



Downtown
Improvement
District

Operating Plan 2024

Mpls Downtown Improvement District and Vibrant & Safe Downtown

We are pleased to present you with this overview of the DID services proposed for 2024.

We are pleased to share an overview of the Mpls Downtown Improvement District (DID) services proposed for 2024. These services are focused on serving the needs of our community and ratepayers, creating a stronger downtown Minneapolis. We are presenting services that will impact downtown's current landscape funded by a fiscally-responsible budget. We remain committed to creating and maintaining a greener, cleaner, safer and more vibrant downtown that includes initiatives enhancing public spaces and public safety efforts. Our commitment to this work that we have done for more than a decade continues. Our Ambassador program provides a visible presence, enhancing public safety and making downtown shine. Our full team works together to advance our current initiatives and continue to develop solutions to complex public space challenges. We appreciate your ongoing support and partnership as we work to keep our downtown moving forward.

We look forward to working with you in 2024.

Learn more about the
2024 Operating Plan
at DID's open house
during our First
Tuesday Social at the
DID Nicollet Office:

**Tuesday,
Sept. 5
3-5 pm**

About DID Services and Budget

The frequency of services delivered is determined based upon what is needed to achieve a consistent standard throughout the District. Areas with higher pedestrian traffic or usage require greater frequency and/or faster response times. DID's service areas have been determined, in part, based upon these anticipated response times and frequencies. On rare occasions, some DID services may occur on private property when doing so benefits the broader area, furthers the mission of the DID and may be coordinated through a fee-for-service contract. As with any business, we must invest in added services to yield the greatest outcomes. We must remain vigilant in making downtown attractive to business investment. While focusing on our goal to provide services, we also seek competitive pricing and cost controls. We are anticipating that the current inflationary pressure, along with a competitive job market with increasing wages, will significantly impact our ability to control costs, resulting in a budget increase for 2024. The past few years we have been able to provide some relief to budget increases with the use of reserves that were generated in previous years. In order to maintain a responsible level of reserves, this cannot be done in 2024. Therefore, the budget increase of 3.85% over 2023 represents a 7.83% increase in assessments.

In addition, the annual year-over-year percent variance for each property is impacted by its linear frontage and gross building area relative to the overall district. Any annual changes to the assessor's data for properties, changes in property type or uses, or fluctuations in the budget relative to allocations between linear and gross building area services can also impact amounts applied. DID would like to thank the following members of the Budget & Operations Committee for their efforts in preparing this budget and providing on-going oversight of the services during 2023: Nancy Aleksuk - Swervo, Katie Bongard - Transwestern (Chair), Ted Campbell - Ryan Compaines, Emily Culpepper - JLL, Jay Garrett - Marriot City Center, Dave Horsman - MN Twins, Jane Mauer - Tartan Investment, Eric Merriman - Thrivent, Paige Morton - KrausAnderson, Tim Murray - Murray's, Kevin Quiring - Resident, Ronnie Ragoff - Shorenshtein, Seth Redfield - Piedmont, Caitlin Schouviller - Hines, Jennifer Swanson - City of Minneapolis, and Steve Trulen - Target.



"On Friday, (Alfonso) assisted us during our walk downtown. We were uncertain of the location of the restaurant. Alfonso called in to find the location and walked us part way... all the while picking up litter to keep the street clean. He was so welcoming and friendly. I'm impressed by your program and appreciate the ambassadors being around to help. Thank you!"

– Downtown Visitor

New Initiatives

The DID remains committed to implementing new initiatives that fulfill and expand our services to best fit the needs of the District. In 2023, DID added several new initiatives. In collaboration with Hennepin County and the City of Minneapolis, we added a second social worker dedicated to the downtown area enabling us to extend hours and outreach efforts by meeting those in need 5 days a week from 9am – 9pm. Also new in 2023, DID introduced the Nicollet xChange—a sustainable community marketplace, which featured food trucks on Nicollet, entertainment, giveaways, and a clothing and home goods item swap exchange. Our street level Nicollet office continues to be a valued resource to many downtown, offering public restrooms, charging stations and a place to connect to downtown and each other. Weekly activities that are designed to welcome and engage with the community are offered in the Nicollet Office every Tuesday. All of these activities are planned to continue into 2024. The 2024 budget also includes support to continue our work providing a free community storage program, developing more collaborative programming at "The Alley Project" and furthering our work in promoting more sustainable greening practices within the District. Most importantly, DID continues to listen and adjust to the needs of the community in order to achieve our core mission of contributing to a strong downtown. These actions and recommendations remain consistent with our mission and responsibility to serve the District daily while providing the best possible services and results.



