Get Connected with the West Broadway Improvement District

We are eager to assist any business that now calls the West Broadway Business District home, or would like to move here in the future.

If you have any suggestions for programs or services that you would like to see the WBID provide, would like to serve on the WBID Steering Committee, WBC Board, or are interested in learning more about the operations of the district, please contact us:

1011 West Broadway, Suite 202
Minneapolis, MN 55411
612-353-5178
rob@westbroadway.org

www.westbroadway.org/wbid
Dear West Broadway Improvement District Ratepayers,

The movement to establish a self-managed Business Improvement District along West Broadway was started by you, the property owners, to provide a greater level of service, increased amenities, and a healthier, more vibrant neighborhood. With the conclusion of 2015, we are proud to say that we have successfully completed our first year of services in the West Broadway Improvement District (WBID).

The WBID works closely with its parent organization, the West Broadway Business and Area Coalition, to host events, assist businesses throughout the corridor, and effectively promote and brand the West Broadway Business District both within the neighborhood and the city at large.

The mission of the WBID is to create and promote a cleaner, greener, safer West Broadway corridor. Clean up crews were initiated last year by contracting with Better Futures Minnesota to keep the sidewalks and streetscape looking clean and inviting. We have enhanced the identity of the West Broadway Business District by installing colorful decorative banners on every street light pole throughout the district. To brighten the district in the cold, dark winter months, we have brought back holiday decorations for the first time in decades. WBC staff reports graffiti and other issues, and successfully lobbied the City to repaint a large amount of utility poles in the district at no cost to the WBID.

There are many accomplishments to celebrate over the past year, with new services made possible from the approved $135,440 budget, and more exciting things to look forward to in the year ahead. In the following pages, we showcase highlights and successes from the year, including some of the WBID’s new programs.

There is a new desire to invest in the West Broadway Corridor and momentum for community driven revitalization of the area is growing. Examples of this include the opening of Anytime Fitness, a locally owned enterprise, Juxtaposition Arts’ continued expansion on the 1100 block, or the construction of Broadway Flats. The WBID is an asset, and an excellent tool to leverage new investment along West Broadway.

With that, let’s build off the accomplishments we enjoyed in 2015 as we continue to work towards a vibrant West Broadway Corridor. As always, thank you for your support and your commitment to our community, and let’s continue the momentum into a great 2016!

Sincerely,

Dr. Tara Watson
Chair, Board of Directors
WBC

Rob Hanson
WBID Manager
WBC
The West Broadway Business Improvement District (WBID), created in 2015, provides targeted services for West Broadway’s commercial core. This encompasses all properties along West Broadway from the Mississippi River to Sheridan Ave N, and Washington Ave N from 17th Ave N to N 21st Ave.

Managed by the West Broadway Business and Area Coalition, the WBID supports the organization’s larger mission of advocating for economic and community development that benefits West Broadway’s commercial, industrial, cultural, and residential sectors. The goal is to create and promote a cleaner, greener, safer West Broadway Business District.

**Highlights of the past year include:**

- Launched the WBID Clean-Up Crews
- Partnership with Metro Transit to “Adopt” Bus Shelters on West Broadway
- Leveraging $178,000 in grants for WBID projects
- Worked with Public Works on infrastructure improvements for the district
- Installed promotional banners throughout the district
- Brought back Holiday Decorations after being absent for more than two decades
- Working with Public Works on addressing graffiti, illegal dumping, and repairing damaged infrastructure
Core Services

Streetscape Maintenance

Keeping the district clean, and well maintained is a key aspect of the WBID’s focus. The WBID has a contract with Better Futures Enterprises to keep the district clean and attractive. The WBID is proud to partner with Better Futures as the organization employs men whom have had many difficulties and challenges in their lives, and provides them with housing, employment, and training.

The WBID uses two workers who are out in the streets 3 days a week 52 weeks a year. Approximately 996 service hours were logged for service over the past year and approximately 95 trash bags were filled. This equates to over 1300 lbs. of trash and debris that was removed from the district in 2015.

