



Downtown
Improvement
District

2024 Annual Report

Mpls Downtown Improvement District
& Vibrant and Safe Downtown



Dear Downtown Stakeholder,

As we reflect on the past year, we're proud to share a snapshot of what makes downtown Minneapolis an evolving, inclusive, and energetic place to be. This annual report tells a story not only of continued progress, but of a community that shows up for each other—every day, in every season.

2024 was a milestone year for the Mpls Downtown Improvement District. We celebrated 15 years of our Ambassador Program—one of many ways we show up to keep downtown clean, safe, and welcoming. From adding new equipment to elevate street services, to championing environmental sustainability through greening initiatives and community rain gardens, our commitment to creating a thriving urban core remains unwavering.

What stands out most isn't just the stats, events, or activations—it's the people. Our Ambassadors, partners, neighbors, and visitors continue to shape a downtown experience rooted in hospitality, vibrancy, and care. Whether assisting a first-time skyway explorer, supporting our late-night scene through Warehouse District Live, or planting trees to grow our urban canopy, the energy is palpable: downtown is moving forward with purpose.

As we look to the future, we're continuing to build on this momentum—through innovation, sustainability, and collaboration. In partnership with **Mpls Downtown Council**, we're advancing **Downtown by Design 2035**, a shared vision for a more inclusive, vibrant, and resilient downtown. This community-driven roadmap is helping guide investments in public space, economic opportunity, and connection.

We hope this report gives you a sense of what we've achieved together—and what's possible when we collaborate with heart and intention. As we step into the coming year, we look forward to continuing the work with you: innovating, adapting, and investing in a downtown that reflects the best of all of us.

Let's continue building a bold future for downtown Minneapolis—together.

John Marshall
2025 Chair, Board of Directors
Regional Vice President
Xcel Energy

Adam Duinink
President & CEO
mpls downtown council
Mpls Downtown Improvement District

Clean



Bags of trash removed in 2024:
40,242
Total since inception:
506,818



Graffiti tags removed in 2024:
8,721
Total since inception:
94,079

Green



Annuals and perennials
planted in 2024:
15,425
Total since inception:
237,405

Safe



Pedestrians assisted in 2024:
97,288
Total since inception:
1,465,160

More



Recycling bags in 2024:
5,986
Gum spots removed:
8,194
Snow tidying – corners cleared:
744



Activations and Programs

Nicollet xChange

This year from June through August, the Nicollet xChange transformed Nicollet from 8th Street to 9th Street into a sustainable marketplace. The xChange, held over the lunch hour on Tuesdays, featured food trucks, informational tabling from community groups, and swap store where community members could swap clothing and household goods. The program welcomed over 2,200 people and 453 exchanges were made at the swap store.

The Alley Project

The Alley Project, located on the 900 Hennepin block, continued to be a hub of creative engagement within the district. The community space hosted a variety of events throughout the year, including a basketball tournament, street art workshops, and youth-focused events such as a Build-A-Skateboard activity with FAIR School of Arts.

Downtown Minneapolis Street Art Festival

The Downtown Minneapolis Street Art Festival celebrated its 6th year downtown on August 10th and 11th. The festival welcomed 27 artists from 3 countries and 6 states. For the first time, the festival partnered with Jackalope Arts to produce an indie artisan fair that featured over 100 local artists and vendors. Thousands of people attended the festival this year and enjoyed other festival activities including live performances, games, crafts, food trucks, and more.

Street Eats

Nicollet Street Eats, a food cart incubator initiative created in partnership with the Northside Economic Opportunity Network (NEON), returned to Nicollet for a fourth year. Jones in Your Bones BBQ was the featured vendor and delivered unique and ready-to-eat food options to the street scene on Nicollet.

Nicollet Community Space

The Nicollet Community Space continued to be a hub of community connection and engagement. The space offered additional programming on Tuesday afternoons including First Tuesday Socials, Learning Tuesdays, Service Tuesdays, and Wellness Tuesdays. The space welcomed over 10,000 visitors and offered resources such as restroom and water fountain access.

