags removed:
in 2014

5,031

total since inception

31,159



gum spots removed:
in 2014

63,939

total since inception

463,080



“The DID workers are, in my opinion, the best investment ever made. Wonderful, helpful and friendly workers, plus downtown never looked so good!”

– Downtown Resident

OUR AMBASSADORS

The MDID Ambassadors are the friendly faces of downtown: People who are approachable and welcoming. They can offer suggestions for things to do, help with directions and even open a door for you if your hands are full. The Clean Ambassadors also focus on making downtown shine, and Safe Ambassadors are on hand to keep an eye out for you and your surroundings.

The MDID Ambassadors are a wide variety of people with one thing in common: They love downtown. They each bring unique talents and interest to their work. The most important quality for an Ambassador to have is a friendly, helpful demeanor. If you or someone you know is interested in becoming an MDID Ambassador in the future, visit www.minneapolisdid.com/ambassadors to learn more about the application process.

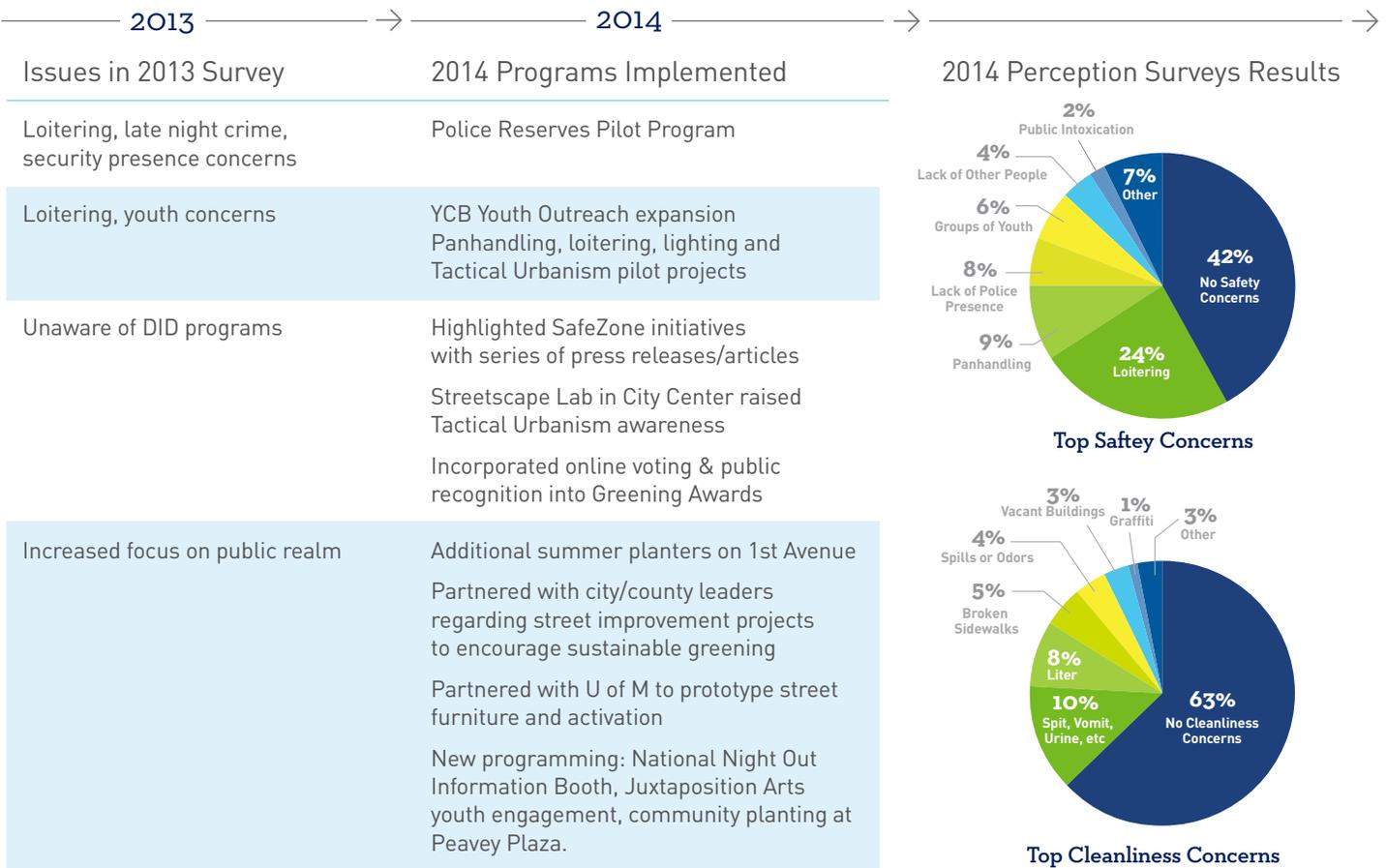
Congratulations, David! 2014 MDID Ambassador of the Year

