



Minneapolis Downtown Improvement District

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June 24, 2009

This is an exciting time indeed!

After many years of planning, we are launching the Minneapolis Downtown Improvement District on July 1st.

2009 will serve as the ramp-up year for the DID. We will start by getting the primary services going – with safe and clean Ambassadors working to improve the cleanliness, friendliness, and acceptability of behavior in downtown. It will take us a little time to bring these issues under control, and as we do, I can assure you, we will work with property owners to make improvements to the services as we go. And, as we add services, you can count on us to communicate with you about the ‘what, when, where, and how’ details. Also, know that by 2010, our services will be stabilized to include greening and more special maintenance projects – our impact on downtown will only continue to expand.

This inaugural newsletter is accompanied by a packet of materials to help you understand what to expect and how to provide input as we launch.

On behalf of the DID Board of Directors, the staff, every business, property, and city representative that has been involved in making this DID a ‘go’, I want to thank everyone for their continued commitment to making downtown more vibrant and competitive.

Very truly yours,

Sarah B. Harris, CRE
Chief Operating Officer
sharris@minneapolisDID.com

DID

SOMEBODY ORDER SOME CURB APPEAL?

The Downtown Improvement District (DID) will serve you now. After a lot of planning and strategizing, it's GO TIME! Our operations center is in place, and we've got uniformed Ambassadors trained and ready to hit the streets beginning on JULY 1. Thanks to you, a new era begins for downtown Minneapolis.

We're waiting for you on our website!

www.minneapolisDID.com



Please check in as soon as possible and give us accurate contact info. We're great communicators, and we want to be sure we're communicating with the right people.

At our website, you'll find comprehensive details about pretty much EVERYTHING. From budgets to schedules, to the Service Launch Plan, it's there. If it's not there, just use our feedback form to ask us, and we'll get it to you.

You'll also have access to information that you can use in your own newsletters and in-house communications, to tell your people what DID will DO for them. And, we'll continually post important notices about downtown issues, activities, and happenings. So check back regularly.

About that Invoice you'll be getting soon:

Nobody likes bills, especially in this economy, but you might like to know that by controlling costs and phasing in services, we've brought our total for 2009 services in 6% lower than the budget we publicly presented last fall. In short: you're getting half a year of services, plus start-up, but you're paying less than half a year's costs. And when it comes to making payments, you've got options:

Pay this year and get a 4% discount!

-or-

Defer until 2010 and pay full price.

Whether this year or next, remember, you're not paying twice for existing services. The city doesn't do what we're doing now, and they're not set up to do it any time soon.

Our next public hearing is in September.

You'll be able to weigh in and check out our operating plan and budget for 2010 services at that time.

DID you know Downtown is getting SPIFFED UP?

From weeds to graffiti—we're on it.

We're power washing walkways, we're emptying trash, we're sweeping sidewalks, and we're tackling special projects. And when people see us out there cleaning, they'll think twice about tossing their junk around. It's not just sanitation—it's changing behaviors.

How do YOU fit in?

Keep up the good work you're already doing to maintain your property. The work we do will augment your own efforts, and ensure that your neighbors make you look good. Check the attached chart to see when our team will be cleaning your area. The outcome will be the same district-wide, but the frequency varies depending on the service area.



The nursery season is over for this year... Watch for landscaping and greenery to complete our curb appeal in 2010.

DID you hear we're making Minneapolis SAFER?

Foot, bike, Segway — we're on it.

Our Safety Ambassadors combine a reassuring presence with effective action to minimize crime in our district.

We're creating a new perception, and creating a new reality,

so that everyone can feel secure and at ease downtown. As our Safety Ambassadors go about their rounds and gather information, we'll soon have a significant amount of data that will help us to analyze trends, deploy Ambassadors where and when they are most needed, and demonstrate improvements made to the safety of our downtown district.



