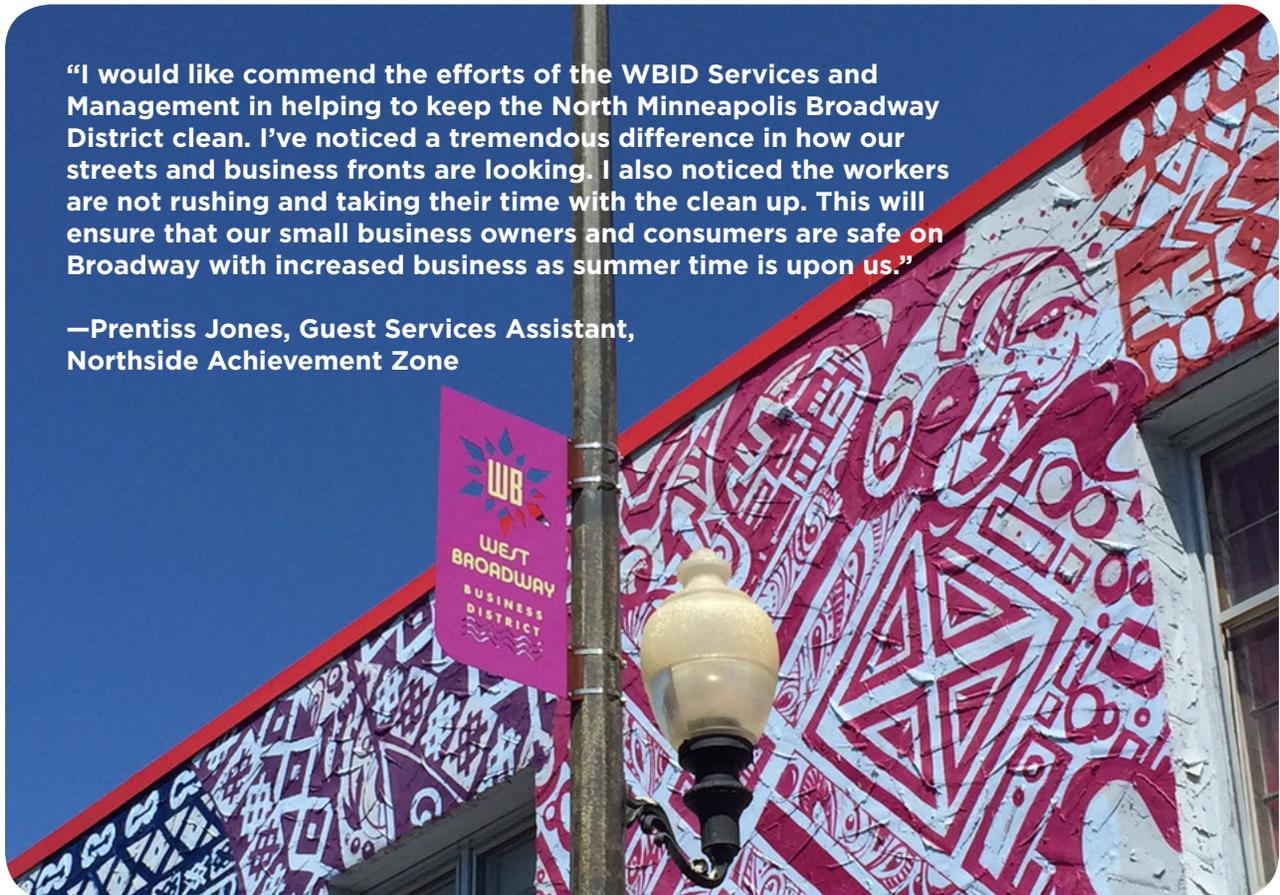




West Broadway Improvement District (WBID) 2016 OPERATING PLAN

“I would like commend the efforts of the WBID Services and Management in helping to keep the North Minneapolis Broadway District clean. I’ve noticed a tremendous difference in how our streets and business fronts are looking. I also noticed the workers are not rushing and taking their time with the clean up. This will ensure that our small business owners and consumers are safe on Broadway with increased business as summer time is upon us.”

**—Prentiss Jones, Guest Services Assistant,
Northside Achievement Zone**



Open House and Q & A Opportunity

You're invited to attend our WBID open house to learn more about the 2016 Operating Plan. The open house will allow you an opportunity to ask questions, make suggestions, and voice concerns. Please join us on Tuesday September 8th, 4:30 pm at The Cookie Cart, located at 1119 West Broadway, Minneapolis MN, 55411.

