

Jackie Henderson

From: Mary Ray via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Sunday, March 19, 2017 9:16 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #116797: Mayor, Vice Mayor, City Council Please
deny the BID. As evidenced by the

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 116797.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "116797-5ACDDH".

- Name: Mary Ray
- Approximate Address: No Address Specified
- Phone Number: 703 683 0920
- Email: MRayLCSW@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Please deny the BID. As evidenced by the dysfunctional website to the disrespectful treatment of city business owners at the Lyceum March 15, 2017 meeting. The BID is not up to the task. The BID members fail to share any clear ideas instead opting for obfuscation of the facts, promises without clear plans and bullying behaviors. The city council is able to provide services needed by local businesses. Deny the BID application due to substandard presentation, lack of substantiated evidence to benefits and disrespectful treatment of business owners. Thank you, Mary C. Ray resident and business owner
- Expected Response Date: Monday, March 27

Please take the necessary actions in responding, handling and/or updating this request at the *Call.Click.Connect.* staff interface.

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Jackie Henderson

From: Kelly Ferenc via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Wednesday, March 22, 2017 11:49 AM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #117006: Mayor, Vice Mayor, City Council My
name is Kelly Ferenc and I own Bish

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 117006.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Kelly Ferenc
- Approximate Address: No Address Specified
- Phone Number: 571-312-0042
- Email: bishopboutique@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description:
My name is Kelly Ferenc and I own Bishop Boutique. We are a retail store that sells women clothing and accessories, located in the 800 block of King Street. We have been open for almost 6 years.

I am deeply concerned about the following unaddressed problems in our business district: parking, disappointing number of events and how the city events are produced, empty store fronts, way-finding, lack of holiday decor, horrible maintenance of the sidewalks and beautification of the city.

I know that a BID can help address these issues and I am ready and willing to pay the BID tax to help us accomplish shared goals.

This city needs a huge change. No business will survive if we dont invest in our city.
Kelly

- Expected Response Date: Wednesday, March 29

Please take the necessary actions in responding, handling and/or updating this request at the *Call.Click.Connect.* staff interface.

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Jackie Henderson

From: Kathy Dalby via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Wednesday, March 22, 2017 12:44 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #117013: Mayor, Vice Mayor, City Council Please
see attached comments regarding s

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 117013.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Kathy Dalby
- Approximate Address: No Address Specified
- Phone Number: 2022976044
- Email: kathy@runpacers.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Please see attached comments regarding support for the creation of a business development district.

Respectfully,
Kathy Dalby
CEO // Partner
Pacers Running

- Attachment: [Comments re BID.pdf](#)
- Expected Response Date: Wednesday, March 29

Please take the necessary actions in responding, handling and/or updating this request at the [Call.Click.Connect. staff interface](#).

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Jackie Henderson

From: Ekaterina Ananieva via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Thursday, March 23, 2017 2:44 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #117124: Mayor, Vice Mayor, City Council Please
find attached my letter of support

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 117124.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "117124-279CA3".

- Name: Ekaterina Ananieva
- Approximate Address: No Address Specified
- Phone Number: 703.836.8863
- Email: katya@shopshesunique.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Please find attached my letter of support for the Old Town BID effort.

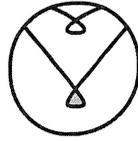
Thank you,

- Attachment: [BID support letter shesunique.pdf](#)
- Expected Response Date: Thursday, March 30

Please take the necessary actions in responding, handling and/or updating this request at [the *Call.Click.Connect.* staff interface.](#)

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SHE'S UNIQUE

JEWELRY AND ACCESSORIES

3.23.17

My name is Ekaterina Ananieva and I own She's Unique. We are a retail store that sells jewelry and decor.

I am concerned about the following unaddressed problems in our business district:

- The management of the OTBD (our dues are too high and the amount of work that it takes from our members and board is becoming a lot to handle for all of us)
- Better parking options
- Landscaping and beautification (the tree beds in front of my store are simply an embarrassment)
- Better events and more visual art installations. Given the current social media trends, shoppers and visitors are drawn more and more by visuals. A clear example is the current Hirshhorn Yayoi Kusama, Infinity Mirrors exhibit that draws an incredible amount of people every day and tickets sell out within minutes. We need to offer our visitors similar experiences.

We are currently competing with a lot of other BIDs around the DMV as well as numerous new developments like the MGM, The Warf, etc. It is imperative for us to start thinking in a more forward thinking way. We desperately need the BID in Old Town and I fully support the effort.

I believe that a BID can help address these issues and I am ready and willing to pay the BID tax to help us accomplish shared goals.

Thank you,
//Signed//

Ekaterina Ananieva
She's Unique
205 King Street
Alexandria VA 22314

Jackie Henderson

From: Amy Rutherford via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Monday, March 27, 2017 9:01 AM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #117281: Mayor, Vice Mayor, City Council Dear
Mayor, Vice Mayor, and City Council

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 117281.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "117281-395BH4".

- Name: Amy Rutherford
- Approximate Address: No Address Specified
- Phone Number: 703.838.0355
- Email: amy@redbarnmercantile.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor, Vice Mayor, and City Council,

I am writing you today to express my support for the Old Town Business Improvement District. As a resident of Alexandria and a retailer on King Street, I believe the BID will be an asset to the business and residential community of Old Town and Alexandria.

The City is already strapped for cash and their bandwidth is maxed out. Visit Alexandria does an amazing job at attracting tourists from miles and miles away, but has had their budget cut for regional advertising - advertising to folks who live and work in the DMV - which hurts us all. Regional visitors are the folks that can come back often, but if we aren't giving them a reason to come back, then we will lose their business to the Mosaic District, the new Wharf project in DC, Clarendon, etc. The BID would be able to supplement the City's budget, give the business owners more of a hand in how Old Town is promoted thus creating more ownership in the community, and create more reasons to visit Alexandria which adds to the City's coffers.

My children go to George Washington Middle School. Next year my son will attend Minnie Howard where they do not have room for him and all of his peers. When our schools have desperately needed capital improvements and you cannot fully fund the schools, then I think it would be prudent to find ways to increase the tax revenue that does not adversely affect the majority of the residents of our City.

We know that for every dollar spent on visitor marketing we get \$6 in tax revenue back. The BID is little cost to the City and the returns will have a tremendous impact. We are willing to do our part, you just have to let us. I ask you to support the Old Town Business Improvement District.

Thank you,

Amy Rutherford

- Expected Response Date: Monday, April 3

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

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Jackie Henderson

From: Howard Bergman via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Monday, March 27, 2017 10:27 AM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #117289: Mayor, Vice Mayor, City Council Dear
Mayor, Members of City Council, Cit

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 117289.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Howard Bergman
- Approximate Address: No Address Specified
- Phone Number: 952-232-7220
- Email: hjbergman51@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor, Members of City Council, City Manager,

I respectfully submit my second letter expressing concerns regarding the Old Town BID, in particular, the proposed governance provisions and the inadequate level of community engagement.

Thank you for your attention.

Sincerely,

Howard Bergman

- Attachment: [BID 2.docx](#)
- Expected Response Date: Monday, April 3

Please take the necessary actions in responding, handling and/or updating this request at the [Call.Click.Connect. staff interface](#).

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

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101 Quay Street
Alexandria, VA 22314
March 27, 2017

Dear Mayor, Members of City Council, City Manager:

I live at 101 Quay Street, directly across from Founders Park. I rent an office at the Crilley Warehouse at 218 N. Lee Street. I am writing as a resident and a renter of office space within the proposed Old Town Business Improvement District.

First, I thank you for your hard work on adopting a budget appropriate for our City. It is difficult to balance the many competing needs, but, when revenue growth is limited, balance is essential.

I previously wrote to you expressing my concerns regarding the proposed Old Town BID. I am writing to express additional concerns.

The governance structure proposed by the BID promoters gives commercial property owners a disproportionate voice in the oversight of the BID and, therefore, management of the Old Town business district. Business owners would have a minority voice; residents would have none.

This is a totally inappropriate governance structure for an entity that is supposed to be organized for the benefit of Old Town businesses. And the exclusion of Old Town residents would allow the BID to manage the central hub of Old Town without any accountability to the residents.

- City Council should not take any action with respect to a special tax district in Old Town or the creation of a BID until the promoters have proposed a governance structure that balances the interests of all stakeholders.

Moreover, it seems clear that the promoters of the BID have not spoken with as many business owners as they believe or with other key stakeholders, namely the residents of Old Town.

- City Council should not take action with respect to a special tax district or the creation of a BID until all stakeholders are given an adequate opportunity to discuss openly the pros and cons of the proposed BID

BID Governance

A concern of residents of Old Town is that the BID structure will create a new quasi-governmental entity to manage Old Town that will be overseen by a small group of business people who have no accountability to the stakeholders of Old Town.

The proposed voting structure justifies that concern. It is weighted unfairly to the interests of Old Town commercial property owners. It gives a minority voice to the

Old Town business owners, and no voice to the Old Town residents who will clearly be affected by decisions made by the BID.

The BID voting structure gives commercial property owners (Class B) 2200 votes. In addition, commercial property owners will hold 50 - 60% of the seats on the Board. (Class B Members – commercial property owners and ground lessees - receive one vote for every \$1000 of BID assessed. There is an estimated \$2.2 Billion in assessed value. The proposed tax is \$0.10 per \$100 of assessed value, that is, \$1000 for every \$1,000,000 of assessed value. See p. 5, Old Town BID, https://media.wix.com/ugd/ddb729_b111d48d01c648979fdb62ea004bed20.pdf)

Business owners (Class A) each receive one vote. It is not clear from the BID document how many actual business owners exist within the proposed BID, but my guess is that the total number of Class A votes is substantially less than Class B votes. Business owners only get 40 - 50% of Board seats.

Residents of Old Town have no votes or seats on the Board. The BID will have no accountability to their interests, though the activities of the BID will clearly affect them.

This is a totally inappropriate governance structure for any entity that will be given the authority to manage the center of Old Town. There is no reason to give Old Town commercial property owners preferential treatment over business owners. In fact, there is no reason to give commercial property owners any votes at all – the taxes they are assessed will be paid by the businesses that occupy their buildings.

And there is no reason to give either of them preferential treatment over residential property owners, who are the majority of property owners in Old Town.

There are a lot of reasons to simply reject the proposed BID. But if the City remains open to considering it, the City should at a minimum require the BID promoters to propose a governance structure that appropriately balances the interests of all stakeholders in Old Town, not just the property owners.

Open Community Meetings

I attended an open house organized by the promoters of the BID, Wednesday, March 15. The meeting was illuminating in several ways. I give my reaction – others might have had a different reaction.

This was the first public informational meeting held by the BID promoters. They plan to hold only one additional public informational meeting before bringing their proposal to City Council. This is a completely inadequate process for allowing the public to comment on a proposal that will change the governing structure of the core of Old Town.

The meeting made clear that the promoters of the BID have not reached as many business owners in Old Town as they believe. And they do not have the support of the business community that they claim to have.

Contrary to the assertion by the promoters that Old Town businesses support the BID, many, if not most, of the attendees were strongly opposed to it. And many of them claimed that they knew business owners who were not aware of the proposal.

Second, the way the promoters handled the meeting does not give confidence that they will listen to members of the BID once it is created. The promoters had an agenda that they intended to follow regardless of the interests of the attendees. They did their best to limit general discussion and send the attendees into small groups to discuss specific issues that presupposed support for the BID. But many of the attendees wanted an opportunity to express to the general audience their opposition to the BID and the additional taxes that would fund it.

If the promoters are unwilling to respect the interests of the potential members of the BID when they are looking for their support, what are the odds that they will respect them after the BID is created?

In any case, it seems clear that the BID promoters have not, in fact, heard from as many businesses as they believe. There should be more time given to Old Town business owners and residents to attend open meetings to discuss the proposal and hear from opponents as well as proponents.

There is no need for the issue of a special tax district to be on the agenda this May, or even this year. If the concept of the BID is good, it will be good next year. More important, businesses and the residents of Old Town need a real opportunity to openly discuss the merits of the BID before the City takes steps to create it.

Thank you for your consideration.

Howard Bergman

Jackie Henderson

From: David Martin via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Monday, March 27, 2017 1:33 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #117328: Mayor, Vice Mayor, City Council
Subject: I am ready to speak with anyone

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 117328.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "117328-DD7B7E".

- Name: David Martin
- Approximate Address: No Address Specified
- Phone Number: 703 683 0333
- Email: david@goldworksusa.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Subject: I am ready to speak with anyone about the attractiveness and necessity of having a BID

I have for a long time advocated a BID knowing that the lights will go off March 30th and that my tree well will stay ugly and the trash cans stay littered with cigg buts and chewing gum and the side walks cluttered with more litter without a BID .

That is the basic reason I am endorsing a BID again. My saying is same as when I opened my store that if I want to sell anything I turn the lights on . I Do not turn them off. To sell the City to the residents or the tourists you get the same reaction .

