



Minneapolis Downtown Improvement District

MAIN 612-338-3807
FAX 612.338.0634
MinneapolisDID.com

81 South 9th Street
Suite 260
Minneapolis, MN 55402

September 30, 2009

To Our Stakeholders:

Our launch is behind us and I am pleased to report that the results are adding up: 306,475 pounds of trash removed, 4,210 graffiti tags eliminated, over 27,000 pedestrians have been assisted in locating their destination and/or finding interesting things to do while in downtown. Additionally, through our direct radio link to the police and emergency medical services, we have assisted with aggressive panhandling and police calls and been instrumental in saving lives (e.g., a man having a heart attack, a choking baby, and more).

These results matter. After just a few weeks of service, we began to receive feedback from a variety of visitors, residents, employees and business owners thanking the District for making downtown better. It didn't take long to change the perception of downtown. The following e-mail from a downtown employee is one of many that summarizes the overwhelming response:

"The work you are doing is fantastic and makes a HUGE difference. I feel much safer and am very proud to work downtown"

I look forward to sharing more results with you early next year. By then, we will be well into winter. Until then, enjoy the fall colors, the first snowfall, and the holiday season. And, please take time to read the enclosed information about what the District will be doing for winter services and what property owners need to undertake directly.

Very truly yours,

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

DID you know we're trying to communicate with you?

Whether scheduling work in your area, trying to identify activities for visitors, or announcing future plans of the District, we need to know how to reach you. Please complete this form and send it to us at 81 South 9th Street, Suite 260, Minneapolis, MN 55402, fax to 612-338-0634, or e-mail it to info@MinneapolisDID.com. More copies of these forms are available on our website at www.MinneapolisDID.com.

PROPERTY

PROPERTY/PARCEL ID# :	
COMMON NAME:	
PARCEL LEGAL ADDRESS:	
TAXPAYER NAME AND ADDRESS:	

PRIMARY CONTACT

CONTACT NAME:	
CONTACT ADDRESS:	
CONTACT TELEPHONE #:	
CONTACT FAX #:	
CONTACT EMAIL:	

SECONDARY CONTACTS

PROPERTY MANAGER NAME & EMAIL:	
SECURITY CONTACT NAME & EMAIL:	
ADDITIONAL CONTACT NAME & EMAIL:	

ADDITIONAL INFORMATION

MISC:	
-------	--

DID you know about our snow services?

We heard you!

Property owners told us that they wanted to remain the first responders for snow events. We were told that the District should not expand its budget to include 120 blocks of coverage let alone find a vendor with enough horsepower to complete the work in a timely and equitable fashion. So you need to keep up the good work at your property and we will assist.

The District services will continue the snow clearance and removal along the Nicollet Mall as was done for many years by the old Mall District because this is a primary pedestrian mall. We will also make sure that snow clearance by property owners is done consistently throughout the District (we will help as needed to bring consistency between neighboring properties). We will also educate absentee commercial property owners about the City ordinance that requires them to clear snow within 4 daytime hours of a snow fall.

We will assist when needed with snow clearance at pedestrian corners and bus stops in the core area (you know, after the plows go through and rebuild mounds in these areas). The outcome is a joint effort at making our District pedestrian friendly, even in the winter.



Keep up the good work you're already doing to maintain your property. The work we do is augmenting your own efforts, and ensuring that the whole place looks good.

DID you know about our other services?

Our ambassadors continue as the friendly faces of downtown, greeting, cleaning and making it safer. We have enclosed a snapshot of services for the first three months of District operations. From trash removal and graffiti abatement to assistance with police calls, we measure it so you can see the benefits of investing in the District. As we approach winter, our Ambassadors will don their long underwear and continue to provide the same services, albeit at a reduced staffing level to reflect the reduced pedestrian traffic outdoors. Our Ambassadors will not be inside skyways as these are privately owned spaces.



In 2010 our services will expand to include a greening program – bringing a softer edge to the harder, grayer parts of downtown. Our Ambassadors, coupled with the new greening and the less visible, but equally important, work of maintaining public streetscape systems (e.g., irrigation systems, paver surfaces, streetscape furniture, etc.), will heighten our curb appeal, attracting customers, employees, visitors, and residents into downtown. Our 2010 Operating Plan contains more information about our 2010 services and budget and can be found on our website at www.MinneapolisDID.com.

DID you know this is for us, by us?

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.

DID you know how to reach us?

If you'd like to know more, there are many ways to reach us.

- Try our website: www.minneapolisDID.com
- Call our Hotline/Operations Center: **612-332-1111**
- Send us an email: info@minneapolisDID.com
- 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 0909

About the DID team:

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

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

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

Shane Zahn/SafeZone Operations – leads, collaborates, initiates, and implements services that make Minneapolis safer and better.

Kathryn Reali, CPA/Financial Manager & Controller – watches 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.

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

Rahef Abed-Hernandez/Operations Manager – manages and deploys the Ambassadors to make the DID cleaner, safer and better.