Beyond the Box

Developed in collaboration with MN Fringe, Beyond the Box returned for a fourth year of groundbreaking performances at Xcel Energy Plaza. Beyond the Box provides local artists and organizations with programming support to develop public performances in non-traditional spaces. 2024 featured performances such as Say It! Sing It! Play It! In Cherokee, Atop the Above, and Library of the Dreamless.

Warehouse District Live

For a second year, DID planned and managed a full season of Warehouse District Live in partnership with the City of Minneapolis and Meet Minneapolis. The enhanced pedestrian area and event series offered food trucks, seating and activities to late-night patrons. Special weekend activations included karaoke, art installations, games and more.



Safety | Livability

Safety Communications

DID's Safety Communications Center (SCC), currently located within the Minneapolis Police Department's 1st Precinct, continues to serve as the safety information hub for the district. In 2025, the SCC will move to the new 1st Precinct building, further enhancing its capabilities. Dispatch Ambassadors, who staff the Safety Communications Center, respond to requests for Ambassadors on the street, communicate with outreach services for people in need, monitor public area cameras, and collaborate with private security. This year, the SCC staffed over 8,800 hours and logged over 106,000 radio transmissions.

Downtown Community Storage

The Downtown Community Storage program, a free storage program for those in downtown, continued to grow and has reached full capacity in the lower level of Ramp B.

- 500+** active clients at any given time
- 779** intakes for new clients
- 460** retrievals of belongings
- 44** average in-person visits per day

Downtown Safety Update Sessions

DID continued its partnership with the Minneapolis 1st Precinct Crime Prevention Specialists to facilitate free safety update sessions for employers, tenants and residents of the downtown community. These safety sessions cover the safety trends of downtown, provide prevention tips for various safety scenarios, and identify safety resources and initiatives throughout downtown.

Outreach Groups

DID collaborated with community outreach teams to support violence interruption and community engagement efforts downtown. Meanwhile, the DID Livability Team and Hennepin County Social Workers remained active daily, assisting those in need by providing services, referrals, transportation, and hospitality support.



Nicollet Security

In June 2024, DID launched a new security program on Nicollet Mall to enhance safety and create a more welcoming environment. Initially introduced as a pilot, the program's success over the summer led to its extension, and it remains in operation today. By strategically positioning additional security personnel along Nicollet Mall, the program has strengthened safety efforts and provided valuable support to the community.

2024 Impact:

- 322** total interactions
- 1,500** miles patrolled on Nicollet Mall

IKE Kiosks

In 2024, DID launched the IKE Kiosks—interactive, self-service digital stations designed to improve wayfinding and foster community engagement. A total of 12 kiosks were installed in downtown in 2024, with 8 more planned for 2025.



Photo courtesy Kurt Moses Photography



Photo courtesy Hoskovec Photography

Greening

MN GreenCorps and Climate Impact Corps

As a part of DID's Sustainability team, Americorps members focus on projects related to sustainability and greening within the district. Their work includes monitoring, planting, and watering trees, analyzing tree and soil data, piloting educational signage projects, supporting neighborhood volunteers, and more.

Downtown's Urban Canopy

In 2024, the DID Sustainability Team focused on tree monitoring and care to grow the urban tree canopy. Their work included planting 111 trees through the Elliot Park Canopy Project and watering 315 newly planted street trees, contributing to a 91% average survival rate. They also engaged 60 community members through four tree-watering events and visited 1,936 street trees from June to November to track growth and assess health concerns. These efforts support a healthier, greener downtown while fostering community involvement in urban forestry.

Adopt a Rain Garden:

For a second year DID partnered with the City of Minneapolis on the Adopt a Rain Garden program which focused on improving the greening and sustainability of rain gardens and boulevard gardens throughout downtown. In 2024, 60 rain gardens were adopted by community members and businesses that dedicated time to removing litter, planting native plant species, and monitoring plant health.



Photo courtesy Kurt Moses Photography

2024 Greening and Public Realm Award Winners

Small Green Space
Minneapolis College

Large Green Space
Loring Greenway

Public Art
'Rockman' by Tom Otterness

Activated Space
Peavey Plaza

Façade
Café and Bar Lurcat

Outdoor Café/Patio:
The Monte Carlo

Public Realm Improvement
3rd Avenue Bridge Reconstruction

Best Tree
Cottonwood in Water Works Park

Best Adopted Rain Garden
St. Olaf Boulevard Gardens

Sustainable Greening
Westminster Presbyterian

"I had a pleasant experience with a DID Ambassador recently – They were very nice and professional while cleaning graffiti off of the wall outside Whole Foods Market. It's good to see the DID so quick to help keep the city and buildings beautiful!"

