



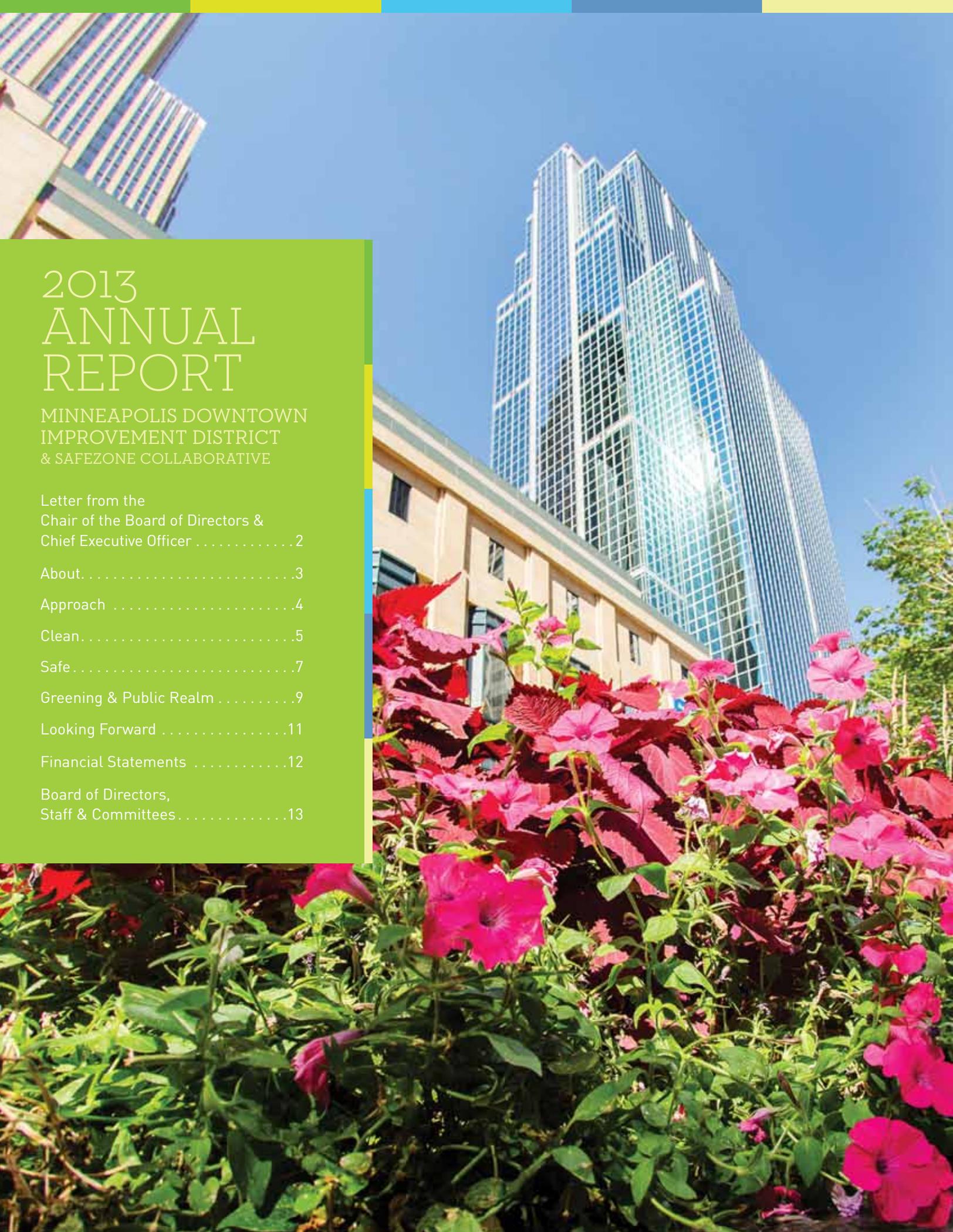
# 2013

Annual Report

# 2013 ANNUAL REPORT

MINNEAPOLIS DOWNTOWN  
IMPROVEMENT DISTRICT  
& SAFEZONE COLLABORATIVE

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# Letter from the Board Chair & Chief Executive Officer

Dear Downtown Stakeholder,

2013 was an important year in the still young life of the Minneapolis Downtown Improvement District (MDID). Last fall we learned an overwhelming percentage of property owners who pay special assessments to support MDID's programs keeping downtown "clean, green and safe" want us to continue that work. We were gratified by the show of support and renewal of the City ordinance authorizing MDID.

At the same time, there were voices expressing concerns. We are reaching out and listening carefully to those property owners, and will make adjustments where possible.

But virtually to a person, whether for or against renewal, there is agreement MDID has added a quality of life factor in downtown Minneapolis that was missing before. As we strive to be an even more extraordinary downtown for workers, residents and visitors alike, MDID plays a vital role.

2013 also marked the first full year of governance alignment between MDID and the Minneapolis Downtown Council (MDC). Any change takes getting used to, but it is increasingly apparent that the planning and advocacy role of MDC, and the program development and execution role of MDID, are highly complementary and mutually reinforcing. For example, it gives MDC credibility as an advocate for stronger public realm policies that MDID is a leading implementer of green landscape throughout downtown. Conversely MDID's safety programs are enhanced by the strong tie MDC has to business leaders who see public security as a key building block of a strong downtown.

Great things are ahead for downtown Minneapolis as we ride the wave of renewed interest and investment in our business, and increasingly residential core. MDID will help shape this future in important ways. Thank you for your support, and your commitment to downtown!

Respectfully Yours,



Collin Barr  
Chair, Board of Directors  
President, North Central Region  
Ryan Companies, US Inc.



