



Downtown
Improvement
District

2022 Annual Report

Mpls Downtown Improvement District
& Vibrant and Safe Downtown

Dear Downtown Stakeholder,

As we write to you collectively for the first time with Karin as board chair, we are so excited about the direction our downtown is headed and the shared work we will do together moving forward.

I (Karin) am a downtown resident and worker. I walk to SPS Commerce every day, making my way through the DID service area on my way to the office. I see first-hand the impact our DID Ambassadors have greeting people, the way added greening helps change the dynamics of city blocks, and just how clean our streets are with the help of DID resources. That, along with the leadership provided and the work done in the areas of safety, outreach, and activation serves to engage the downtown community in so many ways. It makes me proud to help lead DID over the next couple of years. Our downtown's strength is critical to our city, state and region, and I am confident we will get even stronger together.

There is no doubt that our downtown has rebounded and is on a strong trajectory moving into 2023. Over the past year, we saw enthusiasm and confidence in downtown restored. Our offices are filling up, with nearly 64 percent of downtown workers returning in some capacity each week. More than 8.6 million people returned for sports, concerts, shows and major events—nearing pre-pandemic levels. Our Ambassadors met you where you were—both on the streets and in the skyways, providing a friendly face and a helping hand as you live, work or play downtown.

Looking ahead to 2023, we will be guided by our updated strategic plan, emphasizing our strong existing programs and working to expand services where possible, to the skyway, with our community storage program, and further development of activation programs such as The Alley Project, and weekly programming along Nicollet. All of this work will be done with the goal of providing a welcoming, inclusive and fun downtown

We are excited about the path ahead and working with you to help downtown Minneapolis be the thriving, dynamic, must-experience, heart of our city that we all look forward to sharing.



Karin Lucas
Chair, Board of Directors
SVP, Chief Customer Support Officer
SPS Commerce



Steve Cramer
President & CEO
mpls downtown council
Mpls Downtown Improvement District

Clean

Bags of trash removed
in 2022:

36,838

Total since inception:

424,724

Graffiti tags removed in 2022:

8,430

Total since inception:

76,049



Green

Annuals and perennials
planted in 2022:

11,754

Total since inception:

205,630

Weeds removed (block faces) in 2022:

4,048

Total since inception:

22,343



Safe

Pedestrians assisted in 2022:

71,451

Total since inception:

1,241,878



More

Recycling bags filled in 2022:

3,618

Total since inception:

33,872



Photo courtesy Tony Nelson Photography

Nicollet Activations

Photo courtesy Kurt Moses Photography

Downtown Thursdays

On the third Thursday of each month, we partnered to produce Downtown Thursdays – which included additional activities and programming on Nicollet to add to the Nicollet Farmers + Makers Market experience that took place every Thursday throughout the summer. Downtown Thursdays featured additional craft markets, free giveaways, ready-to-eat food vendors, food trucks, MN Fringe Beyond the Box performances, music, dancers and more.



Photo courtesy Tony Nelson Photography

Street Eats

Created in partnership with the Northside Economic Opportunity Network, Nicollet Street Eats, a food cart incubator initiative, launched in 2022 with vendor Bougie Waffles to deliver more ready-to-eat food options for our street food scene and to add to the Nicollet Farmers + Makers Market experience.

Downtown Minneapolis Street Art Festival

The Downtown Minneapolis Street Art Festival, a collaboration between the DID and the Hennepin Theatre Trust, returned for its fourth year, featured its largest lineup to date, and welcomed over 11,000 visitors. This year's festival featured 19 largescale chalk installations, seven spray paint muralists, four artist-led activities, food trucks, a makers market, and a Bad Bad Hats concert on Nicollet.



The Alley Project

The Alley Project, located on the 900 Hennepin Block, transformed an underutilized public space into a hub of creative engagement with students, neighbors and theater patrons. The alley, previously only used for deliveries, now features an immersive mural, tables and seating, greening, and has hosted over 300 hours of activation, including Hennepin Theatre Trust's 5 to 10 event series, students from the FAIR School for the Arts and the University of St. Thomas, and Alley Cats – a celebration for the opening night of CATS the Broadway Musical at the Orpheum Theatre.

