

# Minneapolis Downtown Improvement District

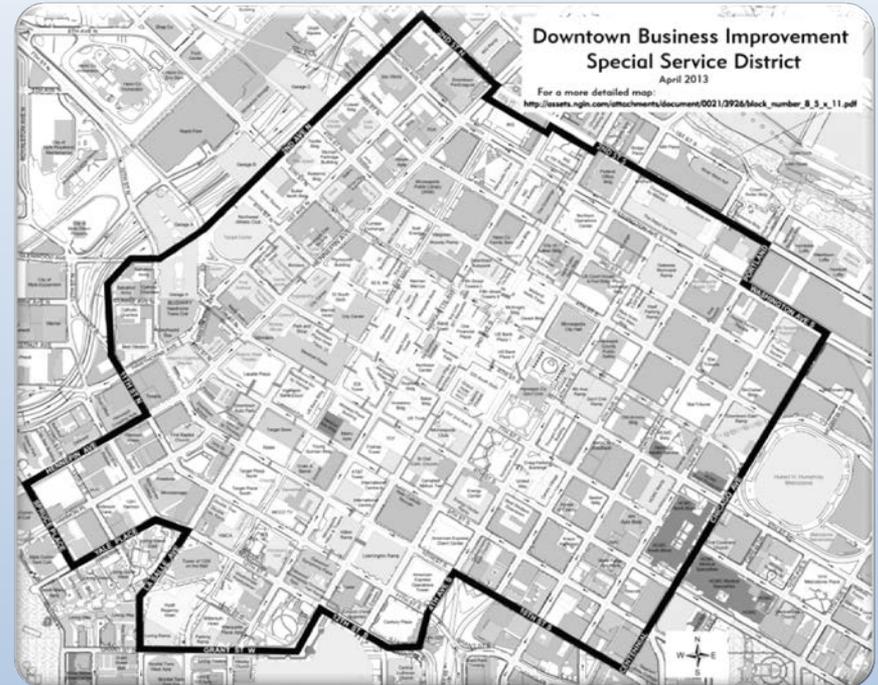


Providing services that support, preserve, create and enhance a vibrant, competitive and thriving downtown that attracts and retains businesses, employees, residents and visitors.



# Who we are

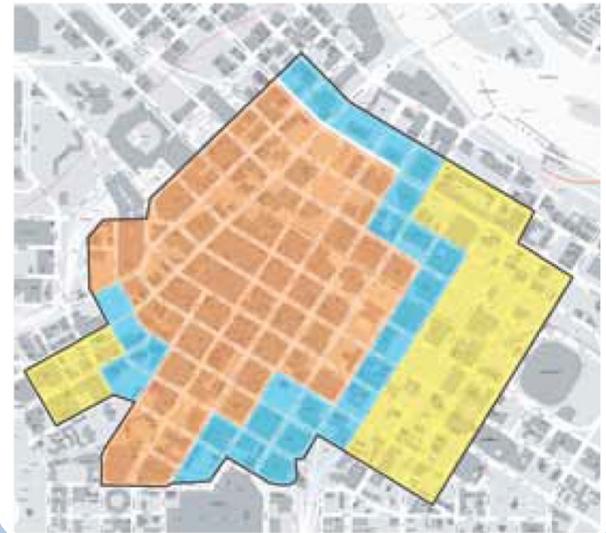
- Organized as a 501 c(6) non-profit entity.
- Responsible for the management and operations of a special service district established under MN statute 428A.
- Operates to maintain a higher and consistent standard of care and behavior throughout 120+ Blocks of downtown Minneapolis by delivering clean, green, and safe services.
- Funded by the commercial property owners within the district boundaries



# How we Assess

- The Assessment methodology that is used charges individual property owners proportionate to the costs to deliver the services needed for a consistent outcome throughout the district
- Services needed are related to usage in each area
- Usage is affected by the density of pedestrians
- Density is captured three ways
  - Linear frontage
  - Gross building area
  - Frequency of services needed, defined by our service level areas.

The district is divided into three service level areas: **Core**, **Standard Plus** 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 as needed to reflect any land use changes that result in changes to pedestrian activity patterns and intensity.