– downtown employee



Ambassadors

In 2024, DID celebrated the 15th anniversary of the Ambassador Program, which first hit the streets of downtown Minneapolis on July 1, 2009. This milestone year was marked by the Ambassadors' continued dedication to being the friendly, welcoming faces of downtown—offering directions, restaurant recommendations, things to do, and general assistance to visitors and locals alike. Ambassadors also remained hard at work keeping our streets clean, watering plants, and watching out for the safety and comfort of everyone downtown. DID introduced new equipment in 2024, including four new electric street sweepers, upgraded pressure washing brooms, a Kubota utility vehicle, and a fully electric Polaris Kinetic Ranger. Throughout the year, Ambassadors also helped create a warm welcome for fans attending Twins, Timberwolves, and Lynx games, and provided support during major festivals and conventions across the city.

2024 AMBASSADOR OF THE YEAR



Congratulations Dave Hallenberger!

Dave has been a dedicated member of the DID Ambassador Program since its inception, exemplifying the role of an Ambassador for over 15 years. His passion for downtown shines through every day, and his contributions to the special projects team have been invaluable in shaping efficient trash routes, flower watering schedules, and power-washing services. Beyond that, Dave played a key role in developing the Standard Operating Procedures

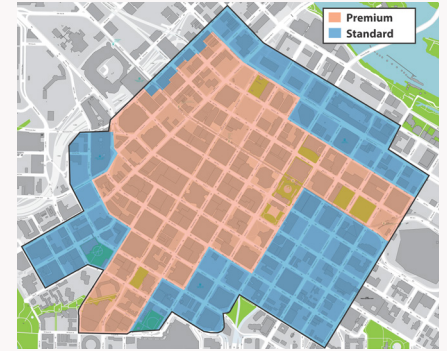
for the DID's maintenance and services along Nicollet Mall and Hennepin Avenue. His commitment to keeping downtown clean, safe, and vibrant is truly commendable.

Thank you, Dave, for your hard work and dedication!

"We were looking a little lost leaving a Twins game when an ambassador approached to offer assistance. We travel frequently and I've never experienced such hospitality from someone who wasn't hired by us to serve as a guide. He walked us to Target Center for the Wolves game, showed us where we could buy Wolves merchandise, and told us about other events in the city. Every major U.S. city should have an ambassador program. This was our first trip to MN, and because of the way DID made us feel, it won't be our last."

— downtown visitor

DID Service Levels



The district is divided into two service levels: **Premium** and **Standard**. The areas were determined based upon the level of pedestrian activity and the resulting need for intensity of service to maintain a consistent standard. These service levels can be modified as needed to reflect any land use changes that result in changes to pedestrian activity patterns and intensity.

The Mpls Downtown Improvement District is funded primarily by downtown Minneapolis commercial property owners within the District.

To learn more about the DID or to provide important feedback about our services, please contact us at:

Business Office: 612.338.3807
81 South 9th St. #260,
Minneapolis, MN 55402

Nicollet Community Space:
651 Nicollet Mall #105
Minneapolis, MN 55402

Info@MplsDID.com

Ambassador Hotline: 612.332.1111



Downtown Improvement District

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 someone without access to the web, please direct them to us and we will gladly provide a printed copy.

Financials & Governance

The Mpls Downtown Improvement District (DID) is a business-led, 501c6 non-profit that leads and collaborates to create a clean, green, safe, and vibrant downtown by convening, developing solutions, activating and continuously improving existing programs.

DID is primarily funded by special service assessments authorized by a City of Minneapolis ordinance. By state statute, only commercial properties are required to pay the DID assessment, but, as all properties benefit from an improved public realm downtown, some non-profit, government and residential properties voluntarily contribute. More than 64 million square feet of Gross Building Area (GBA) are located within the 120 block boundaries of the DID. Properties are assessed for direct lineal services based on lineal frontage and for more globally benefiting services based on GBA. Charges are prorated to properties based on its location within the pedestrian service level area. This three-part method best reflects the volume of people needing service and the level of services delivered.