We all know better, but if they are budgeted that way nothing will happen if we don't get a BID nothing will change and the city will be dismal. We are a shining City and need to infuse that concept with real effort a pretty street with lights. We have done it in previous years and know the results are always positive but usually temporary because it is not in the budget .

A BID will keep the money focused and spend it on Better Business beautification and maintenance In that District from the Waterfront to the Metro, Cameron St., to Prince and Duke, and N. and So. and on Washington St..

Look at the BID Map to understand the area better. The residents will not pay for the services but the businesses will at a very affordable rate. Year after year I have worked to gain a foothold on this and still am trying . I have so much more to say and am available.

Nothing will happen to do this without a BID.

Sincerely,
David Martin

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- Expected Response Date: Monday, April 3

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

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Jackie Henderson

From: S. Pierre Paret via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Monday, March 27, 2017 5:37 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #117357: Mayor, Vice Mayor, City Council As the
owner of a small (but growing) bu

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 117357.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "117357-CB44BB".

- Name: S. Pierre Paret
- Approximate Address: No Address Specified
- Phone Number: 703-836-0333
- Email: acmemidcentury@me.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: As the owner of a small (but growing) business in Old Town, as well as a resident of Alexandria, I am writing in support of the formation of the BID. My store, Acme Mid-Century + Modern, is in the process of moving to our new location on King Street, from another location in Old Town.

There are a number of enhancements and responsibilities a BID could undertake in the Old Town business area that would improve the appeal for tourists and regional visitors and shoppers. Many of these improvements would also provide benefits to residents in Old Town, as well as in adjacent areas.

While I believe some of the proposed scope of work for the BID, and some of the overhead, can be pared back, I understand that is something to be worked out at a later stage.

As a first step, I support the formation of the BID and urge you to allow it to move forward for the benefit of Alexandria.

Best regards,

S. Pierre Paret
Proprietor
Acme Mid-Century + Modern

- Expected Response Date: Monday, April 3

Please take the necessary actions in responding, handling and/or updating this request at [the *Call.Click.Connect.* staff interface.](#)

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Jackie Henderson

From: Dan Hazelwood via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Tuesday, March 28, 2017 12:41 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #117442: Mayor, Vice Mayor, City Council As a
commercial property owner and busin

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 117442.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Dan Hazelwood
- Approximate Address: No Address Specified
- Phone Number: 703-684-1987
- Email: danh@targetedcreative.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: As a commercial property owner and business operator in Old Town I ask you to defeat the proposed Tax BID for Old Town. The proposal has many flaws including:
 - 1 Its proposed management structure is either intentionally rigged or more likely a dogs breakfast of disorganization. Consider small businesses like me. I own my commercial building and operate businesses in it, I get fewer votes that the identical building without an owner operated business. This is a bias in favor of large interests. Additionally with the votes rigged to favor of large commercial interests the many small businesses will not have their voice heard unless someone spends a considerable amount of time and money rallying them and explaining the process to them. In truth there are many more grave and worrying elements of the BID management structure, but unfair representation is certainly a deal killer.
 - 2 The Committee promoting the BID specifically wants it to tackle traffic, parking, garbage removal, public art, street signage, event management and marketing for Old Town. So supporting the BID means the City is mis-managed and incompetent in these areas. Really? I suspect that the Council members do not endorse that point of view. If you do believe that the City is doing these badly, what steps are you taking to remedy this? Does the City Manager believe traffic and sanitation is mismanaged? Old Town is not a blighted area ignored by the City. Far from it.
 - 3 The Bid Committee would tax commercial office space and spend the money on restaurants, retail and parking garage owners. That is their state position. So the BID tax district membership is 43-60% office space businesses that will receive ZERO benefits of the BID.
 - 4 The BID Committee has its objectives, but the details are going to remain hidden until you authorize its creation. This is not good government and will lead to numerous complaints and issues that will come to the Council level, because the BID will be unjustly governed for the benefit of a few. This will become a long term running sore that will draw negative attention to Old Town and detract from positive marketing efforts for the City. Oppose the Old Town BID entirely in its current form.
Thank you.

- Expected Response Date: Tuesday, April 4

Please take the necessary actions in responding, handling and/or updating this request at the [Call.Click.Connect. staff interface.](#)

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Jackie Henderson

From: sebastientavel@gmail.com via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Wednesday, March 29, 2017 5:43 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #117624: Mayor, Vice Mayor, City Council Hello,
my name is Sebastien Tavel, owner

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 117624.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "117624-65CD76".

- Name: *Call.Click.Connect.* Customer
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: sebastientavel@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Hello, my name is Sebastien Tavel, owner of La Fromagerie cheese and wine bistro located at 1222 King St. I am writing to express my opposition to the BID implementation. In Old Town. I do not feel that another tax or fee should be imposed on businesses and that every one of us should be free to dispose of our marketing money as we please.

thank you for your consideration.

- Expected Response Date: Wednesday, April 5

Please take the necessary actions in responding, handling and/or updating this request at the [Call.Click.Connect. staff interface](#).

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

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Jackie Henderson

From: Rebecca Hecht-Lewis, PhD Hecht-Lewis via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Thursday, March 30, 2017 3:25 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #117743: Mayor, Vice Mayor, City Council Dear
Mayor & Council Members,As a th

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 117743.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "117743-CCB242".

- Name: Rebecca Hecht-Lewis, PhD Hecht-Lewis
- Approximate Address: No Address Specified
- Phone Number: 703-780-0278
- Email: jrjm.lewis@cox.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor & Council Members,

As a therapist at the Alexandria Counseling Center, I am very opposed to our inclusion in the City's BID proposal. Social workers, psychologists and psychiatrists provide direct services to citizens of Alexandria. If you do a web search for those of us who take Medicare, TriCare and Federal insurance plans, you will see that there already is a dearth of providers in Old Town who can afford to do so. Why? We are already paying high rent because real estate tax costs trickle down to renters. If you charge us additional tax, we will essentially be paying twice for providing offices that are conveniently located for Alexandria's citizens. Unless you want a health care community that only caters to the wealthiest individuals who can afford to pay high non-reimbursible fees--which will go up as taxes and rents increase--, you might want to reconsider including health service providers in your BID proposal. If you want to help your electorate, The BID proposal is not in their best interests. They lose options, pay more for healthcare, and we gain nothing since improving King Street's appearance has nothing to do with patient referrals. The BID proposal is simply a lose/lose for patients and the providers who have offices in Old Town.

Sincerely,

Rebecca Hecht-Lewis, PhD

- Expected Response Date: Thursday, April 6

Please take the necessary actions in responding, handling and/or updating this request at the [Call.Click.Connect. staff interface](#).

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Jackie Henderson

From: elizabeth mason via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Saturday, April 01, 2017 3:58 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #117849: Mayor, Vice Mayor, City Council
Commenting on BID- Please do not pass t

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 117849.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: elizabeth mason
- Approximate Address: No Address Specified
- Phone Number: 703-519-5242
- Email: baileymason@hotmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Commenting on BID- Please do not pass this tax on all the citizens of Alexandria as they will be the ones burdened with it. It will cripple small businesses and have a ripple effect on the entire area as businesses close, lay off employees, or simply no ever start up. Think of ways to lower taxes for everyone. That would be helpful!!
- Expected Response Date: Monday, April 10

Please take the necessary actions in responding, handling and/or updating this request at [the *Call.Click.Connect.* staff interface.](#)

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Jackie Henderson

From: Christopher Campagna via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Sunday, April 02, 2017 6:09 AM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #117856: Mayor, Vice Mayor, City Council
Support the Old Town BID.

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 117856.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "117856-2HAAE5".

- Name: Christopher Campagna
- Approximate Address: No Address Specified
- Phone Number: 7035491695
- Email: cmc@braddockcommercial.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Support the Old Town BID.
- Expected Response Date: Monday, April 10

Please take the necessary actions in responding, handling and/or updating this request at the [Call.Click.Connect. staff interface.](#)

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

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Jackie Henderson

From: Donne Colton via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Monday, April 03, 2017 2:49 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #117963: Mayor, Vice Mayor, City Council I
support the Old Town BID proposal, and

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 117963.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Donne Colton
- Approximate Address: No Address Specified
- Phone Number: 703-549-9703
- Email: donnecolton@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I support the Old Town BID proposal, and I hope the Council will too. I'm a lawyer and my firm is located in the 500 block of King Street, and I have reviewed the BID proposal. I've met with colleagues to discuss the pros and cons. I think the BID structure would provide a nimble and reactive body able to improve the quality of life for residents, visitors and businesses in Old Town, to the benefit of all of us. As a business owner, I am willing to pay my share for that effort. I urge the Council to support it.
- Expected Response Date: Monday, April 10

Please take the necessary actions in responding, handling and/or updating this request at [the *Call.Click.Connect.* staff interface.](#)

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Jackie Henderson

From: Judy N via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Monday, April 03, 2017 4:05 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton
Subject: Call.Click.Connect. #117976: Mayor, Vice Mayor, City Council at 605 PRINCE ST Dear Mayor and Members of City Council:

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 117976.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "117976-HH65CH".

- Name: Judy N
- Approximate Address: 605 PRINCE ST (See [map below](#))
- Phone Number: 703-472-1520
- Email: jnoritake@nka-arch.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor and Members of City Council:

I would like to take a moment to offer my full support for the creation of an Old Town Business Improvement District. As you may know my husband and I own a 1840's commercial building. I was not supportive of the King Street BID proposed some years ago because it was smaller in scope, benefiting ground floor retail only on King and yet I would have had to pay into it. There was no representation on the proposed governance board for professional services nor were they talked about as a part of the BID. I was asked to sit on this current BID effort formation group precisely because of those complaints.

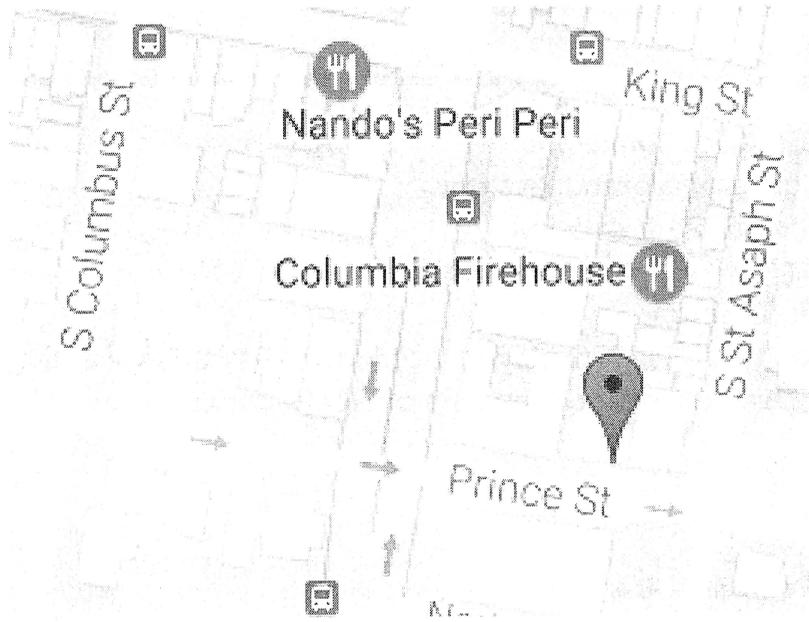
This time around the effort will benefit Old Town businesses much more broadly, as well as give the boost to our new waterfront park system that is on its way. The timing is right and this effort is needed. In the 30 years I have lived it has been my observation that Old Town has gotten a little shabby and is losing its charisma. That needs to change.

Aside from my business being located here, the building I own is literally my retirement. For the last 30 years while others were putting money into their 401Ks, we were tuck-pointing our historic brick building according to NPS historic restoration guidelines, installing historic compatible windows even where they could not be seen from the street (window replacement is not quite finished), and fully renovating the stucco, craved wood and cast iron facade using highly skilled craftsmen. We wanted the work to be done as well as it could be because we knew we did it not just for our property's immediate value, but to assure that the building remained well cared for far beyond our ownership.

And now we are at the average age of retirement for most Americans, though I don't see that happening for some years to come. But in those years that we remain working, we need for the value of our building to increase. I believe the best way to invest in my retirement fund (my building) is to support the Old Town BID which has the potential to make Old Town much more than it is today.

Judy Noritake

- Expected Response Date: Monday, April 10



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Jackie Henderson

From: Mary C. Ray via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Monday, April 03, 2017 8:50 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton
Subject: Call.Click.Connect. #117989: Mayor, Vice Mayor, City Council at 400 PRINCE ST It was lovely to see you all this evenin

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 117989.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "117989-HH9G2E".

- Name: Mary C. Ray
- Approximate Address: 400 PRINCE ST (See [map below](#))
- Phone Number: 703 683 0920
- Email: MRayLCSW@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: It was lovely to see you all this evening at the Volunteer Appreciation Event at Market Square. Del-I appreciate you admiring my colorful slacks. Thanks to those with whom I was able to share my concerns. I regret I was unable to catch up with some of you during the event.

