



Downtown
Improvement
District

Operating Plan 2023

Mpls Downtown Improvement District
and Vibrant & Safe Downtown

We are pleased to present you with this overview of the DID services proposed for 2023.

We are pleased to share an overview of the Mpls Downtown Improvement District (DID) services proposed for 2023. We continue to focus on serving the current and future needs of our community and ratepayers while helping create a stronger downtown Minneapolis. We are mindful of how to best present services that impact downtown's current landscape while simultaneously offering a fiscally responsible budget that permits us to fulfill our obligations to the District. We remain committed to creating and maintaining a greener, cleaner, safer and more vibrant downtown that includes initiatives supporting social justice practices and public safety efforts. Our commitment to the proven initiatives we have brought to downtown for more than a decade continues, including our Ambassadors' work cleaning, watering plants, and enhancing safety by providing a visible presence, aiding with directions, medical emergencies, and reporting suspicious 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 solutions to complex public space challenges. We appreciate your continued support and partnership as we work to keep our downtown extraordinary.

We look forward to working with you in 2023.

Learn more about the
2023 Operating Plan
at DID's open house
during our First
Tuesday Social at the
DID Nicollet Office:

**Tuesday,
Sept. 6
3-5 pm**

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 service goals: To create/support a competitive and thriving downtown through effective provision of green, safe and vibrant activities; 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.



"I was so impressed with him (the ambassador) and your program and wanted to make sure you knew that it made a difference for me. And that was just as a walk down the street. Thank you for trying to make Minneapolis and the world a safe and supportive place to live.

– Downtown Visitor

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 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 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. We are anticipating that the current inflationary pressures, along with a competitive job market, will significantly impact our ability to control costs, resulting in a larger budget increase than we presented in past years. While we will once again apply a portion of our reserves to reduce the impact of these increases to the service charges assessed, the budget proposed does still result in an increase in the service charges assessments of 9.94%.

In addition, the annual year-over-year percent variance for each property is impacted by its linear 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 applies.

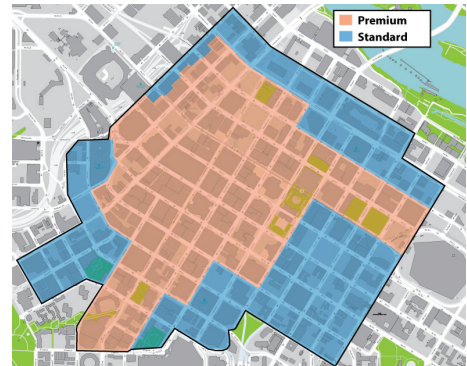
DID would like to thank the following members of the Budget & Operations Committee for their efforts in preparing this budget and providing on-going oversight of the services during 2022: Nancy Aleksuk – Swervo, Ted Campbell – Ryan Companies, Jay Garrett – Marriott City Center Hotel, Jeff Gendreau – Baker Tilly Virchow Kraus, Dave Horsman – Minnesota Twins, Joanne Kaufman – Warehouse District Business Association Deb Kolar – Accesso Services, Chair, Jane Mauer – Tartan Investment Company, Eric Merriman – Thrivent Financial, Paige Morton – Kraus-Anderson, Lynnette Muhich – JLL, Tim Murray – Murray's Restaurant, Ronnie Ragoff – Shorenstein, Seth Redfield – Piedmont, Jennifer Swanson – City of Minneapolis, Steve Trulen – Target

New Initiatives

The DID remains committed to implementing new initiatives that fulfill and expand our services to best fit the needs of the District. In 2022, additional work with various street outreach, violence prevention groups and livability resources made up a portion of the DID's five-area safety plan, which includes communications and collaborations, security presence and response, livability outreach and street engagement, advocacy for a safer downtown, and activation, vibrancy and crime prevention working together in a multi-faceted approach. The DID, in collaboration with Hennepin County, added a social worker dedicated to the downtown area to our street outreach team. Through this position, the DID and Hennepin County are working together to boost outreach efforts in downtown's core. DID also continued their efforts to increase in-person activations and support the reanimation of downtown Minneapolis. DID's Nicollet activations included new strategies for the Nicollet Farmers + Makers Market, including new hours, increased ready-to-eat food options through the DID's Street Eats mobile food cart with vendor Bougie Waffles of Village Café, and resuming bus routes during market hours. DID also worked collaboratively to resume Downtown Thursdays – a program highlighting Thursdays as a must-visit day downtown for businesses and employees returning to the office. These Downtown Thursdays included an increased Nicollet market footprint, various food giveaways and expanded programming on Nicollet. Other additional activations include Street Show performances on Nicollet, First Tuesday Socials with free clothing and resources hosted at the DID Nicollet Office, the fourth annual Downtown Minneapolis Street Art Festival, collaborations with MN Fringe for Beyond the Box performance and much more. DID will continue to adjust to the needs of the downtown 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 remain 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 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 (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, 2023 DID charges will be combined with special assessments on Hennepin County property tax statements, payable 2023. 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.