Vibrant and Safe Downtown is an organization that brings together the public and private sectors to make the heart of downtown safe and welcoming for those who live, work and visit here. In December 2004, the downtown business community approached city leadership to ask for efforts to increase downtown safety. As a result, Vibrant and Safe Downtown was formed by the Minneapolis Police Department. In July 2009, Vibrant and Safe Downtown became a subsidiary of the DID. The organization focuses on public safety through leveraging collaborative partnerships, technology, communication resources and strategic initiatives.

The Board of Directors is comprised of downtown property owners, employers, residents and leaders representing key constituencies and areas of expertise. The by-laws of the DID and the mpls downtown council require all of the same individuals to service on the boards of both organizations, establishing DID as a wholly controlled subsidiary of mdc. DID staff oversee vendors, develop programs advocate for the public realm, communication with stakeholders and administer the organization.



Financial Statement

	2024		2025
	City Contract Budget	City Contract Actual	Variance
Service Charges	\$8,439,930	\$8,439,930	-
Release from reserves	-	57,933	57,933
Total Sources	\$8,439,930	\$8,497,863	\$57,933
Safe	\$2,708,814	\$2,737,402	\$28,588
Livability & Outreach	672,426	\$576,390	\$(96,036)
Clean	1,745,868	1,737,673	(8,195)
Greening & Public Realm	494,935	428,938	(65,997)
Maintenance of Public Areas	288,750	221,597	(67,153)
Snow	271,049	223,655	(47,394)
Community Relations & Engagement	178,167	165,497	(12,670)
Program Management	1,690,953	1,687,784	(3,169)
Administration	388,968	436,741	47,773
Contingency	-	-	-
Reserves funded		282,186	282,186
Total District Uses	\$8,439,930	\$8,497,863	\$57,933
Sources in Excess of Uses	-	-	-

The combined 2024 financial activity of the Mpls Downtown Improvement District and Vibrant & Safe Downtown were audited by an independent audit firm. To receive a copy of the audited statements, please contact Kathryn Reali at 612-338-3807 or kreali@mplsdid.com

2024 Board, Committees & Partners

BOARD OF DIRECTORS

Christine Ackerman – Sleep Number
Joel Akason – Kraus-Anderson
Sarah Anderson – BOMA Greater Minneapolis
Troy Blizzard – Mortenson
Bill Boehm – RBC Wealth Management
Dan Boivin – Alliance
Katie Bongard – Transwestern*
Jeff Callinan – JE Dunn
Julia Carlson – Wells Fargo Bank, NA*
Shelley Carthen Watson – YWCA Of Minneapolis
Joseph Cecere – Little & Company
Laura Cederberg – University of Minnesota
Jennifer Christiaansen – Perkins+Will
Michael Clark – Renaissance Minneapolis Hotel, The Depot
Kerry Cooley Bruggemann – Heron Lake Group
Anna Coskran – NTH, Inc.*
Jeffrey Cotter – Deluxe
Jay Cowles – Knudsen | Cowles
Jennifer DeCubellis – Hennepin Healthcare
Louis DiLorenzo Jr. – Deloitte & Touche LLP
Todd Duesing – Hennepin Arts
Adam Duininck – mpls downtown council
Krista Dusil – Medica*
Paul Edlund – J Benson Construction
Jhaelynn Elam – B Suite
Sonnie Elliott – Taft Stettinius & Hollister LLP
David Fhima – Fhima's Minneapolis
Erin Fitzgerald – Willow Peak
Bob Gardner – Gardner Builders
Michael Goar – Catholic Charities
Jacob Graff – Cordia Energy
Patricia Grazzini – Mia
Andrew Grey – U.S. Bank*
Dan Griffith – The Basilica of Saint Mary
Steve Grove – Star Tribune
Mari Guttman – Minnesota Twins*
Andrew Hansen – Fox Rothschild
Heather Harnisch – Target Corporation*
Ben Hawn – Pohlads Companies*
Meike Hengelfelt – CenterPoint Energy*
Steve Herron – Zeller Realty Group
PJ Hill – NorthRock Partners
Sargent Johnson – Hines Interests
Trent Johnson – PCL Construction Services, Inc.
Tom Jollie – Padilla
Joy King – Animal Humane Society
Louis King – Summit Academy
Deb Kolar – Accesso Services Inc.
Jay Lindgren – Dorsey & Whitney, LLP
Christy Loy – Meet Minneapolis
Karin Lucas – SPS Commerce, Chair*
John Marshall – Xcel Energy
George McCrary – Resident
Jennifer Menk – YMCA of The North
Eric Merriman – Thrivent Financial