Steve Cramer  
President & CEO  
Minneapolis Downtown Council  
Minneapolis Downtown Improvement District



## About Minneapolis DID

The Minneapolis Downtown Improvement District (MDID) is a business-led, 501(c)6 non-profit with a mission to make downtown Minneapolis a vibrant and attractive place for recruiting and retaining businesses, employees, residents, shoppers, students and visitors. This is accomplished by providing services that make over 120 blocks of downtown cleaner, greener and safer. MDID also serves as a catalyst, facilitator and promoter of public-private partnerships, collaborations and services that enhance the downtown experience.

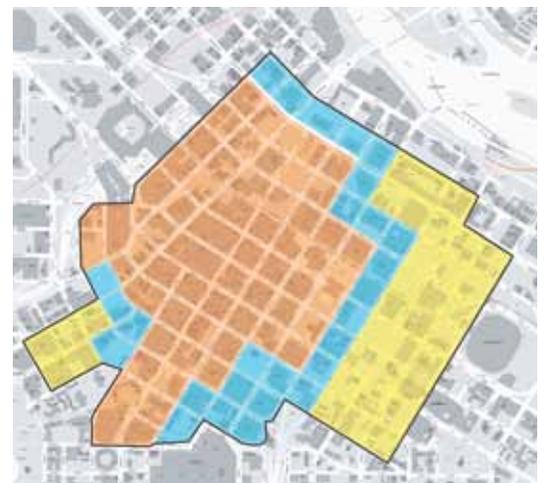
MDID is primarily funded by special service assessments. In 2008 a majority of commercial property owners signed petitions agreeing to the ordinance that created the MDID. In 2013 this ordinance was renewed once more by a substantial majority of commercial property owners agreeing to tax themselves to collectively raise the standard of care and behavior in downtown – with a focus on enhancing competitiveness. By statute, only commercial properties are required to pay the MDID assessments. However, as all properties benefit from an improved public realm downtown, many non-profit, government and residential properties voluntarily contribute.

More than 1,000 properties consisting of over 64 Million square feet of Gross Building Area (GBA) are located within the MDID boundaries. Properties are assessed for directly lineal services based on lineal frontage and for more globally benefitting services based on GBA. Charges are prorated to properties based on location within pedestrian service level areas. This three-part method best reflects the level of services delivered and volume of people needing service. The Board of Directors is comprised of downtown property owners, employers and leaders representing key constituencies and areas of expertise. MDID staff oversee vendors, develop programs, advocate for the public realm, communicate with stakeholders and administer the organization.

While the MDID partners and collaborates with many like-missioned organizations, a few strategic alignments have been integral to an effective and efficient use of resources. In the 1960's the Nicollet Mall Advisory Board was established by statute to provide advice to the City on all issues related to the Nicollet Mall. When MDID was formed, it assumed the roles and responsibilities of the Nicollet Mall Advisory Board. In 2006, Minneapolis SafeZone Collaborative (MSZ) was formed as a 501(c)3 to bring public and private sectors together through collaborative strategies in safety, greening and other projects that enhance downtown and improve safety. In 2009, the MSZ became a wholly-controlled subsidiary of MDID, giving it stability to successfully continue public-private collaborations, and a broader platform from which to establish initiatives for downtown. And most recently, effective January 1, 2013, the boards of the MDID and the Minneapolis Downtown Council (MDC) voted to align their governance structure, allowing for the same individuals to serve on the boards of both organizations, establishing the MDID as a wholly controlled subsidiary of MDC. This served to broaden the leadership team, thereby providing more resources and experience, enhancing the existing services and assuring that both organizations are unified in their mutual efforts to make Downtown Minneapolis extraordinary.



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



# Approach

We approach our mission of making downtown more vibrant and attractive by recognizing the importance of the whole AND the interdependence of its parts. Understanding that our job is to enhance the downtown experience in a distinctly diverse and economically mixed 120 block area, with varied uses and needs, we strive to work in a way that not only enhances particular physical attributes of downtown but also creates a consistently pleasant downtown experience. In doing this, it is important that we remember the uniqueness of each area in order to provide services and enhancements that are most helpful with consideration given to the broad range of activities and audiences existing within our downtown.

MDID's 2013 Operating Plan emphasized our vigilance in making downtown attractive to business investment while embodying an ongoing commitment to control costs. It also recognized an expansion of proven crime prevention strategies and the relevance of MDID's involvement in the planning for a new Nicollet Mall. Throughout 2013 we remained guided by these objectives. While our core services are established, we are always working to optimize them to evolving conditions. Throughout this report, we will use a framework of three approaches to describe that work.

The **Ambassador Program** ① continues to be our largest program providing a broad range of services, touching and, in some cases, anchoring our services in the area of clean, green and safe. This program is the known face of the MDID and serves the downtown area, its workers, residents and visitors, with pride.

The **Tactical Urbanism Initiative** ② of MDID began in the summer of 2013. Recognizing the fact that safety outcomes in downtown Minneapolis are fundamentally shaped by how public spaces are designed and programmed, MDID launched a task force in June of 2013 that complemented MDID's other safety initiatives and partnerships by investigating problematic public spaces as design problems. Sites of special concern for real and perceived safety are analyzed for underlying design issues, and the findings drive quick, low-cost tactical environmental changes.

A significant amount of our work is done through **Collaborations** ③. Whether it is in the form of contracted work, mutually-benefitting partnerships, information sharing or consensus building, this work is always rewarding and very often yields benefits far beyond the initial objectives. Collaborations help to achieve active problem solving and to afford us the ability to leverage our resources – essentially, do more, and better, with less.

