



Downtown
Improvement
District

2021 Annual Report

Mpls Downtown Improvement District
& Vibrant and Safe Downtown

Dear Downtown Stakeholder,

While looking back and reflecting on the previous year, one word that continued to reoccur was adaptability. As we faced another year of uncertainty due to the COVID-19 pandemic, we saw reasons for optimism as theaters, employers and sports arenas adapted and opened their doors once again.

The DID also was adaptable and flexible to best serve our downtown community. Due to the rise of two COVID-19 variants over the course of 2021, we ensured all services and initiatives had contingency plans to make sure there was no break in services due to changing health conditions. Our Ambassadors remained hard at work throughout the year, ensuring that all those that work, visit and reside in downtown were met with a clean and friendly environment. We also continued to implement our public safety plan, which is composed of five areas of focus – communications and collaborations, security presence and response, livability outreach and street engagement, advocacy for a safer downtown, and activation, vibrancy and crime prevention – as we welcomed more people to a reemerging downtown.

We continued to know we needed to meet the needs of our community as downtown reanimated. Our activations adapted and returned to in-person events after a year of virtual gatherings. Our safety and livability efforts included a more resource-heavy approach, which allowed us to extend a helping hand to those in need while simultaneously providing support and materials. We provided insights for improving the pedestrian experience by advocating for more pedestrian-friendly design features on 4th Street. Throughout the year, as more people returned to office and to events, the DID continued its focus on providing a clean, green, safe and vibrant downtown.

That past year was about coupling great optimism and realism as we looked to the future. That optimism continues as we look to 2022. In the year ahead we will build out our next strategic plan, paving the way for how we can best serve downtown in the years to come. All the while, we will continue collaborating with our partners to help our city's core thrive. We want to thank you for your continued dedication and belief in our downtown. Your unwavering support was greatly appreciated, and we look forward to working alongside one another in the year ahead.

Respectfully Yours,



Mike Ryan
Chair, Board of Directors
President, Northern Division
Ryan Companies



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

Clean

Bags of trash removed in 2021:

30,585

Total since inception:

387,886



Graffiti tags removed in 2021:

7,344

Total since inception:

67,619

Green

Annuals, Perennials planted in 2021:

12,272

Total since inception:

193,876



Weeds removed (block faces) in 2021:

2,435

Total since inception:

18,295

Safe

Pedestrians assisted in 2021:

74,858

Total since inception:

1,170,337



More

Recycling bags filled in 2021:

3,008

Total since inception:

30,254



Downtown Minneapolis Street Festival –
See Nicollet Activation section for more info



Nicollet Activations

Downtown Thursdays

For 18 Thursdays from June through September, we partnered to produce Downtown Thursdays, featuring the Nicollet Farmers Market, Nicollet Makers Market, music, performances, games and more. Each Thursday, Nicollet was closed to traffic and lined with local farmers and makers selling their good to a reemerging downtown workforce. Peavey Plaza featured free lawn games, piano performances, and live music from MN Spin.

Return of in-person Street Show performances

Street Show made its in-person return for a returning downtown after a year of virtual performances. Over the course of the summer, Street Show featured a jam-packed schedule with 184 performances, or 368 hours of entertainment from local musicians, dancers, storytellers, circus performers and painters.

IDA Pinnacle Award – Street Show Artists Unite for Justice

Street Show Artists Unite for Justice, the DID's tip-matching program for local social justice partners, won the International Downtown Association's Downtown Achievement Pinnacle Award for its creative and inspiring innovations in urban place management. Street Show Artists Unite for Justice won in the marketing, communications, and events category. To date, the Mpls DID Street Show Artists Unite for Justice has donated \$16,700 to local social justice organizations on behalf of Street Show artists.

Downtown Minneapolis Street Art Festival

The Downtown Minneapolis Street Art Festival, a collaboration between the DID and the Hennepin Theatre Trust, welcomed over 50 participating street artists in August to downtown for three days of amazing art downtown. This year's festival featured 12 largescale chalk installations, four spray paint muralists and a 3-D chalk installation at outside IDS Center and a NUR-D concert on Nicollet.



NUR-D performance at the Downtown Minneapolis Street Art Festival

Launch of the Break Box

This year, DID launched the Break Box, a mobile activation tool kit for those throughout downtown. Deployed in the fall of 2021, Break Box features low stress, fun outdoor activities to reintroduce those returning to office of the joys of downtown spaces.