SAFETY AMBASSADORS WILL:

- Provide directions and information about downtown
- Address nuisance crimes like loitering & intimidating behavior
- Curb aggressive panhandling
- Quickly contact the police using their radios
- Cover a lot of ground on their Segways and bikes
- Monitor, document, and report criminal and suspicious activity
- Provide first aid

BUT THEY WON'T:

- Issue tickets
- Arrest people
- Be armed
- Use physical force
- Handcuff anyone
- Give breathalizers

About our Ambassadors

After much research, we've chosen nationally renowned Block by Block to recruit, train, and manage our Ambassador teams. This seasoned company has made a huge difference in over thirty cities, nationwide. They've created and fine-tuned the methodology, and they know how to get results in an improvement district. The phenomenal success of Block by Block is demonstrated in their savvy organizational skills, and their unique philosophy of hiring people for their personalities, and then training them in on the right skills. That means our Ambassadors aren't faking it—they've got can-do attitudes and truly want to help.

In their bright green shirts and blue jackets, our Ambassadors are hard to miss. They fill different jobs, like safety, cleaning, special projects and special events, but they are *all* trained in hospitality, and are connected by two-way radios to quickly solve problems. See the attached Service Launch Plan for in-depth details of our Ambassadors, including job descriptions and their scheduled rounds for safety and maintenance. We have over 60 Ambassadors trained and ready to serve.

Our Ambassadors are ready, but we're still bidding other services. Look for updated info in our fall newsletter.



we mention our City will be more SATISFYING?

Vibrant. Vital. Valuable.

Well being and peace of mind—we're on it. Whether you're downtown every day, or just now-and-then, you'll notice a difference. Our smiling, helpful Ambassadors will put a friendly face on downtown. With little touches and large gestures, we're making Minneapolis a better place to be, and elevating everyone's property value in the process.

We get it!

We're 100% business led and business managed, so we GET IT. We know how hard you work and what you need to succeed. You do the best you can with your property, the government does the best it can with the city, but in between those efforts, there are some pretty big gaps. **We're here to fill in those gaps.** We're working with a proven model that's worked in over a thousand districts across the U.S. Improvement district charters are renewed by their members 99% of the time. Our charter is up in five years, and if we haven't knocked your socks off by then, you can send us packing. But you won't. Because we will.



we answer your questions?

Attached to this newsletter is a comprehensive package of info, including deployment maps and plans. If you'd like to know more, there are many ways to reach us.

- ♦ Try our website: www.minneapolisDID.com
- ♦ Send us an email: info@minneapolisDID.com
- ♦ Call our Hotline/Operations Center: 612-332-1111
- ♦ Call our Administrative Office: 612-338-3807

We work for you, and we want to hear your feedback and ideas!



Minneapolis Downtown Improvement District

MinneapolisDID.com

Operations Hotline: 612-332-1111
Operations Center: 9th & Portland

Administrative Office:
81 South 9th Street, #260
Minneapolis, MN 55402
612-338-3807

Newsletter 0609

About the DID team:

Sarah Harris/Chief Operating Officer – will focus on making sure the DID's service delivery, governance and oversight, collaborations, and management practices are all focused on delivering the DID's mission.

Michael McLaughlin/Stakeholder Operations – will focus on the DID communications, budgeting and assessment charges, and City services coordination.

Beth Shogren/Vendor Operations – will oversee vendor bidding and service implementation.

Shane Zahn/SafeZone Operations – will lead, collaborate, initiate, and implement services that make Minneapolis safer and better.

Kathryn Reali, CPA/Financial Manager & Controller – will watch over the DID funds responsibly. Since her position is shared with the Downtown Council, we get the expertise we need while reducing her cost to the DID.

Sherri Macko/Reception – will assist DID stakeholders with their questions (again capturing staffing efficiencies by sharing this position with the Downtown Council).

Rahel Abed-Hernandez/Operations Manager – will bring direct improvement district knowledge and best practices to manage the Ambassadors and help our Minneapolis DID hit the ground running.

One of the most critical functions of any successful improvement district program is establishing methods of communication among management, stakeholders, front line staff, and with emergency services. The Minneapolis Downtown Improvement District has placed a high value on fostering two way communications with downtown constituents and establishing mechanisms to track accomplishments of our program.