David Hallenberger has been with the MDID Ambassador program since its inception. From the beginning, David has worked extremely hard and has ingrained himself within our operations. He is vital to the program as he takes on multiple tasks with a smile. On any given day, you can find David emptying the MDID-owned trash and recycling canisters, changing light bulbs, helping to figure out electrical issues or repairing pavers on Nicollet Mall, cleaning spills, or jump starting a vehicle. David does all of this with a can-do attitude and a great smile. He is always willing to help out the public, his co-workers and the operation.



SHAPING OUR DOWNTOWN

Your perceptions of downtown's greening, safety and cleanliness are important to us. That's why MDID has hosted a Perception Survey to measure the impact of our services and what we can do to build upon our work in the future since 2009.



Look for our next Perception Survey to be launched in Fall 2015. Your feedback helps us create new programs and initiatives throughout our downtown. Please take part and learn more by visiting MinneapolisDID.com/perceptionsurvey.

LOOKING FORWARD

As you can see, much was accomplished and initiated in 2014 throughout MDID's reach. As we look to 2015 and beyond, we realize the importance of our sustained focus on keeping downtown Minneapolis green, clean and safe. We at MDID understand the ever-changing landscape of downtown, and we will build off our successes in 2014 to enhance the downtown experience in the future.

The 2015 Operating Plan approved by the City Council in the fall of 2014 continues the Ambassador program at the same high quality of services from the past year, which also focuses on our continued safety initiatives. We are dedicated toward helping with sustainable greening efforts within our boundaries, and in 2015 we will continue our stance as being an advocate for major greening opportunities as they are planned throughout downtown. Our hope, in conjunction with the 2025 Plan, is to help our downtown area increase and improve its public realm one initiative at a time.

As part of our changing downtown, we recognize that the practice and boundaries of our MDID assessment map are important to be re-evaluated periodically. MDID has worked with a consultant to

ensure that our assessment methodology continues to be fair for all our stakeholders in the downtown area. With downtown businesses and buildings continuously being developed, our goal in this strategic plan is to ensure our district map makes the most sense for our downtown community.

The Nicollet Mall Project is fast-approaching, with the redesign scheduled to begin in 2015. Our work on this project is ongoing. MDID has met regularly with the James Corner Field Operations design team and reached out to stakeholders along the Mall as part of the Nicollet Mall design process. Our focus continues to be maintenance of Nicollet Mall as we move through the design process and on the finished product in 2017. We're also committed to working closely with the Nicollet Mall Livability Working Group. As a part of this work, we are focused on the effectiveness of MDID Ambassadors and the deployment of new tactics that would be trained to focus on livability concerns while also acting as a connector between law enforcement, private security and available social services downtown. Our annual Perception Survey is one way the Livability Working Group is tracking progress, so your participation is vital in creating change.

Another project being planned involves Washington Avenue. This project, scheduled for construction beginning in Summer 2015, will include installments of streetscape improvements, planting beds with street trees and perennials in open soil, irrigation, landscape medians, opportunities to add additional wayfinding, public seating and enhanced multi-modal transportation including a cycle track and potential Nice Ride station. We will continue working closely with this project as it relates to our maintenance role in increased greening and other public realm improvements.

We're excited about the continued progress being made around downtown and are proud to be part of a truly extraordinary time in our community's history. Our mission is to continuously raise the standard of care and behavior in downtown, making it a more competitive and thriving environment for people to live, work, play and explore. Supporting MDID is an opportunity to ensure our downtown's vibrancy continues to shine through today, tomorrow and in the future.



“We are so proud to live and work downtown! Downtown looks alive and beautiful because of Minneapolis DID. We recently had some visitors here from Canada and they were so impressed with the ambassador program. Thank you from everyone in Minneapolis. The DID is world class.”