As a many year member of the Friends Board and former chair, I am well aware of the mental health and intellectual disability needs of the poorest of the poor citizens of our city. As a clinical social worker working in the city for the past 2 plus decades, I am well aware of the mental health needs of our working citizens.

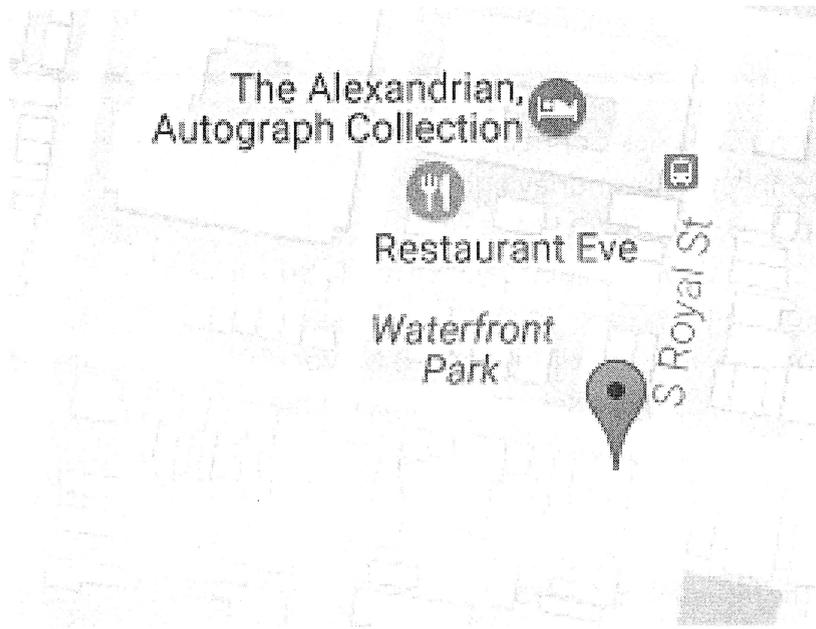
If you want to help your electorate, vote against the BID or at the VERY LEAST, leave mental health providers out of the BID. Mental Health Providers are the Social workers, Psychologists and Psychiatrists who provide direct services to citizens of Alexandria. Mental Health Providers gain nothing from the BID as patient referrals are word of mouth or doctor to therapist. Mental health practitioners who choose to locate in the City of Alexandria and serve it's citizens, are already paying way over normal market prices to have their offices in Alexandria. The BID proposal is not in the best interests of either the mental health practitioners or your constituents. Several mental health providers have shared with me that if they are taxed by the BID they either plan to retire or move their offices out of the city. Working citizens of Alexandria will lose options when they need to seek mental health support. The BID proposal appears to be a way to decrease needed services to citizens of Alexandria in favor of supporting big business. Who is looking out for the regular people who live in this city and need services?

Noticing the many volunteer organizations in our city I could not help but think -If volunteerism is so special to our city why isn't the BID voluntary? ??- If you choose to vote for the BID you are saying to small business owners, mental health professionals and the general public we support big business, we do not care if small businesses survive, we want only national chain stores in our city, we want to be like other cities we do not care about our uniqueness nor our historical significance.

This BID being structured to include a forced extra tax , which for now will be on businesses(Many BIDs, Rosslyn BID for example, began only taxing businesses moving on to later include residences in the BID as well) sets a bad precedent. Once these BIDs get started there is no ongoing governmental oversight, this BID proposes only an annual meeting so money may easily be utilized in questionable ways and eventually residents of the BID locations will end up with the BID tax as well.

Do not raise our taxes overall then add in the BID tax-If you do you are demonstrating a deafness to justice and fair representation. Taxation without representation...

- Expected Response Date: Monday, April 10



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Jackie Henderson

From: Penny Willimann via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Wednesday, April 05, 2017 3:40 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118165: Mayor, Vice Mayor, City Council
Hello,My name is Penny Willimann and

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118165.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "118165-8D5297".

- Name: Penny Willimann
- Approximate Address: No Address Specified
- Phone Number: 703-909-8196
- Email: penny.willimann@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Hello,

My name is Penny Willimann and I am the owner of Olio Tasting Room, a gourmet shop and tasting room located at 1223 King Street. I am writing to express my support of the proposed BID for Old Town. Our city is up against some big competition with mixed use shopping communities such as National Harbor, Mosaic District, and others pop up in our region. The city lacks any sort of comprehensive program to attract visitors, keep our streets attractive, and generally motivate people to drive in, park, shop and dine in our town. As a result, our streets have multiple vacant retail spaces, and the retailers are expected to bear the burden of this problem ourselves. It simply is not sustainable. Vacant spaces = less foot traffic = more vacant spaces = less foot traffic = more vacant spaces!!!!

It is time the city step up and show its support to the retail and restaurant community by implementing the BID!

Thank you,

Penny Willimann

- Expected Response Date: Wednesday, April 12

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Jackie Henderson

From: Robert and Amanda Lasker via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Wednesday, April 05, 2017 3:43 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118166: Mayor, Vice Mayor, City Council
Attached is a letter in opposition to th

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118166.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "118166-85E5EB".

- Name: Robert and Amanda Lasker
- Approximate Address: No Address Specified
- Phone Number: 703-836-6969 or 703-765-7583
- Email: gossypiaamanda1@verizon.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Attached is a letter in opposition to the proposed BID in Old Town Alexandria.
- Attachment: [2017-04-05 Opposition to BID \(3\).docx](#)
- Expected Response Date: Wednesday, April 12

Please take the necessary actions in responding, handling and/or updating this request at [the *Call.Click.Connect.* staff interface.](#)

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For the Record:

We own two small properties on King Street and a business property and business on Cameron Street. The BID would add another layer of tax (and establish another bureaucracy). It would unfairly hinder all small property owners and small businesses, even on King Street, but especially those not in the two areas of concentration, i.e., King Street and the Waterfront. Moreover, Council just voted to establish the “add-on” tax. The BID is yet another tax on small business and property owners.

In Addition:

The BID exploratory committee did not properly reflect the taxed area. The committee was composed of:

1. Three merchants, all on KING Street;
2. One former restaurateur and property owner on KING Street (also a member of Waterfront Commission, and one restaurateur, ½ block from WATERFRONT;
3. The Potomac River Boat Co. on WATERFRONT (and a member of Waterfront Commission);
4. The EYA, a huge development on the WATERFRONT, the Rt. 66 (a venture co.?) on KING Street, and near WATERFRONT, THE Kimpton Hotel on KING Street and part of a publically traded company out of San Francisco, Braddock Commercial, a large real estate leasing company and moreover – the only member (off KING) was an office – Focus Data Solutions – in the 1000 block of N. Fairfax Street, totally out of the “taxed” area. What was that all about?; and

5. One resident on Prince Street near KING Street.

We also noticed an article (by Vernon Miles) in the Gazette about the very contentious BID meeting at the Lyceum that KING Street was mentioned and talked about 9 or 10 times. Duke, Washington, and Cameron Streets were mentioned once, in passing, only stating the properties there were to be taxed. Why was the tax area net cast so large? Was it because of an academic study saying you had to do this in order to get enough “tax” to succeed? Unfortunately, a large part of the taxed area had no voice on the “exploratory” committee. We state that this was extremely unfair.

We notice that Justin Wilson did mention “side streets”. I guess he believes in “trickle-down” economics which we thought had a very bad reputation in this city.

We are against the BID tax and believe the fairest way to proceed with a BID would be to have only KING Street properties and WATERFRONT properties pay the tax as the BID is all about KING Street and the WATERFRONT. Those of us who are to be taxed (off KING Street and the WATERFRONT) would have liked a seat at the table. “Taxation Without Representation”

NOTE: Danielle Romanetti and David Remington have been tireless, available and gracious in promoting and explaining the BID.

Robert and Amanda Lasker

Jackie Henderson

From: Kim Putens via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Thursday, April 06, 2017 1:00 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118228: Mayor, Vice Mayor, City Council Please
see attached comments regarding t

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118228.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Kim Putens
- Approximate Address: No Address Specified
- Phone Number: 571-312-0852
- Email: kputens@hotmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Please see attached comments regarding the BID.
- Expected Response Date: Thursday, April 13

Please take the necessary actions in responding, handling and/or updating this request at [the *Call.Click.Connect.* staff interface.](#)

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Jackie Henderson

From: Victor Glasberg via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Thursday, April 06, 2017 1:51 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118232: Mayor, Vice Mayor, City Council Dear
Madam Mayor and Members of Council:

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 118232.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Victor Glasberg
- Approximate Address: No Address Specified
- Phone Number: 703.684.1100
- Email: vmg@robinhoodesq.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Madam Mayor and Members of Council:

I write with reference to the proposed Old Town BID. I have worked in Old Town for 40 years and support its enhancement. I also support imposition of taxes on city residents and business to ensure a satisfactory standard of life, work and city services in Alexandria. I would support a city tax increase to such end. I do not, however, support the proposed BID. My opposition does not lie in opposition to the purposes intended to be served by the BID, nor to the payment of additional taxes. It lies in the recognition that we are all in this together -- whatever the "this" may be. In the case at hand, the "this" is the city of Alexandria, not a portion of it called Old Town. Imposing regional taxes may work, as a practical matter, in wealthier or otherwise prominent areas such as Old Town. But it disadvantages those in areas that are financially constrained. Localized funding of this sort, on a statewide level, is why we have better schools in rich counties and worse schools in poor ones: a travesty we should not emulate. If the Council deems improvements needed in any portion of our city -- and Old Town would appear to be lower on that list than many other areas -- all of us who live and work in the city, and accrue the benefits thereof, should pay. This is what general revenues are for, and why you, our elected leaders, are charged to make decisions regarding where and how our city's tax revenues are to be spent. Work of this sort, which involves public taxing and spending authority, should not be turned over to local groups with parochial interests, no matter how worthy. Nothing stops Old Town residents and business from privately collecting and spending funds to effect such improvements as they see fit. But imposing a localized tax burden on a section of town negates the notion -- imperative to be remembered these days -- that we must all hang together or we will all hang separately.

Thank you for considering these thoughts.

Respectfully,

Vic Glasberg
121 S. Columbus Street

- Expected Response Date: Thursday, April 13

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Jackie Henderson

From: Kim Putens via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Thursday, April 06, 2017 3:09 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118241: Mayor, Vice Mayor, City Council
Apparently, my attachment did not attach

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118241.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Kim Putens
- Approximate Address: No Address Specified
- Phone Number: 571-312-0852
- Email: kputens@hotmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Apparently, my attachment did not attach so I'm sending my letter in the body of the email.

Dear City Council,

I am writing regarding the proposed BID for Old Town Alexandria. I have been a business owner in Old Town for over 17 years. I have also owned retail stores in Georgetown and Shirlington. My business was under the Georgetown BID and in Shirlington we had a single property owner whereby businesses were assessed for marketing and common area maintenance, similar to a BID concept. It's important to note that I chose to close my business in Georgetown because there was no business. Lots of businesses struggled in Georgetown due to the lack of customers. I closed my store in Shirlington because the cost of doing business was too high and due to the high cost of rent, marketing and CAM, the only businesses that could thrive were restaurants. Several retail businesses in Shirlington closed shortly after I left. Shirlington has turned into an eating destination only. In fact, the restaurants are starting to cannibalize each other with many turning over after I left Shirlington.

In addition to being a business owner, I was a resident of Old Town for over 10 years and lived at Fords Landing prior to moving to the Fort Hunt area. I remember when the waterfront pavilion and walkway were built at Fords Landing as required by the City because the City envisioned eventually connecting the entire waterfront. When I first moved to Old Town, I thought it was odd that we didn't have a true waterfront area like you see in other towns like the Baltimore's Inner Harbor or Georgetown or Maine Ave in DC. It has been 20 years since Fords Landing's waterfront area was built and only now is the City poised to have a waterfront area but it still won't connect to Fords Landing ... yet.

I am coming to the conclusion that the BID is not a good idea right now. I think we need to see how the waterfront plan comes together and becomes fully indoctrinated in Old Town. Old Town's waterfront has always been the City's Achilles heel and we haven't allowed it to come to fruition to learn what its impact will have on the entire Old Town community. The reason is that the new waterfront will most certainly attract visitors to Old Town. It might actually reveal that a BID that includes the waterfront area is not what is needed but in fact a BID that concentrates efforts along upper King Street and the side streets might be absolutely necessary. Old Town has never really had a waterfront and it's hard to know its impact on the City. I think it is prudent to see how it plays out before we adopt a BID tax on businesses. This waterfront area may solve many problems with attracting

commercial businesses. However, we won't know until it is complete which is why I think we should wait to see.

In addition to seeing how the waterfront plays out, there are other reasons the BID is not a good idea right now.

