

Photo Courtesy: Kurt Moses Photography



Downtown
Improvement
District

2023 Annual Report

Mpls Downtown Improvement District
& Vibrant and Safe Downtown

Dear Downtown Stakeholder,

As we reflect on the past year, we feel the momentum building and carrying us into 2024. Here at the DID, on a daily basis we are focused on bringing important services to our downtown core. Whether you come downtown daily, are starting to return to the office with more frequency, or are a visitor for an event, we are here to make sure your downtown experience is exceptional.

We are excited to be a part of the continued progress and vibrancy of our downtown. Our Ambassadors remain an important resource to keeping our district clean and safe, and also a critical tool to those who live, work and play in downtown. By assisting pedestrians, DID Ambassadors, Livability team, and Safety Communication staff help to ensure that everyone in the downtown community has a positive experience. They meet people where they are – always there to offer a friendly face and a helping hand.

We are proud to create activities that are community-centered, inclusive and accessible. The community space located in our office on Nicollet offers resources and activities on a daily basis. In 2023 the Nicollet xChange and Beyond the Box programs provided experiential lunch-hour opportunities for workers coming into the office during the summer months. The Downtown Street Art Festival welcomed guests in August to Nicollet, and Warehouse District Live provided an enhanced late-night space for those going to concerts, games or our local bar scene.

Looking ahead to 2024, we will continue to emphasize our strong existing programs and work to expand services where possible, guided by the values of inclusion and sustainability. We will strengthen the reach and impact of existing community events. And we will continue to leverage partnerships and tools available to enhance safety throughout the district, including coordinated efforts in the DID Safety Communications Center, outreach teams, RadioLINK with private security groups, and building new strategies through available technology. We are looking forward to working with you to help downtown Minneapolis continue to thrive and develop into the must-experience destination that we all share.

Karin Lucas
Chair, Board of Directors
SVP, Chief Customer Support Officer
SPS Commerce

Adam Duinick
President & CEO
mpls downtown council
Mpls Downtown Improvement District

Clean

Bags of trash removed
in 2023:

41,852

Total since inception:

466,576

Graffiti tags removed in 2023:

9,309

Total since inception:

85,358



Green

Annuals and perennials
planted in 2023:

16,350

Total since inception:

221,980

Weeds removed (block faces)
in 2023:

18,405

Total since inception:

40,748



Safe

Pedestrians assisted in 2023:

125,994

Total since inception:

1,367,872



More

Recycling bags filled in 2023:

5,462

Total since inception:

39,334





Photo Courtesy: Tony Nelson Photography

Activations and Programs

Nicollet xChange

This year from June – August, the Nicollet xChange transformed Nicollet from 8th Street to 9th Street into a sustainable marketplace. The xChange, held over the lunch hour on Tuesdays, featured live music, food trucks, games, informational tabling from sustainability partners, and a swap store where community members could swap clothing and household goods. The program welcomed over 9,300 people and 523 exchanges saved items from entering the waste stream.

The Alley Project

The Alley Project, located on the 900 Hennepin block, continued to be a hub of creative engagement within the district. The community space hosted a variety of events throughout the year, including Hennepin Theatre Trust's Outside Vibe, a basketball tournament, and a Juneteenth Celebration. The FAIR School for the Arts and the University of St. Thomas students also used the space for campus activities.



Photo courtesy Tony Nelson Photography

Downtown Minneapolis Street Art Festival

The Downtown Minneapolis Street Art Festival celebrated its 5th year downtown on August 12-13. The festival welcomed 27 artists from 6 countries and 5 states as well as 12 unique dance, music, and storytelling performances. Over 18,000 people attended this year's festival and enjoyed other festival activities including crafts, WOW Mobile Metal Lab, food trucks, and more.

Street Eats

Nicollet Street Eats, a food cart incubator initiative created in partnership with the Northside Economic Opportunity Network (NEON), returned to Nicollet for a third year. Stop Drop and Roll was the featured vendor and delivered ready-to-eat Caribbean soul food style egg rolls to the street scene on Nicollet.

Nicollet Community Space

The Nicollet Community Space remained open throughout the winter and on select Tuesdays offered additional programming, including Wellness Tuesdays where visitors had opportunities to connect with the downtown community and learn from each other. The office welcomed over 7,200 visitors, a 5-percent increase over 2022.

