

THE MINNEAPOLIS DOWNTOWN IMPROVEMENT DISTRICT'S PURPOSE IS TO *MAKE DOWNTOWN A THRIVING AND COMPETITIVE ENVIRONMENT* FOR RECRUITING AND RETAINING BUSINESSES, EMPLOYEES, RESIDENTS, SHOPPERS AND VISITORS. THE DID ACCOMPLISHES THIS *BY DELIVERING CLEAN, SAFE, GREEN, AND BETTER SERVICES* THAT RAISE THE STANDARD OF CARE AND BEHAVIOR IN DOWNTOWN.



## 2013 Operating Plan\*

Minneapolis Downtown Improvement District  
and Minneapolis Safezone Collaborative

\* Learn more about the Operating Plan at DID's Open House  
Thursday, 9/6/12, 8:30 -9:30 a.m., 81 South 9<sup>th</sup> Street, #260, 612-338-3807

## OUR MISSION & STAKEHOLDERS

By launching the DID, the commercial property owners in downtown Minneapolis recognized that the key to downtown's long term economic growth was to make the area compelling to the varied stakeholders that support downtown's property, business, retail and entertainment industries. On behalf of the property owners, DID focuses on making the overall experience of being downtown consistent and welcoming for these audiences that include 160,000 employees, 36,000 residents, 2.95 million hotel guests, 800,000 convention visitors, 1 million theater patrons, 3.2 million sports fans, 800,000 parade goers, 20,620 students, 30,000 congregants, and the list goes on. Nowhere else in the region does this nexus of broad activity and audience exist.

The importance of downtown as a crossroads of activity and growth, with the public realm experience playing an integral role in spurring that growth, was further articulated in the Minneapolis Downtown Council's recently published action plan titled '*Intersections: Downtown 2025 Plan*'. With a broad spectrum of downtown's business, property, faith, service and policy leaders contributing to the plan's vision, the 2025 Plan has become a framework from which to coordinate and prioritize downtown improvements, including DID's service plans. Now that the 2025 Plan places a fine-point on the complimentary missions of the DID and the Downtown Council, these organizations are looking at ways to further align long term vision and services, with an expectation of leveraged results and resulting operational efficiencies.

## THE DID MODEL AND GOVERNANCE

DID is patterned after many other successful districts that exist nationwide, where studies reflect increased property values resulting from businesses, employees and residents wanting to locate in cleaner, safer, greener, and better areas. DID utilizes 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 by March 31<sup>st</sup> each year. DID is a private, stand alone, 501(c)6 organization with a wholly controlled 501(c)3 subsidiary, Minneapolis SafeZone Collaborative. 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 July 15, 2012, was as follows:

**Tom Hoch, CHAIR** (Hennepin Theatre Trust), **David Wright, VICE CHAIR** (US Bank), **Jeff Gendreau, SECRETARY/TREASURER** (Baker Tilly Virchow Krause), **Robert Anderson** (Loring Green, Resident), **Dario Anselmo** (Warehouse District Business Association and Fine Line Music Café) **Bill Chopp** (Hines Interests), **Dave Dabson** (Piedmont Office Realty Trust), **Bruce Engelsma** (Kraus-Anderson), **Mark Hamel** (Dorsey & Whitney), **Brent Hanson** (Wells Fargo), **Elliot Jaffee** (Downtown Council Chair, and US Bank), **Randy Lebedoff** (Star Tribune), **Mike Litwin** (Target Corporation), **Mike Maney** (Ryan Companies US), **John McCall** (University of St. Thomas), **Russ Nelson** (Minneapolis Foundation Board and Nelson, Tietz & Hoye), **Brian Pietsch** (Ameriprise Financial), **Tracy Pleschourt** (Carmichael Lynch), **John Saunders** (United Properties), **Nils Snyder** (Colliers/Welsh Companies), **David Sternberg, IMMEDIATE PAST CHAIR** (Brookfield Properties), **Randy Thompson** (Hospitality Association Chair, and The Hyatt Minneapolis), and **David Wilson** (Accenture).

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.

