

# WEST BROADWAY IMPROVEMENT DISTRICT

## 2015 Operating Plan

### INTRODUCTION

A Special Service District (SSD) allows property owners in a commercial district to collectively assess themselves to fund special amenities and enhanced services. These special amenities and enhanced services are over and above what the City ordinarily provides for commercial districts. In the City of Minneapolis there are 16 SSDs. Services and amenities vary greatly per district and can include: banners, holiday decorations, streetscape greenery, sidewalk and street cleaning, snow removal, and marketing.

The movement to establish a West Broadway Improvement District (WBID) was created by property owners to provide a greater level of service and increased amenities. After several years of research, outreach, and the creation of a business plan, the district is proposed to become official in 2015. For more information regarding WBID history, planning, and policies please see the WBID Business Plan.

### MISSION STATEMENT

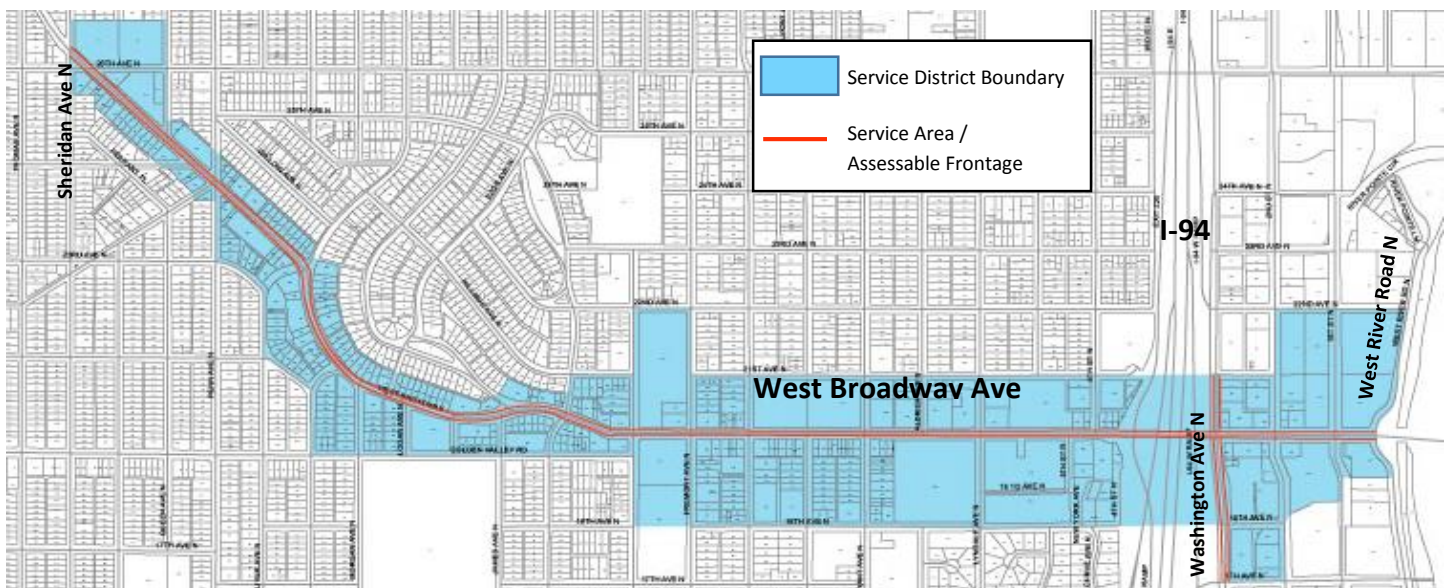
The Mission of the WBID is to create and promote a cleaner, greener, safer West Broadway Business District.

WBID 2015 objectives include:

1. Esthetically improve and enhance the pedestrian environment through streetscape improvements by installing banners and holiday decorations.
2. Improve safety and perception of safety within the WBID boundaries by removing litter, graffiti and weeds.
3. Build the foundation of the district including increased engagement of area business and property owners around the WBID through targeted communications.

### DISTRICT BOUNDARIES AND SERVICE AREA

In 2015, the WBID will provide services along West Broadway from West River Road to 26th Avenue and along Washington from 17th to 21st. See map below.