Adair Mosley – African American Leadership Forum Twin Cities
Nick Murnane – The Opus Group
Brian Pietsch – Ameriprise Financial*
Shawn Quant – Piper Sandler Companies
Kevin Quiring – Special Olympics Minnesota
Ronnie Ragoff – Shorestein*
John Rent – Associated Bank
Kathy Rumpza – Minneapolis College
Mike Ryan – Ryan Companies
Carrie Scatena – Huntington National Bank
David Serrano – RSP Architects, Ltd
Ari Silkey – Amazon - Technology Development Center*
Buffy Smith – Dougherty Family College
Josh Stowers – HGA
Sarah Strehl – ECMC Group
Ryan Tanke – Minnesota Timberwolves & Minnesota Lynx
Lica Tomizuka – Faegre Drinker Biddle & Reath LLP*
Rosemary Ugboajah – Neka Creative
Chad Vaske – Accenture
James Vos – Savills Minneapolis*
Abdi Warsame – Minneapolis Public Housing Authority
Jonathan Weinhausen – Mpls Regional Chamber
Jonathan Wendroff – Comcast Corporation
Tom Whitlock – Damon Farber Associates*

FINANCE COMMITTEE

Troy Blizzard – Mortenson
Elizabeth Brama – Taft Stettinius & Hollister LLP
Krista Dusil – Medica, Chair
Matt Haggerty – RSM
David Ketcham – Piedmont
Samantha Lang – Grant Thornton, LLC
Katin Lucas – SPS Commerce
John Marshall – Xcel Energy, Vice Chair
Mike Salmen – Transwestern

BUDGET & OPERATIONS COMMITTEE

Nancy Aleksuk – Swervo
Katie Bongard – Transwestern, Chair
Ted Campbell – Newmark
Emily Culpepper – JLL
Lee Davis – Target
Jay Garrett – Marriott City Center
Dave Horsman – Minnesota Twins
Andrew Johnson – Hennepin Arts
Jane Mauer – Tartan Investment Company
Eric Merriman – Thrivent Financial
Tim Murray – Murray's Restaurant
Kevin Quiring – Special Olympics Minnesota
Ronnie Ragoff – Shorestein
Seth Redfield – Piedmont
Caitlin Schouviller – Hines
Jennifer Swanson – City of Minneapolis

DOWNTOWN SAFETY COLLABORATIVE

Nancy Aleksuk – Swervo
Sarah Anderson – BOMA
Jeff Beahen – Minnesota Twins
David Bernstein – City of Minneapolis
Mark Deming – Xcel Energy
Mike Goldstien – Pohlads Companies
Rick Grates – Metro Transit Police
Daniel Hallberg – Hennepin Healthcare
Amanda Harrington – City of Minneapolis
Matthew Hartung – City of Minneapolis
Teig Hutchison – JLL
Justice Krumwiede – Stoel Rives
Mike Maney – Ryan Companies
Maureen McGovern – Wells Fargo
Chip McSherry – ECMC Group
Kerry Meyer – Hennepin County
Billy Peterson – Minneapolis Police Department
Richard Raymond – Metro Transit Police
Callie Ronkowski – Newmark
David Sailer-Haugland – Minnesota Orchestra
Surya Saxena – Greene Espel PLLP
Holly Schultz – Target Corporation
Joe Tamburino – Tamburino Law Group
David VanHee – Wells Fargo Bank
LaVelle Warfield – Block by Block

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.



*Members are also part of the Executive Committee