Beautification

The WBID helps maintain the streetscape and ensures that landscaping is well taken care of. The WBID has partnered with Metro Transit to “Adopt” all of the bus shelters located in the West Broadway commercial district. The WBID has agreed to use our litter cleanup crews to keep the bus shelters clean and tidy, and to report any major damage to Metro Transit for repair. In return, Metro Transit has installed “West Broadway Business District” branding on each of the bus shelters free of charge to the district.

The WBID is instrumental in combating graffiti, and long weeds within the public realm. Approximately 21 service hours were logged removing 3 trash bags of posters and tape from street poles and utility boxes, and our clean-up crews spent 34.5 service hours removing weeds from the sidewalks and curbs of the corridor.

WBID Staff is committed to ensuring that the City of Minneapolis keeps up its responsibility of providing a standard level of service within the corridor. We have an excellent working relationship with Minneapolis Public Works, and in 2015, WBID staff was responsible for the reporting and removal of 13 occurrences of graffiti, and 5 occurrences of illegal dumping. Additionally the WBID worked with Public Works to get 8 potholes repaired, 8 damaged light poles repaired or replaced, 64 light poles repainted and addressing 6 complaints of tall grass or weeds through the corridor. All of these complaints were resolved at no charge to district.
Holiday Decorations
For the first time in over 2 decades, holiday decorations have been brought back to the West Broadway Business District. For the 2015-2016 holiday season, we have 64 light poles that have holiday decorations. Additionally, we received a grant to help pay for infrastructure improvements, and worked with Public Works to upgrade the electrical infrastructure on a portion of West Broadway. Those upgrades allow us to display 14 lit wreaths and snowflakes. In the next few years, we would like to finish these upgrades to make sure lit decorations shine along the entire corridor.

Street Banners
Using the West Broadway Alive Plan as a guiding document, street banners were identified as a desired amenity for the corridor. Banner design concepts were crafted by data collected through extensive community surveys. The top concepts were selected by a group review process of community organizations and stakeholders, and the colors used were selected to complement the existing aesthetic of the corridor.

In 2015, the WBID installed 135 custom fabricated street banners with the support of area businesses and organizations. The banners help brighten the streets, announce the arrival to the business district, and promote a sense of pride for the neighborhood.

Marketing and Promotion
Press and Media
Over the past year, the WBID has received significant positive press. Multiple stories have been published in the Star Tribune, Metro Transit website, Insight News, and other outlets.
Digital Communications
Our digital outreach has grown significantly over the past year. We promote area businesses and happenings daily through our website and social media platforms, while our monthly WBID newsletter delivers the information directly to over 100 recipients. Over the year, our newsletters have been viewed nearly 400 times. On social media, we have created a digital hashtag for the WBID, #mplsWBID, and WBID related posts have reached over 2100 people.

Leveraging Additional Investment
The West Broadway Business and Area Coalition was able to use the WBID as leverage to receive grants for new amenities, infrastructure repair, and service improvements.

- $10,000 grant from Hennepin County to implement a recycling program on West Broadway. The money will be used to purchase recycling bins for the business district.
- $55,000 grant from the Northside Funders Group to upgrade a portion of the electrical infrastructure on West Broadway. This allowed for the WBID to display lit holiday decorations.
- $15,000 grant from the Northside Funders Group to help pay for the fabrication and installation of the street banners.
- In addition to the aforementioned grants, the WBID has had 6 tax-exempt properties opt-in to the WBID property assessment.
# 2015 Financials

## INCOME

<table>
<thead>
<tr>
<th>Source</th>
<th>Budget</th>
<th>Actual</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Charge Assessments</td>
<td>$103,796.00</td>
<td>$103,795.92</td>
<td>Service Charge assessments from SSD ratepayers.</td>
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<tr>
<td>WBC In-Kind Contribution</td>
<td>$15,440.00</td>
<td>$11,478.25</td>
<td>In-kind program management services provided by WBC.</td>
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<tr>
<td>WBC &amp; Other Donation</td>
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<td></td>
<td></td>
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<tr>
<td>Grants - Gov't</td>
<td>$ -</td>
<td>$8,000.00</td>
<td>Hennepin County recycling grant.</td>
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<td>Grants - Other</td>
<td>$15,000.00</td>
<td>$15,000.00</td>
<td>Grant from Northside Funders for banners.</td>
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<td>Opt-in SSD Service Charges</td>
<td>$1,204.00</td>
<td>$1,204.00</td>
<td>Voluntary service charges from exempt property owner.</td>
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<td>Total Income</td>
<td>$16,204.00</td>
<td>$24,204.00</td>
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## EXPENSES