## OPERATING PLAN

Annually, the West Broadway Business and Area Coalition (WBC) prepares and recommends an operating plan for the WBID to the City of Minneapolis. The purpose of the operating plan is to inform ratepayers of the proposed operations, budget, management, and activities for the year, as well as the methodology in assessments.

## GOVERNANCE

The WBID is guided by the WBC Board of Directors and managed by WBC Staff. The WBC is a nonprofit corporation incorporated in the State of Minnesota in accordance with Minnesota Statute 317A. The mission of the WBC is to lead initiatives to bring businesses, non-profit organizations, and neighbors together to create an inviting and vital West Broadway corridor that will transform the Northside into a thriving economic community.

The WBC Board and Staff will be in management of:

1. Identifying the most needed services
2. Developing an annual operation plan and budget
3. Developing a proposed service charge assessment methodology
4. Communicating with district property and business owners to respond to any concerns and share information on the district's activities.

The WBC Board of Directors is and will be comprised of a mix of commercial property owners, proxies to commercial property owners, business owners, and community stakeholders. The composition will be a minimum of three-fifths assessed property owners, such that a majority of the board shall be comprised of property owners participating the assessment. Current WBC Board Members include:

Name	Affiliation
Jackie Cherryhomes	Cherryhomes-Tyler, LLC, Resident
Diana Hawkins	Hawthorne Community Council, Resident
Paula Pentel	University of Minnesota, At-Large
Dean Rose	Broadway Liquor Outlet, Property Owner
Justin Baylor	JADT Food Group, Property Owner Representative- 1011 West Broadway
Louis Dachis	Merwin Liquors, Property Owner
Dan Gustafson	Rex Mills Printing, Business
John Tonsager	Cub Foods, Property Owner Representative
Tara Watson	Watson Chiropractic & Anytime Fitness, Property Owner
Lisa Spicer	Dimensions in Hair, Property Owner Representative
Jim Wentzell	Winner Gas, Property Owner Representative
Thakurdyal Singh	US Bank, Business
Meggie McCauley	Cookie Cart, Property Owner Representative

WBC Staff working on the WBID include: Erin Jerabek Heelan- Executive Director, Rob Hanson- Programs and Outreach Coordinator, Shaina Brassard- Marketing and Communications Coordinator, and Carla Schleicher- Communications and Design Associate.



## IMPLEMENTATION OF SERVICES

The WBC will implement the services provided within the WBID, though most often, the WBC will contract with third-party vendors to perform the actual services. WBC Staff and Board will monitor service delivery throughout the year to ensure services are meeting expectations of the property owners.

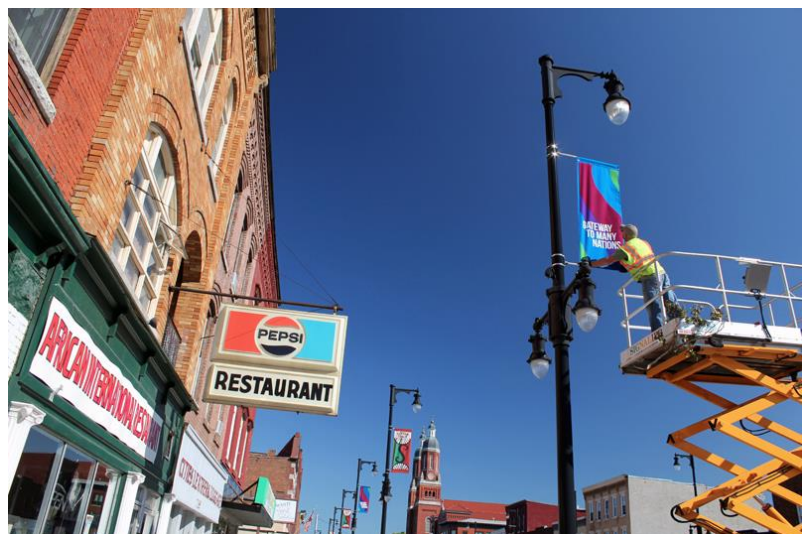
## ANNUAL BUDGET APPROVAL PROCESS

There is a formal approval process each year to adopt the work plan and budget for the following year. The process starts with a budget recommendation form from the WBC Board.