Double Tax Whammy – While it is not fully adopted yet and won't be until May 4, the City Council has already gone on record of desiring a 5.7 cent increase on property tax assessment rates. The proposed BID would impose a 10 cent tax per \$100 assessed value of properties in the BID zone. This means that the building that my business operates in would see a \$878.75 property tax increase and a BID assessment tax of \$1541.90. That means a total tax increase of \$2420.65. This presumes that the 2017 assessment remains unchanged from 2016 which is highly unlikely. I can't think of any business that would be happy to or able to absorb a double whammy in additional taxes.

Businesses Already Do Not Get Basic City Services – Businesses already pay property taxes, a personal property tax and a business license tax and we don't get any basic city services. With all the taxes we already pay, it begs the question – where are the tax dollars we pay going? For instance, I've never had trash collection provided by the City. The retail businesses and restaurants are not insulated by a mall and are highly vulnerable and susceptible to petty and major crimes. We don't have anyone policing the streets regularly to ensure our safety and the safety of our customers. Also, there are no affordable parking options for employees. Every time I make the City aware of this, they tell us to have our employees park in the parking garages. Most of the jobs along King Street are retail and restaurant jobs and employees make between \$12-\$15 per hour. Parking in a parking garage is not an option. The lack of affordable parking options puts us at a major disadvantage with neighboring business districts. Arlington has free parking options available to buildings for their employees. Reston, Tysons and Pentagon City all have free or significantly reduced parking options for employees. When we speak of a need for a BID to make us competitive with neighboring jurisdictions, I would suggest we need to address the basic services the City should provide to support its businesses rather than impose yet another tax while not solving these fundamental challenges which make it hard to do business and hire qualified employees in Old Town. Furthermore, Del Ray doesn't have parking meters and it makes it much easier to attract and keep employees there. That's not fair to the Old Town businesses. This inequity really should be addressed.

Overlapping Responsibilities – The BID Exploratory Committee has indicated some of the possible activities of a BID to include branding and marketing, beautification, and bringing more businesses to Old Town. Well, aren't some of these responsibilities the mission of Visit Alexandria and Alexandria Economic Development Partnership (AEDP)? If the City feels a BID is needed to perform overlapping activities already the mission of Visit Alexandria and AEDP, wouldn't it be prudent to shave off some of these organization's budgets and put it toward a BID. In fact, if beautification is indeed a need but the City can't find the budget to do it, why not consider some of the funds set aside for Visit Alexandria and AEDP to fund this endeavor?

Devil is in the Details – I truly understand the process for establishing a BID and the best practices for doing so. However, it doesn't change the fact that it is concerning to impose a tax without knowing the details of how the BID will operate. Here's how I equate it. When a business is starting out and seeks money from a bank or an investor, they are required to provide a business plan of how they plan to operate and manage their business and use the funds. The businesses that will be taxed under the BID are the "investors" or "bank" for this new organization. We should be entitled to know the details and a business plan before we are asked to contribute (e.g., be taxed) funds to this endeavor. While it may not be how it is done in other jurisdictions, that doesn't necessarily mean it is right for Old Town Alexandria. We have a very diverse business district with over 200 diverse businesses and property ownership in the BID area. We need to do what is right for us, not what everyone else does. I would suggest that the City, in good faith, front the money to organize the BID, hire the leadership, determine the governance structure, and develop a business plan before taxing businesses to support an organization.

Comparisons to other BIDs – I don't think drawing comparisons between Alexandria and other BIDs is a fair comparison. The business community represented by neighboring BIDs does not fairly or accurately compare to Old Town Alexandria. For instance, the Capitol Hill BID lists only four shopping destinations and two of them are a hardware and garden center. The Crystal City BID lists many "shopping" destinations on their website but the majority of them are service companies like banks, nail and hair salons, dry cleaners, office services and rental car agencies. The majority of the other "shopping" options are convenience stores and doctor's offices. And, Crystal City is mostly frequented during the week while King Street thrives on weekends. It's hardly a fair comparison. The Rosslyn BID is similar to the Crystal City BID. Again, it is mostly frequented during the week, not weekends. The Ballston BID is mainly made up of parking garages, office tenants, banks, convenience stores, restaurants, the mall, and a few major retailers. Georgetown is the only BID area that looks like Alexandria. I had a business in the Georgetown BID area. If you are a native Washingtonian like myself, you know that Georgetown

used to be like Alexandria. It used to be the mecca of small, independent businesses and restaurants. It has turned over quite significantly to include many large retailers but not without challenges. Many large retailers are coming and going just as quickly as the small businesses. They can't seem to find the right equilibrium to bring Georgetown back to its former glory. I would not call Georgetown a success story. It's not due to a lack of effort on behalf of the BID, but it hasn't necessarily solved Georgetown's problems. I would caution Alexandria into thinking we can drastically change Old Town by imposing a BID. And, I would suggest that no one wants to see Old Town Alexandria turn into Georgetown.

In closing, I would caution the City Council in approving a BID at this time. For the reasons stated above, I think we need more time to fully realize the potential of the new waterfront area and learn its impact on the rest of the Old Town business community. I also think the City should study the City budget more deeply to consider cuts or redirection of funds to support the business community. In the last 25 years, I've watched as the City's tax basis has increased tremendously with the building of new residential and commercial properties. It's hard to understand why the City doesn't have the budget to support its government center and business community in Old Town.

I attended the Chamber's legislative breakfast and heard many of you say you want to support the business community and desire a thriving business community. Well, increasing our taxes, taking away means to effectively and cost-efficiently market our businesses (aka A-frame signs) and dramatically increasing permitting fees on business is NOT business friendly. In fact, it sends a very clear message that the City is closed for business. I think you should give some serious consideration to the perception you are presenting to the rest of the Washington DC metro area with these types of actions that make it more expensive to do business in Alexandria and handicaps a businesses performance once they decide to locate here. As you know, we've already lost long-time businesses in Old Town. Others are moving out too. Chicos has informed its customers that it will be closing its doors. There are rumors on the street that other major retailers at the hub on King Street are planning to leave too. This should be a wake-up call to be more business friendly in Old Town, not impose another tax like a BID. The BID will not solve the City's fundamental challenges that should be addressed and they can't be hidden under the guise of a BID.

Sincerely,

Kim Putens
Owner, Bloomers
924 King Street

- Expected Response Date: Thursday, April 13

Please take the necessary actions in responding, handling and/or updating this request at [the Call.Click.Connect. staff interface](#).

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

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Jackie Henderson

From: Steve Young <SYoung@aiccbox.org>
Sent: Thursday, April 06, 2017 5:00 PM
To: City Council
Subject: BID TAX

TO MEMBERS OF ALEXANDRIA'S CITY COUNCIL:

I am writing in opposition to the Business Improvement District (BID) tax being proposed by the city. We are a non-profit trade association headquartered on South West Street within the boundaries of the proposed BID. We own our headquarters condominium and already pay \$15,000+ in property taxes to the city. I am surprised that the Council would not take into account the needs of the large nonprofit community headquartered here in Old Town, many of whose budgets are already challenged.

Please abandon this idea and focus city resources more efficiently in the first place.

Sincerely,

A. Steven Young
President
AICC – The Independent Packaging Association
113 South West Street
PO Box 25708
Alexandria, VA 22313
Direct 703.535.1381 | Mobile 202.297.0583
www.aiccbox.org



Jackie Henderson

From: Joseph Judson Smith III via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Friday, April 07, 2017 11:35 AM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118302: Mayor, Vice Mayor, City Council I am a
resident of the City and like the

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118302.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "118302-4C232C".

- Name: Joseph Judson Smith III
- Approximate Address: No Address Specified
- Phone Number: 703-836-6830
- Email: jossmith@mba1962.hbs.edu
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am a resident of the City and like the diversity of small businesses here. I do not approve of the BID tax.
- Expected Response Date: Friday, April 14

Please take the necessary actions in responding, handling and/or updating this request at the *Call.Click.Connect.* staff interface.

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

This is an automated email notification of a *Call.Click.Connect.* request. Please do not reply to this email.

Jackie Henderson

From: Howard Bergman via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Friday, April 07, 2017 12:06 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118309: Mayor, Vice Mayor, City Council Dear
Mayor, Members of City Council, Cit

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118309.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Howard Bergman
- Approximate Address: No Address Specified
- Phone Number: 952-232-7220
- Email: hjbergman51@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor, Members of City Council, City Manager,

Attached please find my letter in opposition to the proposed Old Town BID.

Sincerely,
Howard Bergman

- Attachment: [BID 3.1.docx](#)
- Expected Response Date: Friday, April 14

Please take the necessary actions in responding, handling and/or updating this request at [the *Call.Click.Connect.* staff interface.](#)

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

This is an automated email notification of a *Call.Click.Connect.* request. Please do not reply to this email.

101 Quay Street
Alexandria, VA 22314
April 7, 2017

Dear Mayor, Members of City Council, City Manager:

I live at 101 Quay Street. I rent an office at the Crilley Warehouse at 218 N. Lee Street. My home and my office are both located within the boundaries of the proposed Old Town BID.

I am writing to express my opposition to the proposed BID. There is no justification for creating it, and there is no evidence that the activities of the BID would benefit the businesses of Old Town.

You should not approve the special tax district until

- You have clear evidence that the Old Town business district is suffering;
- You have clear evidence that the BID's activities would provide a net benefit to all of Old Town's businesses;
- You have metrics that would measure the BID's success, from the perspective of the businesses burdened with the cost;
- All stakeholders, including residents, are fairly represented in the governance of the BID, not just commercial property owners.

A 'Solution' in Search of a Problem

The proponents of the BID suggest, without evidence, that businesses in Old Town are unable to compete against businesses in other 'developing urban places'.

They provide no evidence to support this assertion. And they would be hard pressed to present that evidence: there are few empty storefronts on King Street east of Alfred.

AEDP itself boasts that, "Old Town continues to post low retail vacancy rates (2%) thanks to King Street's strong pull to attract national and independent brands." State of the Market Report, Mid-Year 2015.

http://alexecon.org/sites/aedp/files/resources/attachments/aedp_alexandriastate_ofthemarketreport_midyear2015.pdf

Just last summer, at a meeting held at AEDP for the Waterfront Commission, Stephanie Landrum, CEO of AEDP, dismissed Jody Manor's claim that Old Town business was suffering, stating that she had prospective tenants for every vacancy on King Street.

AEDP's website similarly states that, 'the City of Alexandria is nationally recognized as one of the best places to live and do business on the east coast.'

<http://alexecon.org>

This is not the picture of a business district in such dire straits that a new, independent organization is needed to improve it or that additional taxes need to be raised to fund it.

You should not approve a special tax district in Old Town until you have data demonstrating that the Old Town business district is suffering.

The Proposed 'Solution' Solves No Problems

The BID promoters also fail to provide any evidence that the activities of the BID would help Old Town's businesses. Their proposed budget includes a variety of 'want-to-have' activities, but they do not demonstrate how any specific business in the proposed district would benefit.

They propose to spend \$585,000 on cleaning Old Town streets and public places. Naturally, Old Town businesses (and residents) thought their current taxes should pay for that. The question the BID promoters fail to answer is whether their additional street cleaning activities will bring more business to Old Town.

Similarly, they propose to spend \$450,000 on 'events'. These events would, presumably, be in addition to the many events coordinated by the Department of Recreation, Parks and Culture. Again, they provide no evidence that Old Town businesses would enjoy a benefit to compensate for the additional taxes.

They also propose to spend \$250,000 to brand and promote Old Town. They fail to demonstrate that Old Town needs their help with branding or promotion. And they fail to demonstrate how their branding and promotional efforts would benefit Old Town businesses.

We should not forget that Visit Alexandria already receives \$3.3 million in tax-payer funds to 'brand and market Alexandria in a highly competitive and fast changing environment'. A quick look at their websites shows that a significant part of their activity goes towards promoting Old Town.

<https://res->

[1.cloudinary.com/simpleview/image/upload/v1/clients/alexandria/ACVA Annual Report 2016_f5eff6bf-aea8-4692-a208-1a8d295017ab.pdf](https://res-1.cloudinary.com/simpleview/image/upload/v1/clients/alexandria/ACVA_Annual_Report_2016_f5eff6bf-aea8-4692-a208-1a8d295017ab.pdf))

Finally, the BID promoters fail to distinguish how different business segments in Old Town would gain or lose as a result of the tax. Not all Old Town businesses depend on tourists or the events that bring them.

In fact, the Old Town BID document states that 43% of the commercial property is occupied by office space. There is no evidence that these businesses would receive any benefit from the additional taxes. As for retail, not all of Old Town's retail businesses are aimed at tourists. Take for example, Ace Hardware on South Washington and Whole Foods on Duke.

We should note, of course, that some retailers rely on tourists, which is why there are now six ice cream/gelato/yoghurt shops between Union and Fairfax.

In short, the BID promoters have not, and cannot, demonstrate that their efforts would benefit Old Town businesses.

You should not approve the special tax district until you have clear evidence that the BID's activities would provide a net benefit to all of Old Town's businesses.

What are the Metrics of Success

Related to the two issues raised above, the BID promoters provide no metrics for measuring the success of the BID. This is no surprise given the lack of data demonstrating a problem and the lack of evidence that the proposed BID would be the cure.