Nicollet Office

This year, the Nicollet Office expanded its hours, launched Nicollet Tuesdays and saw an increase in visitorship. The Nicollet Office remained open throughout the winter with limited hours to continue offering services to the downtown community. Each Tuesday of the month featured additional programming, including: First Tuesday Socials, Learning Tuesdays, Service Tuesdays, and Wellness Tuesdays. With extended hours and increased programming, the Nicollet Office saw an increase in visitorship in 2022 with over 6,800 visitors resulting in 860 hours of service time.

Beyond the Box with MN Fringe

Developed in collaboration with MN Fringe, Beyond the Box returned for a third 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. 2022 featured three artist collaborations presenting six new performances at Xcel Energy Plaza, including:

- Timothy Berry
- Thi Vu
- MIRAGE Performing Arts

Safety/ Livability

Operation Endeavor

The DID Safety Communications Center, Ambassadors and outreach groups played a role in Operation Endeavor, a 90-day initiative from the City of Minneapolis Office of Community Safety aimed to reduce violent crime in Minneapolis. Our partnership proved to be extremely effective in aiding tactical leaders by maximizing effectiveness and allowing them to better deploy law enforcement resources.

4,740 Hours logged

De-escalation efforts: **480 attempts**

550 Hats, gloves, socks and handwarmers distributed

Outreach Groups

The DID partnered with MAD DADS street outreach workers, 21 Days of Peace, YouthLink street outreach workers, MPD/DID buyback officers and Police Reserves, and the Youth Coordinating Board's outreach team in efforts to provide resources and a more visible safety and outreach presence. We also continued our partnership with the Minneapolis Police Department, Hennepin County Sheriff's Office and Metro Transit Police for the return of the Joint Beats initiative.



"I'm new to coming into the office and not familiar with the skyway system. A DID Ambassador asked if we were lost and we were! She walked us all the way back to Capella from IDS. Without her guidance I'm not sure how long it would have taken us! This is a great service as people get acquainted with the city again!"

— downtown employee



Skyway Ambassadors

In 2022, the DID Ambassadors made the move from the streets to the skyway as part of a new initiative launched in October during Operation Endeavor. Due to the success of the pilot, Ambassadors will once again be placed in the skyways in 2023.

Skyway pilot dates: **October–December**

1,708 Pedestrians Assisted

Hospitality Escorts Provided: **887**

Downtown Safety Update Sessions

The DID continued its partnership with the Minneapolis Police Department's Office of Violence Prevention 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.

Downtown Community Storage

The Downtown Community Storage program, a free storage program for those in downtown, celebrated a successful first year with full-time hours in our space in the basement of Ramp B.

308 Active Clients

Intakes for new clients: **715**

171 Retrievals of belongings

Average length of service: **105 days**

Safety Communications

The DID's Safety Communications Center (SCC), located within the Minneapolis Police Department's 1st Precinct, continues to serve as the safety information hub for the District. Dispatch Ambassadors, who work in the Safety Communications Center 365 days a year and staffed 9,694 hours in 2022, 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. The SCC also facilitates bi-weekly virtual safety meetings with downtown stakeholders to communicate downtown safety information and trends.



Greening

Roadway Completions

The DID played a role in the reconstruction of Hennepin Avenue and Fourth Street, both of which completed construction in 2022. The newly renovated Hennepin Avenue now features new roadways, pedestrian improvements, custom streetlights, and dedicated space for biking and scooting. Reconstruction of the remaining blocks of the 4th Street Project (2nd Avenue North to Hennepin Avenue) was also completed in 2022, and now features an improved pedestrian environment, two-way bike trail, freshly planted trees and new rain gardens.

