



Downtown  
Improvement  
District

# Operating Plan 2026

Mpls Downtown Improvement District and Vibrant & Safe Downtown

**We are pleased to present you with this overview of Mpls DID services proposed for 2026.**

Mpls Downtown Improvement District (DID) is excited to continue providing services to the downtown community that add to the vibrancy of our city. DID's scope of work includes leading and collaborating on programs and initiatives with the mission of making downtown clean, green, safe and vibrant. The DID Ambassador program is the most visible demonstration of the mission and our flagship program for over 16 years. The broader DID team moves the mission forward by advancing safety and outreach initiatives, enhancing public spaces, engaging the community, developing sustainability programs, and creating innovative solutions to complex public space challenges. We thank you, and all our stakeholders, for helping us maintain and strengthen our extraordinary downtown. We look forward to working with you again in 2026!

**We look forward to working with you in 2026.**

Learn more about the  
2026 Operating Plan  
at DID's Open House

**Tuesday, Sept. 2  
3-5 pm**

**Nicollet Community Space**  
651 Nicollet Mall, Suite 105

## About DID Services & 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. The operating budget proposed for 2026 represents a 5.6% increase over the 2025 operating expenses. This is primarily related to an increased allocation to support our street outreach work. Other budget items are being held to smaller increases to allow for inflation, while at the same time, keeping our scope of services consistent year over year.

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 2025: Katie Bongard – Transwestern (Chair), Emily Culpepper-JLL, Lee Davis-Target, Jay Garrett – Marriott City Center, Andrew Johnson – Hennepin Arts, Jane Mauer – Tartan Investment, Eric Merriman – Thrivent, Tim Murray – Murray's Restaurant, Kristi Oman – Space Unlimited, Nathan Reed – CBRE, Caitlin Schouviller – Hines, Ryan Strand – Ryan Companies, Xue Yang – Hempel Real Estate, Kevin Quiring – 2026 Special Olympics USA Games, Dave Horsman – MN Twins, and Jennifer Swanson – City of Minneapolis.



## 2026 Scope of Services

Commercial property owners within the District rely on DID to perform core services effectively and efficiently. These services consist of hospitality, safety, cleaning, greening and maintenance services and have remained our priority over the years. In 2026 we will continue to strive for more effective approaches, adapting to the needs of downtown as they arise. As we do this work, we are bringing to life the vision we share with Mpls Downtown Council (MDC) outlined in *Downtown by Design 2035* for a more inclusive, vibrant and resilient downtown. Our most visible work is that of the Safe & Clean Ambassadors - both services start with hospitality and respect, with the goal of providing an enjoyable experience downtown for everyone. In 2025 we added a Nicollet security team that patrol Monday-Friday. This team will continue their work in 2026. We are also continuing to positively impact the quality of life for all who make up our downtown community. The Livability Team, our partnership with Hennepin County to provide social workers dedicated to the District, the Community Storage program, and the work we do with our outreach partners, combined with the Ambassador program and Nicollet Security, provide the District with an effective mix of services. Our responsibility for keeping the District attractive and well maintained does not stop with cleaning and litter pick up, but includes providing and maintaining greening elements, upkeep and repair of enhanced public realm features within the District, and snow removal along the mile stretch of Nicollet that serves as downtown's main street.

The importance of having a downtown that is active has led us to being a valued contributor to the vibrancy of downtown through programs such as Street Show, The Alley Project, the annual Downtown Street Art Festival, and new in 2025 – Noon on Nicollet. The 2026 budget provides resources to continue this work. We have further developed our Community Engagement work in our street level office located on Nicollet. This community space, open to all, provides activities, weekly indoor programs that welcome and engage the downtown community, as well as much needed resources such as public restrooms, charging stations and a water bottle filling station. We will be continuing our partnership with the city and MDC to support and grow the retail ecosystem of downtown with the goal of increasing vibrancy and innovation. In 2025, through the Warehouse District Live partnership with the city, we managed a new late-night Ambassador and Security program. This budget would allow for continued management of that program. All of this combines to provide the best possible services, consistent with our responsibilities to manage the District.

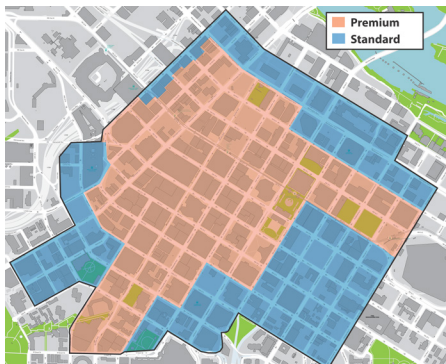
## Mission

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.



## 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, 2026 DID charges will be combined with special assessments on Hennepin County property tax statements, payable 2026. 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.