The City needs metrics to evaluate whether the BID is worth the taxes used to fund it.

To begin, the City needs obvious baseline data, for example:

- How many businesses are in Old Town. Are more businesses leaving Old Town than entering or expanding in it? If businesses are leaving Old Town, why?
- How do commercial property rents compare to other business districts in Northern Virginia? Are they rising or falling?
- How does the commercial property vacancy rate compare to other business districts in Northern Virginia. Is it rising or falling?

Even if the City's only concern were tourist based retail, there are basic questions that the BID promoters leave unanswered:

- How many visitors currently come to Old Town?
- How many more would come if there were a BID?
- How much more would they spend at Old Town businesses?
- Are the profits from the additional business in excess of the additional taxes paid?

You should not create a special tax district until you have metrics that will measure it's success, from the perspective of the businesses burdened with the cost.

Where are the Progressives on City Council?

The BID promoters suggest that the BID would benefit Old Town businesses. However, the BID will be dominated by commercial property owners.

Class B voters will control 50-60% of the board of directors. Since Class B voting rights are based on the assessed value of property, a deeper analysis would likely uncover that a small number of large commercial property owners will control the board. Small business owners will have a very small voice. Residents of Old Town have no voice at all.

This is a governance structure that would make President Trump proud - impose a tax that will be passed through to small businesses; give the funds to the commercial property landlords to use for their benefit; and totally ignore the residents who live around the district

The commercial property owners hardly need a BID to improve the business environment in Old Town.

You should not approve a special tax district unless all stakeholders are fairly represented in the governance of the BID, not just commercial property owners.

In summary, you should not approve the special tax district until

- You have clear evidence that the Old Town business district is suffering;
- You have clear evidence that the BID's activities would provide a net benefit to all of Old Town's businesses;
- You have metrics that would measure the BID's success, from the perspective of the businesses burdened with the cost;
- All stakeholders, including residents, are fairly represented in the governance of the BID, not just commercial property owners.

Sincerely,

Howard Bergman

Jackie Henderson

From: Dr. Lori P. Alexander, MSPT, DPT <lori@physicaltherapyzone.com>
Sent: Thursday, April 06, 2017 1:17 PM
To: City Council
Subject: Proposed Special Old Town Business Tax

Dear City Council,

I have owned my small business at 127A N. Washington Street in Old Town Alexandria for over 4 years. I am a small female owned physical therapy clinic and tourist do not come to my clinic. The people I treat are mainly elderly and other injured Old Town residents who enjoy being able to walk to physical therapy.

My landlord already makes me pay his taxes, sewage, water, electricity, heat, and all other expenses which total over 6,000.00/year. This does not include my month rent which is very high. Now I hear you want to increase my taxes an additional \$1,000.00/year to help with the new Waterfront Development in which my business has no relationship with.

Please do not make my clinic move to Fairfax County. I like it here in Old Town but you will price me out of Old Town like many of my past neighbors including Circe which closed last month. They moved back to New York where taxes are less. Please do not make me have to close or relocate my business also.

Please email me back to assure me I don't have to start looking for a new location outside of Old Town.

Sincerely,

Dr. Lori Alexander, MSPT, DPT
Owner, Doctor of Physical Therapy
The Physical Therapy Zone
127A N. Washington Street
Alexandria, VA 22314
(703) 837-0010

Jackie Henderson

From: Jeff Lipsky via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Saturday, April 08, 2017 12:20 AM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118349: Mayor, Vice Mayor, City Council Dear
Mayor and Members of City Council,

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118349.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Jeff Lipsky
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: jefflipsky@comcast.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor and Members of City Council,

First, thank you for the work you do on behalf of our City. There's great honor in serving others.

My name is Jeff Lipsky, living on the 100 block of Princess Street. I am writing to request Founders Park be excluded from the boundaries of the Business Improvement District (BID).

Between the excellent care from Alexandria's Department of Recreation, Parks and Culture, partnered with local community organizations, Founders Park's beautiful green space is preserved. Therefore, BID funds can be more judiciously used elsewhere. What is more worrisome is that the BID is meant to focus on programming and event curation in public spaces in order to positively impact the businesses and residents of Old Town. I desire Founders Park maintain its designation as a passive park. The City's "Special Events Policies and Procedures" alludes to this; so does the Waterfront Small Area Plan; same goes for the Olin Group, in their landscape and activation plan for the Waterfront. Each of these three documents protects the current character and passive nature of the park. I appreciate the need for active events throughout the City to allow businesses to flourish, but I suggest there's plenty of these types of activities along the Waterfront that offers this.

Founders Park is a popular urban green space where the public can stroll along the shore, enjoy the beautiful river vistas, walk their dogs, play volleyball, have a picnic, and enjoy the tranquility of this wonderful site. It is a great place to relax and enjoy the fresh air and the natural beauty of the river. Including Founders park in the BID will change this characterization. Please preserve our space as a passive park.

I appreciate City Council's commitment to retain the current character and use of Founders Park and remove the park from the boundaries of the BID. Thank you for your consideration.

Respectfully,
Jeff Lipsky

- Expected Response Date: Monday, April 17

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect. staff interface.**

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

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Jackie Henderson

From: Kathleen Pisch via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Saturday, April 08, 2017 6:22 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118368: Mayor, Vice Mayor, City Council Dear
Mayor and Members of City Council:

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118368.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "118368-CD6EA6".

- Name: Kathleen Pisch
- Approximate Address: No Address Specified
- Phone Number: 571-334-4735
- Email: kpisch@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor and Members of City Council:

We live at 124 Quay Street, a block from Founders Park.

We are writing to express our concern regarding the proposed boundaries for the Business Improvement District (BID) that Stephanie Landrum, Alexandria Economic Development Partnership (AEDP), presented to the Waterfront Commission at their November meeting.

Specifically, we do not support the inclusion of Founders Park within the boundaries of the proposed BID. The Department of Recreation, Parks and Culture already maintains Founders Park at a high level - it does not need the help of a BID.

Additionally, the BID should not be permitted to 'activate' Founders Park. Founders Park is designated as a passive park - the City does not permit events there. The City has recognized the value of leaving a portion of the Waterfront for tranquil enjoyment. The Waterfront Small Area Plan clearly states that the City should retain Founders Park's current character and use. And the Olin Landscape Plan maintains Founders Park as the site along the Waterfront reserved for individual activities; other areas are designated for 'activation.'

The City made a commitment to retain the current character and use of Founders Park in the Waterfront Small Area Plan. That commitment was reinforced in the landscape and activation plan developed by the Olin Group. There are many venues at or near the Waterfront that could be activated. But Founders Park is not one of them.

The City Council should keep its commitment to retain the current character and use of Founders Park and should remove the park and its adjacent neighborhoods from the boundaries of any BID.

Thank you for your consideration,

Frank & Kathleen Pisch
Old Town Residents

- Expected Response Date: Monday, April 17

Please take the necessary actions in responding, handling and/or updating this request at the [Call.Click.Connect. staff interface](#).

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Jackie Henderson

From: Rock It Grill <rock_it_grill@verizon.net>
Sent: Monday, April 10, 2017 2:03 PM
To: City Council
Subject: BID

I'm against the creation of the BID. Spending more money is not a solution. Have you noticed all the empty storefronts on King Street? When people get pushed out of old town they never say it's the location. It's Alexandria city government working against businesses.

Laura Seiss
Rock It Grill

Sent from my iPhone

Jackie Henderson

From: Paul Swartz <pswartz6@gmail.com>
Sent: Monday, April 10, 2017 4:22 PM
To: City Council
Subject: BID

I strongly oppose the creation of an OldTown Business Improvement District.

Property taxes are high enough at present.

Paying a third party to do things the city already does not compute.

Thank you,

Paul Swartz
115 South Henry Street
703 683-5545

Jackie Henderson

From: Woody Morris <WMorris@amga.org>
Sent: Monday, April 10, 2017 5:35 PM
To: City Council
Subject: BID - Old Town Business Improvement District

To whom it may concern:

As the owner of 1 Prince Street, we understand that we are included in the newly proposed district. As a Not for Profit Organization organized under 501 (c)(6) – we have little to gain from this proposed district as we do not rely on visitors/customers that seem to be the target of the proposed uses of these funds. Additionally, we already pay annually over \$90,000 in property taxes and our subsidiaries pay over \$15,000 in business license taxes specifically to the city of Alexandria. Adding another layer of costs onto our already substantial bills, for which we will enjoy little benefit, is something we are against. Your efforts should be spent convincing the City Government to properly fund necessary improvements or making sure the income generated from Old Town stays here.



Woody Morris, CPA
Chief Financial Officer
wmorris@amga.org
One Prince Street
Alexandria, VA 22314
amga.org

Advancing High Performance Health

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Jackie Henderson

From: Julie Wannamaker via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Tuesday, April 11, 2017 11:28 AM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118566: Mayor, Vice Mayor, City Council Dear
Mayor and City Council Members, tha

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118566.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "118566-37GHE6".

- Name: Julie Wannamaker
- Approximate Address: No Address Specified
- Phone Number: 952.232.7393
- Email: jwannamaker2012@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor and City Council Members, thank you for your service to our wonderful city.

I am writing to say that I do not think that Founders Park should be within the boundaries of the proposed BID. Founders Park is a spectacular passive park. Organized activities in Founders Park would destroy its current character and use. Please do not "activate" this passive park. It is enjoyed by so many for tranquil enjoyment. The Department of Recreation, Parks and Culture already does a great job of overseeing and maintaining Founders Park.

Thank you for listening to my very strong opinion on this matter.

Sincerely,

Julie Wannamaker
101 Quay Street
952.232.7393

- Expected Response Date: Tuesday, April 18

Please take the necessary actions in responding, handling and/or updating this request at the [Call.Click.Connect. staff interface](#).

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Jackie Henderson

From: Patrick O'Malley <pomalley@fc-3.com>
Sent: Tuesday, April 11, 2017 1:53 PM
To: City Council
Subject: This Old Town business owner opposes the BID

Dear Council members:

Please note that this small business owner in the proposed Old Town BID is vehemently opposed to the proposal. I moved my business to Old Town after years in DC because the business, tax, and regulatory environment became overwhelmingly hostile. Please don't go down the same path.

Having been located in three separate BID districts in DC, I can tell you from experience that the proposed expenditures result in little more than a cadre of sullen workers wandering the streets in garish costumes pretending to do useful work. The few who did anything useful limited their efforts to desultorily sweeping the public streets with a closet-sized broom. Even Tsarist Russia did a better job of managing street sweepers.

Old Town has its challenges but they will not be met by overlaying a new tax district on businesses that are already paying exceptional amounts of tax on gross receipts via the BPOL tax. Creation of a BID tax will be another signal that the City of Alexandria is not serious about creating and maintaining a viable business climate. Please oppose the BID.

Sincerely,
Patrick O'Malley

Patrick O'Malley
President
Federal Capital Comm. Corp.
228 S. Washington St.
Suite B30 North
Alexandria, VA 22314
571-290-0911
pomalley@fc-3.com

Jackie Henderson

From: Fox Vernon via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Tuesday, April 11, 2017 2:51 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118620: Mayor, Vice Mayor, City Council I run a
small business in the proposed B

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118620.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "118620-H8B3AC".

- Name: Fox Vernon
- Approximate Address: No Address Specified
- Phone Number: 703-957-5778
- Email: fox@foxvernon.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I run a small business in the proposed Business Improvement District (BID), and I am against the BID formation and tax. I am for improving Old Town, but the BID does not seem well designed to represent and serve my interests. Thank you.
- Expected Response Date: Tuesday, April 18

Please take the necessary actions in responding, handling and/or updating this request at the *Call.Click.Connect.* staff interface.

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

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Jackie Henderson

From: Morote, Gloria <morote@aol.com>
Sent: Tuesday, April 11, 2017 7:06 PM
To: City Council
Subject: I oppose the BID

This is to inform you that I do not support the BID. I oppose the BID
Business owner and resident in Old Town

Gloria Morote, Ph. D., PLLC
Neuropsychology and Clinical Psychology
424 South Washington St.
Alexandria, Virginia 22314
Telephone: (703) 683 - 2695
Facsimile: (703) 683 - 5454

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Jackie Henderson

From: Michael Zarlenga via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Wednesday, April 12, 2017 10:18 AM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118669: Mayor, Vice Mayor, City Council I was
recently informed that another Old

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118669.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Michael Zarlenga
- Approximate Address: No Address Specified
- Phone Number: 703-501-5113
- Email: info@trophyroomonline.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I was recently informed that another Old Town BID proposal was percolating through the process. I remember the BID that was proposed 10 or so years ago and defeated. It would appear that this BID proposal is exactly the same. In my opinion, it should suffer the same fate.