To do this work, it is important that we stay informed on the many aspects of downtown. This is accomplished by maintaining close partnerships with the City, business leaders, community organizations and neighborhood groups. Our alignment with MDC has enriched our ability to be knowledgeable by broadening our reach to more leaders. We are working hand in hand with the committees of the MDC's 2025 plan, allowing us to lend our voice to strategies that will affect our future services.



Look for these numbers throughout the remainder of the report to see how these themes inform our core programs.

① **Ambassadors**

② **Tactical Urbanism**

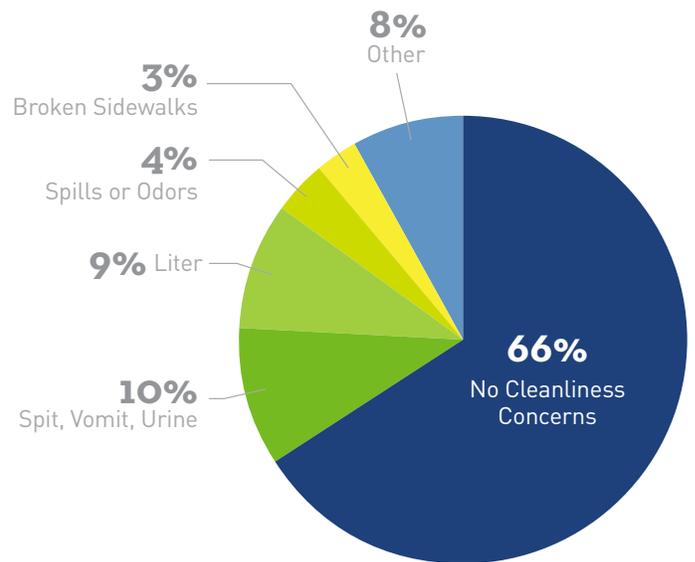
③ **Collaborations**

# CLEAN

Our efforts help to keep the district clean, well maintained and cared for. These services provide consistency throughout downtown and add an extra level of care that complements the work done by private property owners. In a survey of downtown employees, visitors and residents conducted by MDID in the last quarter of 2013, the area was given an overall rating of 8.2 out of 10 when asked about the perception of a clean environment – with 66% of respondents indicating no concerns in this area. While this is a great result and indicates that our efforts do have positive impact, we continue to acknowledge this basic principle: A well maintained environment is the “clean slate” that is needed before all other things can happen. It is the essential ground work that needs to be done to attract public realm improvements, enable activations and contribute positively to the perception of safety. A higher standard of care promotes a higher standard of behavior.

In 2013 we deployed an additional 20 trash containers throughout the district, giving us a total of over 500 trash and recycling containers that we maintain, emptying some up to twice daily. **1** We continued our utility wrap project that started in 2012 as a photography contest, wrapping 2 additional utility boxes located in the Downtown East area. Utility boxes everywhere are prone to graffiti tagging, therefore wrapping a select group of these in images promoting a local youth violence prevention project provides us an opportunity to be part of an important community effort and serves as a barrier to graffiti, reducing the need for maintenance.

The ongoing services provided by the Ambassadors not only include sweeping, picking up trash and recycling, removing graffiti tags on public fixtures, power washing and weed removal, they also have a crucial role in keeping an eye out for what looks wrong or out of place. Issues that are not within the Ambassadors purview are promptly reported to MDID staff, the applicable public agency, or the property owner. **1**



Thinking of your experiences in the past year, what is your TOP CONCERN with regard to cleanliness in downtown Minneapolis?  
2013 Perception Study



pound of trash removed:  
in 2013

806,427

total since inception

4,483,737



graffiti tags removed:  
in 2013

7,130

total since inception

26,128



gum spots removed:  
in 2013

53,157

total since inception

399,141



A clean and well maintained area says that someone cares. In the summer of 2013, we worked in collaboration with the Minneapolis Landscape Arboretum, the Step-up program and a property owner to give life to an under utilized alcove along Nicollet Mall. “The alcove on Nicollet Mall has always been a maintenance issue for us. It was a magnet for negative behavior. The planter and graphics really made a difference.” says Robert “Bo” Beller, T.H. Hunter, Inc., property owner contact. A small edible garden, part of the “Smart Snack” pop-up gardens project, was installed in this area, exemplifying how a simple yet impactful improvement can change the perception and use of space. 2 3

Much of our maintenance work is done through contracts with trade vendors. We work with vendors that are not only proven in their trade, but capable of operating effectively in the busy public spaces of Downtown Minneapolis. Experience with the scale of work and an appreciation for the high expectation of our stakeholders is crucial. As we do our work, we understand the importance of communication and coordination with property owners and look for opportunities for collaboration. 3

Keeping downtown clean and well maintained contributes directly to the growth and development goals of the Downtown 2025 plan. To that end, we actively participate in planning for new private and public investments in the public realm. In 2013, we were engaged in planning discussions for a redesigned Nicollet Mall, a reconstructed Washington Avenue, and redevelopment site plans. Our experience with public realm maintenance creates a useful role in these projects; durability and performance are affected by materials selections and design, as well as use of space. 3

*“Thank you so much for all of the work you do! It may seem to go unnoticed by some, but you play a crucial part in keeping our city clean so I’d like to say a HUGE THANK YOU!!!” – Downtown Student*

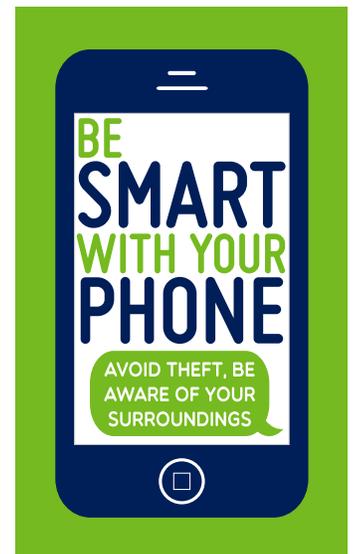
*“We’re so happy to support the outstanding work MDID does in keeping downtown clean and safe. You are making a huge difference and as a property owner, I am happy to support your efforts. Thank you for all you do for our fair city.” – Downtown Property Owner*

