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**FOR IMMEDIATE RELEASE**

## **Minneapolis DID Shares Roundtable Summary From Hospitality Zone Assessment For Downtown Minneapolis**

**MINNEAPOLIS (December 9, 2015)** — The Minneapolis Downtown Improvement District (MDID) shared today the roundtable summary report from Responsible Hospitality Institute's (RHI) Hospitality Zone Assessment focused on enhancing the vibrancy of downtown Minneapolis' late-night scene.

MDID engaged RHI to do a Hospitality Zone Assessment in Downtown Minneapolis, which included a review of six core elements: Public Safety, Venue Safety, Transportation, Quality of Life, Entertainment and Multi-Use Sidewalks. RHI visited Minneapolis between August and December 2015 to meet with key elected officials, hospitality industry stakeholders and development, community and educational institution leaders along with taking late-night tours to examine the current and potential evolution of the city's dining, entertainment and nightlife—particularly the Warehouse District.

"This has been a collaborative process that has brought stakeholders across several industries—all intersecting around downtown hospitality—together to work toward creating an extraordinary downtown," said Steve Cramer, President & CEO of the Minneapolis Downtown Council and Downtown Improvement District. "It is a testament to the people and businesses in our city who are willing to work together to build a thriving economic and entertainment environment. We're excited and hopeful that stakeholders will continue to use the Hospitality Zone Assessment as a tool for working together as a community to implement these potential enhancements."

RHI worked with MDID staff, 16 representatives on a "Transformation Team" and more than 90 total local stakeholders to identify trends and issues of Minneapolis' hospitality development. The Transformation Team was created to bring a fair and balanced perspective and to encourage peer participation in the process. Their findings, highlighted in the Hospitality Zone Assessment, provides recommendations for downtown's nighttime economy.

"Improvements to downtown Minneapolis will benefit the entire City. I thank the Minneapolis Downtown Improvement District for their efforts to help us reach this goal and support the implementation of the recommendations put forth," Minneapolis Mayor Betsy Hodges said. "My staff has been engaged throughout the process, and I look forward to greater engagement throughout the enterprise. Together we can make the necessary improvements to transform Minneapolis into a thriving 21<sup>st</sup> century city."

RHI, which has performed hospitality assessments for cities across the country, found Minneapolis to be a leading city when compared to others around the country in several practices including level of participation in

the Hospitality Zone Assessment and daily quality of life efforts. Six priorities highlighted in the report for enhancing the nighttime economy in Minneapolis include:

- Evaluate current off-duty officer practices for nightlife venues
- Review incentives for background checks and appropriate training for security staff
- Convene related groups to discuss formalizing a downtown hospitality and nightlife association
- Explore improvements to business licensing to match risk with venue practice
- Create a baseline of measurable goals for the mobility management plan
- Map a “bird’s eye view” plan to enhance sidewalk vibrancy.

“I’m excited by the level of participation in this effort to help continue building a solid foundation for our nightlife economy,” said Jacob Frey, Minneapolis City Council Member, Third Ward. “We have a dynamic community here in downtown Minneapolis, and having such a wide variety of parties involved in this process is encouraging that we can create a strong, vibrant and safe downtown nightlife scene.”

Members of the Transformation Team include Nicole Archbold (City of Minneapolis, Mayor’s Office), Deputy Chief Medaria Arradondo (Minneapolis Police Department), Bill Dossett (Nice Ride MN), Tim Drew (City of Minneapolis Public Works), Adam Harrington (Metro Transit), Steve Hark (Twin Cities Entertainment, Inc.), Mike Jungers (ABM), Joanne Kaufman (Warehouse District Business Association), Peter Killen (CARA Irish Pubs), Inspector Michael Kjos (Minneapolis Police Department), Jodi Molenaar-Hanson (City of Minneapolis City Coordinator’s Office), John Power (Loews Minneapolis Hotel), Heidi Ritchie (City of Minneapolis, Council Member Jacob Frey’s Office, Third Ward), Andy Warg (Target Center) and Grant Wilson (City of Minneapolis Community Planning & Economic Development).

MDID will serve as the first convener and facilitator as partners and stakeholders continue to work together on implementation.

To view the full RHI Hospitality Zone Assessment, visit [www.minneapolisdid.com/pressroom](http://www.minneapolisdid.com/pressroom).

**About the Downtown Improvement District:**

Founded in early 2009, after more than five years of formative planning and advocacy by the downtown business community, the Minneapolis DID delivers higher levels of service to make downtown cleaner, greener, safer and more vibrant throughout a 120-block area, as is the case with most Business Improvement Districts. For more information, visit [www.minneapolisdid.com](http://www.minneapolisdid.com).

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