To that end, we need your help. Please go to our website, www.minneapolisDID.com, and enter in your contact information. This will enable us to keep our staff and stakeholders connected and up to date:

FOR STAKEHOLDERS

WEBSITE

Through our website you can:

- Learn more about the district
- Submit a request for information or assistance
- Sign up for important emails and notifications
- Find bulletins on downtown issues
- Provide your feedback on how we're doing!

www.minneapolisDID.com

CALL OUR OPERATIONS CENTER

Contact our Operations Center to:

- Request the assistance of an Ambassador
(If an emergency always dial 911)
- Submit a maintenance request
- Provide your feedback on how we're doing!

(612) 332-1111

Or

info@minneapolisDID.com

CALL OUR ADMINISTRATIVE OFFICES

Contact the MDID administrative staff to:

- Share your concerns or ideas for downtown
- Find ways to get involved
- Provide your feedback on how we're doing!

(612) 338-3807

The Minneapolis Downtown Improvement District provides services geared to improving the realities and perceptions of downtown's safety and cleanliness in the public right of way. The following is an overview of the services that will launch in 2009:

HOSPITALITY AND SAFETY

Public Assistance and Information

Foremost our Ambassadors will spend the majority of their shift actively greeting and engaging the public. They will be armed with maps and information in order to provide directions, recommendations, information about the history of our downtown, or just to provide friendly conversation.

Walking Patrols

Many of our Ambassadors will circulate through the district on foot to engage the public, deter unwanted activity, and report suspicious behavior.

Bicycle and Segway Patrols

In order to enhance the visibility and efficiency of our Ambassadors a number of them will be assigned to ride bicycles or Segways. These devices allow our staff to stand out in a crowd. As well, it allows Ambassadors to cover more ground in the district. Like our staff on walking patrols, these Ambassadors will be engaging the public, deterring unwanted activity, and reporting suspicious behavior.

Business Contacts

While on patrol, Ambassadors will make visits to a specified number of businesses to provide outreach and communication on behalf of the MDID.

Addressing Quality of Life Issues

Ambassadors will be trained to request compliance from persons engaged in low level nuisance crimes, to include aggressive panhandling, loitering, intimidating behavior and horseplay, solicitation, or illegal vending.



Information Sharing

Our Ambassadors will serve as additional eyes and ears of the Minneapolis Police Department. Our staff works closely with MPD to share isolated observations, as well as safety related trends. As well, Ambassadors will receive information from MPD about persons or problems to be on the lookout for, which effectively increases the number of eyes on the streets watching out for your safety. Ambassadors will also be used to disseminate public awareness information on behalf of the MPD.

Reporting

Ambassadors will report any unwanted activity or suspicious behavior to the Minneapolis Police for investigation and further action. Ambassadors will be trained to provide accurate descriptions of vehicles and persons, along with protocol for following suspects at a safe distance until police arrive. As well, Ambassadors will complete internal Incident Reports for any activity in which we've requested police, fire or EMS.



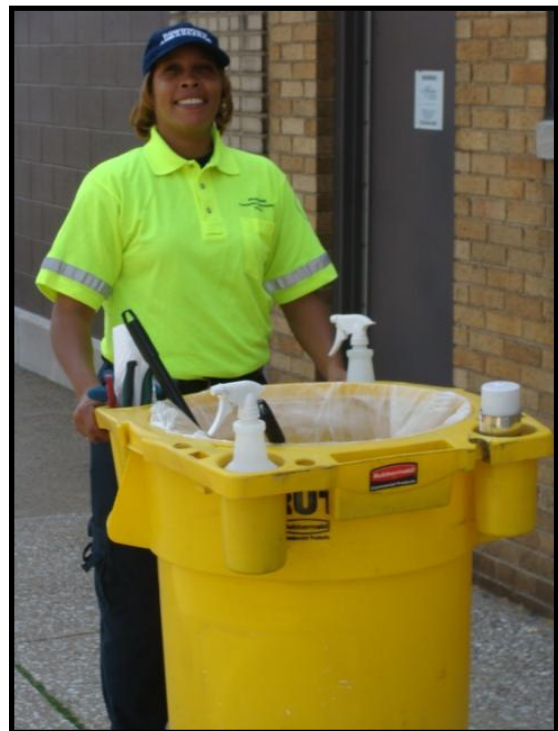
MAINTENANCE & CLEANING

Litter Removal

Ambassadors will use litter vacuums or brooms and dustpans to remove litter from sidewalks, curb lines and alleys. Litter removal will occur at minimum once per day throughout the entire district, with more frequent litter passes made depending on location and season.

