



West Bank Business Association

1420 Washington Ave South

Mpls MN 55454

612.326.9652

thewestbank.org - members: wbba.thewestbank.org

March 20, 2013

Dear Property Owner,

Thank you for your continued involvement with the progress of the proposed West Bank Improvement District. After many years of hard work and organization, we're excited to come to the next phase of implementation. Included please find a petition signifying your public, affirmed support of the West Bank Improvement District. The West Bank Business Association will be collecting and sending in petitions to the City of Minneapolis beginning in March. If we receive 25% support by April 1, we can continue into April. Reaching our goals will enable us to have a district up and operating by 2014.

The West Bank Improvement District (WBID) will provide a funding mechanism for enhanced services to the West Bank neighborhood that foster neighborhood safety, improve the experience for residents and visitors, and maintain improvements. The need for this district comes out of the community's desire to make the West Bank a more vibrant, clean, and safe environment. For more information about the district, news and our plans, as well as to view a list of supporters, please visit wbba.thewestbank.org

We are presenting a plan that we hope you will support. You should also be aware that the council and Public Works is currently establishing a policy on Self-Managed Special Services Districts. Their policy planning, which includes input from business districts and commercial corridors throughout Minneapolis, is happening in parallel with our work. We ask for your participation as we adopt a program within their guidelines that will ultimately serve your business by improving our neighborhood.

Please take a moment to fill out and return the enclosed petition to approve the West Bank Improvement District. We need your support in order to enable district operations that will make the West Bank cleaner, safer, and a more vibrant place to live, learn and work. Please return your signed, notarized petition to the WBBA, ideally before March 28th to meet our April 1 goal. Originals can be sent or delivered to:

The West Bank Business Association
1420 Washington Ave South
Minneapolis, MN 55454

We look forward to supporting the West Bank community and thank our stakeholders and partners for their support and help in this effort. For questions or to have us pick up your petition, please contact us: Call Jamie Schumacher at 612-326-9652 or email info@thewestbank.org.

Sincerely,

Jamie Schumacher
Executive Director

The mission of the West Bank Business Association (WBBA) is to strengthen and celebrate the neighborhood by promoting the area and connections between its residents, businesses, institutions, and organizations.



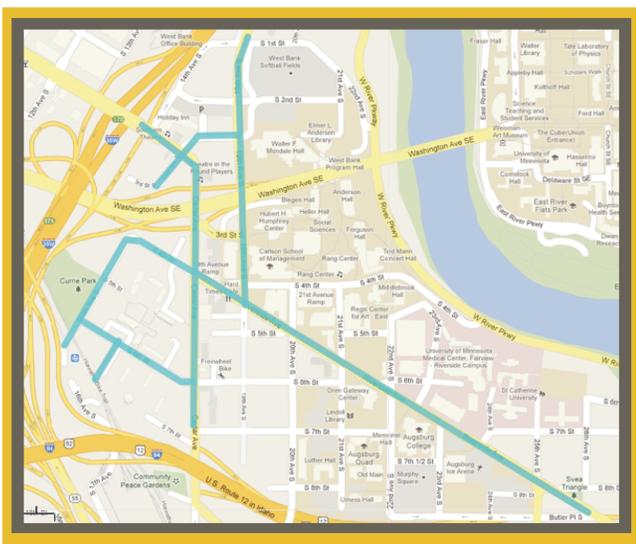
West Bank Improvement District



CLEAN · SAFE · PEDESTRIAN-FRIENDLY · WELCOMING · ATTRACTIVE · VIBRANT

What is the West Bank Improvement District?

The West Bank Improvement District (WBID) would be able to provide services to the West Bank/Cedar Riverside neighborhood that enhance neighborhood safety, improve the experience for residents and visitors, and maintain improvements. The WBID will be formed upon a successful petition process to the City to establish the WBID.



What Services Might Be Included?

The following services are suggested for the WBID:

- Snow Shoveling and Partial Removal
- Safety Ambassadors
- Streetscape Furniture (bike loops, trash bins, benches)
- Streetscape Improvements
- Program Management and Marketing

Other services, although not listed in the current assumptions, could include lighting, additional landscaping, and additional safety and security measures.

Who would lead the WBID?

The WBID would be led and managed by local businesses, property owners and other key stakeholders. The WBID will have a Board of Directors that is elected by members of the district.

How would the West Bank Improvement District Be Funded?

The WBID would be funded through an assessment to commercial and industrial property owners and funds from other property owners who opt-in to the WBID. The assessment estimate assumes that it would be based on a combination of linear feet and market value.

What area would be included in the West Bank Improvement District?

The map highlights the streets included in the WBID, including Cedar Avenue, Riverside Avenue, 19th Avenue, Washington Avenue S, 15th Avenue, 4th Street, 16th Avenue, and 6th Street .

When Could a West Bank Improvement District Start Operating?

If a petition is submitted to the City by April 2013, then a WBID could start operating on Jan 1, 2014.

Questions? For more information about local business outreach about the WBID in West Bank/Cedar Riverside, contact Jamie Schumacher of the WBBA at info@thewestbank.org or 612.326.9652.