

Dear Property Owner:

When the Minneapolis Downtown Improvement District (DID) was created in 2009, the City ordinance included a 5 year sunset. Now is the time for the business community to say to the City 'We want to continue the DID'. **The ordinance enabling the DID will expire at the end of 2013 unless property owners submit the enclosed petition by March 1. We need your action now.**

The Minneapolis DID was born out of the business community's desire to make downtown a thriving and competitive environment to attract and retain businesses, employees, customers, residents, and visitors. Since its inception, the Minneapolis DID has been making downtown cleaner, safer, greener, and better by delivering services that raise the standard of care and behavior in downtown. Our annual report highlights all the DID has accomplished in the last year.

While many of our services are visible, a great portion of our work takes place behind the scenes, such as monitoring public realm security cameras, spearheading downtown emergency planning, coordinating with law enforcement, tracking property conditions in the public realm, and developing key safety initiatives such as the Downtown 100, CourtWatch, and RadioLink. DID's history of creating strategic partnerships with both public and private sector entities has focused investment toward important issues for the downtown business community, such as crime, livability issues, problem bars, and homelessness.

Please take a moment to fill out and return the enclosed petition to renew the Minneapolis Downtown Improvement District.

We need your support in order to maintain the district operations that have made downtown cleaner, greener, safer and more vibrant. If we as a business community want to continue to affect the environment in which we conduct business, recruit and retain employees, and attract tenants, customers and visitors, then we must renew the DID.

Please act now to continue the DID. Return your signed, notarized petition before March 1.

Please send the original to:

Minneapolis DID
81 South 9th Street, #260
Minneapolis, MN 55402
Attn: DID Coordinator

We look forward to continuing the work of DID, enhancing the experience of being downtown. We thank you, and all of our stakeholders, for your ongoing partnership in this effort.

For questions, please contact us: **Call** Mark Stenglein 612.338.3807; **Email** coordinator@minneapolisdid.com, or **Visit** www.minneapolisDID.com

Minneapolis Downtown Improvement District Information

1. Purpose of the District. The Downtown Improvement District provides services in addition to those provided by property owners and the City. Services include cleaning, safety and hospitality ambassadors, sidewalk cleaning, snow shoveling, landscaping, graffiti removal, litter pick up, trash and recycling collection and removal, activity and vendor coordination, collaborative safety initiatives and other services that make the District cleaner, greener, safer and more vibrant.

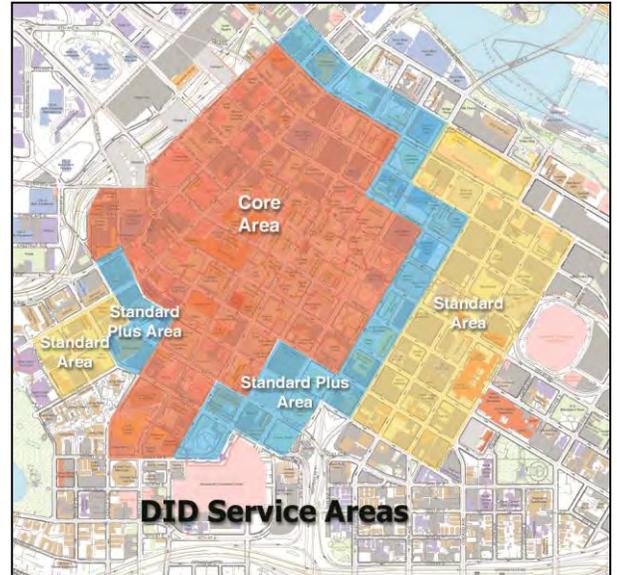
2. Method of Assessment. Properties are subject to assessment based on the following:

a. Services that have a direct relationship to lineal footage, (e.g., sidewalk sweeping), are based on the lineal footage of a property; and

b. Services that benefit the entire District without relationship to lineal footage (e.g., district wide greening) are based on the property's Gross Building Area (or land area if vacant) per City Assessor records. This property addresses the relationship between the quantity of people within a building and the use of the District services.

c. The District is divided into different service areas based on the use and demand. District services are deployed to establish a uniform standard of care throughout the district, and areas with greater usage will require greater frequency of services to establish the standard. The District has three service areas: core; standard plus; and standard (see map). Property owners in the core area receive a greater frequency of services than those in the standard plus area, which will in turn receive more than those in the standard area. Costs are pro-rated accordingly.

Residential, government and certain non-profit properties are exempt from the assessment but may opt in to receive services.



3. District Management. The District is an independent 501 (c) 6 non-profit organization, and is governed by the business community. The District's Board of Directors and operational committees are comprised of business and property representatives who are in the business of managing property, and they annually review costs and services to ensure benefits of the District are achieved. The district is a public-private partnership between the City and the private sector in which: a) the City provides reports about the City services it has and will continue to provide and pay for within the District; b) The City of Minneapolis reviews and assesses service charges for the annual plan.; and c) The District Management entity is responsible for all activities necessary and customary for management of the District, including use of generally accepted business practices for procurement and vendor selection.

4. Estimated Cost; No Bond Indebtedness. The annual cost of the District services is based on the budget established by the Governance Board of the District. The budget is published each year in the operating plan, which is sent to property owners in advance of the annual public hearing, and is available on the DID website www.minneapolisDID.com. The District will not incur bond-indebtedness.

5. District Sunset. The District shall automatically dissolve on December 31, 2013 unless already renewed or dissolved through a petition of property owners.