# We Accomplish our Mission through...

1. DID Ambassadors
2. Clean, Green & Safe Services
3. Collaborations & Campaigns
4. Community Engagement



# DID Ambassador Program

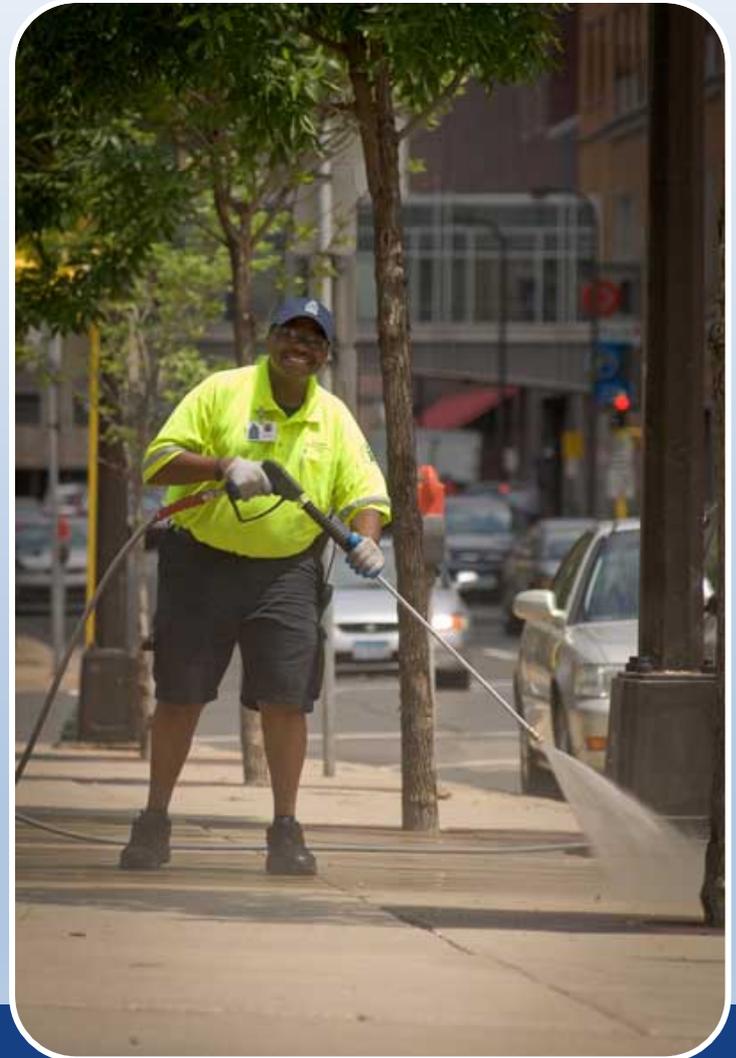
***The Clean & Safe Ambassador program is DID's largest and most visible initiative.***

- *Ambassadors patrol 120+ blocks of downtown 365 days a year.*
- *During their patrols they:*
  - *Welcome people to downtown.*
  - *Pick up litter, remove graffiti, wash sidewalks, & water plants*
  - *Provide directions & recommendations*
  - *Serve as extra eyes & ears for police*
  - *Connect social services to those in need*



# Clean Results

- 4,483,737 lbs of **Trash** collected
- 26,128 **Graffiti Tags** removed
- 399,141 **Gum Spots** removed
- 143,507 lbs of **Recycling** collected