Beyond the Box

Developed in collaboration with MN Fringe, Beyond the Box, a series of groundbreaking performances, returned to Xcel Energy Plaza for a third season. Beyond the Box provides local artists and organizations with programming support to develop public performances in non-traditional spaces. 2023 featured performances from Rythmically Speaking!, zAmya Theatre, and Sonoglyph Collective.

Warehouse District Live

After a successful pilot season in 2022, DID planned and managed a full season of Warehouse District Live in partnership with the City of Minneapolis and Meet Minneapolis. The enhanced pedestrian area and event series offered food trucks, seating and activities to late-night patrons. Special weekend activations included karaoke, Septemberfest concerts, and the Life Time Downtown Pickleball Experience.



Photo Courtesy: Tony Nelson Photography

Safety / Livability

Safety Communications

The DID's Safety Communications Center (SCC), located within the Minneapolis Police Department's 1st Precinct, continues to serve as the safety information hub for the district. Dispatch Ambassadors who work in the SCC 365 days a year respond to requests for Ambassadors on the street, communicate with outreach services for people in need, monitor public area cameras and collaborate with private security. This year the SCC staffed over 7,200 hours and logged over 91,000 radio transmissions.

Downtown Community Storage

The Downtown Community Storage program, a free storage program serving those in downtown, celebrated a successful second year of full-time hours in the space in the lower level of Ramp B and serviced more than 1,000 clients:



- 466 Active Clients
- 705 Intakes for new clients
- 336 Retrievals of belongings
- 44 average in-person visits per day



Photo Courtesy: Kurt Moses Photography

Downtown Safety Update Sessions

The DID continued its partnership with the Minneapolis 1st Precinct Crime Prevention Specialists to facilitate free safety update sessions for employers, tenants and residents of the downtown community. These safety sessions cover the downtown safety trends, provide prevention tips for various safety scenarios, and explore safety resources and initiatives throughout downtown.



Photo Courtesy: Kurt Moses Photography

Outreach Groups

The DID partnered with MAD DADS street outreach workers, 21 Days of Peace, MPD Police Reserves, YouthLink, and the Youth Coordinating Board's outreach team in efforts to provide resources and a more visible safety and outreach presence. We also continued our partnership with the Minneapolis Police Department, Hennepin County Sheriff's Office and Metro Transit Police through the Joint Beats Initiative.

Skyway Ambassadors

In 2023 the DID Ambassadors continued to pilot a new initiative of a small group of Skyway Ambassadors dedicated to helping pedestrians navigate the district's skyway system. The Skyway Ambassadors are an important resource to employees, tourists and residents of downtown alike and work to keep the skyway level of downtown clean, safe and vibrant.

"On Friday, a DID Ambassador assisted us during our walk downtown. We were uncertain of the location of the restaurant. The DID Ambassador called in to find the location and walked us part way, all while picking up litter to keep the streets clean. He was so welcoming and friendly. I'm impressed by the program and appreciate the ambassadors being around to help."

— downtown visitor





Greening

MN GreenCorps and Climate Impact Corps

The DID has been a GreenCorps host site for three years and a Climate Impact Corps host site for two years. In collaboration with DID Sustainability Coordinator, our AmeriCorps members focus on projects related to sustainability and greening within the district. Their work includes monitoring, planting, and watering trees, creating, and managing the Adopt a Rain Garden Program, piloting educational signage projects, supporting neighborhood volunteers and more.

Service Saturdays

In partnership with the Downtown Minneapolis Neighborhood Association, volunteers gathered on the last Saturday of the month during the summer to perform simple and high-impact activities to make downtown greener and cleaner. In 2023, Service Saturdays doubled volunteer attendance while providing additional stewardship volunteer opportunities in downtown. They created an environment to meet neighbors and helped build a more connected downtown community.

Adopt a Rain Garden

The DID partnered with the City of Minneapolis to launch Adopt a Rain Garden, a program focused on improving access to green space and maintaining various rain gardens and boulevard gardens throughout downtown. In its initial year, 72 rain gardens were adopted by community members and businesses who committed time to removing litter and monitoring plant health.