*“I was at the opening of the new Whole Foods and a vendor who travels the US to every major city told me he has never seen a downtown as clean as ours, I said it was because of the MDID! Thanks to MDID I enjoy living and shopping in downtown Minneapolis.” – Downtown Resident*

# SAFE

Improving real and perceived safety in the downtown area is one of the core services of MDID. We facilitate and maintain strong relationships and collaborations with community partners in order to extend our impact on safety outcomes. The MDID Fusion Center is located inside the Police Departments' First Precinct and is the hub of our information center, monitoring public cameras and connecting our Ambassadors and other partners to private security through the Radiolink system. Our staff works with City, business and social services leaders looking for opportunities for shared resources, education, program enhancements and other mutually beneficial approaches. Employee safety workshops and the annual Emergency Prepare-Fair are just two examples of collaborations that serve to inform and educate. Our perception survey resulted in an overall rating of 7.5 out of 10 when asked about the overall feeling of safety – with 45% of respondents indicating no concerns at all. This is encouraging and demonstrates the effectiveness of our approach. We must, and will, work to continue to be vigilant on improving safety and vibrancy for our downtown.

A necessity for effectiveness is to be able to react and retool to address the current conditions – new and refreshed approaches are a must. In 2013 we recognized the need to develop more strategies to engage youth, providing positive activities and interactions, and enabling effective enforcement methods where needed. We partnered with the Police Activity League (PAL) sponsoring a MPD Youth Crime Prevention tent every Thursday during the Farmers Market. This provided an opportunity for youth to interact with Police Explorer Cadets, School Resource Officers, Bike Cops for Kids, Summer Boot Camp/Leadership program representatives and other youth agencies, as well as provided information on available resources and activities. We contracted with the Youth Coordinating Board to build relationships with young people and engage them to help build a safe community downtown that includes young people. To assist in effective enforcement, we increased our support for the Downtown 100 program. This program was launched with support by MDID in 2010 providing partial funding for a dedicated, full time prosecutor and probation team to focus on chronic offenders. In 2013 this program was expanded to include a focus on youth addressing chronic offenders between the ages of 18yrs and 24yrs. The results of that program were outstanding with an 84% reduction in crime in the downtown area by chronic offenders AND a 78% reduction in crime by those in the focused 18 to 24 program. This is an effective crime prevention strategy that will continue to receive our support. **3** Another new program this year that was reacting to a nationwide phenomenon was our “Be Smart with Your Phone” campaign, raising awareness about cell phone theft and providing education around theft prevention tips.



camera and radio  
monitoring hours:  
in 2013

5,842

total since inception

23,408

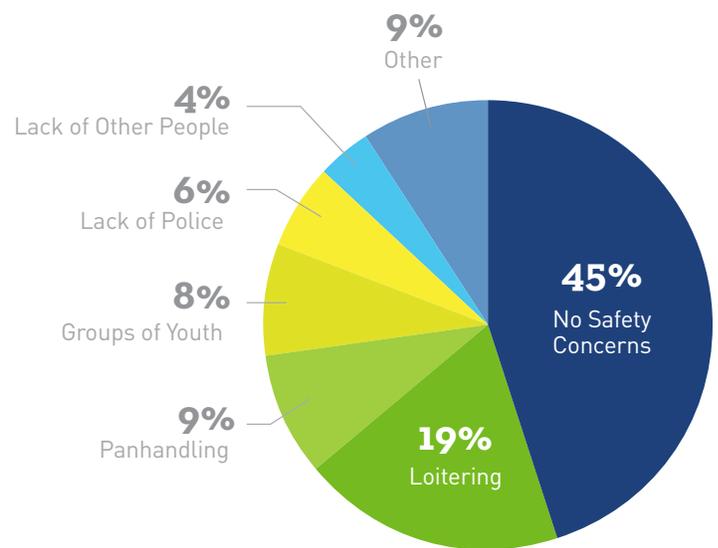


*“I work part-time in downtown and last night I worked my first closing shift. I was so happy to see the MDID Ambassador on the corner when I came out of the employee exit. He was so friendly, and said hello, and although I did not ask him to accompany me to my parking ramp, it was nice to be reminded that there is a resource for me if I feel nervous walking those couple of blocks late at night by myself. I am very appreciative of your services!”*  
– Downtown Employee

Our most visible program, the Ambassadors, plays an important role in improving both perception and reality in this area. The presence of the Ambassadors promotes a sense of positive activity by adding friendly smiles and watchful eyes to the street. Their direct connections to the Minneapolis Police Department, private building security and St. Stephens Human Services lead to real improvements in safety. ①

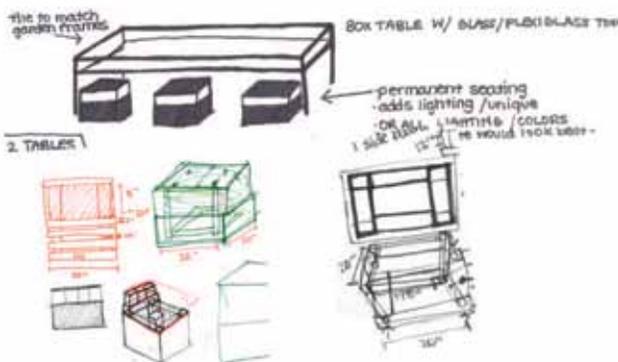
In recognition that real and perceived safety in specific public places can be influenced by design and programming, our Tactical Urbanism Initiative was designed to complement our existing safety programs. Using key safety metrics, we investigate underlying reasons why some public spaces are not as successful as others, experiment with improvements based upon Crime Prevention Through Environmental Design (CPTED) principles, and evaluate the outcomes in order to inform future decisions about broader solutions. During 2013 we enhanced lighting, added greenery, experimented with street furniture and supported community engagement. This program was launched in 2013 and it represents a promising new approach to driving better safety outcomes downtown. ②

Our survey results continue to show that livability issues (panhandling and loitering) are the main concern for those who have a negative perception of safety in downtown. We have worked closely with the Downtown Community committee of the Downtown 2025 Plan in 2013 and will continue to do so to assist in developing strategies and tactical solutions to address these issues with a multi-discipline approach.