Trash Collection

Ambassadors will be responsible for removing trash and replacing can liners from enhanced public trash receptacles on heavily trafficked Hennepin Avenue and Nicollet Mall.



Graffiti Removal

While making their rounds Ambassadors will remove all types of graffiti tags, to include small stickers, posters, or painted tags on public infrastructure. Any graffiti identified on private property will be documented and the property owner will be contacted. With property owner consent, Ambassadors can assist in removing graffiti from private property for a nominal fee. For more information contact our Operations Center.

Weed Eradication

Ambassadors will use a combination of manual, mechanical, and chemical methods to remove weeds from sidewalks and curb lines. Chemical methods will meet all state environmental requirements.

Power Washing

Both scheduled and spot washing will be conducted through the district. Our schedule will dictate that all sidewalks in the district be washed semi annually at minimum, with the core of the district being washed more frequently. Ambassadors will provide quick response to address identified spots and stains occurring between scheduled washings. Property owners who regularly power wash or have specialty surfaces should call the operations center to coordinate.

Hospitality and Information

Ambassadors performing cleaning services will receive the same level of training regarding district attractions and amenities as their counterparts providing hospitality and safety. These Ambassadors will also be well qualified to engage and communicate with the public in order to provide information, assistance, or a welcoming greeting.



Special Projects

A wide variety of special tasks will be carried out to maintain the long term appearance of the district. Such tasks may include painting of public infrastructure items, cleaning out tree wells, or adding mulch to landscaping.

Work Order Tracking

As problems with public infrastructure are identified, such as light poles, broken street signs, or broken sidewalks, a work order will be generated. This work order will be forwarded to the appropriate agency for follow up and completion, if not the responsibility of the MDID. Please see the Who To Call sheet for further information.

COMMITMENT TO THE ENVIRONMENT

The Minneapolis Downtown Improvement District has a strong desire to create an organization that is concerned with the environment we share. We've integrated this concern into our daily safety and cleaning operations. You'll see our commitment to the environment at work in the following elements:

Minimizing the Need for Vehicles

We've scheduled tasks to minimize our reliance on equipment powered by fossil fuels. We've also made bicycles and Segways our preferred methods of mobility for our Safety Ambassadors.

Environmentally Friendly Cleaning Supplies

Working with our partners we're selecting cleaning supplies based on their ability to minimize impact to the environment, while still being effective.

