



Downtown
Improvement
District

Operating Plan 2021

Mpls Downtown Improvement District
and Vibrant & Safe Downtown

We are pleased to present you with this overview of the DID services proposed for 2021.

We are pleased to share an overview of the Mpls Downtown Improvement District (DID) services proposed for 2021. As we look ahead in the wake of challenges faced in 2020, we continue to be focused on serving the current and future needs of our community and ratepayers while helping create a strong downtown. We understand the economic hardships of the current COVID 19 pandemic and are presenting a fiscally responsible budget that still allows us to fulfill our obligations to the District and to be part of the recovery ahead. We remain committed to creating a greener, cleaner, safer and more vibrant downtown that includes initiatives supporting social justice and public health practices related to COVID-19. Our commitment to the proven initiatives we have brought to downtown for more than a decade continues, including our DID Ambassadors' work cleaning, watering plants and enhancing safety by providing a visible presence, aiding with directions and medical emergencies, and reporting behavior. In addition to the highly-visible DID Ambassadors, our full team works collectively to advance our safety initiatives, activations, enhanced downtown greening, and continues to develop innovative solutions to complex public space challenges. We appreciate your continued support and partnership as we continue to keep our downtown extraordinary.

We look forward to working with you in 2021.

Learn more about the
2021 Operating Plan at
DID's virtual open house

Wednesday, Sept. 2

12–1 pm

[MplsDID.com/Chat](https://www.mplsdid.com/chat)



"Thanks you all very much for all the hard work that you do to keep the City attractive. I especially appreciate the Ambassadors who are so attentive to picking up rubbish and answering people's questions. They all keep their eyes open and are quick to offer assistance. Each one is a great addition to Downtown."

– Downtown Resident

DID Mission

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 several goals: To create/support a competitive and thriving downtown through effective provision of clean, green, safe and better services; 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.

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 level 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 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 possible outcome. We must remain ever-vigilant in making downtown attractive to business investment. While focusing on our goal to provide service, we also seek competitive pricing and cost controls. Over the past few years, our budget has been increasing slightly as we ramped back up to meet our obligations on the new Nicollet and to work further in the areas of activation, sustainable greening and safety. While there are some changes within categories as priorities shift and wages increase, the 2021 operating budget is unchanged from the 2020 budget. In addition, we reviewed amounts in reserves, projected what we can expect to save from the 2020 budget, and applied these two amounts to reduce the service charges assessed to commercial properties. This allowed the committee to propose a budget that reflects a reduction in our service charge assessments of 5.25 percent from the 2020 amount.

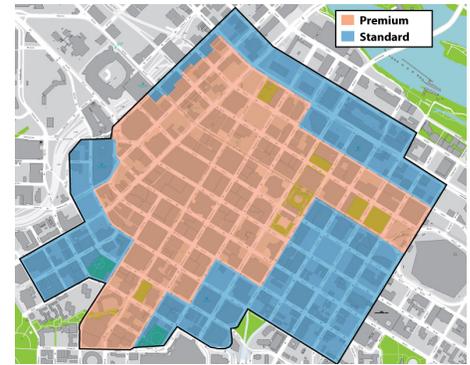
In addition, the annual year-over-year percent variance for each property is impacted by its lineal frontage and gross building area relative to the overall District. Any annual changes to the assessor's data for properties or fluctuations in the budget relative to allocations between linear and gross building area services can also impact amounts applied. DID would like to thank the following members of the Budget and Operations Committee for their efforts in preparing this budget and providing on-going oversight of the services during 2019: Deb Kolar (Chair) – Accesso, Nancy Aleksuk – Swervo Development, Ted Campbell – Ryan Cos., Jeff Gendreau – Baker Tilly Virchow Kraus, Dave Horsman – Minnesota Twins, Ken Jarka – Hilton Minneapolis, Joanne Kaufman – WDBA, Jane Mauer – Tartan Investment, Eric Merriman – Thrivent Financial, Paige Morton – Krause Anderson, Lynette Muhich – JLL, Ronnie Ragoff – Shorenstein, Seth Redfield – Piedmont, Nils Snyder – Kenwood Commercial, Jennifer Swanson – City of Minneapolis, John Sweeney – Brave New Workshop, Steve Trulen – Target, and Joan Voderbruggen – Hennepin Theatre Trust.

New Initiatives

Over the past several years, DID has launched new initiatives and expanded our services to fulfill our mission and best meet the needs in the District. In 2020, DID added initiatives to help our community navigate the challenges of COVID-19 and social unrest. Added initiatives in 2020 included public handwashing stations, a downtown cloth mask drive for those in need, art focused on thanking essential workers, adjusted activations to online and socially-distant options, close coordination with stakeholders regarding overall downtown safety, and artwork and fundraising focused on helping organizations working toward racial equity within our city. We will perform these services in 2020 while at the same time committing to spending less than we had budgeted, therefore providing funds to be applied to 2021, reducing service charges assessed. In 2021, we will remain committed to continuing our work to make all areas of the District attractive, safe and welcoming. And we will continue to adjust to the needs of our community in ways that will help us navigate public health and equity challenges today and tomorrow in order to achieve our core mission of contributing to a strong downtown. These recommendations are consistent with our mission and responsibility to serve the District daily and provide the best possible results.

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 City of Minneapolis records. The third, frequency of services needed, was determined as described in the service level area map (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, 2021 DID charges will be combined with special assessments on Hennepin County property tax statements, payable 2021. 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.

