

## Jackie Henderson

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**From:** CallClickConnect@alexandriava.gov  
**Sent:** Monday, June 12, 2017 12:42 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123050: Mayor, Vice Mayor, City Council I oppose the BID. It would continue the

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

A request was just created using **Call.Click.Connect.** The request ID is 123050.

### Request Details:

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

- Name: **Call.Click.Connect.** Customer
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: No Email
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I oppose the BID. It would continue the trend of hurting small businesses, and turn OT into a high end clothing/art mall. As a member of Founders Park CA, it would penalize our assn. whose volunteers maintain the park.  
Robert Mann  
307 Queen St.
- Expected Response Date: Monday, June 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

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**From:** CallClickConnect@alexandriava.gov  
**Sent:** Sunday, June 11, 2017 12:01 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122983: Mayor, Vice Mayor, City Council As a private resident, who moved to Alex

Dear *Call.Click.Connect.* User

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### Request Details:

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- Name: *Call.Click.Connect.* Customer
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: No Email
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: As a private resident, who moved to Alexandria about two years ago,, I am writing to encourage the Council to support the BID. We moved to Alexandria over other places in the Metro DC area because of 1) a strong sense of community, 2) Proximity of all our daily needs from our home- walkability to almost everything we need- and 3) historic nature of town.

All of these attributes have proven to be valid and have met our expectations but I worry about the future if the city doesn't invest in the future. We have sold one car and are frequent patrons of the areas restaurants and shops, we believe strongly in shopping locally. I understand how challenging retail is now, there is competition everywhere, both bricks and mortar shops in DC and infinite alternatives for shopping on line. Retail is an extremely challenging business now. I support the BID because now is not the time for Alexandria, Old Town specifically, to shrink from the competition, but rather now is the time for investment. There are attractive neighborhoods in DC for shopping, eating and strolling that didn't even exist 5 years ago, NoMa, Shaw, PetWorth, and the Wharf hasn't even opened yet. Locals and visitors have many options, if OT doesn't make investments in beautification and attractiveness, we will slip from being an attractive destination and dig further into a retail hole.

I don't support taking tax dollars away from our schools or first responders, we need to continue supporting these vital services for the residents but I do believe we need to invest in the central business district. As a relative newcomer, I am sad to say the area looks shabby, cigarette butts are in the tree wells, although trash is picked up regularly there is a general feel of moderate neglect in the central business area and it is unattractive and not fitting for our historic nature.

We can do better and although no one is in favor of taxes, having a tax targeted which is used for a direct investment in the area that is the bread and butter of OT is something Council should not step away from. It may not be popular, but it is necessary given the competition for tourist and recreational spending in the busy metropolitan area. Vote yes, Vote for an investment in the future of Alexandria. Thank you.

- Expected Response Date: Monday, June 19

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## Jackie Henderson

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**From:** Beth Gross via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Sunday, June 11, 2017 11:05 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122977: Mayor, Vice Mayor, City Council I am  
writing to ask the City Council to

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

A request was just created using **Call.Click.Connect.** The request ID is 122977.

### 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 "122977-8848E7".

- Name: Beth Gross
- Approximate Address: No Address Specified
- Phone Number: 703-864-7214
- Email: bethmgross@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am writing to ask the City Council to keep Founders Park a passive park and to remove it from the boundaries of the BID. Please note that the City's "Special Events Policies and Procedures" and the Waterfront Small Area Plan already states that events will not be approved in Founders Park. As well, the Olin group, hired by the city to create a plan for the waterfront also agreed to leave the park as a passive park.
- Expected Response Date: Monday, June 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

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**From:** Elizabeth Reno via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Sunday, June 11, 2017 7:45 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122970: Mayor, Vice Mayor, City Council at 402  
N UNION ST I am writing in response to potentially

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 122970.

### 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 "122970-H26GAC".

- Name: Elizabeth Reno
- Approximate Address: 402 N UNION ST (See [map below](#))
- Phone Number: 703 862 9092
- Email: liz.reno@comcast.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am writing in response to potentially include Founders Park in the proposed BID. As a neighbor of founders park, The Founders Park Association desires to keep Founders Park a passive park and to remove it from the boundaries of the proposed BID. The City's "Special Events Policies and Procedures" states events will not be approved to be held in Founders Park. The City recognized the value of maintaining Founders park as a public space free from events in the Waterfront Small Area Plan. Further, 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

In general, I am against the entire BID concept as it lacks clear direction and oversight, and I firmly oppose including Founders Park.