Then the City will mail each property owner a notice that includes the proposed service charge assessment for their parcel along with the notice for a public hearing. A public hearing is then held before a committee of the city council. Following city council action, each property owner is mailed another notice informing them of their right to file an objection within 45 days. Assuming an insufficient number of property owners file an objection, the City forwards the service charge assessment information to Hennepin County and the service charges are included in the following year's property tax statement.

## ASSESSMENT METHODOLOGY

The WBC Board is recommending a ratepayer assessment of \$105,000 for 2015. Proposed property assessments are based on prorated assessable linear frontage along West Broadway and Washington Avenue within the WBID boundaries. Residential, and tax-exempt parcels can opt-in voluntarily, but are not required to pay the assessment. Based on the proposed budget for 2015, the annual service charge calculates to approximately \$10 per linear foot of assessable frontage [subject to verification].



## 2015 SERVICES AND PERFORMANCE MEASURES

The WBC Board of Directors is recommending a following list of services for 2015.

<b>2015 Proposed Services and Budget</b>		
<b>INCOME</b>		
<b>Source</b>	<b>Amount</b>	<b>Notes</b>
Service Charge Assessments	\$ 103,796	Prorated to commercial and industrial properties based on assessable lineal frontage
WBC In-Kind	\$ 15,440	Staff time, Office Space, Webpage
WBC & Other Donation	\$ 16,204	WBC and exempt property owners are gifting \$15,000 to the WBID towards the capital cost of the street banners and hardware.
<b>Total Income</b>	<b>\$ 135,440</b>	
<b>- EXPENSES</b>		
<b>Budget Item</b>	<b>Amount</b>	<b>Service Description</b>
1. Streetscape Maintenance and Repair	\$ 45,000	A vendor will be hired to pick up litter on sidewalks and in the street twice weekly, remove graffiti on streetscape amenities, and remove weeds along sidewalks monthly as needed. Empty trash receptacles as needed.
2. Streetscape Decorations and Beautification	\$ 60,000	Banners and brackets will be purchased for 180 light poles. A licensed and bonded vendor will be hired to install brackets and banners on light posts. Holiday decorations will be purchased for 90 light poles. A vendor will be hired to install holiday decorations on light posts.
3. Communications (Staff, Electronic Communications, Mailings, Website)	\$ 4,000	A webpage for the WBID will be maintained. Two mailings will go out to all 308 ratepayers notifying them of the budget meeting and proposed operating plan. Updates will be sent out via email bi-monthly.
4. Professional Fees	\$ 3,000	MISC Attorney, Accountant, or other Professional Fees as needed
5. Program Management	\$ 13,440	Management of Bidding, Procurement, Contracts, Vendors, Accounting, Convening, etc.
6. Program Administration	\$ 10,000	Insurance, Office Space, Storage, Office Supplies
<b>Total Expenses</b>	<b>\$ 135,440</b>	

## RATEPAYER ENGAGEMENT

WBC Staff and Board will communicate and engage with district ratepayers through:

- The WBID webpage: [www.westbroadway.org/WBID](http://www.westbroadway.org/WBID)
- Electronic Mailing List: Ratepayers may sign up at the WBID webpage or email [wbid@westbroadway.org](mailto:wbid@westbroadway.org).
- Written communication mailed to ratepayer—as needed or required including notice of annual budget meeting and proposed operating plan.

Ratepayer engagement will include (but is not limited to) communication around the following, which will all be posted on the WBID webpage:

- WBC Board meeting notices and agendas (including budget and pre-budget adoption meetings and annual meeting)
- Written notice of budget determination and end of year financials mailed to Ratepayers
- Monthly financial reporting (including dashboards, income-and-expense statements, balance sheets and profit and loss statements)
- Semi-annual reporting
- Annual reporting (including completed annual financials, 990 information, a report on service metrics and a budget summary dashboard)

## TIMELINE

Petition Signing:	Ongoing, February 1- March 31 <sup>st</sup> Open Houses: February 21 <sup>st</sup> 11-1pm, Feb 26 <sup>th</sup> 8:30-10:30 am US Bank, 1030 West Broadway Avenue
Public hearing to establish district:	TBD- April or May
Annual Budget Meeting:	Thursday, July 24th, 2014- 8:30-10:00 am PCYC
Public hearing to approve operating plan:	Tuesday, September 9th, 2014
Services begins:	January 2015

## CONTACT INFORMATION

### WBC Staff

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