MN GreenCorps and Climate Impact Corps

AmeriCorps awarded a Climate Impact Corps position to the DID for the first time and a MN GreenCorps position for the second time. Elijah Marriott, a Climate Impact Corps member, started his service with the DID in August and is working on supporting the downtown tree canopy, creating strong connections with the downtown neighborhood associations, and incorporating environmental justice and equity in greening. MN GreenCorps member Ella Graham entered her second year in her position with the DID and is working on analyzing street tree data to improve our maintenance practices, planning community outreach surrounding greening in downtown, implementing new greening events and initiatives, and celebrating community members and organizations contributing to a greener and more sustainable downtown.

Service Saturdays

The last Saturday of the month during the summer was Service Saturday in downtown Minneapolis. In partnership with the Downtown Minneapolis Neighborhood Association, volunteers gathered to perform simple and high-impact activities to make downtown greener and cleaner. Service Saturdays provided volunteer opportunities in downtown, created an environment to meet your neighbors and helped build a more connected downtown community.

"A continued "thank you!" for all you do. I appreciate seeing ambassadors downtown and know that visitors and citizens alike value the services the ambassadors provide. While I'm sure some days are fun, I'm also sure others are not. Thank you for being there on both kinds of days!"

– downtown resident



2023 Greening and Public Realm Award Winners

Small Green Space:

Gateway Park

Large Green Space:

Loring Greenway

Public Art:

Prince Mural and Bob Dylan Mural

Activated Space:

Peavey Plaza

Entryway and Outdoor Café Greening:

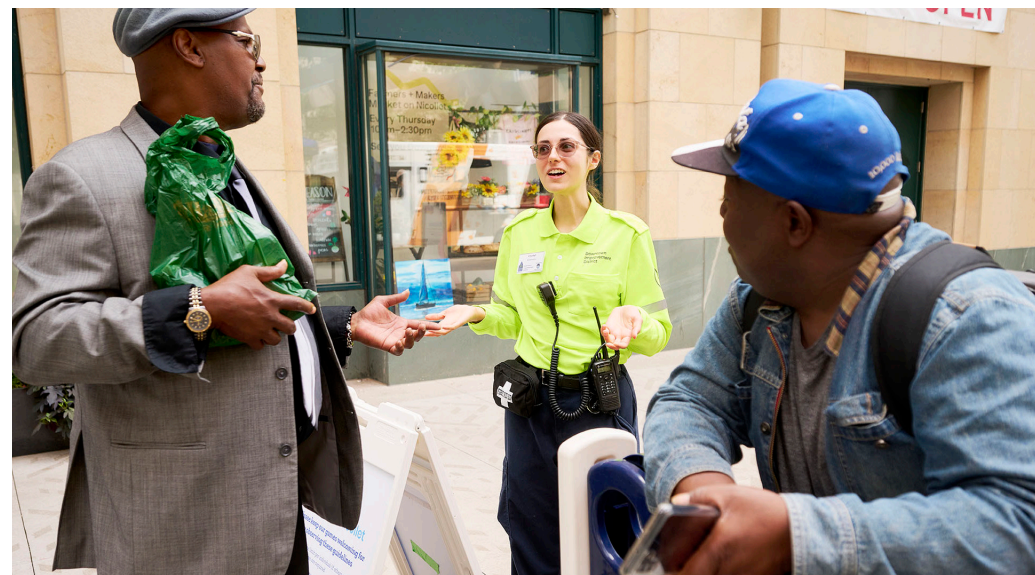
The Freehouse

Public Realm Improvement:

Water Works Park

Best Neighborhood:

Loring Park



Photos courtesy
Tony Nelson Photography

Ambassadors

DID Ambassadors continue to be the friendly faces of downtown Minneapolis, providing assistance, offering directions, suggesting restaurants and things to do and much more. Ambassadors are also hard at work keeping our streets clean of litter, watering plants and keeping an eye out for you and your surroundings. We also partnered collaboratively to have Ambassadors greet fans headed to Twins, Timberwolves and Lynx home games, as well as helping patrons find their way during major conventions.



Photos courtesy Block by Block

2022 AMBASSADOR OF THE YEAR

Congratulations Elise Houndjo!