– Downtown Employee & Resident

safety workshops conducted:
in 2014

40

total since inception

177





“My mother and I are visiting Minneapolis and we noticed the city is abnormally clean, especially for its size. On our way to our hotel tonight we spoke with a DID Ambassador who explained all the work that DID does. He was very helpful, answered all our questions about the city and even gave us advice on what we should do during our trip! I wanted to let you know your efforts are working.”

– Downtown Visitor

FINANCIAL STATEMENT

	2014				2015	
	City Contract Budget	City Contract Actual	Variance	Other	Total Operating Results	City Contract Budget
Service charges	6,190,722	6,190,722	(0)	—	6,190,722	6,184,025
Other	—	—	—	162,265	162,265	—
Total Sources	6,190,722	6,190,722	(0)	162,265	6,352,986	6,184,025
Safe	2,387,106	2,422,817	35,711	7,700	2,430,517	2,470,376
Clean	1,160,903	1,158,536	(2,367)	16,462	1,174,998	1,177,244
Green	630,000	465,031	(164,969)	71,111	536,142	575,000
Maintenance of public areas	544,500	445,041	(99,459)	—	445,041	456,500
Snow (Nicollet Mall)	297,400	356,453	59,053	—	356,453	351,500
Communications	95,000	57,190	(37,810)	23,293	80,484	60,000
Program Management	767,340	733,464	(33,876)	—	733,464	767,340
Administration	308,473	262,202	(46,271)	39,141	301,343	326,065
Total District Uses	6,190,722	5,900,734	(289,988)	157,708	6,058,442	6,184,025
Sources in excess of Uses	—	289,988	289,988	4,557	294,545	—
Portion of services committed, to be performed in 2015		(153,546)				
2014 Carryforward		136,442				

The combined 2014 financial activity of the Minneapolis Downtown Improvement District and Minneapolis SafeZone Collaborative received an unmodified opinion in an audit by Schechter Dokken Kanter. To receive a copy of the audited statements please contact Kathryn Reali at 612.338.3807 or KReali@MinneapolisDID.com.

BOARD OF DIRECTORS

Mick Anselmo – CBS Radio
Collin Barr (Chair) – Ryan Companies
Elizabeth Brama – Briggs and Morgan
Ralph Burnet – RWB Development
John Campobasso – Kraus Anderson
Bill Chopp – Hines Interests
Mike Christenson – MCTC
Michael Clark – CSM Corporation
Jay Cowles III – Unity Avenue Associates
Dave Dabson – Piedmont Office Realty Trust
Phil Davis – MCTC
Laura Day – Minnesota Twins
Jim Durda – Accesso Partners, LLC
Helen Eddy – Macy's Minneapolis
Cindy Eliason – Macy's Minneapolis
Kweilin Ellingrud – McKinsey & Company
Christine Fleming – Be The Match Foundation
Jeff Gendreau – Baker Tilly Virchow Krause
Jeff Griffing – Star Tribune
John Griffith – Minnesota Sports Facilities Authority
Robb Hall – CSM Corporation
Brent Hanson – Wells Fargo
Tim Hart-Andersen – Westminster Presbyterian Church
Michael Henson – Minnesota Orchestral Association
Tom Hoch (Chair Elect) – Hennepin Theatre Trust
Deb Hopp – MSP Communications
Elliot Jaffee – U.S. Bank
Jeanie Joas – JB Hudson Jewelers
William Jonason – Dorsey & Whitney
Robert Jones – TCF National Bank
Judy Karon – Downtown Resident
Paul Kasbohm – Star Tribune
Summer Kath – Cambria
Steven Katz – Barnes and Thornburg
Kevin Ketelsleger – RBC Wealth Management
Sang Kim – Wells Fargo
Todd Klingel – Minneapolis Regional Chamber of Commerce
Kevin Lewis – BOMA Minneapolis
Bob Lux – Alatus LLC
Tim Mahoney – Warehouse District Business Association
and The Loon Café
Brian Mallaro – Deloitte and Touche
Mike Maney – Ryan Companies
Steve Mattson – Target Center
John McCall – University of St. Thomas
Tim Murnane – Opus Group
Russ Nelson – NTH Inc.
Mike Noble – Best Western Normandy Inn & Suites
Robert Olson – Dorsey & Whitney
Brian Pietsch – Ameriprise Financial
Tracy Pleschourt – Carmichael Lynch
Judy Pofertl – Xcel Energy
Steve Poppen – Minnesota Vikings
Ronnie Ragoff – Shorestein Properties