At the heart of the BID proposal is the Board of Directors. The BID proposal claims that the Board is composed of state-holders. However, this is largely untrue. The Board will be composed of no more than 40% tenants, yet 100% of the tenants in these buildings will be paying the BID assessment. Unless a building owner has an owner-occupied building, he is not a stake-holder. The BID assessment will be passed through to the tenant either directly under the terms of the lease, or indirectly through a rent increase upon the making of a lease. The BID proposal fails on this issue alone.

However, there are many other problems with the BID proposal, not the least of which is the fault of the City Council and City Manager. 10 years ago, the then BID proposal explained that Old Town was the Crown Jewel of Alexandria. Tourist came here because of Old Town. Yet, when it came to spending money in the City, it appeared that Del Ray was higher on the priority list. The City spent loads of money on new street amenities in Del Ray, which is not a source of outside revenue for the City. Since that time, it has appeared that other areas of the City are always a higher priority for the budget than maintaining or improving Old Town. A decision to implement this new BID proposal in Old Town is a decision that Old Town is not a priority for City Council and that City Council is abandoning its Crown Jewel.

Finally, there are enough hidden taxes on businesses in Old Town. I remember the days when customers could park for free on King Street. I also remember the days when if you had a shingle roof on your building, you could replace it with a shingle roof. There is a reason why mom and pop stores do not last long in Old Town. It is all the hidden taxes that effect these businesses and their customers. Implementing the Old Town BID proposal will not improve the conditions in Old Town. I would much rather have the streetscape conditions that we have now rather than a bunch of high rent paying chain stores. Look at the news, chain stores are not doing well and brick and mortar retail is dying. It is the mom and pop businesses that will make and keep Old Town vibrant. They will not come here if this BID proposal is implemented and they cannot afford to stay here if taxes keep going up.

I respectfully request that City Council defeat this Old Town BID proposal. The rationale for its defeat is the same

as it was 10 years ago, and nothing has changed in Old Town Alexandria that convinces me the BID is needed more today than it was then.

- Expected Response Date: Wednesday, April 19

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

This is an automated email notification of a **Call.Click.Connect.** request. Please do not reply to this email.

Jackie Henderson

From: L.J. Sauter, Jr. <cm.ljsauterjr@verizon.net>
Sent: Wednesday, April 12, 2017 1:08 PM
To: City Council
Cc: cm.ljsauterjr@verizon.net; catherinemsauter@gmail.com; davidsauter84@gmail.com
Subject: Old Town Business Improvement Distruct

Honorable Council Members -

We own and operate The UPS Store, located at 107 S West Street in Old Town. The purpose of this correspondence is to provide input on the proposed Old Town Business Improvement District (BID).

Taxes are what we pay for a civilized society. While few enjoy paying taxes, we agree there is indeed a reason to pay. However, based on the information provided thus far, the City of Alexandria has not (yet?) made a compelling case for creation of a BID and additional taxes to support such an initiative. Until such time as a compelling case can be made which clearly identifies the benefit(s) to our business of offering up additional monies to support an Old Town BID, we cannot support this initiative.

Sincerely,
Spectrum Express Services, LLC
dba The UPS Store #0823

Jackie Henderson

From: Don Mikovch <dmikovch@borvinbeverage.com>
Sent: Wednesday, April 12, 2017 1:20 PM
To: City Council
Cc: danh@targetedcreative.com
Subject: Opposition to the BID

To Members of the Alexandria City Council I wish to make it known that I am opposed to the proposed BID.
Thank you,

Donald L. Mikovch
Managing Member
DWM20 LLC
703-683-9463



This email has been checked for viruses by Avast antivirus software.
www.avast.com

Jackie Henderson

From: Don Mikovch <dmikovch@borvinbeverage.com>
Sent: Wednesday, April 12, 2017 1:22 PM
To: City Council
Cc: danh@targetedcreative.com
Subject: Opposition to the BID

To Members of the Alexandria City Council I wish to make it known that I am opposed to the proposed BID.
Thank you,

Donald L. Mikovch
Managing Member
DWM22 LLC
1022 King St., Alexandria, VA 22314
703-683-9463



This email has been checked for viruses by Avast antivirus software.

www.avast.com

Jackie Henderson

From: Trae Lamond via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Wednesday, April 12, 2017 1:40 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118696: Mayor, Vice Mayor, City Council I am a
business owner in Old Town Alexan

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118696.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "118696-9B2HAH".

- Name: Trae Lamond
- Approximate Address: No Address Specified
- Phone Number: 703.836.4442
- Email: traelamond@chadwicksrestaurants.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am a business owner in Old Town Alexandria. My restaurant will be directly affected by the BID. I am not ready to fully endorse it, but think it would be in everyone's best interest to take the first steps to creating the BID. I was part of a discussion involving many other restaurant owners who were going back and forth over "what-ifs" and other potential hang ups with the BID. It seems we should see the scope of the BID before we all take sides. We need a clearer picture and the first step is to get approval from the city. Please approve the BID. Thank you.
- Expected Response Date: Wednesday, April 19

Please take the necessary actions in responding, handling and/or updating this request at [the Call.Click.Connect. staff interface.](#)

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

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Jackie Henderson

From: R L Kane Inc. <rlkane@verizon.net>
Sent: Wednesday, April 12, 2017 1:59 PM
To: City Council
Subject: Old Town Business Improvement District BID

Honorable Mayor and Members of Council.

Just a few comments about the BID proposed for Old Town.

1. If there is a BID it should be managed by AEDP. Another bureaucracy is not needed when AEDP is already in existence.
2. The Bid should be limited to those properties that have commercial frontage on King Street. The side streets are not predominately business or retail and their Property values and lease rates are not equivalent to the King Street properties. Both are less value.
3. In the 300 block of South Washington St, there is one bank, one mid rise office building 1 Church, 1 medical clinic, 2 real estate office, 1 health store, 1 restaurant, 1 Kit/Bath contractor and several vacant offices.

There is little likely-hood that a Bid would in any way help the business activity on South Washington St.

Hope this comment is both constructive and helpful.

Scott C. Humphrey
R. L. Kane, Inc

Jackie Henderson

From: Kalle Thompson via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Wednesday, April 12, 2017 2:40 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118707: Mayor, Vice Mayor, City Council I am a
newer resident to the city and al

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118707.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Kalle Thompson
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: hello@stitchsewshop.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am a newer resident to the city and also a business owner just off King Street at 102 N Fayette Street. I opened my retail shop nearly a year ago. I have served on the board of directors for the Old town Boutique District and know all too well the struggles of retail and small business in the city. We desperately need the support of a business improvement district. Please consider creating this district so that our Old Town area can thrive. It is important for our business community and my business in particular.

Kindly,

Kalle Thompson
Stitch Sew Shop

- Expected Response Date: Wednesday, April 19

Please take the necessary actions in responding, handling and/or updating this request at [the *Call.Click.Connect.* staff interface.](#)

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

This is an automated email notification of a *Call.Click.Connect.* request. Please do not reply to this email.

Jackie Henderson

From: Jillian Keck via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Wednesday, April 12, 2017 3:02 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118709: Mayor, Vice Mayor, City Council I am a
realtor in Alexandria and have be

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118709.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "118709-C775A2".

- Name: Jillian Keck
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: jkeck@mcenearney.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am a realtor in Alexandria and have been for almost eight years. I focus on the Old Town area and am also a resident here. I have read the proposed BID proposal and attended informational meetings on it. I am writing to ask you to support this proposal. I am now also a sponsor of the GW Parkway Classic and the Old Town Boutique District. My sponsorship money helps support their efforts to market Old Town within our region. My dollars are being directly spent on the very activities that a BID could and should be doing. I understand what the public is looking for in their desired communities. I believe the BID will assist us in becoming the best representation of Old Town Alexandria, yet! Thank you for your consideration. All the best.
- Expected Response Date: Wednesday, April 19

Please take the necessary actions in responding, handling and/or updating this request at the [Call.Click.Connect. staff interface](#).

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

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Jackie Henderson

From: Suzanne Runyon via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Wednesday, April 12, 2017 3:29 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118717: Mayor, Vice Mayor, City Council Dear
Mayor and Members of Council:My

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118717.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "118717-99AE38".

- Name: Suzanne Runyon
- Approximate Address: No Address Specified
- Phone Number: 703.548.1615
- Email: suzanne@shophysteria.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor and Members of Council:

My name is Suzanne Runyon and I have been the owner of Hysteria at 123 South Fairfax Street for four years. I am writing today to ask you to please support the proposed Business Improvement District. I have served on the Old Town Boutique District Board on and off for several years. I have seen the amount of work that this group has sustained for the benefit of Old Town. Our members spend thousands of dollars a year and we are still unable to do all that needs to be done to effectively market Old Town as a destination within our region. In order to compete with our neighbors at National Harbor, Mosaic, Georgetown and Ballston, we have to have a larger budget and more than our thirty plus members paying in. We, the members of OTBD, know that a BID is the next natural step for Old Town.

- We need Old Town to be seen as a place and a destination
- We need coordination of all of our events
- We need our streetscape to be clean and inviting
- We need marketing targeted at locals, rather than just the tourists
- We need local DMV traffic that will help us to thrive

Please vote in support of this BID next month.

Thank you

- Expected Response Date: Wednesday, April 19

Please take the necessary actions in responding, handling and/or updating this request at [the *Call.Click.Connect.* staff interface.](#)

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

This is an automated email notification of a *Call.Click.Connect.* request. Please do not reply to this email.

Jackie Henderson

From: Rich Kelly via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Wednesday, April 12, 2017 4:17 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118721: Mayor, Vice Mayor, City Council Hello
All Many local restaurant owners

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118721.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Rich Kelly
- Approximate Address: No Address Specified
- Phone Number: 703-622-4260
- Email: richkellyhtc@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Hello All
Many local restaurant owners met yesterday to discuss the BID proposal. I wanted you to know that Hard Times Cafe is ready for the first step and supports the approval of the BID district. I think that once the Board of Directors is elected, the plan is developed and the taxes are proposed that more local businesses will be on board. Thank you for your consideration.
Thanks
Rich Kelly
Hard Times Cafe
- Expected Response Date: Wednesday, April 19

Please take the necessary actions in responding, handling and/or updating this request at the *Call.Click.Connect.* staff interface.

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

This is an automated email notification of a *Call.Click.Connect.* request. Please do not reply to this email.

Jackie Henderson

From: Tonnie Chamblee <tchamblee@designalliance.com>
Sent: Wednesday, April 12, 2017 4:56 PM
To: City Council
Subject: We Oppose the BID ~ Design Alliance, Inc 520 N Washington St
Alexandria VA 22314

Mayor Allison Silberberg, Vice Mayor Justin Wilson, Councilman Willie F. Bailey Sr., Councilman John T. Chapman, Councilman Timothy B. Lovain, Councilwoman Redella S. "Del" Pepper, Councilman Paul C. Smedberg

Thank you for serving our community in Old Town Alexandria!

We Oppose the BID ~
Design Alliance, Inc 520 N Washington St Alexandria VA 22314

Thank you,

Marjorie Harris
Design Alliance, Inc.
Tonnie Chamblee
Greg deSantis



Tonnie Chamblee
CEO, Brand Strategist



Vision Accomplished.

520 North Washington St.
Alexandria VA, 22314
T 703.838.9894
C 571.213.2434
tchamblee@designalliance.com
designalliance.com

Jackie Henderson

From: Victoria Vergason via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Wednesday, April 12, 2017 6:48 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118736: Mayor, Vice Mayor, City Council As a
resident, commercial property owner

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118736.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Victoria Vergason
- Approximate Address: No Address Specified
- Phone Number: 703-224-4687
- Email: v.vergason@thehourshop.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: As a resident, commercial property owner and owner of a retail store located in the proposed Business Improvement District, I write to you in support of the BID. I was asked almost a year ago to help serve on the BID's exploratory committee after I expressed my concerns about our city's increasing vacant retail and commercial spaces. Within a 3 block radius of my store, there are and continue to be over 9 vacant store fronts (most of which have been vacant for over a year). Due, in part, to these vacancies and the "gloominess" of my block, I have seen the level of foot traffic in front of my store continue to wane in recent years. My customers often comment on this and wonder why there are so many vacancies. In addition, my in-store sales revenues these last few years have been relatively flat and I'm finding that, as a small business owner, I am competing with other jurisdictions who have successful BIDs in place that attract both new store fronts and, more importantly, customers. Further, as our waterfront develops, I believe our local businesses will need to effectively compete with businesses located not only in the new MGM/National Harbor but the impending businesses that will be opening up along the Southwest Waterfront. If, collectively, as a business community we do not adapt and improve our environs, we will continue to fall behind other communities that do so. We are already behind the proverbial eight ball and are now having to play catch up.

As you are aware, the proposed BID should NOT and does NOT seek to raise funds from our city's residents. Funding for the proposed BID will be gathered from commercial businesses ONLY. As a resident, I know the burdens our city faces for our infrastructure needs (such as the sewer system) and our aged and overpopulated schools. If more sales revenue can be generated by our business community, more commercial taxes will be paid which will help to offset some of these impending expenses and help ease the tax burden on our local residential community. In addition, our streets will be cleaner and safer. For businesses, improved sales revenues will likely more than offset the nominal cost. To me, the BID is a win-win for residents as well as businesses located in Old Town.