Photo Courtesy: Kurt Moses Photography

2023 Greening and Public Realm Award Winners

Small Green Space
Minneapolis College

Large Green Space
Loring Greenway

Public Art
Rising by Richard Hunt

Activated Space
Peavey Plaza

Streetscape
Hennepin Avenue Reconstruction

Entryway and Outdoor Café Greening
Café and Bar Lurcat

Public Realm Improvement
The Alley Project

Best Neighborhood
Loring Park

"Today was my first attempt to explore this amazing skyway system. Wanted to pass along my thanks to the DID Ambassador who helped me navigate my way back to my hotel. He assisted with lots of wonderful information plus a handout so I could explore more tomorrow! Very thankful he was nearby."

– downtown visitor



Ambassadors

DID Ambassadors continue to be the friendly faces of downtown Minneapolis, providing assistance, offering directions, suggesting restaurants and things to do, and much more. Ambassadors are also hard at work keeping our streets clean of litter, watering plants and keeping an eye out for you and your surroundings. We also partnered collaboratively to have Ambassadors greet fans headed to Twins, Timberwolves and Lynx home games, as well as helping patrons find their way during major festivals and conventions.

DID Service Levels



The district is divided into two service levels: **Premium** and **Standard**. The areas were determined based upon the level of pedestrian activity and the resulting need for intensity of service to maintain a consistent standard. These service levels can be modified as needed to reflect any land use changes that result in changes to pedestrian activity patterns and intensity.

The Mpls Downtown Improvement District is funded primarily by downtown Minneapolis commercial property owners within the District.

To learn more about the DID or to provide important feedback about our services, please contact us at:

Business Office: 612.338.3807
81 South 9th St. #260,
Minneapolis, MN 55402

Nicollet Community Space:
651 Nicollet Mall #105
Minneapolis, MN 55402
Info@MplsDID.com

Ambassador Hotline: 612.332.1111

2023 AMBASSADOR OF THE YEAR



Photo Courtesy: Kurt Moses Photography

Congratulations Richard Penlund!

Since 2018, Richard has exemplified an exceptional work ethic and deep passion for keeping downtown Minneapolis, clean, safe and friendly. His unwavering dedication to his work and his community makes him a true asset to the DID Ambassador program. Richard works tirelessly to ensure that everyone who visits or resides in the area has a memorable and enjoyable experience.

Thank you for all of your hard work Richard!

"I wanted to reach out and express how absolutely wonderful Richard is as a DID Ambassador. He really goes the extra mile to make sure the street looks presentable and welcoming for our guests. He is also the absolute most pleasant person to interact with. Always letting me know the latest of what's going on around town and I know he is just as helpful to every person he interacts with."

– downtown employee



Downtown Improvement District

At DID, we strive to be economically and environmentally sustainable. We have a limited quantity of our printed annual reports available, choosing instead to post our full report in PDF format on our website. If you know someone without access to the web, please direct them to us and we will gladly provide a printed copy.



Downtown Improvement District



Photo Courtesy: Dusty Hoskovec Photography

Financials & Governance

The Mpls Downtown Improvement District (DID) is a business-led, 501c6 non-profit that leads and collaborates to create a clean, green, safe, and vibrant downtown by convening, developing solutions, activating and continuously improving existing programs.

DID is primarily funded by special service assessments authorized by a City of Minneapolis ordinance. By state statute, only commercial properties are required to pay the DID assessment, but, as all properties benefit from an improved public realm downtown, some non-profit, government and residential properties voluntarily contribute. More than 64 million square feet of Gross Building Area (GBA) are located within the 120 block boundaries of the DID. Properties are assessed for direct lineal services based on lineal frontage and for more globally benefiting services based on GBA. Charges are prorated to properties based on its location within the pedestrian service level area. This three-part method best reflects the volume of people needing service and the level of services delivered.

Vibrant and Safe Downtown is an organization that brings together the public and private sectors to make the heart of downtown safe and welcoming for those who live, work and visit here. In December 2004, the downtown business community approached city leadership to ask for efforts to increase downtown safety. As a result, Vibrant and Safe Downtown was formed by the Minneapolis Police Department. In July 2009, Vibrant and Safe Downtown became a subsidiary of the DID. The organization focuses on public safety through leveraging collaborative partnerships, technology, communication resources and strategic initiatives.

The Board of Directors is comprised of downtown property owners, employers, residents and leaders representing key constituencies and areas of expertise. The by-laws of the DID and the mpls downtown council require all of the same individuals to service on the boards of both organizations, establishing DID as a wholly controlled subsidiary of mdc. DID staff oversee vendors, develop programs advocate for the public realm, communication with stakeholders and administer the organization.