About DID

DID's mission is to support, preserve, create, and enhance a vibrant, competitive and thriving downtown that attracts and retains businesses, employees, residents, and visitors. To that end, DID pursues service goals: To create/support a competitive and thriving downtown through effective provision of green, safe, and vibrant activities; to pool resources and bring more effective implementation of services and initiatives; to bring a sustainable funding source to long-term initiatives; and to create an ecosystem that encourages a thriving public space in support of retailers and businesses, welcoming all employees, visitors and residents to enjoy.

DID Assessment Method & Payments

The assessment methodology charges properties proportionate to the costs of delivering the services needed for a consistent outcome throughout the District. Services needed are related to the usage in each area and, in turn, usage is affected by the density of pedestrians. Pedestrian density is captured in three ways: 1.) linear frontage, 2.) gross building area, and 3.) frequency/speed of services needed. The first two components are obtained from Hennepin County and the City of Minneapolis records. The third, frequency of services needed, was determined as described in the service level area (right). Costs are then allocated between those delivered on a linear basis (e.g. cleaning) and those whose delivery is more closely related to overall density (e.g. greening is placed where there are more eyes to enjoy it). A charge per linear foot and a charge per gross building square foot is calculated and then applied to each property pro-rated by service level area (Premium: 100 percent, Standard: 50 percent). Please contact DID with questions about the calculation for a specific property (or to identify the lineal frontage, GBA, or service level for the property). Subject to approval of the Operating Plan, 2024 DID charges will be combined with special assessments on Hennepin County property tax statements, payable 2024. Residential and certain non-profit properties are exempt from paying service charges for the DID (although many have opted to pay voluntarily since they too receive services). Please contact DID if you represent an exempt property and would like to contribute or would like DID to present the program to your board for consideration.



The District is divided into two service level areas: **Premium** 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 annually as needed to reflect any land use changes that result in changes to pedestrian activity patterns and intensity.



2024 Services Plan & Estimated Budget

SERVICE CHARGES	LF	GBA	2024
Service Charges	\$2,173,674	\$5,418,516	\$7,592,190
Voluntary Opt-in charge	\$374,046	\$ 473,694	\$847,740
Total Sources	\$2,547,720	\$5,892,210	\$8,439,930
Cost of Delivering Service			
Safe: Ambassadors to patrol sidewalks as "eyes & ears"; provide greeter/hospitality services; & address aggressive behaviors (panhandling, inebriates, intimidating behavior). Other Safe initiatives include: Radiolink, camera monitoring, security camera registration program, Street activations, Bar Watch, and Courtwatch.	\$1,114,970	\$1,593,844	\$2,708,814
Livability & Outreach: Police Reserves, Youth outreach, housing & treatment liaisons, Livability team, Strategic Justice Partnership	—	672,426	672,426
Clean: Litter, trash and recycling programs; Graffiti abatement; Wash streetscape surfaces; Pressure-wash sidewalks; Sidewalk Weed removal; Snow tidying on sidewalk corners & pedestrian ramps (property owners will still manage first-response snow services.) Document; report, & follow-up on private property & public agency issues.	804,894	940,974	1,745,868
Greening & Public Realm: Plan, provide, install, & maintain seasonal & permanent green features in multiple locations downtown. Serve as a resource to property owners who want to implementing greening. Tactical Urbanism.	—	494,935	494,935
Public Area Maintenance	—	288,750	288,750
Snow: Snow & ice melt services on Nicollet Mall.	—	271,049	271,049
Community Relations & Engagement: Community resources and activities, annual communications, informational signage, website and social media, issue specific awareness campaigns, awards, community organization support, stakeholder outreach activities and resources.	—	178,167	178,167
Program Management: Staff & professional services for planning & implementation of new initiatives and DID operations.	510,440	1,180,513	1,690,953
Administration: Facilities, parking, supplies, postage, equipment, professional services, insurance, telephone, IT, financing costs, bank fees, & other administrative expenses.	117,416	271,552	388,968
Contingency		—	—
Total District Uses	\$2,547,720	\$5,892,210	\$8,439,930