Elise is one of the most dedicated and passionate ambassadors on our team, consistently providing high quality customer service and support since she became an Ambassador in 2015. Recently, as part of our skyway ambassador pilot program, Elise accepted a well-deserved promotion to become the Team Lead for the program.

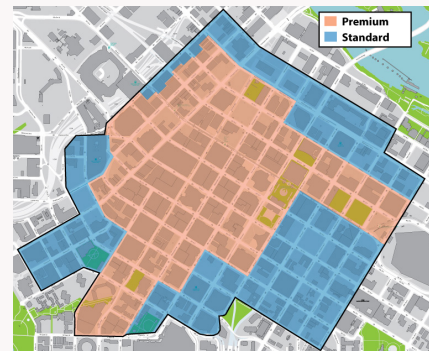
Thanks for all your hard work, Elise!

"Elise was very courteous, friendly and professional, after assisting another guest she introduced herself and told me she knew exactly where my hotel was and she would guide me back in the right direction which is what she did. I was so happy to see that Minneapolis had Ambassadors in the area to assist tourists with questions, provide information on the city and suggest things to do. I felt safe and secure knowing that Elise was able to assist me."

She is a great asset to the Ambassador program and should be recognized for outstanding service."

– downtown visitor

DID Service Levels



The District is divided into two service levels: **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. 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

Ambassador Hotline: 612.332.1111

81 South 9th St. #260,
Minneapolis, MN 55402

Info@MplsDID.com



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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.



Downtown Improvement District

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

	2022		2023
	City Contract Budget	City Contract Actual	Variance
Service Charges	\$ 7,118,919	\$ 7,118,919	\$ -
Release from reserves	375,000	592,105	217,105
Total Sources	\$ 7,493,919	\$ 7,711,024	\$ 217,105
Safe	\$ 2,447,532	\$ 2,515,799	\$ 68,267
Livability & Outreach	621,469	692,779	71,310
Clean	1,576,265	1,589,813	13,548
Green	383,620	375,194	(8,426)
Maintenance of Public Areas	259,050	204,230	(54,820)
Snow	261,500	261,500	-
Communications	119,167	98,383	(20,784)
Program Management	1,453,293	1,448,416	(4,877)
Administration	347,023	392,479	45,456
Contingency	25,000	13,118	(11,882)
Reserves funded		119,313	119,313
Total District Uses	\$ 7,493,919	\$ 7,711,024	\$ 217,105
Sources in Excess of Uses	\$ 0	\$ 0	\$ 0

The combined 2022 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

2022 Board, Committees & Partners

BOARD OF DIRECTORS

Siyad Abdullahi – The Language Banc
Christine Ackerman – Sleep Number
Sarah Anderson – BOMA
Shelley Carthen Watson – YWCA Of Minneapolis
Joseph Cecere – Little & Company
Michael Clark – Renaissance Minneapolis Hotel, The Depot
John Conlin – Target*
Kerry Cooley Bruggemann – Michaud Cooley Erickson
Anna Coskran – NTH, Inc.*
Jeffrey Cotter – Deluxe
John Cowles III – Knudsen | Cowles*
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Laura Day – Minnesota Twins*
Toby Dayton – LinkUp
Jennifer DeCubellis – Hennepin Healthcare
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Joe Miller – Huntington National Bank
Andrew Miller – Minnesota Vikings
Adair Mosley – African American Leadership Forum Twin Cities
John "Ozzie" Nelson – NELSON
Mark Nerenhausen – Hennepin Theatre Trust
Brian Pietsch – Ameriprise Financial*
Kevin Quiring – Accenture
Ronnie Ragoff – Shorestein Realty Services*
Matthew Rauenhorst – The Opus Group
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Steven Ryan – Taft Stettinius & Hollister LLP
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Tom Schnettler – Piper Sandler