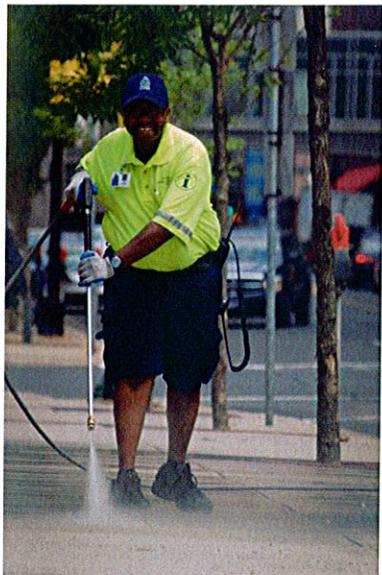
"LOVE!! THIS PROGRAM. SO HAPPY TO SHOW FRIENDS AROUND AND "TALK-UP" THE REASON TO SHOP, DINE AND LIVE DOWNTOWN!" -- RESIDENT

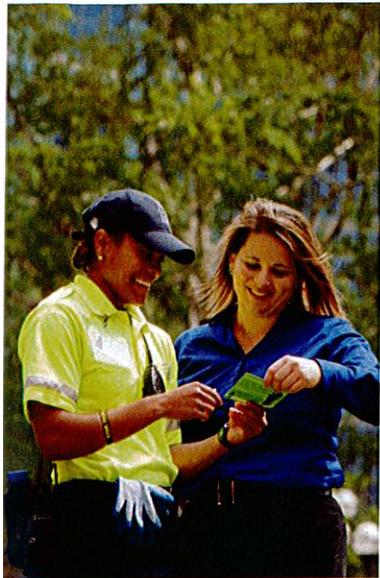


2.9 MILLION LBS  
OF TRASH  
REMOVED

17, 123  
GRAFFITI TAGS  
REMOVED

25,885 LBS  
RECYCLING  
REMOVED





## DID ASSESSMENT METHOD & PAYMENTS

Assessments are based on: a) Services that are lineal in nature (e.g., cleaning) are allocated against the lineal frontage of a property; b) Services that benefit the entire district without relationship to lineal frontage (e.g., greening) are allocated against the property's Gross Building Area (or land area if undeveloped) per City Assessor records; and c) the district is divided into three service areas based on pedestrian demand, and costs are pro-rated to these areas accordingly (a service area map is available on the DID website). This combination of Lineal Frontage, GBA and pedestrian demand, properly addresses the relationship between the quantity of people within a building and area that use the DID services. Please contact DID with questions about the calculation for a specific property (or to identify the Lineal Frontage, GBA or service level for that property). Subject to approval of the Operating Plan, 2013 DID charges will be combined with other special assessments on Hennepin County property tax statements, payable in 2013.

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 benefit from the services). Please contact DID if you represent an exempt property and would like to contribute and/or would like DID to present the program to your board for funding consideration.

## ABOUT DID SERVICES & BUDGET

Frequency of service will be based on achieving 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. Some DID services may occur on private property when doing so benefits the broader area and furthers the mission of DID.

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. But, as with any business, the current economy requires investing in added service to protect our competitive edge. The 2012 proposed budget has increased 2.47% in large part due to: an expansion of DID's proven crime prevention strategies, Downtown 100 and camera monitoring, with an emphasis on the escalating aggressive behavior of youth downtown, and needed planning for a new Nicollet Mall. The year over year variance for each property is impacted by its lineal frontage and GBA relative to the overall district. Any annual changes to the Assessor's data for properties can also impact amounts applied. Please contact the DID management office for questions about specific property charges.

DID would like to thank the following members of the Operations and Services Budget Committee for their efforts in preparing this budget and providing on-going oversight of the services during 2011: **Dave Wright**/US Bank (Chair), **John Campobasso**/Kraus-Anderson, **Dave Dabson**/Piedmont, **Diane Heimerl**/Rice Real Estate, **Tom Hoch**/Hennepin Theatres, **Dave Horsman**/Minnesota Twins, **Joanne Kaufman**/ Warehouse District Business Association, **John Luke**/Hilton, **Tom Mason**/ Radisson Hotel, **Diane Peterson**/Alatus, **Brent Robertson**/Jones Lang LaSalle, **Nils Snyder**/Welsh Cos., **Steve Trulen**/ Target, **David Wilson**/Accenture, and **Amy Wimmer**/Hines.

## DID CONTACT INFORMATION

For further information about this Operating Plan or DID's Governance Board, committees, and staffing; to sign up for mailing lists; or to send us a comment, please contact us at 612.338.3807, [info@MinneapolisDID.com](mailto:info@MinneapolisDID.com), via fax at 612.338.0634, at Minneapolis Downtown Improvement District, 81 South 9<sup>th</sup> Street, Suite 260, Minneapolis, MN 55402 or visit [www.MinneapolisDID.com](http://www.MinneapolisDID.com) for further resources and information about DID.

