

# The Minneapolis Downtown Improvement District Difference



The Minneapolis Downtown Improvement District is

***making Downtown a thriving and competitive environment***

for recruiting and retaining businesses, employees, residents, and visitors

***by delivering clean, safe, green, and better services***

that raise the standard of care and behavior in downtown.

All year, DID Ambassadors are patrolling over 120 blocks downtown. They orient visitors and locals alike, promote downtown businesses, maintain the area, and keep an eye out for everyone -- making downtown safer and more enjoyable. Just look for Ambassadors clad in bright 'tennis ball green' and blue uniforms from 7 am – 11 pm M–F, 10 am – 11 pm Sat, and 10 am – 6:30 pm Sun.

*"I walk to work everyday and feel a lot safer with the increased cleanliness and Ambassador presence. Thanks for your efforts."*

*– Downtown Employee & Resident*

*"We love seeing the DID Ambassadors downtown and have heard positive feedback from our customers".*

*-- Business Owner*

***Here's a sampling of what DID does year-round:***

### **Clean Ambassadors**

- 80,000 lbs trash removed each month (average)
- Pressure washing, weed and graffiti removal
- Infrastructure maintenance and snow tidying
- Seek action from public & private owners

### **Safe & Friendly Ambassadors**

- 6,820 pedestrians assisted each month (average)
- Public area camera monitoring (joint with Police)
- 10+ lives saved (medical emergency assists)

### **Green (starting summer 2010)**

- 200+ planters, 140+ hanging baskets in summer
- 425+ wreaths, 317 garland in winter
- 1.5 Million twinkle lights on Nicollet & Hennepin

### **Our Partners are making a difference too:**

- 15% reduction in serious crimes (Police)
- 18% reduction in thefts (Police)
- Events galore – Aquatennial and Holidazzle parades, Alive at Five, Block Party Sommerfest, Farmers Market, Twins, Vikings, Timberwolves and Lynx, Broadway musicals, and much more



For more information or to request assistance from an Ambassador, please call 612.332.1111 or visit us at [MinneapolisDID.com](http://MinneapolisDID.com)