Contact Rob Hanson at rob@westbroadway.org or 612-353-5178 with any questions or comments

Introduction

We are pleased to present you with this overview of West Broadway Improvement District (WBID) services proposed for 2016. We look forward to continuing the good work of the WBID making the experience of the West Broadway commercial corridor enjoyable.

For more information regarding WBID history, planning, and policies please see the WBID website at westbroadway.org/wbid. 2016 will be the second year of operation for the district, and this operating plan outlines how we will conduct service.



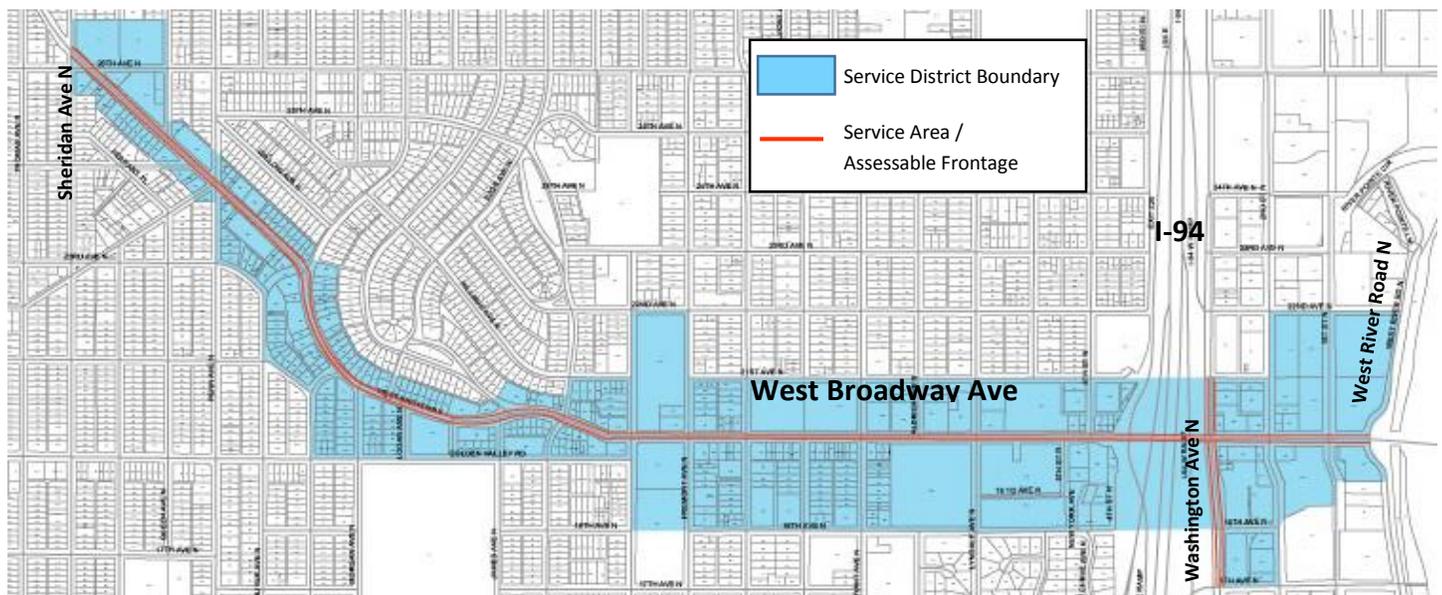
WBID Mission

The Mission of the WBID is to create and promote a cleaner, greener, safer West Broadway Business District.

WBID 2016 objectives include:

1. Esthetically improve and enhance the pedestrian environment through streetscape improvements by maintaining installed banners and by installing holiday decorations.
2. Improve safety and perception of safety within the WBID boundaries by removing litter, graffiti and weeds.
3. Continuing to build the foundation of the district including increased engagement of area business and property owners around the WBID through targeted communications.

District Boundaries and Service Area The WBID provides services to any public right-of-way located along West Broadway from West River Road to Sheridan Ave N, and along Washington Ave N from 17th to 21st. See map below, (service frontage highlighted in red).



Proposed Service Charge Assessment Methodology

The WBC Board of Directors is recommending a total ratepayer assessment of \$105,000 for 2016, which is unchanged from 2015. Proposed property assessments are prorated based on assessable linear frontage along West Broadway and Washington Avenue within the WBID boundaries. Residential, and tax-exempt parcels can opt-in voluntarily, but are not

required to pay the service charge assessment. Based on the proposed budget for 2016, the annual service charge calculates to approximately \$10 per linear foot of assessable frontage.

2016 Service Plan and Estimated Budget

The WBC Board of Directors is recommending the following services for 2016. The services detailed below will be provided within the budget proposed. In the case that there is a carryover balance from the 2015 service charge assessment, the WBID will propose an amendment to this operating plan to incorporate those funds.