Minimizing Water Consumption

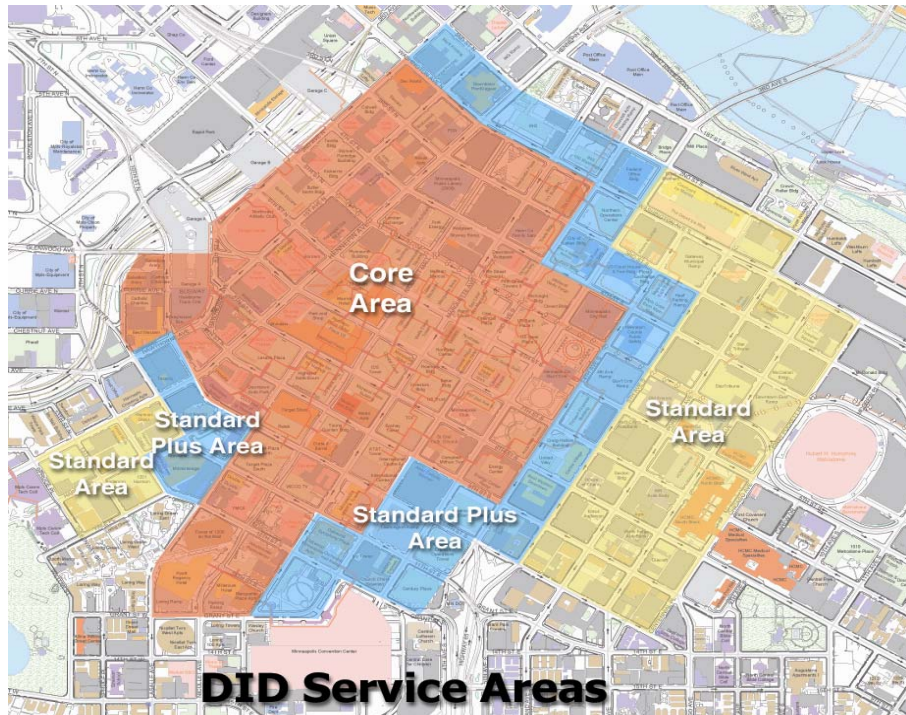
We've invested in power washing equipment that will reclaim and recycle its own water, cutting our water usage by 50 – 75%.



This is only the beginning. The impact our organization has on the environment will be a critical factor in making decisions as we further develop our operations.

Minneapolis Downtown Improvement District Clean and Safe Ambassador Deployment Plan

It is our mission that all areas of the district be cleaner and safer. Due to differences in traffic and pedestrian usage, cleaning and safety service frequencies will differ in order to maintain similar outcomes. Please see below for our preliminary schedule of frequencies in your area.



Quantity of Daily Cleaning Passes	Clean Passes per Day, per Area, on Average		
	Core	Standard Plus	Standard
Monday – Friday 7 am – 5:30 pm			
Jun – Sep (summer)	3-5	3	2
Apr/May & Oct/Nov (spring/fall)	3	2	1
Dec – Mar (winter)	1	1	1
Saturday – Sunday 9 am – 5 pm			
Jun – Sep (summer)	2	2	1
Apr/May & Oct/Nov (spring/fall)	2	1	1
Dec – Mar (winter)	1	1	1

Daily cleaning includes litter and cigarette butt pick up, trash removal, gum removal, weed removal, and dispatch logging of special needs; Daily cleaning will be conducted manually and/or with mechanical equipment.

Special need items such as graffiti removal, special fixture bulb replacement, steam/pressure washing of specific spills, minor painting of street fixtures, snow tidying, etc. will occur as needed.

Full coverage steam/pressure washing will occur on monthly to quarterly schedules depending upon season and need. This service schedule will be coordinated with property owners.

Quantity of Safety Ambassadors (The Flex Event Team will be scheduled as needed to address special events, and are not included in the totals here)	Ambassadors Per Area (quantity will fluctuate with peak times)		
	Core	Standard Plus	Standard
Monday – Friday 7 am -11 pm			
Jun – Sep (summer)	8-10	4	1
Apr/May & Oct/Nov (spring/fall)	6-10	3	1
Dec – Mar (winter)	4-7	2	1
Saturday 10 am – 11 pm; Sunday 10 am - 6:30pm			
Jun – Sep (summer)	5-10	2	0
Apr/May & Oct/Nov (spring/fall)	4-8	1	0
Dec – Mar (winter)	4-8	1	0

For questions or concerns, please call the Ambassador Hotline at 612.332.1111

Minneapolis Downtown Improvement District Sidewalk Pressure Washing Plan



Zone 6 & 7 Can be expected to be washed in the 1st week of the month
Zone 1 & 4 Can be expected to be washed in the 2nd week of the month
Zone 2 & 3 Can be expected to be washed in the 3rd week of each month
Zone 5 will be washed quarterly in the last week of each month

Please note that this is a tentative plan and in order to bring the district up to standards times may change as some areas will require more attention at the start of service.

If you currently pressure wash your sidewalks, and/or have specialty sidewalk surfaces, please contact us to coordinate services.

For any questions or concerns please call the ambassador hotline at
612-332-1111