Beyond the Box returns

Developed in collaboration with MN Fringe and funded in part through the Metropolitan Regional Arts Council, Beyond the Box returned for its second year and another season of groundbreaking performances. Beyond the Box provides local artists and companies with programming support to develop public performances in non-traditional spaces. 2021 featured five artist collaborations presenting ten new performances across downtown, including:

- CAAM Chinese Dance Theatre
- Mixed Precipitation
- Speaking Out Collective
- Wisdom Young
- zAmya Theatre Project



Street Show Performance - Duo Flamenco

Safety/Livability

Safety Communications Center

The DID's Safety Communications Center, located inside the Minneapolis Police Department's First Precinct, continues to serve as a downtown safety information hub. Dispatch Ambassadors, who work inside the Safety Communications Center 365 days a year, respond to pedestrian requests from Ambassadors on the Street, track weather and emergency alerts, communicate with outreach services for people in need, monitor public area cameras and collaborate with private security.

Downtown Virtual Safety Meetings

The DID Safety Communications Center facilitated bi-weekly virtual safety with downtown stakeholders to communicate downtown safety information and trends. These meetings focus on up-to-date safety and security information, First Precinct crime trends, outreach efforts from various outreach groups and DID initiatives.

Safety Workshops

The DID continued its partnership with the Minneapolis Police Department's Office of Violence Prevention to offer free safety workshops to employers and employees throughout downtown. Through these safety workshops, we are able to provide attendees with prevention tips for various safety scenarios, cover safety trends of downtown and identify safety initiatives and resources in the downtown area.



Outreach Groups

Throughout 2021, the DID partnered with various outreach groups to provide a more visible presence of outreach and safety in downtown. We once again partnered with the Minneapolis Police Department, Hennepin County Sheriff's Office and Metro Transit Police for the return of Joint Beats. We also 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.

Hennepin County Social Worker

Through a partnership with Hennepin County Behavioral Health, the DID added a social worker to our livability efforts. James Seals (pictured above), the DID's social worker, engages with people who are within the 120 block of downtown Minneapolis to build relationships, meet basic needs and connect those in needs to services. Since the partnership started in May, James has made contact with over 650 patrons.

Downtown Community Storage Program

The Downtown Community Storage program transitioned to a new space in the basement of Ramp B and full-time hours to ensure safe and secure storage options for those in downtown. Currently, the storage program can store the belongings of 100 patrons, but due to increased need, the storage program looks to expand to hold the belongings of 200 patrons in 2022.

"We were so impressed with the Ambassadors and the appearance of the city. As we walked around (for about 4 hours over both days) we encountered three Ambassadors who were all great. Each one greeted us with warm words and a smile. The streets were the free of litter and the cleanest we have seen in a large city. We look forward to returning when the orchestra and other activities have resumed."

— Downtown Visitor



Greening

Summer along Nicollet

Hennepin Avenue Project

The freshly renovated southern end of Hennepin Avenue features new roadways, pedestrian improvements, custom streetlights, and dedicated space for biking and scooting. Along Hennepin Avenue the DID cared for and maintained newly planted trees and landscaping beds throughout the summer. Work on the northern end of Hennepin Avenue will be completed in 2022.



Summer Greening

4th Street Project

The DID played a role in the full reconstruction of a segment of roadway between Hennepin Avenue and 4th Avenue South, which was completed in 2021. This redesigned street includes an improved pedestrian environment, 25 trees, rain gardens and a two-way bike trail. Reconstruction of the remaining blocks (2nd Avenue North to Hennepin Avenue) will be completed in 2022.

"Seriously...all of you are incredible! I've spoken to SO many of you and I have to say that you are true lightworkers! Whoever is creating this team is doing a phenomenal job. As a resident of downtown, thank you will never be enough!"

— Downtown Resident

Greening Lab

Throughout the year, Greening Lab produced several projects focused on enhancing downtown's green space including:

- A continued partnership with the Downtown Minneapolis Neighborhood Association which led to the watering of 250 young trees during the growing season.
- Adding tree tags to the street trees in every downtown neighborhood to facilitate better engagement and communication around street trees.