David Serrano – RSP Architects, Ltd
Erin Sexton – Mayo Clinic
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Sarah Strehl – ECMC Group
Ryan Tanke – Minnesota Timberwolves & Lynx
Vincent Thomas – Minneapolis College
Lica Tomizuka – Faegre Drinker Biddle & Reath LLP*
Lonna Torchia – Weidner Apartment Homes
Phil Trier – U.S. Bank*
Britt Udesen – The Loft Literary Center
Rosemary Ugboajah – Neka Creative
Robert Vischer – University of St. Thomas
James Vos – Cresa Minneapolis*
Abdi Warsame – Minneapolis Public Housing Authority
Jonathan Wendroff – Comcast
Tom Whitlock – Damon Farber Associates*
Steve Yaeger – Star Tribune
John Yeadon – Hyatt Regency Minneapolis
Donna Zimmerman – HealthPartners

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Kendall Griffith – Mortenson
Karin Lucas – SPS Commerce
Brian Mallaro, Chair – Deloitte & Touche LLP
Brandon Maves – RSM
Mike Ryan – Ryan Companies
Mike Salmen – Transwestern

BUDGET & OPERATIONS COMMITTEE

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Ted Campbell – Ryan Companies
Jay Garrett – Marriott City Center Hotel
Dave Horsman – Minnesota Twins
Joanne Kaufman – Warehouse District Business Association
Deb Kolar, Chair – Accesso Services
Jim Langemo – Hennepin Theatre Trust
Jane Mauer – Tartan Investment Company
Eric Merriman – Thrivent Financial
Paige Morton – Kraus-Anderson
Lynette Munich – JLL
Tim Murray – Murray's Restaurant
Ronnie Ragoff – Shorestein
Seth Redfield – Piedmont
Jennifer Swanson – City of Minneapolis
Steve Trulen – Target Corporation

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Jerry Anderson – U.S. Bank
Sarah Anderson – BOMA
Todd Barnette – Hennepin County
Jeff Beahen – Minnesota Twins
Ron Cunningham – Hennepin County
Mark Deming – Xcel Energy
Jim Durda – Cordia Energy
Sandra Filardo – Hennepin County
Mike Goldstien – Pohlad Companies
Sara Gonsalves – State of Minnesota
Richard Grates – Metro Transit Police

Daniel Hallberg – Hennepin Healthcare
Teig Hutchison – JLL
Kerri Johnson – City of Minneapolis
Joanne Kaufman – Warehouse District Business Association
Sarah Lindahl-Pfieffer – State of Minnesota
Mike Maney, Chair – Ryan Companies
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Maureen McGovern – Wells Fargo
Todd McSherry – ECMC Group
Billy Peterson – Minneapolis Police Dept.
Callie Ronkowski – Newmark
David Sailer-Haugland – Minnesota Orchestra
Surya Saxena – Greene Espel
Holly Schultz – Target
Kevin Stewart – USA Security Inc.
Jeff Storms – Hennepin County Sheriff Office
Amy Sweasy – Hennepin County
Joe Tamburino – Caplan & Tamburino
David VanHee – Wells Fargo
LaVelle Warfield – Block by Block
Jennifer White – City of Minneapolis
John Yeadon – Hyatt Regency Minneapolis

NIGHTLIFE PLAN IMPLEMENTATION COMMITTEE

Antoinette Brasson – Metro Transit
Tim Drew – City of Minneapolis
Dillon Fried – City of Minneapolis
Nabil Ghebre – Goldroom Restaurant and Lounge
David Hanson – Metro Transit
Steve Hark – Entourage Events Group
Michele Harvet – City of Minneapolis
Jared Jeffries – City of Minneapolis
Joanne Kaufman – Warehouse District Business Association
Nathan Kranz – First Avenue
Jeffrey Miller – City of Minneapolis
Stevie Moman – Ties
Sarah Paul – Pizza Luce
Billy Peterson – Minneapolis Police Dept
Michael Rainville – City of Minneapolis

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BRI 1855 IDS Center, LLC
CenterPoint Energy
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Green Minneapolis
Hennepin County
Lunds Food Holdings, Inc.
McKnight Foundation
Minnesota Sports Facilities Authority
Piper Sandler Companies
Ramsey County
Thrivent Financial
United Properties
Wells Fargo

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*