Thinking of your experiences in the past year, what is your TOP CONCERN with regard to safety in downtown Minneapolis?  
2013 Perception Study

In conjunction with our Tactical Urbanism Initiative, students from the University of Minnesota College of Design were asked to observe the use of space on the 400 block of Nicollet Mall and explore possibilities to make it more welcoming. MDID then commissioned the students to construct and install the colorful street furniture. This pilot project was further enhanced with the installation of permanent up-lighting by MDID.



# GREENING &

While the core of our greening program has been planning, installation and maintenance of seasonal and permanent green features, the impact we have on greening and the public realm in downtown is greater. The annuals planted each year in hanging baskets, pots and permanent planters, along with the care given to perennials and other existing greenery, are a wonderful addition to the landscape of downtown. In the winter months, we continue to beautify the area by adding winter greenery and twinkle lights. However, we realize that to truly “green” downtown, a more comprehensive and sustainable solution is needed. When asked about the quality of the public realm in general (defined as the physical and visual elements of public space), respondents to our 2013 survey rated the downtown area at 6.5 out of 10. It is important that we continue to work in concert with business, city and community leaders to affect real positive change in the public realm.

Our increased efforts to positively change the public realm were evident in 2013. Winter greenery was expanded in the Warehouse District with sixty planters redeployed along 1st Avenue North. Hearing that visitors to the area are often unaware of how close they are to the Mississippi river and its landmarks as well as one of the crown jewels of the parks system – the Minneapolis Sculpture Garden, we produced and placed signage along Nicollet Mall suggesting that visitors “Stroll” along to discover more of our city. Finally, we produced a visitor map and guide to be distributed by our Ambassadors, assisting people in finding their way through the streets of downtown.

The Ambassador’s role in the public realm is significant. Beyond the watering and caring for the multitude of plantings, the Ambassadors are well-known for their customer service. The friendly smile and hello, the help when it is needed, the knowledge and passion for downtown – these are the services that make people feel comfortable and welcome on the streets of downtown. These are the services that are essential to create the vibrancy that we are all working towards. **1**

The energy of youth is synonymous with vibrancy. We are working to capture this energy in several ways. With leadership from our staff, students at The University of Minnesota College of Design have explored the use and design of street furniture in downtown and suggested innovative methods to gather public opinion. Work has also begun with Juxtaposition Arts, a nonprofit youth art education program that works with environmental design. We look forward to developing these relationships further in 2014. **2 3**



annuals, perennials and  
trees planted:  
in 2013

16,250+

total since inception

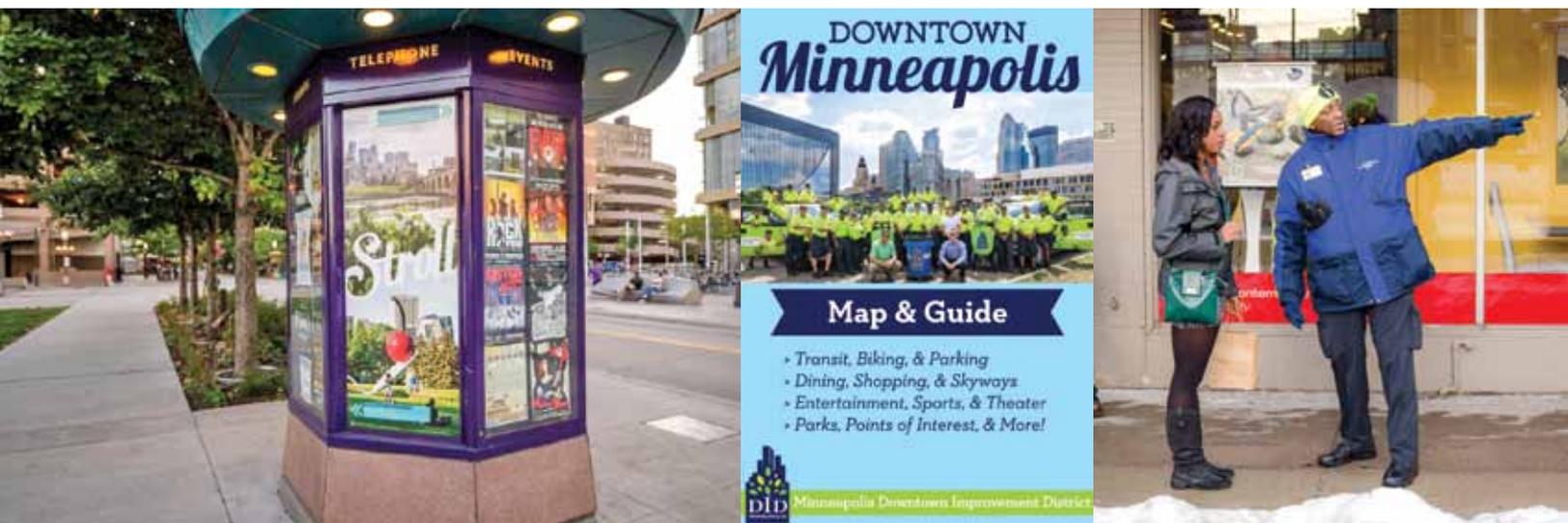
61,750+



# PUBLIC REALM

We know that we can multiply our impact on the public realm by encouraging property owners to green and enhance their spaces and acknowledging those that do. We produce the annual Greening and Public Realm Awards to do just that. A new feature was added to the 2013 awards, allowing the public to vote for their choice for winner in each category. Public involvement helps to raise even more awareness of those who are doing beautiful and cool things. 3