2021 Services Plan & Estimated Budget

Service Charges	LF	GBA	TOTAL
Service Charges Assessed	\$ 1,779,261	\$ 4,387,799	\$ 6,167,060
Voluntary Opt-In charges Assessed	341,878	403,825	745,704
Reserves applied	117,523	265,477	383,000
Total Sources	\$ 2,238,663	\$ 5,057,101	\$ 7,295,764
Cost of Delivering Services			
Safe: Ambassadors & outreach 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.	1,000,184	1,382,772	2,382,956
Livability and Outreach: Police Reserves, Youth outreach, housing & treatment liaisons, Livability team, Strategic Justice Partnership	—	620,126	620,126
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.	718,233	815,594	1,533,826
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 implement greening. Tactical Urbanism.	—	392,000	392,000
Public Area Maintenance	—	255,750	255,750
Snow: Snow & ice melt services on Nicollet Mall.	—	261,500	261,500
Communications: Annual report, operating plan, maps, surveys, social media, public realm & issue specific awareness campaigns, awards, stakeholder outreach activities, website, etc.	—	115,782	115,782
Program Management: Staff & professional services for planning & implementation of new initiatives and DID operations.	415,913	930,227	1,346,140
Administration: Facilities, parking, supplies, postage, equipment, professional services, insurance, telephone, IT, financing costs, bank fees, & other administrative expenses.	104,333	233,351	337,684
Contingency	—	50,000	50,000
Total Costs	\$ 2,238,663	\$ 5,057,102	\$ 7,295,764

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 cleaner, safer, greener 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 in procurement and implementation methods, as well as accountability. An independent audit of DID is delivered to the City of Minneapolis by April 30 each year. DID is a 501(c)6 non-profit organization with a wholly controlled 501(c)3 subsidiary, Vibrant & 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, 2020 was as follows:

Board of Directors

Siyad Abdullahi – The Language Banc	Timothy Hart-Andersen – Westminster Presbyterian Church	Ronnie Ragoff – Shorenstein Realty Services, LP
Christine Ackerman – Sleep Number	Michael Headrick – PCL Construction Services, Inc.	Matthew Rauenhurst – The Opus Group
Michelle Basham – YWCA Of Minneapolis	Meike Hengelfelt – CenterPoint Energy	Joe Ravens – Wells Fargo Bank, NA
Rick Bertram – Marriott City Center Hotel	Steve Herron – Zeller Realty Group	Steven Ryan – Taft
Valerie Bruggeman – AT&T Minnesota	Tom Jollie – Padilla	Mike Ryan – Ryan Companies US, Inc.
Joseph Cecere – Little & Company	Bill Katte – United Properties	Mike Salmen – Transwestern
Michael Clark – Renaissance Minneapolis Hotel, The Depot	Trisha Kirk – Guthrie Theater	Michael Schmaltz – Accenture
John Conlin – Target Corporation	Shannon Knoepke – Entercom / WCCO Radio	Tom Schnettler – Piper Sandler Companies
Kerry Cooley Bruggemann – Michaud Cooley Erickson	Deb Kolar – Accesso Services Inc.	Tom Schulenberg – RBC Wealth Management
Anna Coskran – NTH, Inc.	Steve LaCroix – Minnesota Vikings	Erin Sexton – Mayo Clinic
John Cowles III – Knudsen Cowles	Kevin Lewis – BOMA Greater Minneapolis	Ari Silkey – Amazon
Steve Cramer – mpls downtown council	Mike Logan – Twin Cities In Motion	Kirsten Spreck – Thrivent Financial
Shelly Crowley – Mpls.St.Paul Magazine	Karin Lucas – SPS Commerce	Sarah Strehl – ECMC Group
Laura Day – Minnesota Twins	Brian Mallaro – Deloitte & Touche LLP	Ryan Tanke – Minnesota Timberwolves and Minnesota Lynx
Toby Dayton – LinkUp	Jonathan Marks – Johnson Controls	Vincent Thomas – Minneapolis College
Peter Diessner – Kraus-Anderson	John Marshall – Xcel Energy	Lica Tomizuka – Faegre Drinker Biddle & Reath
Lynette Dumalag – JLL	Tim Marx – Catholic Charities	Phil Trier – U.S. Bank
Brent Foerster – Meet Minneapolis	Joe Miller – TCF National Bank	Britt Udesen – The Loft Literary Center
Erik Forsberg – Empire Hospitality	Kimberly Motes – Children's Theatre Company	James Vos – Cresa Minneapolis
Tucker Gerrick – Fulton Brewing Company	John "Ozzie" Nelson – NELSON	Abdi Warsame – Minneapolis Public Housing Authority
Patricia Grazzini – Mia (The Minneapolis Institute of Art)	Mark Nerenhausen – Hennepin Theatre Trust	Jonathan Weinhagen – Mpls Regional Chamber
Kendall Griffith – Mortenson	Dave Norback – RSP Architects, Ltd	Jonathan Wendroff – Comcast Corporation
Jennifer Haferbecker – HGA	Nick Pechman – JB Hudson Jewelers	Tom Whitlock – Damon Farber Associates
Scott Hagan – North Central University	Todd Peterson – Be The Match Foundation	Steve Yaeger – Star Tribune Media Company, LLC
Mark Hamel – Dorsey & Whitney, LLP	Robert Pfefferle – Hines Interests	Donna Zimmerman – HealthPartners
	Brian Pietsch – Ameriprise Financial	

"After losing my face mask on my walk to Target on 9th and Nicollet Mall, DID ambassador Frank was able to call around to find me a clean mask so I didn't have to walk all the way back home to get a new one. He is awesome! You guys do a wonderful job keeping the city clean and helping everyone that needs it."

– Downtown Employee



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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. Services are implemented via contracts with vendors. Please visit the DID website for more information about services implementation, staffing, board, committee membership, etc.