



2015 OPERATING PLAN

MINNEAPOLIS DOWNTOWN IMPROVEMENT DISTRICT & SAFEZONE COLLABORATIVE

We are pleased to present you with this overview of DID services proposed for 2015. We look forward to continuing our work making the experience of being downtown enjoyable. Whether providing business recommendations and directions, cleaning and greening our downtown, or actively collaborating with our many partners, DID is providing services that improve the perception and the experience of being downtown. Hundreds of thousands of employees, visitors, residents and business owners benefit from these services. We thank you, and all of our stakeholders, for your partnership in improving downtown. Here's to a vibrant and prosperous 2015.

Learn more about the 2015
Operating Plan at DID's Open House

Thursday, September 4, 2014, 3:30-4:30 pm
at the Minneapolis Downtown Improvement District office
81 South 9th St, #260



DID Mission

The 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, the DID pursues several goals: To create/support a competitive and thriving downtown through effective provision of clean, green, safe and better services; 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 and sustain an ecosystem that encourages a thriving public space in support of retailers, businesses, employees, visitors and residents.

About DID Services and 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, furthers the mission of DID and is coordinated through a fee-for-service contract. As with any business, we must invest in added services to yield the greatest possible 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. The 2015 proposed budget remains consistent with the 2014 budget in large part due to the identification of operating efficiencies. 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 charges to specific properties. 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 2014: Nancy Aleksuk – Swervo Development Corporation, John Campobasso – Kraus Anderson, Dave Dabson – Piedmont Office Realty Trust, Dave Horsman – Minnesota Twins, Joanne Kaufman – Warehouse District Business Association, John Luke – Hilton Minneapolis, Brent Robertson – Jones Lang LaSalle, Nils Snyder – Colliers International, Steve Trulen – Target, Amy Wimmer – Hines Interests, Dave Wright (Chair) – U.S. Bank

"I am very impressed with the ambassadors and the work they do in downtown. I've worked downtown for 30+ years and to be honest the downtown has never looked better. In addition, I've traveled some and found that it leaves a great impression on visitors when someone will help them find where they are going or how to get there. Keep up the great work!" – Downtown Employee

"Thank you to the DID Ambassadors for their kind and quick services. We had a group of Greyhound Bus passengers stranded in Minneapolis overnight. An Ambassador helped to locate and deliver food to get the passengers through the night. Thank you!" – Downtown Business Owner

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 significant changes to pedestrian activity patterns and intensity that would call for a change in services delivered.



DID Assessment Method & Payments

The assessment methodology charges properties proportionate to the costs to deliver the services needed for a consistent outcome throughout the district. Services needed are related to 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 the County and City records. The third, frequency of services needed, was determined as described in the service level area map (left). 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 (Core – 100%, Standard Plus – 50%, Standard – 25%) 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, 2015 DID charges will be combined with special assessments on County property tax statements, payable 2015. Residential and certain non-profit property is 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.

New Initiatives

In 2015, we will see the continuation of many exciting and positive changes in the district. We remain committed to continuing our work to make all areas of the district attractive, safe and welcoming. The 2015 budget reflects an expansion of our safety and outreach initiatives in recognition of the importance of these areas to a vibrant downtown. We are able to balance this with a savings in maintenance due to the anticipated redesign of Nicollet Mall set to begin in 2015. We will also look to creative new ways that we can enhance and elevate the experience of being downtown. As a final point, we have included funds to allow us to invest in a robust strategic planning process to assure that we continue to evolve as downtown evolves. These services, described in detail below, will be provided within the budgeted costs and are assessed accordingly.



2015 Services Plan & Estimated Budget*

Service Charges	LF	GBA	TOTAL
Service Charges Assessed	1,710,673	3,817,956	5,528,629
Voluntary Opt-In charges Assessed	280,125	375,271	655,396
Total Sources	1,990,798	4,193,227	6,184,025
Cost of Delivering Services			
Safe: Ambassadors & outreach to patrol sidewalks as “eyes & ears”; provide greeter/hospitality services; & address aggressive behaviors (panhandling, inebriates, intimidating behavior). SafeZone initiatives including: RadioLink, camera monitoring, housing & treatment liaisons, Bar Watch, Give Real Change, Courtwatch, Downtown 100, Tactical Urbanism, Youth Outreach, Police Rescues & Emergency Planning.	1,034,512	1,435,864	2,470,376
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, DID will focus on consistency of removal & work with owners to make sure they meet ordinance standard); Document; report, & follow-up on private property & public agency issues.	604,291	572,953	1,177,244
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 implementing greening. Tactical Urbanism.	—	575,000	575,000
Public Area Maintenance	—	456,500	456,500
Snow: Continue snow & ice melt services on Nicollet Mall.	—	351,500	351,500
Communications: Annual report, operating plan, maps, surveys, newsletters and social media, ratepayer database, public realm & issue specific awareness campaigns, awards, activations, website, etc.	—	60,000	60,000
Program Management: Staff & professional services for planning & implementation of new initiatives and DID operations.	247,026	520,313	767,340
Administration: Facilities, parking, supplies, postage, equipment, professional services, insurance, telephone, IT, financing costs, bank fees, & other administrative expenses.	104,969	221,097	326,065
Total Costs	1,990,798	4,193,227	6,184,025

*The 2015 budget includes only funds and costs related to the assessment process. The total 2014 budget of \$6,565,062 included \$374,340 of funds and costs that were to be received outside of the assessment process including donations, direct-service agreements, and some exempt properties that opt to contribute to the DID directly. The 2014 budget related to the assessment process only was \$6,190,722.