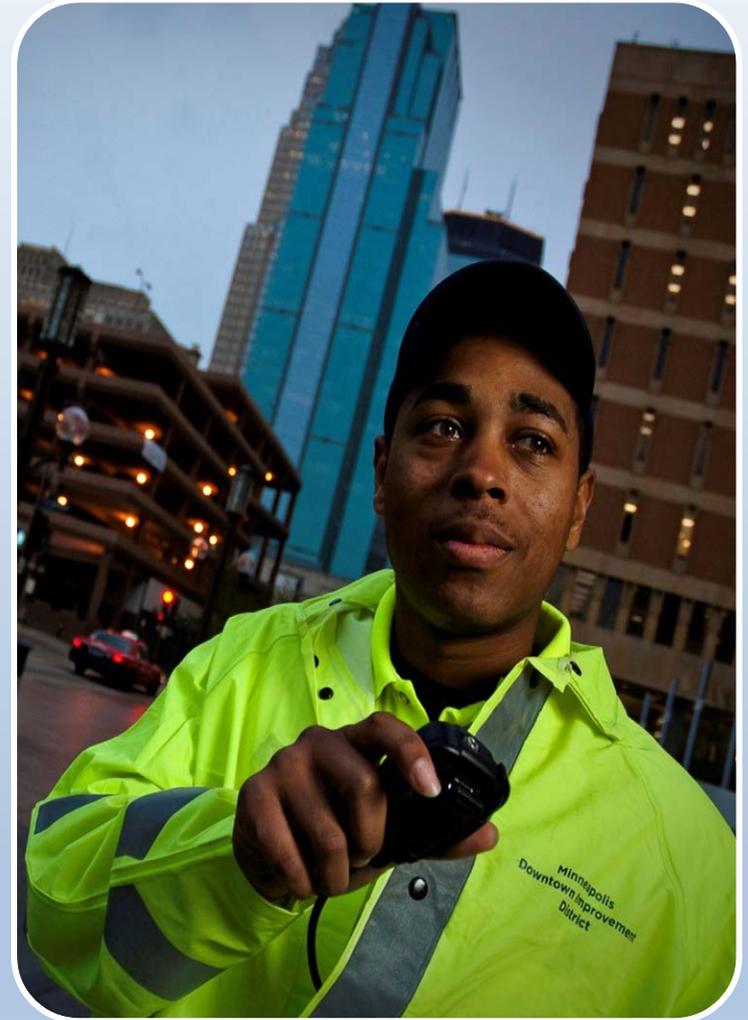
# Green Results

- 61,750 Annuals & Perennials planted and maintained
- 498 Planters & Hanging Baskets planted and maintained annually
- 7,718 Weeds removed (number of block faces)
- 550,000+ Holiday Lights installed



# Safe Results

- 547,938 Pedestrians assisted
- 23,408 Hours of camera monitoring
- 84% Reduction in Chronic Offender Crime (DT100)
- 27+ Lives Saved (*Assistance with Medical Emergencies*)
- 30+ safe initiatives involving collaborations with both public and private organizations (MPD, HCSO, MTPD, Youth Coordinating Board, St. Stephens, Private Security Groups)



# New in 2014

- Police Reserves patrolling Nicollet Mall and Late night in Warehouse District
- Expanded summer greening on 1<sup>st</sup> Avenue North
- Tactical Urbanism Committee
  - U of M College of Design Streetscape Lab
  - Work with Juxtaposition Arts to engage youth in downtown
- Working closely with City and others in development of new public realm infrastructure (Nicollet Mall, Washington Ave, Hennepin and 4<sup>th</sup> street greening)
- Obtained a third party study on the equitability of the current assessment methodology, concluding that the methodology is fair and equitable and consistent with the provisions of the MN Statute 428A



# Budget changes in 2015

- Budget remains relatively flat with a slight decrease of \$7,000 over 2014.
- Small increase in the cost of safe services, allowing for support of the planned 2015 education campaign of the Downtown 2025 Plan's Committee to End Homelessness.
- Allows for the continuation of the new Police Reserve program and youth outreach
- Reduction in the maintenance budget in recognition of the planned re-design of Nicollet Mall.
- Includes an investment in a robust strategic planning process to assure that we continue to evolve as downtown evolves.

Service Description	2015 Budget for Approval
Safety & Security Services	\$2,470,376
Clean Services	1,177,244
Snow Services	351,500
Greening & Public Realm	575,000
Maintenance of Public Areas	456,500
Communications & Marketing	60,000
Program Management	767,340
Administrative	326,065
<b>Total</b>	<b>\$6,184,025</b>



# Minneapolis Downtown Improvement District Budget and Operations Services Committee

- Thank you to the following committee members:
  - Aleksuk, Nancy (Swervo & Warehouse District Improvement Association)
  - Campobasso, John (Kraus Anderson & DID Board)
  - Dabson, Dave (Piedmont & DID Board)
  - Horsman, Dave (MN Twins)
  - Kaufman, Joanne (Warehouse District Business Association)
  - Luke, John (Hilton Minneapolis)
  - Robertson, Brent (Jones Lang LaSalle)
  - Snyder, Nils (Colliers International & DID Board)
  - Trulen, Steve (Target)
  - Wimmer, Amy (Hines Interests)
  - Wright, Dave (U.S. Bank & DID Board)



Thank you for your consideration  
of our 2015 Operating Plan and  
related Budget