In addition to our work with the Greening and Public Realm Committee of the Downtown 2025 Plan, we are also involved with the work being done by the Downtown Experience and Development Committees, looking for opportunities for synergies and collaborations that will assist our work in the public realm. These relationships are important to us so that we can stay knowledgeable about the many activities that will affect our services.



*“I have been overwhelmed with the level of quality amongst the MDID Ambassadors. What an awesome idea, and what a great representation of Minneapolis! I’ve not run across these people in other cities. Every single one of them is friendly, helpful, smiling and WORKING. They do us proud!”*  
– Downtown Resident & Employee

*“Downtown this holiday season looked beautiful with all the lights and greens. I loved the extra planters along 1st Avenue in the Warehouse District this year!”* – Downtown Resident

*“Every time I see the MDID Ambassadors in their bright green uniforms, I feel good. I’m happy this program exists, it’s a step forward for Minneapolis.”* – Downtown Employee

## Looking Forward

The 2014 Operating Plan approved by City Council in the fall of 2013 continues the Ambassador program at the same high quality of service that we realize today and continues focus on our safe initiatives which includes a continued investment in the Downtown 100 initiative as well as increasing our support of the related 18/24 program. We will continue our work with MPD, youth initiatives and other crime reduction/crime prevention support. We will also pursue opportunities for greening and other public realm enhancements throughout downtown.

Being aware of the changes happening downtown and those on the horizon, we will preserve our business-led model, allowing us to be nimble in reacting to the needs of our stakeholders. As times change the need for outreach to and communication with all of our stakeholders will be great. We will continue to develop productive partnerships to provide ongoing perspectives, helping us to discern and develop services that will yield the greatest possible outcome.

We hear from advocates, and even adversaries, that the MDID has made a major, positive impact on Downtown Minneapolis's safety, cleanliness and "greenness". Virtually from everyone, we hear that those three components, augmented by the Ambassadors incredible service, have created a welcoming spirit that results in constant feedback: "Minneapolis has a truly great downtown".

Consider the economic realities of how the MDID helps promote downtown Minneapolis. The presence of the MDID is a key factor that fuels those who work, visit, shop, entertain and live here into making more of their own investments in downtown. These well satisfied people who feel as though they are "getting MORE", support our entertainment venues, including restaurants, bars, arts and sports. Their satisfaction in downtown helps Minneapolis attract and retain businesses in downtown, and helps the businesses in downtown retain their employees. And, their investment is noticed and informs "we're coming to Minneapolis" decisions by conventions and major national, and even international, events that are exploring coming to Minneapolis — The MDID exists to raise the standard of care and behavior in downtown, thereby making it a more competitive and attractive environment for people to work, shop, live, eat and recreate. Supporting the MDID is a way to insure economic vibrancy and competitiveness for our Downtown.

*"I'm a huge fan of the MDID Ambassador program. Their work and helpfulness make downtown an even better place to be. Any money spent on this program seems like an investment with very positive returns—some of them not easy to measure, but significant nevertheless. I love working downtown, and this program makes it even better. I'm proud of our city, and grateful for all the MDID Ambassadors" – Downtown Employee*



safety workshops conducted:  
in 2013

39

total since inception

137



Just attended a safety training presented by @MinneapolisDID – if you work downtown, put 612.332.1111 into your phone!

# Financial Statement

	2013	2013 Total			Variance	2014
	Budget	City Contract	Other	Total		Budget
Service charges	6,514,783	6,193,987	60,000	6,253,987	(260,796)	6,505,062
Other	60,000	241,221	83,600	324,821	264,821	60,000
<b>Total Sources</b>	<b>6,574,783</b>	<b>6,435,208</b>	<b>143,600</b>	<b>6,578,808</b>	<b>4,025</b>	<b>6,565,062</b>
Safe	2,363,444	2,232,194	11,833	2,244,026	(119,418)	2,424,897
Clean	1,155,315	1,072,771	21,157	1,093,928	(61,387)	1,183,103
Green	600,000	488,933	25,100	514,033	(85,967)	630,000
Maintenance of public areas	622,700	471,019		471,019	(151,681)	544,500
Snow (Nicollet Mall)	297,400	348,722		348,722	51,322	297,400
Communications	125,000	92,538		92,538	(32,462)	95,000
Program Management	767,340	708,455		708,455	(58,885)	767,340
Administration	326,584	247,068		247,068	(79,516)	310,200
Contingency	317,000			—	(317,000)	312,622
<b>Total District Uses</b>	<b>6,574,783</b>	<b>5,661,700</b>	<b>58,090</b>	<b>5,719,790</b>	<b>(854,993)</b>	<b>6,565,062</b>
Sources in excess of Uses (2013 Carryforward)*	—	773,507	85,510	859,017	859,017	—
Portion of 2012 Uses, not yet disbursed*		291,731				

\*Pending proposal to incorporate these funds to the 2014 Operating budget

The combined 2013 financial activity of the Minneapolis Downtown Improvement District and Minneapolis SafeZone Collaborative received an unmodified opinion in an audit by CliftonLarsonAllen, LLP. To receive a copy of the audited statements please contact Kathryn Reali at 612.338.3807 or KReali@MinneapolisDID.com.