2023 Services Plan & Estimated Budget

Service Charges	LF	GBA	TOTAL
Service Charges Assessed	\$ 2,025,559	\$ 5,021,727	\$ 7,047,286
Voluntary Opt-In charges Assessed	339,809	439,791	779,600
Reserves applied	90,498	209,502	300,000
Total Sources	\$ 2,455,866	\$ 5,671,020	\$ 8,126,886
Cost of Delivering Services			
Safe: 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, Bar Watch, and Courtwatch.	1,099,412	1,655,506	2,754,918
Livability and Outreach: Police Reserves, Youth outreach, housing & treatment liaisons, Livability team, Strategic Justice Partnership	—	614,578	614,578
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.	777,902	964,504	1,742,406
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.	—	479,061	479,061
Public Area Maintenance	—	262,839	262,839
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.	—	108,000	108,000
Program Management: Staff & professional services for planning & implementation of new initiatives and DID operations.	465,352	1,077,292	1,542,644
Administration: Facilities, parking, supplies, postage, equipment, professional services, insurance, telephone, IT, financing costs, bank fees, & other administrative expenses.	108,881	252,059	360,940
Contingency	—	—	—
Total Costs	\$ 2,451,547	\$ 5,675,339	\$ 8,126,886



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 in 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 & 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, 2022 was as follows:

Board of Directors

Siyad Abdullahi – The Language Banc
 Christine Ackerman – Sleep Number
 Sarah Anderson – BOMA Greater Minneapolis
 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
 Jeffrey Cotter – Deluxe
 John Cowles III – Knudsen | Cowles
 Steve Cramer – mpls downtown council
 Laura Day – Minnesota Twins
 Toby Dayton – LinkUp
 Jennifer DeCubellis – Hennepin Healthcare
 Peter Diessner – Kraus-Anderson
 Lynette Dumalag – JLL
 David Fhima – Fhima's Minneapolis
 Brent Foerster – Meet Minneapolis
 Erik Forsberg – Empire Hospitality
 Mark Gherity – RBC Wealth Management
 Michael Goar – Catholic Charities
 Patricia Grazzini – Mia
 Kendall Griffith – Mortenson
 Scott Hagan – North Central University
 Mark Hamel – Dorsey & Whitney
 Timothy Hart-Andersen – Westminster
 Presbyterian Church
 Meike Hengelfelt – CenterPoint Energy
 Steve Herron – Zeller Realty Group
 Trent Johnson – PCL Construction Services
 Sargent Johnson – Hines Interests
 Tom Jollie – Padilla
 Bill Katter – United Properties
 Louis King – Summit Academy
 Deb Kolar – Accesso Services
 Bella Lam – Coconut Whisk
 Karin Lucas – SPS Commerce

Brian Mallaro – Deloitte & Touche
 Jonathan Marks – Johnson Controls
 John Marshall – Xcel Energy
 Alfredo Martel – Meda
 George McCrary – YMCA of The North
 Eric Merriman – Thrivent Financial
 Joe Miller – Huntington Bank
 Andrew Miller – Minnesota Vikings
 Adair Mosley – Pillsbury United Communities
 John "Ozzie" Nelson – NELSON
 Mark Nerenhausen – Hennepin Theatre Trust
 Brian Pietsch – Ameriprise Financial
 Kevin Quiring – Accenture
 Ronnie Ragoff – Shorenstein
 Matthew Rauenhorst – The Opus Group
 John Rent – Wells Fargo Bank
 Steven Ryan – Taft Stettinius & Hollister
 Mike Ryan – Ryan Companies
 Mike Salmen – Transwestern
 Tom Schnettler – Piper Sandler Companies
 David Serrano – RSP Architects
 Erin Sexton – Mayo Clinic
 Ari Silkey – Amazon
 Josh Stowers – HGA
 Sarah Strehl – ECMC Group
 Ryan Tanke – Minnesota Timberwolves
 & Minnesota Lynx
 Vincent Thomas – Minneapolis College
 Lica Tomizuka – Faegre Drinker
 Lonna Torchia – Weidner Apartment Homes
 Phil Trier – U.S. Bank
 Rosemary Ugboajah – Neka Creative
 James Vos – Cresa Minneapolis
 Abdi Warsame – Minneapolis Public
 Housing Authority
 Jonathan Weinhausen – Mpls Regional Chamber
 Jonathan Wendroff – Comcast
 Tom Whitlock – Damon Farber Associates
 Steve Yaeger – Star Tribune

"Not being a local and not knowing the bus and train schedule, Alfonso took the time to explain to me where the information is found. It is scary moving into a new city and for him to take the time to show me around, I cannot express how grateful I was to him after that interaction. You can really tell that Alfonso enjoys his job and he is a people person. I really appreciate all that the DID Ambassadors do. I feel safe when I see them walking along the streets. Everyone should be like Alfonso H. and I hope to see him again."

– Downtown Resident



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 www.mplsdid.com

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.

Photos courtesy of Tony Nelson and Kurt Moses