“The Minneapolis DID program is one of the best I’ve ever heard of; whoever thought of it is brilliant! The Ambassadors change the atmosphere of downtown in an amazing way. They make a HUGE difference.”
— Downtown Property Owner

“I am in town visiting for the IMA conference and wanted to say your Ambassadors are doing a great job keeping the city a clean and safe environment. Please compliment Ambassador Johnny who I saw grab a piece of litter almost before it even hit the ground.” — Downtown Visitor

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 cleaner, safer, greener 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 by March 31 each year. DID is a 501(c)6 non-profit 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 1, 2014, was as follows:

Board of Directors

Mick Anselmo – CBS Radio	Kevin Lewis – BOMA Minneapolis
Collin Barr (Chair) – Ryan Companies	Bob Lux – Alatus LLC
Elizabeth Brama – Briggs and Morgan	Tim Mahoney – Warehouse District Business Association and The Loon Café
Ralph Burnet – RWB Development	Brian Mallaro – Deloitte and Touche
John Campobasso – Kraus Anderson	Mike Maney – Ryan Companies
Bill Chopp – Hines Interests	Steve Mattson – Target Center
Jay Cowles III – Unity Avenue Associates	John McCall – University of St. Thomas
Steve Cramer – Minneapolis Downtown Council & Downtown Improvement District	Tim Murnane – Opus Group
Dave Dabson – Piedmont Office Realty Trust	Russ Nelson – Nelson, Tietz & Hoyer
Phil Davis – MCTC	Mike Noble – Minneapolis Hotel Association and Normandy Inn & Suites
Laura Day – Minnesota Twins	Robert Olson – Dorsey & Whitney
Jim Durda – Beacon Real Estate	Brian Pietsch – Ameriprise Financial
Cindy Eliason – Macy's Minneapolis	Tracy Pleschourt – Carmichael Lynch
Kweilin Ellingrud – McKinsey & Company	Judy Pofperl – Xcel Energy
Christine Fleming – Be The Match Foundation	Steve Poppen – Minnesota Vikings
Jeff Gendreau – Baker Tilly Virchow Krause	Ronnie Ragoff – Shoreline
Jeff Griffing – Star Tribune	Becky Roloff – YWCA Minneapolis
Robb Hall – CSM Corporation	Bob Rolston – Honeywell
Brent Hanson – Wells Fargo	Mike Ryan – Ryan Companies
Tim Hart-Andersen – Westminster Presbyterian Church	John Saunders – Cushman & Wakefield/NorthMarq
Tom Hoch (Chair Elect) – Hennepin Theatre Trust	Tom Smith – Piper Jaffray
Deb Hopp – MSP Communications	Nils Snyder – Colliers International
Elliot Jaffee – U.S. Bank	Kenneth Sorensen – Mortenson Construction
Jeanie Joas – JB Hudson Jewelers	Kirsten Spreck – Thrivent Financial for Lutherans
Bill Johnson – Dorsey & Whitney	Al Swintek – CenterPoint Energy
Robert Jones – TCF National Bank	Melvin Tennant – Meet Minneapolis
Judy Karon – Downtown Resident	Phillip Trier – U.S. Bank
Summer Kath – Cambria	Sandra Vargas – Minneapolis Foundation
Steven Katz – Barnes and Thornburg	John Wheaton – Faegre Baker Daniels
Kevin Ketelsleger – RBC Wealth Management	David Wilson – Accenture
Sang Kim – Wells Fargo	Chris Wright – Minnesota Timberwolves and Minnesota Lynx
Todd Klingel – Minneapolis Regional Chamber of Commerce	Dave Wright – U.S. Bank



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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.



"I met a DID Ambassador today as he was cleaning the walkway of cigarette butts that people had just thrown on the ground. I've noticed a huge difference since the Ambassadors starting walking the streets of Downtown and I want to THANK YOU all for your hard work."

– Downtown Employee



"I live in Minneapolis and every time I see the DID Ambassadors they make me smile. My first experience with the Ambassadors was when I got off of the light Rail and immediately became turned around. An Ambassador saw I was lost and pointed me in the right direction. I very much enjoy the Ambassadors, and I appreciate the work they do and how friendly they are!"

– Downtown Resident

"I ran into a DID Ambassador during my daily walk, and he was an example of everything that is great about our city: welcoming, friendly and quick to offer help. I'm thankful for all of your hard work."

– Downtown Employee