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<tr>
<th>Use</th>
<th>Budget</th>
<th>Actual</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Streetscape Maintenance and Repair</td>
<td>$45,000.00</td>
<td>$36,389.81</td>
<td>Weekly sidewalk services throughout District including litter and debris removal, graffiti removal from public property, and weeding District-branded uniforms. Services provided by Better Futures Enterprises.</td>
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<tr>
<td>Streetscape Decorations and Beautification</td>
<td></td>
<td></td>
<td>Purchase and installation of 143 aluminum banners throughout District.</td>
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<tr>
<td>Banners</td>
<td>$50,024.00</td>
<td>$73,474.75</td>
<td>Purchase and installation of holiday decorations throughout District.</td>
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<tr>
<td>Seasonal Decorations</td>
<td>$22,650.73</td>
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<tr>
<td>Communications</td>
<td>$4,000.00</td>
<td>$ -</td>
<td>No out of pocket communication related expenses.</td>
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<tr>
<td>Professional Fees</td>
<td>$3,000.00</td>
<td>$182.93</td>
<td>Accounting services.</td>
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<td>Program Management</td>
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<tr>
<td>District Operations</td>
<td>$9,318.70</td>
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<td>Program management services provided by WBC.</td>
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<td>District Communications</td>
<td>$2,119.55</td>
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<td>WBC</td>
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<tr>
<td>Total Expenses</td>
<td>$13,440.00</td>
<td>$11,478.25</td>
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<tr>
<td>Program Administration</td>
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<tr>
<td>Office Space</td>
<td>$1,764.36</td>
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<td>Proportional costs of shared expenses.</td>
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<tr>
<td>Office Supplies</td>
<td>$226.03</td>
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<td>Out of pocket expenses.</td>
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<tr>
<td>Insurance and Misc</td>
<td>$1,364.05</td>
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<td>Proportional costs of shared expenses.</td>
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<tr>
<td>Total Expenses</td>
<td>$135,440.00</td>
<td>$124,830.16</td>
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<tr>
<td>Net Income</td>
<td>$ -</td>
<td>$14,648.01</td>
<td>District's 2016 operating budget will be amended to incorporate surplus funds.</td>
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Looking Ahead
Based on the perception survey results, feedback throughout the year, and the needs of the district to evolve and change as the area grows, we are excited to bring new programs and services to you, the ratepayers.

Some of the WBID’s plans for the coming years include:

- Implementing a recycling program throughout the district
- Spending the $80,000 grant from ArtPlace America to fabricate and install artistically designed benches, bike racks, flower planters, and wayfinding kiosks in the business district.
- Working with Public Works to further upgrade West Broadway lighting infrastructure
- Install new streetscape amenities such as benches, bike racks, flower planters, and wayfinding kiosks
- Evaluate the feasibility of district wide snow removal
- Increase the visual presence of the West Broadway Business District brand throughout the corridor
- Artistically wrapped utility boxes
- Addition of event specific banners

2015-2016 West Broadway Business and Area Coalition Board of Directors

**Board Chair – Dr. Tara Watson**  
Watson Chiropractic, Anytime Fitness, Property Owner

**Vice Chair – Ravie Singh**  
US Bank, Property Owner Representative

**Secretary – Paula Pentel**  
University of Minnesota

**Treasurer – Justin Baylor,**  
McDonald’s, JADT Property Group, Property Owner Representative

**Jackie Cherryhomes**  
Resident

**Mike Oker**  
4th St Saloon, Property Owner Representative

**Diana Hawkins, Resident**  
Hawthorne Community Council

**Wade Swenson**  
Cub Foods, Property Owner Representative

**Dean Rose**  
Broadway Liquor, Property Owner

**Jim Wentzell**  
Winner Gas, Property Owner Representative