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The West Broadway Improvement District officially set to begin operations in 2015

Ongoing services on West Broadway, the primary commercial corridor in North Minneapolis, will have a positive and long-lasting impact on both the neighborhood and the larger community of Minneapolis.

The start of the new year marks the beginning of implementation of the West Broadway Improvement District (WBID). Residents, business owners and visitors will start to notice a difference as soon as next week, as crews undertake litter pickup and remove posters and graffiti from the public right of way.

Following Minneapolis City Council approval of the 2015 WBID Operating Plan and Budget on September 9, 2014, commercial and industrial property owners had 45 days to dissent to the additional tax assessment that will fund the district's services. Of the 144 ratepayers within the district, there was only one detractor. An additional five nonprofit property owners voluntarily opted in to the assessment, recognizing that the WBID will provide value to their organizations.

"This overwhelming support is a testament to the West Broadway business community's desire to better serve residents, and to the level of trust the West Broadway Business and Area Coalition has established in the community," said Jackie Cherryhomes, President of the Board of Directors of the West Broadway Business and Area Coalition (WBC).

A Business Improvement District (BID) or Special Service District (SSD), as they are called per Minnesota state statute, is a public/private partnership in which commercial and industrial property and business owners elect to make a collective contribution to the maintenance, development, and promotion of their commercial district above and beyond regular city services. *The mission of the WBID is to create and promote a cleaner, greener, safer West Broadway Business District.*

WBID Services and Management

WBID services and amenities for 2015 include: litter pickup, graffiti and weed removal, branded street banners for 175 light poles and holiday decorations. After an extensive bidding process, the WBC selected [Better Futures Enterprises Minnesota](#). (Information on WBID Requests for Proposals process available at <http://westbroadway.org/wbid>.)

The WBID will provide services along West Broadway from West River Road to 26th Avenue and along Washington Ave N from 17th to 21st Avenues.

The WBID will be the only BID/SSD outside of the Downtown Improvement District (DID) to be self-managed. In the City of Minneapolis there are 15 active SSDs.

The WBID will be managed by WBC staff and governed by the WBC's constituent-based Board of Directors, which is required to be comprised of a minimum of three-fifths assessed property owners, such that a majority of the board shall be comprised of property owners participating in the assessment. City of Minneapolis Public Works staff will provide oversight for the WBID.

Dr. Tara Watson, owner of Watson Chiropractic and Anytime Fitness on West Broadway, is a strong supporter of the WBID and a member of the WBC Board of Directors: "This is a united front for businesses to work together. This service district unifies us in another way, making our voice stronger, showing others we care about what goes on outside our businesses as well."

About the West Broadway Business and Area Coalition

The WBC's mission is to create an inviting and vital West Broadway corridor and to transform North Minneapolis into a thriving economic community. The WBC's current programs fall under four areas: Stakeholder Organizing, Physical Improvements, Area Events and Promotion, and Business Technical Assistance.

For more information, visit westbroadway.org/wbid.