2016 Proposed Services and Budget		
INCOME		
Source	Amount	Notes
Service Charge Assessments	\$105,000	Prorated to commercial and industrial properties based on assessable lineal frontage.
Total Income	\$105,000	
EXPENSES		
Budget Item	Amount	Service Description
1. Streetscape Maintenance	\$54,600	Vendor will remove litter, weeds, and other debris three times a week over the course of the year. District will service district owned recycling bins one time per week over the course of the year.
2. Streetscape Decorations and Beautification	\$22,000	Vendor may be asked to perform misc. services within the district which could include graffiti removal, and pressure washing. Seasonal decorations will be purchased for light poles located within the district.
3. Communications (Staff, Electronic Communications, Mailings, Website)	\$4,000	A webpage for the WBID will be maintained. Two mailings will go out to all 308 ratepayers notifying them of the budget meeting and proposed operating plan. Updates will be sent out on a regular basis.
4. Professional Fees	\$3,000	MISC Attorney, Accountant, or other Professional Fees as needed
5. Program Management	\$15,000	Management of Bidding, Procurement, Contracts, Vendors, Accounting, Convening, etc.
6. Program Administration	\$6,400	Insurance, Office Space, Office Supplies
Total Expenses	\$105,000	

Governance

The WBID is guided by the WBC Board of Directors, WBC Business Improvement Steering Committee, and managed by WBC Staff. The WBC is a nonprofit corporation incorporated in the State of Minnesota in accordance with Minnesota Statute 317A. The mission of the WBC is to lead initiatives to bring businesses, non-profit organizations, and neighbors together to create an inviting and vital West Broadway corridor that will transform the Northside into a thriving economic community.

The WBC Board of Directors, upon recommendation by the WBC Business Improvement Steering Committee and WBC Staff will be in management of:

1. Identifying the most needed services
2. Developing an annual operation plan and budget
3. Developing a proposed service charge assessment methodology
4. Communicating with district ratepayers to respond to any concerns and share information on the district's activities.



The WBC Board of Directors is and will be comprised of a mix of commercial property owners, proxies to commercial property owners, business owners, and community stakeholders. The composition will be a minimum of three-fifths assessed property owners, such that a majority of the board shall be comprised of property owners participating the assessment. The current WBC Board of Directors are as follows:

Name	Affiliation
President- Tara Watson	Watson Chiropractic & Anytime Fitness, Property Owner
Vice President- Ravie Singh	US Bank, Business
Secretary- Paula Pentel	University of Minnesota, At-Large
Treasurer- Justin Baylor	JADT Food Group, Property Owner Representative- 1011 West Broadway
Jackie Cherryhomes	Cherryhomes-Tyler, LLC, Resident
Louis Dachis	Merwin Liquors, Property Owner
Diana Hawkins	Hawthorne Community Council, Resident
Meggie McCauley	Cookie Cart, Property Owner Representative
Mike Oker	4 th Street Saloon, Owner & Property Owner Representative
Dean Rose	Broadway Liquor Outlet, Property Owner
Wade Swenson	Cub Foods, Property Owner Representative
Jim Wentzell	Winner Gas, Property Owner Representative

WBC Staff working on the WBID include: Rob Hanson- Programs and Outreach Coordinator, Matt Ides- Executive Director, Shaina Brassard- Marketing and Communications Coordinator, and Carla Schleicher- Communications and Design Associate.

WBID Contact Information

Rob Hanson, Programs and Outreach Coordinator, rob@westbroadway.org
 Matt Ides, Executive Director, matt@westbroadway.org
 West Broadway Business and Area Coalition
 1011 West Broadway Avenue, Suite 202
 Minneapolis, MN 55411
 Phone: 612.353.5178

Ratepayer Engagement

WBC Staff will communicate and engage with district ratepayers through:

- The WBID webpage: www.westbroadway.org/WBID
- Electronic Mailing List: Ratepayers may sign up at the WBID webpage or email wbid@westbroadway.org.
- Written communication mailed to ratepayer—as needed or required including notice of annual budget meeting and proposed operating plan.

Ratepayer engagement will include (but is not limited to) communication around the following, which will all be posted on the WBID webpage:

- WBC Board meeting notices and agendas (including budget and pre-budget adoption meetings and annual meeting)
- Written notice of budget determination and end of year financials mailed to Ratepayers
- Monthly financial reporting (including dashboards, income-and-expense statements, balance sheets and profit and loss statements)
- Semi-annual reporting
- Annual reporting (including completed annual financials, 990 information, a report on service metrics and a budget summary dashboard)

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