MN GreenCorps

The MPCA awarded a GreenCorps position to the DID for the first time in 2021. Ella Graham, a recent college graduate and member of the Minnesota GreenCorps, is working with the DID and our partners full-time to help our downtown urban forest grow and thrive.

Winter Greening and Lighting

In addition to all of the winter greenery that DID installs along Nicollet and other areas within the District, this year the DID refreshed the winter lighting by adding new lighting on all of the light poles along Nicollet. The DID also had a visit from Holidazzle's Yeti at Peavey Plaza – further creating a winter wonderland in the heart of downtown Minneapolis.



Winter Lighting

Ambassadors

DID Ambassadors continue to be the friendly faces of downtown Minneapolis, providing assistance, offering directions, suggesting things to do and more. Ambassadors also work to keep our streets clean of litter, water plants and keep an eye out for you and your surroundings.



Photo courtesy of Block by Block

2021 AMBASSADOR OF THE YEAR Congratulations Tony Ridener!

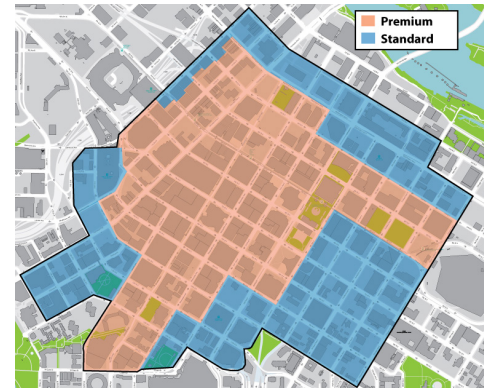
Ever since Tony joined DID in 2014, he has become an incredible Hospitality and Clean Ambassador while consistently demonstrating exceptional customer service. In 2021, Tony had over 5,100 hospitality assists, which is an average of 14 a day. When not assisting the public, Tony removed 300+ graffiti tags, cleared over 150 crosswalk corners of snow, collected over 500 bags of trash, and cleaned 1,000 trash cans. Tony was selected as Ambassador of the Year because of his ability to show up every day with a smile on his face and a positive attitude.

Congratulations, Tony, and thank you for all of your hard work.

"Today, I went out by myself for an afternoon walk and encountered a DID Ambassador. Not only did he walk with me to the Bob Dylan Mural, but we talked about your city's history past and current. He was the nicest man I have ever encountered."

— 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 need to reflect any land use changes that result in changes to pedestrian activity patterns and intensity.

Photos courtesy of Tony Nelson Photography unless otherwise noted

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



**Downtown
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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
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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 directly lineal services based on lineal frontage and for more globally benefitting services based on GBA. Charges are prorated to properties based on location within 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 the public and private sectors together 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 all of the same individuals to serve 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, communicate with stakeholders and administer the organization.



Financial Statement

	2021			2022
	City Contract Budget	City Contract Actual	Variance	
Service Charges	\$6,912,764	\$6,912,764	—	\$7,118,919
Release from reserves	383,000	485,125	102,125	375,000
Total Sources	\$7,295,764	\$7,397,889	\$102,125	\$7,493,919
Safe	\$2,382,956	\$2,423,168	\$40,212	\$2,447,532
Livability & Outreach	\$620,126	\$503,023	\$(117,103)	\$621,469
Clean	1,533,826	1,544,754	10,928	1,576,265
Green	392,000	363,247	(28,753)	383,620
Maintenance of Public Areas	255,750	159,211	(96,539)	259,050
Snow	261,500	214,061	(47,439)	261,500
Communications	115,782	112,297	(3,485)	119,167
Program Management	1,346,140	1,290,122	(56,018)	1,453,293
Administration	337,684	352,150	14,466	347,023
Contingency	50,000	—	(50,000)	25,000
Reserves funded		435,856	435,856	
Total District Uses	\$7,295,764	\$7,397,889	\$102,125	\$7,493,919
Sources in Excess of Uses	—	—	—	—

The combined 2021 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

2021 Board, Committees & Partners

BOARD OF DIRECTORS

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Sarah Paul – Pizza Luce
Inspector Billy Peterson – Minneapolis Police Dept.
David Zaffrann – Minneapolis City Council

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RBC Foundation
RBC Wealth Management
Target Corporation
The Julie and Doug Baker Jr Foundation
Thrivent Financial
U.S. Bank
Xcel Energy

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.