Becky Roloff – YWCA of Minneapolis
Bob Rolston – Honeywell
John Saunders – Cushman & Wakefield/NorthMarq
Tom Smith – Piper Jaffray
Nils Snyder – Colliers International
Kenneth Sorensen – Mortenson Construction
Kirsten Spreck – Thrivent Financial for Lutherans
Al Swintek – CenterPoint Energy
Melvin Tennant – Meet Minneapolis
Phil Trier – U.S. Bank
Sandra Vargas – Minneapolis Foundation
John Wheaton – Faegre Baker Daniels
David Wilson – Accenture
Chris Wright – Minnesota Timberwolves and Minnesota Lynx
Dave Wright – U.S. Bank

EXECUTIVE COMMITTEE

Collin Barr (Chair) – Ryan Companies
Bill Chopp – Hines Interests
Jay Cowles III – Unity Avenue Associates
Laura Day – Minnesota Twins
Jeff Gendreau – Baker Tilly Virchow Krause
John Griffith – Minnesota Sports Facilities Authority
Brent Hanson – Wells Fargo
Tom Hoch – Hennepin Theatre Trust
Deb Hopp – MSP Communications
Brian Mallaro – Deloitte and Touche
Mike Maney – Ryan Companies
Russ Nelson – NTH Inc.
Steve Poppen – Minnesota Vikings
Al Swintek – CenterPoint Energy
Phil Trier – U.S. Bank
Sandra Vargas – Minneapolis Foundation
John Wheaton – Faegre Baker Daniels
David Wilson – Accenture
Chris Wright – Minnesota Timberwolves and Minnesota Lynx
Dave Wright – U.S. Bank

FINANCE COMMITTEE

Collin Barr – Ryan Companies
Jeff Gendreau – Baker Tilly Virchow Krause
Brent Hanson – Wells Fargo
Tom Hoch – Hennepin Theatre Trust
Elliot Jaffee – U.S. Bank
Brian Mallaro – Deloitte and Touche
Tim O'Connor – Hays Companies

OPERATIONS & SERVICES BUDGET COMMITTEE

Nancy Aleksuk – Swervo Development Corporation
John Campobasso – Kraus Anderson
Dave Dabson – Piedmont Office Realty Trust
Dave Horsman – Minnesota Twins
Joanne Kaufman – Warehouse District Business Association
John Luke – Hilton Minneapolis
Brent Robertson – Jones Lang LaSalle

Nils Snyder – Colliers International
Steve Trulen – Target
Amy Wimmer – Hines Interests
Dave Wright (Chair) – U.S. Bank

SAFEZONE ADVISORY COMMITTEE

Inspector Medaria Arradondo – Minneapolis Police Department
Assistant Chief Matt Clark – Minneapolis Police Department
Ron Cunningham – Hennepin County Probations
Chris Dixon – City of Minneapolis
Jim Durda – Accesso Partners
Mike Freeman – Hennepin County
Adam Harrington – Metro Transit
Chief John Harrington – Metro Transit Police Department
Kris Harris – City Center Realty
Chief Janee Harteau – Minneapolis Police Department
Jeff Heinrich – Block By Block
Major Darrell Huggett – Hennepin County Sherriff Office
David Jeffries – St. Stephen’s Human Services
Steven Katz – Barnes and Thornburg
Joanne Kaufman – Warehouse District Business Association
Kevin Lewis – BOMA Minneapolis
Mike Maney (Chair) – Ryan Companies
Susan Segal – Minneapolis City Attorney
Kevin Stewart – Shorestein
Paul Thigpen – Xcel Entergy
Adam Zieske – Target

TACTICAL URBANISM ADVISORY COMMITTEE

Renee Allen – Minneapolis Police Department
Nick Cichowicz – Downtown Minneapolis
Neighborhood Association
Dan Collison – East Downtown Council
Carol Hejl – Metro Transit
Brette Hjelle – City of Minneapolis, Public Works
David Jeffries – St. Stephen’s Human Services
Joanne Kaufman – Warehouse District Business Association
Maurice Roers – Metro Transit
Lacy Shelby – City of Minneapolis, CPED