*“I love the MDID, it has been a great addition to our community. I appreciate the friendly Ambassadors and all they do to keep downtown clean and safe! Thank you to all the businesses that support this program.”*

– Downtown Resident

## Community Partners

The work done by MDID can only be successful if it leverages, complements and supports the work of others with a mission of making downtown better. MDID is grateful for the working relationship it has with many organizations, including: Blueprint for Community Action, BOMA Minneapolis, City of Minneapolis, Downtown Minneapolis Neighborhood Association, East Downtown Council, Elliot Park Neighborhood Association, Friends of Triangle Park, Heading Home Hennepin, Hennepin County, Hennepin County Libraries, Hennepin County Sheriff’s Office, Juxtaposition Arts, Loring Greenway Association, Meet Minneapolis, Mentoring Partnership of Minnesota, Metro Transit, Metro Transit Police Department, Minneapolis Downtown Council, Minneapolis Farmers Market, Minneapolis Foundation, Minneapolis Park and Recreation Board, Minneapolis Parks Foundation, Minneapolis Police Department, Minneapolis Public Schools, Minneapolis Regional Chamber of Commerce, Minnesota Landscape Arboretum, Minnesota Youth Leadership Academy, Musicant Group, Nice Ride Minnesota, North Loop Neighborhood Association, Plan-it-Hennepin, Police Activities League, St. Stephens Human Services, Step-Up, Trust for Public Land, University of Minnesota, Urban Land Institute, Warehouse District Business Association, and Youth Coordinating Board.

## Board of Directors

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Mick Anselmo – CBS Radio  
Collin Barr (Chair) – Ryan Companies  
Elizabeth Brama – Briggs and Morgan  
Betsy Buckley – What Matters  
Ralph Burnet – RWB Development  
Bill Chopp – Hines Interests  
Jay Cowles III – Unity Avenue Associates  
Steve Cramer – Minneapolis Downtown Council & Downtown Improvement District  
Dave Dabson – Piedmont Office Realty Trust  
Laura Day – Minnesota Twins  
Cindy Eliason – Macy’s Minneapolis  
Kweilin Ellingrud – McKinsey & Company  
Bruce Engelsma – Kraus Anderson  
Jeff Gendreau – Baker Tilly Virchow Krause  
Jeff Griffing – Star Tribune  
Robb Hall – CSM Corporation  
Brent Hanson – Wells Fargo  
Tim Hart – Andersen – Westminster Presbyterian Church  
Michael Henson – Minnesota Orchestral Association  
Tom Hoch (Past Chair) – Hennepin Theatre Trust  
Deb Hopp – MSP Communications  
Elliot Jaffee – U.S. Bank  
Jeanie Joas – JB Hudson Jewelers  
Mic Johnson – AECOM  
Bill Johnson – Dorsey & Whitney  
Robert Jones – TCF National Bank  
Judy Karon – Downtown Resident  
Steven Katz – Barnes and Thornburg  
Kevin Ketelsleger – RBC Wealth Management  
Sang Kim – Wells Fargo  
Todd Klingel – Minneapolis Regional Chamber of Commerce  
Randy Lebedoff – Star Tribune  
Kevin Lewis – BOMA Minneapolis  
Tres Lund – Lund Food Holdings  
Bob Lux – Alatus LLC  
Tim Mahoney – Warehouse District Business Association and The Loon Café  
Brian Mallaro – Deloitte and Touche  
Mike Maney – Ryan Companies  
Steve Mattson – Target Center  
John McCall – University of St. Thomas  
Tim Murnane – Opus Group  
Russ Nelson – Nelson, Tietz & Hoye  
Mike Noble – Minneapolis Hotel Association and Normandy Inn & Suites  
Tim O’Connor – Hays Companies  
Robert Olson – Dorsey & Whitney  
Brian Pietsch – Ameriprise Financial  
Tracy Pleschourt – Carmichael Lynch  
Judy Pofert – Xcel Energy  
Steve Poppen – Minnesota Vikings  
Bob Rolston – Honeywell  
John Saunders – Cushman & Wakefield/NorthMarq

Tom Smith – Piper Jaffray  
Nils Snyder – Colliers International  
Kenneth Sorensen – Mortenson Construction  
Kirsten Spreck – Thrivent Financial for Lutherans  
David Sternberg (Finance Committee) – Brookfield Properties  
David Swanson – ING Employee Benefits  
Al Swintek – CenterPoint Energy  
Melvin Tennant – Meet Minneapolis  
Marie Uhrich – Thrivent Financial for Lutherans  
Sandra Vargas – Minneapolis Foundation  
John Wheaton – Faegre Baker Daniels  
David Wilson – Accenture  
Chris Wright – Minnesota Timberwolves and Minnesota Lynx  
Dave Wright – U.S. Bank

## Executive Committee

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Collin Barr (Chair) – Ryan Companies  
Bill Chopp – Hines Interests  
Jay Cowles III – Unity Avenue Associates  
Jeff Gendreau – Baker Tilly Virchow Krause  
Tom Hoch (Past Chair) – Hennepin Theatre Trust  
Deb Hopp – MSP Communications  
Elliot Jaffee – U.S. Bank  
Brian Mallaro – Deloitte and Touche  
Mike Maney – Ryan Companies  
Russ Nelson – Nelson, Tietz & Hoye  
Tim O’Connor – Hays Companies  
Steve Poppen – Minnesota Vikings  
David Sternberg – Brookfield Properties  
John Wheaton – Faegre Baker Daniels  
David Wilson – Accenture  
Chris Wright – Minnesota Timberwolves and Minnesota Lynx  
Dave Wright – U.S. Bank