280,244  
PEDESTRIANS  
ASSISTED

12,580 HOURS  
OF CAMERA  
MONITORING

25+  
LIVES SAVED



"I'VE BEEN A DOWNTOWN EMPLOYEE SINCE 1985. THE DID AMBASSADORS ARE PROBABLY THE SINGLE BEST IMPROVEMENT I'VE SEEN..." --EMPLOYEE

## OPEN HOUSE & OPPORTUNITY FOR Q & A

A public hearing will be held on September 11, 2012, to discuss the services and estimated budget details in this Operating Plan. Prior to the public hearing, **please join us for an open house to answer questions in an informal setting on Thursday, September 6, 2011, 8:30-9:30 a.m., at the DID management office, 81 South 9<sup>th</sup> Street, Suite 260.**

## SERVICES PLAN & ESTIMATED BUDGET

2013 REVENUE		
Service Charges Prorated to Lineal Frontage (LF)		2,200,827
Service Charges Prorated to Gross Building Area (GBA)		4,313,956
Non-Service Charge Revenue Sources		60,000
	TOTAL SOURCES	\$6,574,783
2013 USES		
Service Description	Method	+/-
<b>SAFE:</b> Ambassadors and outreach to patrol sidewalks as "eyes and ears"; provide greeter/hospitality services; and address aggressive behaviors (panhandling, inebriates, intimidating behavior). SafeZone initiatives including RadioLink, camera monitoring, Bar Watch, Give Real Change, Junk In Your Trunk, Courtwatch, Downtown 100 and related housing, treatment and youth services, and Downtown emergency planning.	Allocated	\$2,363,444
<b>CLEAN:</b> Litter, trash and recycling programs; Graffiti abatement; Wash streetscape surfaces; Power-wash sidewalks (as scheduled); Weed removal from sidewalks; Snow tidying on sidewalks and corner pedestrian ramps (property owners will still manage first-response snow services, DID will focus on consistency of snow removal and working with owners to make sure they meet ordinance requirements for removal); Document, report and follow up on private property and public agency issues.	LF	1,155,315
<b>GREEN &amp; PUBLIC REALM:</b> Throughout downtown, plan, provide, install, and maintain seasonal and permanent green features and other public realm enhancements that improve the pedestrian experience. Serve as a resource to public and private sector representatives who want to implement greening and public realm improvements in downtown.	GBA	600,000
<b>PUBLIC AREA MAINTENANCE:</b> Maintenance, repair and painting of enhanced streetscape elements and systems. Nicollet Mall maintenance will focus primarily on non-aesthetic safety issues while a long term renovation and funding plan is developed.	GBA	622,700
<b>SNOW:</b> Continue snow and ice melt services on Nicollet Mall.	GBA	297,400
<b>COMMUNICATIONS:</b> Annual report, operating plan, newsletters, maps, surveys, ratepayer database, public realm and issue specific awareness campaigns and awards, website, renewal petitioning, etc.	GBA	125,000
<b>PROGRAM MANAGEMENT:</b> Staff and professional services for planning and implementation of new initiatives and DID operations.	Allocated	767,340
<b>ADMINISTRATION:</b> Facilities, parking, supplies, postage, equipment, professional services, insurance, telephone, IT, financing costs, bank fees, and other administrative expenses.	Allocated	326,584
<b>CONTINGENCY</b>	Allocated	317,000
	TOTAL USES	\$6,574,783

