



2016 Operating Plan

Minneapolis Downtown
Improvement District &
SafeZone Collaborative

We are pleased to present you with this overview of MDID services proposed for 2016. 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, MDID 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 2016.

Learn more about the 2016 Operating Plan at MDID's Open House

Thursday, September 3, 2015, 3:30-4:30 pm

at the Minneapolis Downtown Improvement District office 81 South 9th St, #260





“This morning I watched a MDID Ambassador escort an elderly woman across an icy patch so she could get to the Central Library. It was heartwarming to see such a kind act.”
 – Downtown Employee & Resident

MDID 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 (below). 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 MDID 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, 2016 MDID charges will be combined with special assessments on County property tax statements, payable 2016. Residential and certain non-profit property is exempt from paying service charges for the MDID (although many have opted to pay voluntarily since they too receive services). Please contact MDID if you represent an exempt property and would like to contribute or would like MDID to present the program to your board for consideration.



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 annually as needed to reflect any land use changes that result in changes to pedestrian activity patterns and intensity.

MDID MISSION

The MDID'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 MDID 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 MDID 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. MDID's service level areas have been determined, in part, based upon these anticipated response times and frequencies. Some MDID services may occur on private property when doing so benefits the broader area, furthers the mission of MDID 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 2016 budget takes into consideration the impact of the Nicollet Mall construction. We anticipate some cost reductions related to the construction activity and, while some of this has been repurposed to other areas, the 2016 budget does reflect an overall reduction from 2015. The year over year variance for each property is impacted by its lineal frontage and gross building area relative to the overall district. Any annual changes to the Assessor's data for properties or fluctuations in the budget relative to allocations between linear and gross building area services can also impact amounts applied. MDID would like to thank the following members of the Budget and Operations Committee for their efforts in preparing this budget and providing on-going oversight of the services during 2015: Nancy Aleksuk – Swervo Development Corporation, Maren Anderson – City of Minneapolis, Christopher Campbell – FirstService Residential, John Campobasso – Kraus-Anderson Construction Company, Dave Dabson – Piedmont Office Realty Trust, Jeff Gendreau – Baker Tilly Virchow Kraus, LLP, Dave Horsman – Minnesota Twins, Joanne Kaufman – Warehouse District Business Association, John Luke – Hilton Minneapolis, Mike Maney – Ryan Companies US, Inc., Jane Mauer – Tartan Investment Company, Ronnie Ragoff – Shorestein Realty Services, LP, Nils Snyder – Colliers International, Kirsten Spreck – Thrivent Financial for Lutherans, John Sweeney – Brave New Workshop Creative & Outreach Theater, Herb Tousley – University of St. Thomas, Steve Trulen – Target Corporation, Amy Wimmer (Vice-Chair) – Hines Interests, Dave Wright (Chair) – U.S. Bank

NEW INITIATIVES

In 2016 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 2016 budget reflects a reduction in the areas of greening and maintenance due to the reconstruction of Nicollet Mall. A portion of these savings are being repurposed to launch a new livability team of street workers that will help to guide individuals to services and discourage intimidating behaviors. We also plan to expand operations staff support. Both of these recommendations are consistent with the strategic plan that was recently approved by the board of directors.

“I believe in all the years (37) that I have lived on the [Nicollet] Mall these are the most breathtaking planters we have ever had displayed. Even with all the surfaces being torn up the planters bring beauty for all of us to enjoy. Thank you!”

– Downtown Resident



2016 SERVICES PLAN & ESTIMATED BUDGET

Service Charges	LF	GBA	TOTAL
Service Charges Assessed	1,644,394	3,785,960	5,430,354
Voluntary Opt-In charges Assessed	268,032	339,780	607,812
Total Sources	\$1,912,426	\$4,125,740	\$6,038,166
Cost of Delivering Services			
Safe: Ambassadors & outreach to patrol sidewalks as “eyes & ears”; provide greeter/hospitality services; & address aggressive behaviors (panhandling, inebriates, intimidating behavior). Other Safe initiatives include: Police Reserves, Radiolink, camera monitoring, security, camera registration program, Youth outreach, housing & treatment liaisons, Livability team, Tactical Urbanism, Street activations, Bar Watch, Courtwatch, Downtown 100, Give Real Change, Police Rescues & Emergency Planning.	—	—	2,662,990
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, MDID 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.	—	—	1,221,136
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.	—	—	388,000
Public Area Maintenance	—	—	181,250
Snow: Continue snow & ice melt services on Nicollet Mall.	—	—	261,500
Communications: Annual report, operating plan, maps, surveys, social media, ratepayer database, public realm & issue specific awareness campaigns, awards, activations, website, etc.	—	—	45,000
Program Management: Staff & professional services for planning & implementation of new initiatives and MDID operations.	—	—	835,000
Administration: Facilities, parking, supplies, postage, equipment, professional services, insurance, telephone, IT, financing costs, bank fees, & other administrative expenses.	—	—	293,290
Contingency	—	—	150,000
Total Costs	—	—	\$6,038,166