## Finance Committee

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Collin Barr – Ryan Companies  
Mark Chronister – Chronister Strategies  
Jeff Gendreau – Baker Tilly Virchow Krause  
Brent Hanson – Wells Fargo  
Tom Hoch – Hennepin Theatre Trust  
Elliot Jaffee – U.S. Bank  
Brian Mallaro – Deloitte and Touche  
Tim O’Connor – Hays Companies  
David Sternberg – Brookfield Properties

## City Services Committee

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Inspector Medaria Arradondo – Minneapolis Police Department  
Andy Carlson – City of Minneapolis, Public Works  
David Franke – Xcel Energy  
Bob Greenberg – The 614 Company  
Jeff Hegg – Colliers International  
Mike Kennedy – City of Minneapolis, Public Works  
Kelly Lentz – Zeller Realty  
Inspector Bryan Schaffer – Minneapolis Police Department

## Greening & Public Realm Awards Jury

Margaret Crosby – Downtown Resident  
Eric Galatz – Stinson Leonard Street LLP  
Ben Hertz – Nolan Company  
Nick Koch – HGA Architects and Engineers  
Matt Kreilich – Julie Snow Architects  
Derek Nyberg (Chair) – Takeda Pharmaceuticals  
and North Loop Resident  
David Wilson – Accenture  
Ann Marie Woessner-Collins – Jones Lang LaSalle

## Operations & Services Budget Committee

Nancy Aleksuk – Swervo Development Corporation  
John Campobasso – Kraus Anderson  
Dave Dabson – Piedmont Office Realty Trust  
Diane Heimerl – Rice Real Estate  
Dave Horsman – Minnesota Twins  
Joanne Kaufman – Warehouse District Business Association  
John Luke – Hilton Minneapolis  
Diane Peterson – Alatus LLC  
Brent Robertson – Jones Lang LaSalle  
Nils Snyder – Colliers International  
Steve Trulen – Target  
Amy Wimmer – Hines Interests  
Dave Wright (Chair) – U.S. Bank

## SafeZone Advisory Committee

Tom Arneson – Hennepin County  
Inspector Medaria Arradondo – Minneapolis Police Department  
Assistant Chief Matt Clark – Minneapolis Police Department  
Ron Cunningham – Hennepin County Probations  
Chris Dixon – Minneapolis City Attorney's Office  
Jim Durda – Beacon Real Estate Services  
Adam Harrington – Metro Transit  
John Harrington – Metro Transit Police Department  
Kris Harris – City Center Real Estate  
Jeff Heinrich – Block By Block  
Major Darrell Huggett – Hennepin Country Sheriff Office  
David Jefferies – St. Stephens Human Services  
Steven Katz – Barnes and Thornburg  
Joanne Kaufman – Warehouse District Business Association  
Jon Kohagen – Ameriprise Financial

Kevin Lewis – BOMA Minneapolis  
Mike Maney (Chair) – Ryan Companies  
Inspector Bryan Schaffer – Minneapolis Police Department  
Susan Segal – Minneapolis City Attorney  
Ted Stearns – Thrivent Financial for Lutherans  
Kevin Stewart – Shorenstein  
Paul Thigpen – Xcel Energy  
Adam Zieske – Target

## Tactical Urbanism Advisory Committee

Renee Allen – Minneapolis Police Department  
Andrew Carlson – City of Minneapolis, Public Works  
Nick Cichowicz – Downtown Minneapolis Neighborhood  
Association and National Association of the  
Remodeling Industry  
David Jefferies – St. Stephens Human Services  
Joanne Kaufman – Warehouse District Business Association  
Kjersti Monson – City of Minneapolis, CPED

## Management Team

Steve Cramer – Chief Executive Officer  
Kathryn Reali – Chief Operating Officer  
Jesse Osendorf – Director of Operations  
Ben Shardlow – Director of Public Realm Initiatives  
Shane Zahn – Director of Safety Initiatives  
Kristi Haug – Manager of Stakeholder Operations

## Sponsors & Donors:

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Target  
Optum  
Ameriprise  
Minneapolis Central Library  
Loring Green East  
Loring Green West  
MOAC Mall Holdings, LLC  
Moss & Barnett

*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.*

pedestrians assisted:  
in 2013

140,573

total since inception

547,938



pounds of recycling collected  
in 2013

76,115

since May 2011

143,507



*“I recently attended a meeting downtown and forgot where I parked my car. I didn’t know the MDID Ambassadors existed, but when I saw the bright green jacket and welcoming-looking person, I approached him to see if he could help. The Ambassador radioed his dispatcher and quickly located the parking meter box on my ticket. Then he walked me to my car to make sure I found my way!” – Downtown Visitor*

At MDID 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 of someone without access to the web, please direct them to us and we will gladly provide a printed copy.

To learn more about the MDID 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  
info@MinneapolisDID.com

Ambassador Hotline:  
612.332.1111

[www.MinneapolisDID.com](http://www.MinneapolisDID.com)



*“Earlier today I witnessed a young child attempting to cross the street against moving traffic. His guardian was a distance away and had not notice him wondering. I then saw a MDID Ambassador quickly move into the street, intercept the child and safely walked him across the street. It is without a doubt that this Ambassador prevented a serious tragedy from occurring. Her actions were brave, impressive, outstanding, and very moving. Thank you for this amazing service.” – Downtown Volunteer Employee*

*“I found myself in downtown yesterday evening with my first ever flat tire. Lucky for me a real life superhero was making his rounds and saw I needed help. The Ambassador proceeded to walk me through all the steps to change my flat tire. I’m sure the process would have taken much longer without his help and I learned a lot from his teaching! I’m very grateful for his extraordinary work.” – Downtown Visitor*