From a business perspective, what appeals to me about the proposed BID is the way it will be set up and function. If the proposed ordinance to establish the BID and BID district is approved by Council, there will be a democratic process by which all commercial businesses in the BID will vote and elect a Governing Board that, in turn, will set the priorities of our business community, determine the level of funding needed for the services it will render and will hire an Executive Director to execute these services. At all times, the commercial businesses will have voting authority and control over the funds raised (which will be managed outside of the city's coffers). A

Memorandum of Understanding with the city will be negotiated that will outline and set in place the level of services to be performed by the city. Currently, because of the demands on our city's budget, these services continue to decline. This MOU will give our local businesses piece of mind in knowing that the city will be required to maintain at least a certain level of service. The BID's mission will be to enhance these services in its efforts to generate more business opportunities and revenues for our businesses. Finally, the BID will offer our local businesses a single place to voice our concerns as well as our entrepreneurial ideas to better our city. We all believe in this city and only want to see our city grow positively into the future.

Thank you for your consideration. Now is the time to act.

Sincerely,

Victoria Vergason
The Hour
1015 King St.

- Expected Response Date: Wednesday, April 19

Please take the necessary actions in responding, handling and/or updating this request at [the **Call.Click.Connect.** staff interface.](#)

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Jackie Henderson

From: Lisa Schumaier via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Thursday, April 13, 2017 9:12 AM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118757: Mayor, Vice Mayor, City Council Hi
Mayor Silverberg and city council,I

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118757.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Lisa Schumaier
- Approximate Address: No Address Specified
- Phone Number: 703-489-7087
- Email: keenthings@comcast.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Hi Mayor Silverberg and city council,
I am writing as a local business owner and city resident to show my support for the old town bid. I am an artist and have a studio on the first floor of the Torpedo factory. I am so fortunate to have a wonderful workspace and retail outlet in our awesome downtown. I do not take this opportunity for granted.
Many of us at the factory are so excited by the idea of the bid. I went on the city New York tour of the Bryant park bid and I have seen first hand the rejuvenation of Crystal City. A bid for old town could spark some really cool changes. Things have to grow and revitalize to be truly vibrant. I know with the sewage problem looming the city budget is going to be very tight. A bid could help.
Please use your votes to get this project off the ground.
Thanks for all your hard work
xxxoo Lisa Schumaier
Studio 16
- Expected Response Date: Thursday, April 20

Please take the necessary actions in responding, handling and/or updating this request at [the Call.Click.Connect. staff interface.](#)

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Jackie Henderson

From: Chris Carter via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Thursday, April 13, 2017 10:05 AM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118765: Mayor, Vice Mayor, City Council Dear
Mayor and Council Members,My na

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118765.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "118765-9C973C".

- Name: Chris Carter
- Approximate Address: No Address Specified
- Phone Number: 7035482829
- Email: chris@christmasattic.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor and Council Members,

My name is Chris Carter, and I Co-own the Christmas Attic at 125 South Union Street. I am a member of and serve on the board of directors of the Old Town Boutique District. The Christmas Attic is a highly seasonal business that depends heavily on foot traffic as well as our regular loyal customers. I am concerned about the noticeable decline in foot traffic to our old and historic district. While our work on the Boutique District is doing all that it can to market Old Town to our region, our budget is severely limited despite our members each paying thousands a year. We also know that Visit Alexandria's annual budget for regional marketing is cut year after year by your city budgeting process. The end result is a decline in local visitors, more empty storefronts, and long time businesses struggling to market themselves alone and in a vacuum. We can and should do better. Please support the proposed Business Improvement District. Everyone in Old Town should assist us in bettering our appearance and marketing our district. Our thirty some members can not do it alone. In addition, we need a strong and coordinated holiday program here in Old Town that includes Santa Claus, proper holiday lighting and decor as well as holiday events organized under one group. All of this can be accomplished for less of a financial burden on our businesses than we have now. A mere hundreds of dollars a year vs thousands. I urge you to support the business improvement district next month.

Chris Carter
The Christmas Attic

- Expected Response Date: Thursday, April 20

Please take the necessary actions in responding, handling and/or updating this request at the [Call.Click.Connect. staff interface.](#)

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

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Jackie Henderson

From: Jamie Fine via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Thursday, April 13, 2017 11:09 AM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118773: Mayor, Vice Mayor, City Council Hello
everyone,I am an artist and smal

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118773.

Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "118773-2529G7".

- Name: Jamie Fine
- Approximate Address: No Address Specified
- Phone Number: 202.680.4333
- Email: jamiefinedc@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Hello everyone,
I am an artist and small business owner with a 700 Sq ft studio in the Torpedo Factory. I am writing to support the creation of the BID, which I think will greatly assist the businesses in the area.
Thanks for reading this
Cheers,
Jamie Fine
Studio 330, TF
Alexandria, VA
- Expected Response Date: Thursday, April 20

Please take the necessary actions in responding, handling and/or updating this request at the *Call.Click.Connect.* staff interface.

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

This is an automated email notification of a *Call.Click.Connect.* request. Please do not reply to this email.

Jackie Henderson

From: Tim Saler <saler@grassrootstargeting.com>
Sent: Thursday, April 13, 2017 2:57 PM
To: City Council
Subject: Opposition to proposed BID district

Dear City Council—

On behalf of my company located in the proposed BID district, we oppose the creation of the BID.

Our townhouse zoned office building is assessed at \$960,000. The additional \$960 in tax, if passed on to us by the landlord, is a tax from which we see no benefit.

Nowhere on the BID website is a plan that offers or explains the benefits to office-based businesses. Instead, this tax merely adds to the already-high cost of doing business at our location.

The ever-increasing costs to operate in Old Town are tiring, and proposals like this serve only to make us consider other options.

Jackie Henderson

From: Robert Morgan <robmorgan322@gmail.com>
Sent: Friday, April 14, 2017 9:40 AM
To: City Council
Subject: Please reconsider the BID

Dear Mayor and Councilmembers,

I am the president of a condominium association of owners of units in an office building in Old Town. We would be included in the proposed Business Improvement District, and we would be subject to the tax increase you propose.

As a City Councilmember myself (Lewes, Delaware) I understand the pressures to increase revenue. I am unable to see a good rationale behind the BID plan, except that other cities do it. The tax targets the business community at a time when the office rental market in Alexandria is still limping, and will add permanently to the City's already unwieldy bureaucracy.

Before considering this tax further, please tell us how this tax will do anything differently and better than it could now be done with good management.

Thank you for your service to Alexandria.

Rob Morgan
President
113 South West Street Condominium Unit Owners Association
301.466.8915 (M)

Jackie Henderson

From: scott shaw via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Friday, April 14, 2017 12:44 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118850: Mayor, Vice Mayor, City Council Dear
Mayor & Council Members- I know you

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118850.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: scott shaw
- Approximate Address: No Address Specified
- Phone Number: 703-362-2901
- Email: sshaw@alexrestpart.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor & Council Members- I know you're hearing a lot about the BID, probably impassioned arguments one way or another. So I thought you might appreciate my Letter to the Editor below. Hopefully it will get published, as it illustrates that there ARE thoughtful conversations happening.

Alexandria Times, Letter to the Editor from Scott Shaw

Last week (4/10) I attended a refreshingly civil meeting on the topic of the proposed BID. People listened, asked questions, voiced concerns, shared experiences, and then debated the pros and cons in a respectful manner. The occasion was a gathering of 20 local restaurant owners who came to hear Ginger Laytham of Clyde's and Paul Cohn of Boss Shepherds speak about their experience with the Georgetown BID.

I came in inclined to support the BID as a defensive measure: The City budget is under pressure, especially from sewer replacement that could rip up streets for years; Our retailers need more help, we depend on them to drive traffic to our restaurants; And most of the competing areas in the metro area have BIDs, including the DC waterfront--a project that risks drawing people away from Old Town. But I also have the same concerns as BID opponents—What will the BID actually do to help us? Aren't we already paying for these services? Will the City decrease service levels as a result? What's the return on this investment? And who will run the BID?

Laytham and Cohn were universally positive about their experience, but also sympathetic to these concerns. "We've been exactly where you are", Laytham said. "We had the same fears in the early days. But the BID improved our relationship with the City (DC) by giving us a voice we didn't have before and a framework to work with them. It also gave us the ability to do things as a group that we couldn't do on our own. It was a hard sell early on but today we have near universal support from local businesses and property owners." Cohn added that resident groups are part of their BID board, and some of its biggest fans. "Restaurants share the same goals as residents, we all want a clean, safe, vibrant community", he said. "Our BID gives us a way to work together to get there".

AEDP staff at the meeting also answered cost and process questions. For the smallest of my restaurants the cost would be \$75/mo, that was first time I had seen an actual number and I'm OK with that. It's a small price to pay to get a voice at the table and a professional staff to create and manage programs that will drive sales for us. Staff

also explained that the first step—a council vote to create the BID district—is separate from authorizing taxes. Taxes only kick in after a board elected by business owners comes back with a plan and budget for the council to approve.

At the end of the meeting we went around the room to ask what people thought we should do. I thought the best answer came from the owner of a landmark restaurant that has operated in Old Town for almost 40 years: "I'm a one step at a time guy", he said. "This seems like a step we need to take and we can work together to figure it out from there". I think he's looking at it the right way, and if this meeting was any indication, we have the goodwill and trust among business owners to make that happen.

Scott Shaw
Alexandria Restaurant Partners

- Expected Response Date: Friday, April 21

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Jackie Henderson

From: Harriett Jameson via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Friday, April 14, 2017 4:34 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118866: Mayor, Vice Mayor, City Council As a
member of the creative design commu

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 118866.

Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Harriett Jameson
- Approximate Address: No Address Specified
- Phone Number: 731-780-2960
- Email: harriett.jameson@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: As a member of the creative design community in Old Town, I support the BID as it will bring more vibrant and interesting businesses to Old Town, whether they be restaurants, bars or retail."
- Expected Response Date: Friday, April 21

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Jackie Henderson

From: Marianne Burtnett via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Friday, April 14, 2017 5:21 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118869: Mayor, Vice Mayor, City Council My
name is Marianne Burtnett and I own

Dear *Call.Click.Connect.* User

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Request Details:

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- Name: Marianne Burtnett
- Approximate Address: No Address Specified
- Phone Number: 703.517.1274
- Email: maburtnett@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description:

My name is Marianne Burtnett and I own a condo/townhome in OldTown Alexandrial also work at Bishop Boutiques as a sales associate a retail store on King Street that sells shoes, clothing and accessories.

I am concerned about the following unaddressed problems in our business district: parking, lack of events, way finding, overcrowding and other lack of infrastructure issues.

I believe that a BID can help address these issues and want to show my full support to our small business community.

Please on't hesitate to contact me if you have any questions or need additional information at maburtnett@gmail.com.

Best,
Marianne Burtnett

1115 Cameron Street
Alexandria, VA 22314
703.517.1274

- Expected Response Date: Friday, April 21

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Jackie Henderson

From: Mara Territo via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Saturday, April 15, 2017 6:28 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118892: Mayor, Vice Mayor, City Council I am a
small business owner in the propo

Dear *Call.Click.Connect.* User

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This is a "public" request. Information may be provided to anyone who requests it.

- Name: Mara Territo
- Approximate Address: No Address Specified
- Phone Number: 703-836-1048
- Email: theantiqueguild@verizon.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am a small business owner in the proposed BID district and I do not approve of the BID tax.

I oppose BID and if passed, it will continue the trend of small shops closing that plagues the city of Alexandria such as the "Why Shop" and "Unique" shops in recent years. This is/was the ingredient that makes/made the Old Town Alexandria shopping district different and charming ---why tax us more?

Does the City Council wish to deal all small and independent shops a death blow?

I don't see any benefits or services that will help my business with BID, and the taxes should remain the same. I maintain the public sidewalk in front of my small shop, and I don't need to pay the city for what I have done for the past 37 (thirty-seven) years.

I IMPLORE, NO ADDITIONAL TAX!

- Expected Response Date: Monday, April 24

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Jackie Henderson

From: Maria Ciarrocchi <MCiarrocchi@alexchamber.com>
Sent: Monday, April 17, 2017 9:02 AM
To: Allison Silberberg; Justin Wilson; John Chapman; Paul Smedberg; Del Pepper; Timothy Lovain; Willie Bailey
Cc: Mark Jinks; Emily Baker; Karl Moritz; Yon Lambert; Jackie Henderson; Dak Hardwick; Joseph Haggerty
Subject: Alexandria Chamber Letter of Support for the Approval of an Ordinance Creating the Old Town Business Improvement District (BID)
Attachments: Chamber BID Support Letter 4.17.2017.pdf

Good morning Mayor Silberberg and Members of Council,

Attached please find the Alexandria Chamber of Commerce's letter of support for the approval of an ordinance creating the Old Town business improvement district (BID).