## 2026 Services Plan & Estimated Budget

SERVICE CHARGES	LF	GBA	2026
Service Charges	\$2,390,495	\$5,832,091	\$8,222,586
Voluntary Opt-in charges Assessed	\$418,517	\$535,194	\$953,711
<b>Total Sources</b>	<b>\$2,809,012</b>	<b>\$6,367,285</b>	<b>\$9,176,297</b>
Cost of Delivering Service			
<b>Safe:</b> 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.	1,218,447	1,892,248	3,110,695
<b>Livability &amp; Outreach:</b> Police Reserves, Youth Outreach, housing & treatment liaisons, Livability team, Downtown Strategic Justice Partnership	—	603,157	603,157
<b>Clean:</b> Litter, trash and recycling programs; Graffiti abatement; Wash streetscape surfaces; Pressure-wash sidewalks; Sidewalk Weed removal; Snow tidying onsidewalk corners & pedestrian ramps (property owners will still manage first-response snow services.) Document; report, & follow-up on private property & public agency issues.	870,715	948,732	1,819,447
<b>Greening &amp; Public Realm:</b> Plan, provide, install, & maintain seasonal & permanent green features in multiple locations downtown. Serve as a resource to property owners who want to implement greening. Tree watering, sustainable greening practices.	—	526,492	526,492
<b>Public Area Maintenance</b>	—	266,000	266,000
<b>Snow:</b> Snow & ice melt services on Nicollet Mall.	—	318,946	318,946
<b>Community Engagement:</b> 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.	—	180,000	180,000
<b>Program Management:</b> Staff & professional services for planning & implementation of new initiatives and DID operations.	577,335	1,308,665	1,886,000
<b>Administration:</b> Facilities, parking, supplies, postage, equipment, professional services, insurance, telephone, IT, financing costs, bank fees, & other administrative expenses.	142,515	323,045	465,560
<b>Contingency</b>	—	—	—
<b>Total District Uses</b>	<b>\$2,809,012</b>	<b>\$6,367,285</b>	<b>\$9,176,297</b>

# 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, 2025 was as follows below.

## Board of Directors

Joel Akason – Kraus-Anderson  
Sarah Anderson – BOMA Greater Minneapolis  
Keith Arnold – Brown & Brown of Minnesota  
Troy Blizzard – Mortenson  
Bill Boehm – RBC Wealth Management  
Dan Boivin – Alliiance  
Katie Bongard – Transwestern  
Madeline Buxton – Barnes & Thornburg LLP  
Jeff Callinan – JE Dunn Construction Company  
Shelley Carthen Watson – YWCA Of Minneapolis  
Laura Cederberg – University of Minnesota  
Jennifer Christiaansen – AIA Minnesota  
Michael Clark – Renaissance Minneapolis Hotel, The Depot  
Anna Coskran – NTH, Inc.  
Jay Cowles – Knudsen | Cowles  
Shelly Crowley – Mpls.St.Paul Magazine  
Andy Devine – Comcast Corporation  
Steve Devine – NMDP  
Elise Diedrich – Target Corporation  
Louis DiLorenzo Jr. – Deloitte & Touche LLP  
Todd Duesing – Hennepin Arts  
Adam Duinick – mpls downtown council  
Krista Dusil – Medica  
Jhaelynn Elam – B Suite  
Sonnie Elliott – Taft Stettinius & Hollister LLP  
Ron Feldman – Federal Reserve Bank of Minneapolis  
David Fhima – Fhima's Minneapolis

Erin Fitzgerald – Willow Peak  
Christopher P. Forest – Unparalleled Security  
Bob Gardner – Gardner Builders  
Jacob Graff – Cordia Energy  
Patricia Grazzini – Mia  
Andrew Grey – U.S. Bank  
Dan Griffith – Basilica of Saint Mary  
Steve Grove – Star Tribune  
Mari Guttman – Minnesota Twins  
Sara Hage – HNTB Corporation  
Andrew Hansen – Fox Rothschild  
Brent Hanson – Wells Fargo Bank, NA  
Ben Hawn – Pohlad Companies  
Meike Hengelfelt – CenterPoint Energy  
PJ Hill – NorthRock Partners  
David Hough – Hennepin County  
Silvana Iseni – Amplifon  
Trent Johnson – PCL Construction Services  
Sargent Johnson – Hines Interests  
Paul W. Johnson – Ameriprise Financial  
David Ketcham – Piedmont Office Realty Trust  
Joy King – Animal Humane Society  
Jay Lindgren – Dorsey & Whitney, LLP  
Mike Logan – Mpls Regional Chamber  
Christy Loy – Meet Minneapolis  
John Marshall – Xcel Energy (Chair)  
George McCrary – YMCA of The North  
Eric Merriman – Thrivent Financial

Maureen Michalski – Ryan Companies  
Nick Murnane – Opus Design Build  
Dan Pfarr – 180 Degrees  
Shawn Quant – Piper Sandler Companies  
John Rent – Associated Bank  
Jennifer Ridgeway – Minnesota Timberwolves & Lynx  
Kathy Rumpza – Minneapolis College  
Carrie Scatena – Huntington National Bank  
Breanna Schafer – Target Corporation  
Justine Seidel – First Resource Bank  
Brian Senger – SPS Commerce  
David Serrano – RSP Architects  
Ari Silkey – Amazon  
Buffy Smith – Dougherty Family College  
Josh Stowers – HGA  
Lica Tomizuka – Faegre Drinker Biddle & Reath LLP  
Rosemary Ugboajah – Neka Creative  
Chad Vaske – Accenture  
James Vos – Savills Minneapolis  
Abdi Warsame – Minneapolis Public Housing Authority  
Chris Werle – Padilla  
Leroy West – Summit Academy  
Tom Whitlock – Damon Farber Associates  
Jessica Wittwer – YMCA of The North  
David Wood – Ancoats



[www.mplsddid.com](http://www.mplsddid.com)

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

[info@mplsddid.com](mailto:info@mplsddid.com)

Business Office: 612.338.3807

Ambassador Hotline: 612.332.1111

DID is managed by a small staff of professionals with expertise in real estate, project management and engagement, 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 and initiatives.

Photos courtesy of Tony Nelson and Kurt Moses