STRATEGIC PLAN TASK FORCE

Nancy Aleksuk – Swervo Development Corporation
Dan Collison – East Downtown Council
Dave Dabson – Piedmont Office Realty Trust
Jeff Gendreau – Baker Tilly Virchow Krause
Brent Hanson – Wells Fargo
Tom Hoch – Hennepin Theatre Trust
Kevin Lewis – BOMA Minneapolis
John Luke – Hilton Minneapolis
Amy Wimmer – Hines Interests
Dave Wright – U.S. Bank

MANAGEMENT TEAM

Steve Cramer – Chief Executive Officer
Kathryn Reali – Chief Operating Officer
Leah Wong – VP of Events & Marketing
Jesse Osendorf – Director of Operations
Ben Shardlow – Director of Public Realm Initiatives
Shane Zahn – Director of Safety Initiatives
John Blair – Office Manager
Kristi Haug – Manager of Stakeholder Operations
Mark Remme – Communications Manager
Ahmir Finch – Summer 2014 Step-Up Achieve Intern

SPONSORS & DONORS

Accesso Partners
Ameriprise
AT&T
Caribou Coffee
Clear Channel Outdoor
Friends of Loring Park
Hennepin County
Loring Green East
Merchandising Services
Minneapolis Central Library
Minnesota Twins
MOAC Mall Holdings, LLC
Ryan Companies
Shorestein Properties
Tangletown Gardens
Target
Wells Fargo
YWCA Minneapolis

COMMUNITY PARTNERS

The work done by DID can only be successful if it leverages, complements 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: Blueprint for Community Action, BOMA Minneapolis, City of Minneapolis, Downtown Minneapolis Neighborhood Association, East Downtown Council, Elliot Park Neighborhood Association, Friends of Loring Park, Friends of Triangle Park, Heading Home Hennepin, Hennepin County, Hennepin County Library, Hennepin County Sheriff’s Office, Juxtaposition Arts, Loring Greenway Association, Made Here MN, Major League Baseball, Meet Minneapolis, Mentoring Partnership of Minnesota, Metro Transit, Metro Transit Police Department, Minneapolis Downtown Council, Minneapolis Farmers Market, Minneapolis Foundation, Minneapolis Park and Recreation Board, Minneapolis Parks Foundation, Minneapolis Police Department, Minneapolis Police Reserves, Minneapolis Public Schools, Minneapolis Regional Chamber of Commerce, Minnesota Youth Leadership Academy, The Musicant Group, Nice Ride Minnesota, North Loop Neighborhood Association, Police Activities League, St. Stephen’s Human Services, Step-Up, Trust for Public Land, University of Minnesota College of Design, Urban Land Institute, Warehouse District Business Association, Youth Coordinating Board, and YouthLink.

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.

“We arrived in Downtown Minneapolis earlier today on light rail and found that the skyways were closed and it was -1 degrees! A very helpful, friendly MDID Ambassador helped us quickly find our way to our hotel. Thank you so much for providing this service for visitors on a cold Thanksgiving!”

– Downtown Visitor

“I just want to say what amazing Ambassadors you have on the streets of downtown Minneapolis! A smiling face greets me as soon as I get off the bus in the morning, and as I walk back in the afternoon. I see the team monitor, clean up, provide directions, answer questions, and make people feel a little bit safer; all with a smile. Whoever’s doing the hiring at DID has scored an A+ with me! Treat them well and keep them happy – because they do a great job for us who live and work downtown!”

– Downtown Employee

“A couple weeks ago, I was crossing the street when my walker got stuck in the train tracks and I fell down. A DID Ambassador ran over to assist me; she got my walker out [of] the train tracks and escorted me all the way to HCMC. There are no words to describe how thankful I am for her help. Thank you so much MDID for your services and all that you do in downtown Minneapolis.”

– Downtown Resident

“The impact DID has had on our downtown is tremendous. Keep up the great work.”

– Downtown Property Owner



At MDID 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 the MDID or to provide important feedback about our services, please contact us at:

Business Office: 612.338.3807

Ambassador Hotline: 612.332.1111

81 South 9th St. #260

Minneapolis, MN 55402

info@MinneapolisDID.com

www.MinneapolisDID.com