Please let us know if you have any questions.

Thanks very much,
Maria

Maria Ciarrocchi
Vice President of Public Policy and Programing

Alexandria Chamber of Commerce
2834 Duke Street
Alexandria, VA 22314
703-739-3802
mciarrocchi@alexchamber.com
Follow us on Twitter: @alexvachamber



April 17, 2017

The Honorable Allison Silberberg
Mayor, City of Alexandria
301 King Street
Alexandria, VA 22314

Re: Letter of Support for the Approval of an Ordinance Creating the Old Town Business Improvement District (BID)

Dear Mayor Silberberg:

On behalf of the Alexandria Chamber of Commerce, we are writing to express our support for the approval of an ordinance creating an Old Town Business Improvement District (BID) that empowers businesses in said district to invest in and improve the business climate and to determine whether implementation is in their collective best interest.

As seen in many jurisdictions throughout our region, business improvement districts provide models of service and financial support and assist with promotion, appearance, programming, parking, safety, and, attraction of new businesses to the BID's service district.

Additionally, through multiple meetings and request for comments via email, we have engaged with a significant sample of our members, representing a diverse group of businesses located in the proposed service district. Most Chamber members engaged in these ways expressed a supportive view, noting an Old Town BID would positively impact their businesses.

With our support comes the following points of caution:

The Chamber agrees with the two-step process proposed by the BID Exploratory Committee, where the ordinance creating the BID would be adopted this year, but any taxes, and the tax rate itself, would not be set or go into effect until next year. This is an important means of ensuring that dialogue continues with the business community to ensure concerns, such as those included here, are addressed prior to actual implementation.

As noted in our 2017 Legislative Agenda, "the City should ensure that any special tax districts created to support the BID are reasonably tailored to the areas that will be serviced by or benefit from such taxes. Also, the City should make clear that any BID special tax district should tax only benefitting commercial businesses and not surrounding residential properties." We would also note that the tax to fund a BID is different than other taxes of a similar nature proposed in the past. The current proposal limits to the special tax district only to those businesses/commercial properties that would benefit from the services and amenities provided by the BID.

In addition, as our 2017 Legislative Agenda states, "a BID should be implemented to supplement, and not replace, services currently provided to businesses by the City." Given the

current budget climate, we are particularly concerned that city government might use the existence of a BID to reduce other city-provided services to Old Town, thereby freeing up much-needed general funds for projects and services in other parts of the city. City Council, City staff, and the BID governing body must draw up a binding agreement guaranteeing no cutback in general revenue spending in the BID area (compared to two years ago, before BID discussions began which may have influenced city budgeting decisions already) or, if there is a reduction, that it will be no greater proportionally than cutbacks in any other part of the city.

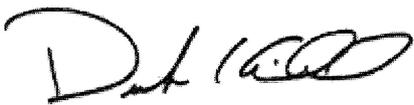
The Chamber also believes it is vital that the election process and the governing board of a BID should be broadly representative. The proposed Old Town BID includes commercial properties that cover a wide geographic range as well as great variety in types of businesses whose interests and needs aren't always precisely aligned. Without offering detailed recommendations, the Chamber believes it is incumbent upon the City and the BID Exploratory Committee to ensure these divergent interests are adequately represented in the BID's eventual governing body.

The Chamber cautions the Council that it should be cognizant of the expected total tax burden on the businesses/commercial properties impacted by the BID's proposed special tax district when considering other increases to the overall tax burden (in the form of taxes and/or fees) in the City's operating budget.

In closing, if implemented with the above concerns addressed, we believe an Old Town BID would increase Old Town Alexandria's competitiveness as a destination for business and enhance the City's overall economic development.

Thank you for giving us the opportunity to comment on such a significant issue for our business community.

Sincerely,



Dak Hardwick
2017 Chamber Board Chairman
Alexandria Chamber of Commerce



Joseph Haggerty
President & CEO
Alexandria Chamber of Commerce

CC
Members of the Alexandria City Council
Mark Jinks, City Manager
Emily Baker, Deputy City Manager
Karl Moritz, Director, Department of Planning & Zoning
Yon Lambert, Director, Department of Transportation & Environmental Services

Jackie Henderson

From: Creative Classics <info@cclassics.comcastbiz.net>
Sent: Monday, April 17, 2017 10:20 AM
To: City Council
Subject: Bid

We oppose the BID. More taxes, regardless of how the money will be used, will make the cost of doing business in Old Town more expensive. With high rents, gross business sales taxes, property taxes, etc. it is already very expensive to conduct business in Old Town.

Branding, marketing and beautification projects will not bring any meaningful change to the area that will attract BUYERS vs. visitors. Unique stores that offer great product will bring customers to Old Town. Lowering current taxes to help make rent more affordable and operating a business more profitable will increase the types of businesses that can afford to locate here. If the cost of doing business in Old Town is so expensive that only chain stores can afford to be here, then all Old Town will become is a beautiful and historic place to see the same stores you see all over the United States.

Sincerely,

Rachel Hughey, Owner

Creative Classics

906 King St. | Alexandria, VA | 22314

Hours: Monday-Saturday 11-6 | Sunday 12-5

P 703.518.4663

F 703.518.5576

www.creativeclassics.com

Follow us on Facebook and Instagram!



Jackie Henderson

From: Kathy Allegrone via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Monday, April 17, 2017 1:15 PM
To: City Council; City Council Aides; Jackie Henderson; Call Click
Connect; Gloria Sitton
Subject: Call.Click.Connect. #118965: Mayor, Vice Mayor, City Council
Attached, please find a letter addressed

Dear *Call.Click.Connect.* User

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Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Kathy Allegrone
- Approximate Address: No Address Specified
- Phone Number: 571-970-5952
- Email: allegrone@comcast.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Attached, please find a letter addressed to the Mayor and City Council.
- Attachment: [Founders Park letter.pdf](#)
- Expected Response Date: Monday, April 24

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April 14, 2017,

Dear Mayor and Members of City Council,

We live at 103 Queen Street, near Founders Park. We have lived in Old Town for fifteen years, and Alexandria for more than 35.

General Concern

We are writing to express some concerns we have regarding a Business Improvement District (BID), which does not seem to have had a comprehensive public airing. Some elements of it puzzle us.

The creation of a BID is a means of collecting supplementary taxes from a group of businesses that will benefit from the additional services funded by those taxes. As a general matter, a business improvement district (BID) can be a very useful tool for businesses to fund public amenities that would not otherwise be funded by the City. One could imagine the merchants on King Street sharing the costs of promoting Old Town as a shopping destination, providing year-round ornamental lighting, subsidizing parking spaces for shoppers.

There is no doubt that BID structures can work. The question is whether the BID proposed by AEDP is the appropriate structure for Old Town. The mission, as outlined in a presentation to the Waterfront Commission in November, seems overly broad. The District to be taxed seems too heterogenous to lead to collective goals and shared benefits. Who would manage the BID, its taxation and use of funds? Would it need to respond to the concerns of citizens — as City Council and City staff do? What would be the impact on residential areas now proposed for inclusion in the BID: would they be taxed? eventually? would they have a say in the proposed projects in their neighborhoods?

Specific Concern: Maintaining Current Use of Founders Park

We are very concerned by the proposed inclusion of Founders Park in the BID district. It should not be included. The City already does an excellent job maintaining Founders Park. Two community organizations already support the Department of Recreation, Parks and Culture at Founders Park. No additional support is needed from a BID. Moreover, Founders Park is not a space that should be 'activated' by the BID (or anyone else).

Founders Park was established in the 1970s following a protest against a development of several tall, multi-unit residential complexes proposed for the site. It has been preserved as a tranquil park to be enjoyed by residents and visitors, and is considered to be a gem along the waterfront.

The City does not permit events in Founders Park (see p. 10 of the Special Events Policies Procedures Manual for the City). Events can continue to be held nearby on the waterfront at Oronoco Bay Park, Waterfront Park, and, soon, Fitzgerald Square.

The City recognized the value of maintaining Founders Park as a public space free from events in the Waterfront Small Area Plan, stating, “Founders Park is a 4.3 acre, primarily passive, park with a volleyball court, walking paths, shade trees and plantings.” (Waterfront Small Area Plan, Ch. 3, p. 46.)

The Olin Group, hired by the City to develop a landscape and activation plan for the Waterfront, agreed with the City’s commitment to retain the current character and use of Founders Park. Here is a link to their presentation: [https://www.alexandriava.gov/uploadedFiles/special/WaterfrontPlan/11.4.2013%20waterfront%20meeting%20Presentation\(2\).pdf](https://www.alexandriava.gov/uploadedFiles/special/WaterfrontPlan/11.4.2013%20waterfront%20meeting%20Presentation(2).pdf)

They noted that the Waterfront should provide a variety of experiences and that the goal of the activation plan was “to reinforce the unique identity of the Alexandria Waterfront with programming that is appropriate to the context of each site”. (Slide 56 of the Olin presentation). They used photographs from Founders Park to illustrate “Open Space” (slide 59), “Access” (slide 65) and “Comfort” (slide 66).

While the Olin plan shows numerous sites along the waterfront for ‘activation’, their plan, in the words of City Council’s recommendation, retains the current character and use of Founders Park – events would not be held at Founders Park.

Olin describes Founders Park as “Family Friendly, Passive Enjoyment” (slide 104), identifying appropriate activities as “Strolling and Sitting” (slide 105); “Dog Walking and Jogging” (slide 106); “Picnics” (slide 107); “Individual Activity” (slide 110); “Non-Activity” (slide 111). Other sites are available for other ‘experiences’ on the Waterfront; only Founders Park is dedicated to offer ‘family friendly, passive enjoyment.’

The City made a commitment to retain the current character and use of Founders Park in the Waterfront Small Area Plan. That commitment was reinforced in the landscape and activation plan developed by the Olin Group. There are many venues at or near the Waterfront that could be activated, but Founders Park should not one of them.

City Council should keep its commitment to retain the current character and use of Founders Park and should remove the park and its adjacent neighborhoods from the boundaries of the proposed BID.

Thank you for your consideration,

Kathy and Charlie Allegrone
103 Queen Street
Alexandria, VA 22314

Jackie Henderson

From: David Martin via Call.Click.Connect.
<CallClickConnect@alexandriava.gov>
Sent: Monday, April 17, 2017 2:30 PM
To: Jackie Henderson; Gloria Sitton
Subject: Call.Click.Connect. #118977: City Clerk and Clerk of Council Gold Works Inc. by David Mar

Dear *Call.Click.Connect.* User

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Request Details:

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- Name: David Martin
- Approximate Address: No Address Specified
- Phone Number: 703 683 0333
- Email: david@goldworksusa.com
- Service Type: City Clerk and Clerk of Council
- Request Description:
Gold Works Inc.
by David Martin
Custom Jewelry & Sculpture
Since 1982

A BID is BID you would think

4/17/2017

I quite understand what the problem is of having taxes hitting us all from several different directions to keep our government running properly and effectively. It feels like over load and a crisis.

I would not argue against all the well thought out budgeted taxes, causes, and effects for the distribution and solutions for what we have to do .

It looks to me like everything we need to do is simply far overdue and Council is stepping up and determining a budget with the City Manager that can work under these extenuating circumstances.

I hope we stop falling behind because we were against more taxes year after year and we finally have to make a choice to experience progress but for more taxes; the price..

Maintenance has never come first in this city . Bare minimum has been budgeted for the art of keeping the city attractive and in the running with other cities that have better attractions than a river front. We are a river City.

It is obvious to us that competing with other successful communities it will take more finances to do that.

That is what a BID can do .

It would take more money, so we creatively created a way to get it done. With a small assessment it looks like another tax. It is on top of so much other stuff that is begging to get done the opposition to the BID has all the argument it needs.

No more tax. I understand that .

I also see that everything the City needs to be done in a BID will never be done without a BID It hasn't been done by the city alone and nothing will change and the City will not flourish as it should.

When you look at what opposition to a BID argues it is clear that those individuals think there will be duplicity

among the departments who do some of what a BID will do thoroughly and that the city should do it all anyway. You have to give the argument credit because no one has stopped to delegate who is going to do what yet and it's just difficult to think there will not be any overlap.

We simply need to see, just as clearly, that if we do not get a BID we will not get a clean beautiful City that can market properly.

Without extra lights for more time and beautification in all the BID area, but instead having fading banners, trashed tree wells, and rotten garbage cans is just too sad and not the beginning or the end.

Then you might pull apart the river front and King Street and put them together in a BID and make sure the whole city gets the benefit for just .10cents per 100 assessed value that comes to 2.2million. That's the order for this BID.

The idea has many merits and needs to be tried or the idea will never go away and the city will never know what could have been done or accomplished.

Sincerely ,
David M. Martin

KSGPF board of directors
OTBPA board of directors
GRC Alexandria Chamber of Commerce

1400 King Street
Alexandria, Virginia 22314
703 683-0333
WWW.GOLDWORKSUSA.COM

- Expected Response Date: Monday, April 24

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