The DID Model and Governance

DID is patterned after many other successful business improvement districts that exist in downtown areas nationwide, where services are performed to provide a greener, cleaner, safer and better downtown. Studies have reflected that businesses, employees and residents are more likely to want to locate where these services are performed. DID uses the same policies, quality and cost controls demanded by businesses when managing private properties. We provide transparency in all functions, efficiencies procurement and implementation methods, as well as accountability. An independent audit of DID is delivered to the City of Minneapolis by April 30 of each year. DID is a 501(c)6 non-profit organization with a wholly controlled 501(c)3 subsidiary, Vibrant and Safe Downtown. DID is governed by a Board of Directors comprised of business leadership who bring a broad depth and breadth of expertise to the oversight of DID operations. The membership of the Board will change from time to time as terms are filled or expire. The membership as of August 1, 2023 was as follows:

Board of Directors

Christine Ackerman - Sleep Number
Sarah Anderson - BOMA
Troy Blizzard - Mortenson
Katie Bongard - Transwestern
Shelley Carthen Watson - YWCA Of Mpls
Joseph Cecere - Little & Company
Jennifer Christiaansen - Perkins+Will
Kerry Cooley Bruggemann - Michaud Cooley Erickson
Anna Coskran - NTH, Inc.
Jeffrey Cotter - Deluxe
John Cowles III - Knudsen | Cowles
Steve Cramer - mpls downtown council
Toby Dayton - LinkUp
Jennifer DeCubellis - Hennepin Healthcare
Peter Diessner - Kraus-Anderson
Louis DiLorenzo Jr. - Deloitte & Touche LLP
Todd Duesing - Hennepin Theatre Trust
Krista Dusil - National Marrow Donor Program
Paul Edlund - J Benson Construction
David Fhima - Fhima's Minneapolis | Mother Dough | Artisans & Spice
Brent Foerster - Meet Minneapolis
Mark Gherity - RBC Wealth Management
Michael Goar - Catholic Charities
Jacob Graff - Cordia Energy
Patricia Grazzini - Mia
Andrew Grey - U.S. Bank
Timothy Hager - North Central University
Andrew Hansen - Fox Rothschild
Heather Harnisch - Target Corporation
Timothy Hart-Andersen - Westminster Presbyterian Church
Ben Hawn - Pohlad Companies
Ann Heinzer - Hotel Indigo Minneapolis
Meike Hengelfelt - CenterPoint Energy
Steve Herron - Zeller Realty Group
Trent Johnson - PCL Construction Services
Sargent Johnson - Hines Interests

Tom Jollie - Padilla
Louis King - Summit Academy
Deb Kolar - Accesso Services
Carrie Kosla - Huntington National Bank
Bella Lam - Coconut Whisk Cafe
Jay Lindgren - Dorsey & Whitney, LLP
Karin Lucas - SPS Commerce (CHAIR)
Jonathan Marks - Johnson Controls
John Marshall - Xcel Energy
George McCrary - YMCA of The North
Eric Merriman - Thrivent Financial
Andrew Miller - Minnesota Vikings
Adair Mosley - African American Leadership Forum Twin Cities
Nick Murnane - The Opus Group
Joel Nichols - University of St. Thomas
Brian Pietsch - Ameriprise Financial
Ronnie Ragoff - Shorenstein
Steven Ryan - Taft Stettinius & Hollister LLP
Mike Ryan - Ryan Companies
Tom Schnettler - Piper Sandler Companies
David Serrano - RSP Architects, Ltd
Erin Sexton - Mayo Clinic
Ari Silkey - Amazon
Buffy Smith - Doherty Family College
Josh Stowers - HGA
Sarah Strehl - ECMC Group
Ryan Tanke - MN Timberwolves & MN Lynx
Lica Tomizuka - Faegre Drinker Biddle & Reath
Lonna Torchia - Weidner Apartment Homes
Rosemary Ugboajah - Neka Creative
Chad Vaske - Accenture
James Vos - Cresa Minneapolis
Abdi Warsame - Minneapolis Public Housing Authority
Jonathan Weinhausen - Mpls Regional Chamber
Jonathan Wendroff - Comcast Corporation
Meka White Morris - Minnesota Twins
Tom Whitlock - Damon Farber Associates

"Thank you so much for helping us get around when we visited from Canada, made us feel very welcome and safe when Glenn showed us from our hotel to The Hen House!"

– Downtown Visitor



"I just wanted to give a special thanks to Elise. She was so incredibly wonderful and provided not only directions but helped show me the way to my destination. She is absolutely part of what makes Minneapolis great!"

– Downtown Visitor



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