THE MDID MODEL AND GOVERNANCE

MDID 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. MDID 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 MDID is delivered to the City by March 31 each year. MDID is a 501(c)6 non-profit organization with a wholly controlled 501(c)3 subsidiary, Minneapolis SafeZone Collaborative. MDID is governed by a Board of Directors comprised of business leadership who bring a broad depth and breadth of expertise to the oversight of MDID operations. The membership of the Board will change from time to time as terms are filled or expire. The membership as of July 1, 2015, was as follows:

BOARD OF DIRECTORS

Mick Anselmo – CBS Radio	Bob Lux – Alatus LLC
Medaria Arradondo – City of Minneapolis – MPD	Tim Mahoney – Warehouse District Business Association and The Loon Café
Collin Barr – Ryan Companies	Brian Mallaro – Deloitte and Touche
Maureen Bausch – MN Super Bowl Host Committee	Steve Mattson – Target Center
Elizabeth Brama – Briggs & Morgan PA	Laura McCarten – Xcel Energy
Ralph Burnet – RWB Development	Cora McCorvey – Minneapolis Public Housing Authority
John Campobasso – Kraus Anderson	Kimberly Motes – University of St. Thomas
Mike Christenson – Minneapolis Community and Technical College	Sianneh Mulbah – Minnesota Timberwolves and Minnesota Lynx
Michael Clark – CSM Corporation	Tim Murnane – Opus Group
John Cowles III – Unity Avenue Associates	Russ Nelson – NTH Inc.
Shelly Crowley – MSP Communications	Mike Noble – Best Western Normandy Inn & Suites
Dave Dabson – Piedmont Office Realty Trust	Dave Norback – RSP Architects
Laura Day – Minnesota Twins	Robert Olson – Dorsey & Whitney
Jim Durda – Zeller Realty Group	Brian Pietsch – Ameriprise Financial
Helen Eddy – Macy’s Minneapolis	Judy Pofert – Xcel Energy
Kweilin Ellingrud – McKinsey & Company	Jon Pryor – Hennepin County Medical Center
Jeff Gendreau – Baker Tilly Virchow Krause	Ronnie Ragoff – Shorestein Properties
Rebecca Greco – HGA Architects and Engineers	Becky Roloff – YWCA of Minneapolis
John Griffith – Minnesota Sports Facilities Authority	Bob Rolston – Honeywell
Brent Hanson – Wells Fargo	Mike Ryan – Ryan Companies
Kathleen Harrington – Mayo Clinic	John Saunders – United Properties
Tim Hart-Andersen – Westminster Presbyterian Church	Mark Schindele – Target Corporation
Blake Hastings – CBRE	Kathleen Schmidtkofer – University of Minnesota Foundations
Tom Hoch (Chair) – Hennepin Theatre Trust	Kenneth Sorensen – Mortenson Construction
Jeanie Joas – JB Hudson Jewelers	Kirsten Spreck – Thrivent Financial for Lutherans
Robert Jones – TCF National Bank	Albert Swintek – CenterPoint Energy
Judy Karon – Downtown Resident	Melvin Tennant – Meet Minneapolis
Paul Kasbohm – Star Tribune	Phil Trier – U.S. Bank
Summer Kath – Cambria	Sandra Vargas – Minneapolis Foundation
Steven Katz – Barnes and Thornburg	John Wheaton – Faegre Baker Daniels
Trisha Kirk – Guthrie Theater	Tom Whitlock – Damon Farber Associates
Todd Klingel – Minneapolis Regional Chamber of Commerce	David Wilson – Accenture
Rebecca Kolis – Be The Match Foundation	Amy Wimmer – Hines Interests
Steve LaCroix – Minnesota Vikings	Dave Wright – U.S. Bank
Kevin Lewis – BOMA Minneapolis	



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MDID 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 MDID website for more information about services implementation, staffing, board, committee membership, etc.

“Early this morning I witnessed the MDID Ambassadors assisting with a medical emergency. A man in a motor wheelchair drove off the sidewalk and tipped over in the street. His disabilities prevented him from transferring back into the wheelchair. The MDID Ambassadors showed up promptly to check on the individual and blocked the traffic lane to protect him until EMS arrived on scene. They did a great job and acted quickly in this situation.”

– Downtown Resident

“Keep up the good work!!! MDID has been around since I moved to Minneapolis in 2009, and it’s been comforting to see the green shirts/jackets and smiling faces throughout downtown. Whether I was looking for bus information, venue locations or bar/restaurant recommendations you have always been spot on. Your efforts to keep downtown clean do not go unnoticed. Thank you all!”

– Downtown Employee

“The MDID ambassadors made my day! This morning I was struggling to walk to my hotel with several heavy shopping bags. A MDID Ambassador approached me, and asked if I needed help with my bags. He helped me carry my purchases all the way to my hotel. It was so incredibly nice; I am still in shock!”

– Downtown Visitor

“Today I watched a MDID Ambassador clean the various newspaper and magazine boxes in front of our business. She was so diligent and effective in her work that I went out to thank her in person. Services like this make our city all the more attractive.”

– Downtown Business Owner