Financial Statement

	2023		2024	
	City Contract Budget	City Contract Actual	Variance	
Service Charges	\$7,826,886	\$7,826,886	\$-	\$8,439,930
Release from reserves	300,000	451,801	151,801	-
Total Sources	\$8,126,886	\$8,278,687	\$151,801	\$8,439,930
Safe	\$2,754,918	\$2,662,125	\$(92,793)	\$2,708,814
Livability & Outreach	614,578	\$585,143	\$(29,435)	\$672,426
Clean	1,742,406	1,723,523	(18,883)	1,745,868
Green	479,061	424,660	(54,401)	494,935
Maintenance of Public Areas	262,839	203,537	(59,302)	288,750
Snow	261,500	400,938	139,438	271,049
Communications	108,000	106,885	(1,115)	178,167
Program Management	1,542,644	1,570,270	27,626	1,690,953
Administration	360,940	433,154	72,214	388,968
Contingency	-	-	-	-
Reserves funded		168,452	168,452	
Total District Uses	\$8,126,886	\$8,278,687	\$151,801	\$8,439,930
Sources in Excess of Uses	\$-	\$-	\$-	\$-

The combined 2023 financial activity of the Mpls Downtown Improvement District and Vibrant & Safe Downtown were audited by an independent audit firm. To receive a copy of the audited statements, please contact Kathryn Reali at 612-338-3807 or kreali@mplsdid.com

2023 Board, Committees & Partners

BOARD OF DIRECTORS

Christine Ackerman – Sleep Number
Sarah Anderson – BOMA Greater Minneapolis
Troy Blizzard – Mortenson
Katie Bongard – Transwestern*
Julia Carlson – Wells Fargo*
Shelley Carthen Watson – YWCA Of Minneapolis
Joseph Cecere – Little & Company
Jennifer Christiaansen – Perkins+Will
Michael Clark – Renaissance Minneapolis Hotel, The Depot
John Conlin – Target Corporation*
Kerry Cooley Bruggemann – Michaud Cooley Erickson
Anna Coskran – NTH, Inc.*
Jeffrey Cotter – Deluxe
Jay Cowles – Knudsen | Cowles
Steve Cramer – mpls downtown council
Toby Dayton – LinkUp
Jennifer DeCubellis – Hennepin Healthcare
Peter Diessner – Kraus-Anderson
Louis DiLorenzo Jr. – Deloitte & Touche
Todd Duesing – Hennepin Theatre Trust
Adam Duinick – mpls downtown council
Krista Dusil – Medica*
Paul Edlund – J Benson Construction
David Fhima – Fhima's Minneapolis
Erin Fitzgerald – JLL
Brent Foerster – Meet Minneapolis
Mark Gherity – RBC Wealth Management
Michael Goar – Catholic Charities
Jacob Graff – Cordia Energy
Patricia Grazzini – Mia
Andrew Grey – U.S. Bank*
Timothy Hager – North Central University
Andrew Hansen – Fox Rothschild
Heather Harnisch – Target Corporation*
Timothy Hart-Andersen – Westminster Presbyterian Church
Ben Hawn – Pohlad Companies
Ann Heinzer – Hotel Indigo
Meike Hengelfelt – CenterPoint Energy*
Steve Herron – Zeller Realty Group
Sargent Johnson – Hines Interests
Trent Johnson – PCL Construction Services
Tom Jollie – Padilla
Louis King – Summit Academy
Deb Kolar – Accesso Services
Carrie Kosla – Huntington National Bank
Bella Lam – Coconut Whisk
Jay Lindgren – Dorsey & Whitney
Karin Lucas – SPS Commerce, Chair*
Jonathan Marks – Johnson Controls
John Marshall – Xcel Energy, Vice Chair*
George McCrary – YMCA of The North
Eric Merriman – Thrivent Financial
Andrew Miller – Minnesota Vikings
Adair Mosley – African American Leadership Forum Twin Cities
Nick Murnane – The Opus Group
Mark Nerenhausen – Hennepin Theatre Trust