35,000 +  
TREES, ANNUALS  
& PERENNIALS  
PLANTED

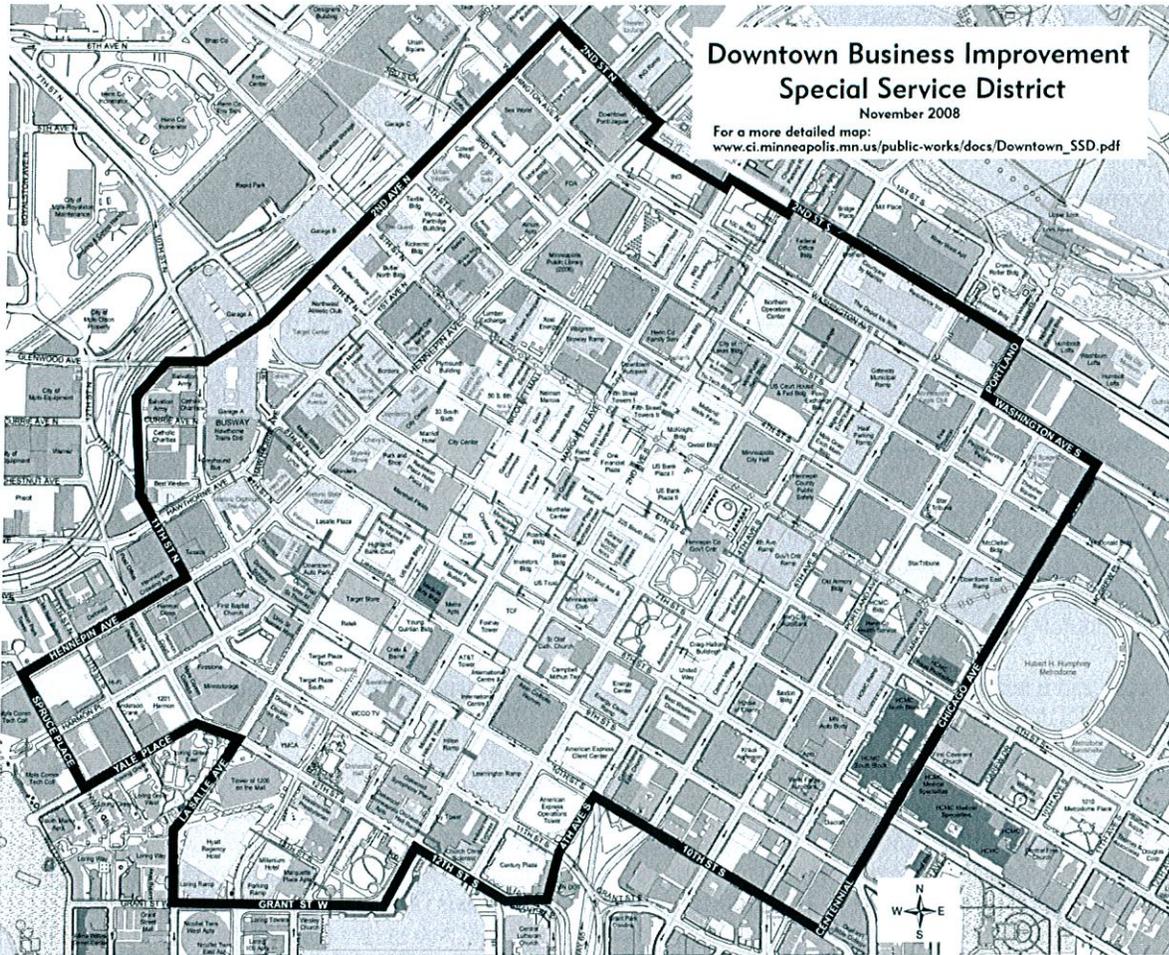
WEEDS REMOVED  
FROM 5,026  
BLOCK FACES

SNOW CLEARED  
FROM 5,168  
CORNERS & 283  
HYDRANTS

".....DID IS A SMART INVESTMENT THAT DIFFERENTIATES MINNEAPOLIS AS A CITY THAT IS COMMITTED TO PROVIDING VISITORS WITH A SAFE, CLEAN AND ENJOYABLE DESTINATION" -- VISITOR

NOTICE OF PUBLIC HEARING TO CONSIDER SPECIAL SERVICES AND SERVICES CHARGES FOR 2013 for the  
Downtown Business Improvement Special Service District  
(a.k.a. the Minneapolis Downtown Improvement District)

The Transportation and Public Works Committee of the Minneapolis City Council will conduct a **public hearing on Tuesday, September 11, 2012, at 9:45 a.m. in Room 317, City Hall**, to consider the services to be provided in 2013 in the District as well as the amount of service charges to be levied against properties in the District. The Minneapolis Downtown Improvement District, as established under Chapter 465 of the Minneapolis Code of Ordinances, is the area contained within the boundaries of the following map:



The services and estimated budget of \$6,574,783 are described in the attached 2013 Operating Plan for the District. There are no improvements or related charges. Adoption by the Committee of the proposed service charges may be taken at the public hearing and recommended to the City Council for approval. At the time of the Public hearing, the Committee will provide an opportunity for all interested persons to be heard regarding the proposed services and the proposed service charges and the committee will consider all written and oral objections and statements. Should a person be unable to attend and wishes to object or comment, please send a written statement in sufficient time for it to arrive prior to the time of the public hearing to: Minneapolis City Clerk's Office, c/o T&PW Committee Coordinator, 350 South 5th Street, Room 304, Minneapolis, MN 55415-1382.