Joel Nichols – University of St. Thomas
Brian Pietsch – Ameriprise Financial*
Ronnie Ragoff – Shorestein Realty Services*
Brent Robertson – JLL
Kathy Rumpza – Minneapolis College
Steven Ryan – Taft Stettinius & Hollister
Mike Ryan – Ryan Companies
Tom Schnettler – Piper Sandler
David Serrano – RSP Architects
Erin Sexton – Mayo Clinic
Ari Silkey – Amazon*
Buffy Smith – Doherty Family College
Josh Stowers – HGA
Sarah Strehl – ECMC Group
Ryan Tanke – Minnesota Timberwolves and Lynx
Lica Tomizuka – Faegre Drinker Biddle & Reath*
Lonna Torchia – Weidner Apartment Homes
Rosemary Ugboajah – Neka Creative
Chad Vaske – Accenture
James Vos – Cresa Minneapolis*
Abdi Warsame – Minneapolis Public Housing Authority
Jonathan Weinhagen – Mpls Regional Chamber
Jonathan Wendroff – Comcast
Meka White Morris – Minnesota Twins*
Tom Whitlock – Damon Farber Associates*

FINANCE COMMITTEE

Troy Blizzard – Mortenson
Elizabeth Bram – Taft Stettinius & Hollister
Krista Dusil – Medica
David Ketcham – Piedmont
Karin Lucas – SPS Commerce
Brandon Maves – RSM
Mike Salmen – Transwestern

BUDGET & OPERATIONS COMMITTEE

Nancy Aleksuk – Swervo
Katie Bongard – Transwestern
Ted Campbell – Ryan Companies
Emily Culpepper – JLL
Jay Garrett – Marriott City Center
Dave Horsman – Minnesota Twins
Andrew Johnson – Hennepin Theatre Trust
Jane Mauer – Tartan Investments
Eric Merriman – Thrivent Financial
Paige Morton – Kraus-Anderson
Tim Murray – Murray's Restaurant
Kevin Quiring – Downtown Resident
Ronnie Ragoff – Shorestein Realty Services
Seth Redfield – Piedmont
Caitlin Schouviller – Hines
Jennifer Swanson – City of Minneapolis
Steve Trulen – Target

DOWNTOWN SAFETY COLLABORATIVE

Nancy Aleksuk – Swervo
Jerry Anderson – U.S. Bank
Sarah Anderson – BOMA
Todd Barnette – City of Minneapolis

Jeff Beahen – Minnesota Twins
David Bernstein – City of Minneapolis
Ron Cunningham – Hennepin County
Mark Deming – Xcel Energy
Sandra Filardo – Hennepin County
Mike Goldstien – Pohland
Sara Gonsalves – State of Minnesota
Rick Grates – Metro Transit Police
Daniel Hallberg – Hennepin Healthcare
Teig Hutchison – JLL
Kerri Johnson – City of Minneapolis
Justice Krumwiede – Stoel Rives
Mike Maney – Ryan Companies
Maureen McGovern – Wells Fargo
Rick McGuire – Downtown Resident
Todd McSherry – ECMC Group
Billy Peterson – Minneapolis Police Dept.
Richard Raymond – Metro Transit Police
Callie Ronkowski – Newmark
David Sailer-Haugland – Minnesota Orchestra
Surya Sazena – Green Espel
Holly Schultz – Target
Kevin Stewart – USA Security
Jeff Storms – Hennepin County Sheriff's Office
Joe Tamburino – Caplan & Tamburino
David VanHee – Wells Fargo
LaVelle Warfield – Block by Block

NIGHTLIFE IMPLEMENTATION COMMITTEE

Antoinette Brasson – Metro Transit
Tim Drew – City of Minneapolis
Dillon Fried – City of Minneapolis
Nabil Ghebre – Goldroom Restaurant & Lounge
David Hanson – Metro Transit
Steve Hark – Entourage
Michele Harvet – City of Minneapolis
Jared Jeffries – City of Minneapolis
Nathan Kranz – First Avenue
Jeffrey Miller – City of Minneapolis
Inspector Billy Peterson – Minneapolis Police Dept.
Michael Rainville – Minneapolis City Council

DONORS & SPONSORS

Ameriprise Financial
CenterPoint Energy
Downtown Minneapolis Neighborhood Association
Green Minneapolis
Hennepin County
Minnesota Sports Facilities Authority
Thrivent Financial

We have used our best efforts to acknowledge everyone in this report. If you're missing or incorrectly listed, please accept our apologies and let us know so we can correct our error in future publications.

**Members are also part of the Executive Committee*