- Expected Response Date: Monday, June 19



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**Jackie Henderson**

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**From:** Vdashtara <vdashtara@aol.com>  
**Sent:** Saturday, June 10, 2017 2:40 PM  
**To:** City Council  
**Subject:** BAN THE BID

As a local business owner of 13 years and a destination store , I strongly oppose this unfair bill .  
Victor  
Dash's of Old Town

Sent from my iPad

**Jackie Henderson**

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**From:** Michele LeFrancois <michelelefrancois@hotmail.com>  
**Sent:** Friday, June 09, 2017 4:54 PM  
**To:** City Council  
**Subject:** OPPOSE THE BID

City Council-

Oppose the BID. I manage Van Bommel Antiek Haus at 1007 King St. We do NOT need an additional yearly tax.

Oppose the BID.

Thank you  
Michele LeFrancois

Sent from my iPhone

**Jackie Henderson**

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**From:** The Lamplighter Customer Service  
<customerservice@lamplighterlamps.com>  
**Sent:** Friday, June 09, 2017 3:50 PM  
**To:** City Council  
**Subject:** BID

We at the Lamplighter, who have been in business in Old Town since 1935, do not support the BID.

Thank You,

Roger Vasilas  
Proprietor  
The Lamplighter  
703-549-4040

## Jackie Henderson

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**From:** Joe Corey <joe113s4t@verizon.net>  
**Sent:** Friday, June 09, 2017 2:38 PM  
**To:** Allison Silverbberg; Justin Wilson; Jackie Henderson  
**Cc:** yvonneweightcallahan@gmail.com; Richard Platt; Hal HARDAWAY; marko1; Mabbett, Arthur; Desiree Judge; Ted Ciccone; Ed DiCampli; Fannon.Francis; Celia Booth; amandaone@verizon.net; Hburke@burkeandherbertbank.com; cavalier-antiques@gmail.com; philipmatyas777@weichert.com; Isin Ludlow; Tom Crowley; dgmprop@aol.com; michaelarmellino@cox.net; graham@rentlapel.com; kyong@fontainecaffe.com; adnan@alexandriacupcake.com; elaine stokols; Thomas McCaffery; Robert Rathe; Laurent Janowsky; Bert Ely; Kim Putens; Linda Couture; Howard Bergman; Frank Fannon; Rodg Digilio; Robert Ray; kpappva@gmail.com; Robert Test; Mark Yoo; Destefano, Ralph; Ayne Furman; Bryan Kirkes; La Fromagerie; meshe@restauranteve.com; Diva Designer Consignment; Jessica Hill  
**Subject:** Alternative to DRACONIAN bid

Jackie, please forward this to all members of the Alexandria City Council.

In talking to others I think I have a much better idea than a BID tax.

I propose, we establish the Old Towne Restaurant Association. It would be a voluntary group \$100/year membership open to any restaurant in Old Towne.

We can get together and come up with plans that work for us. We don't have to be taxed to pay for stuff we don't want. We don't have to get the permission of the City Council.

It gives us a voice against City Hall and it gives us the ability to discuss and tackle common issues.

I've been involved in other restaurant associations as have most of you.

This seems to me a far better approach than a BID Tax that is going to be controlled by Office buildings and parking lot companies.

If you are an opponent of the DRACONIAN, UNFAIR, COSTLY, UNCONTROLLABLE BID and like this idea let me know, I will set to organizing it.

## Jackie Henderson

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**From:** Gant Redmon via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, June 09, 2017 1:48 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122935: Mayor, Vice Mayor, City Council at 530  
KING ST As an office tenant for over 35 years un

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: Gant Redmon
- Approximate Address: 530 KING ST (See [map below](#))
- Phone Number: 703-684-2000
- Email: gredmon@rpb-law.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: As an office tenant for over 35 years under at least 3 different landlords at 510 King Street, I write to oppose further consideration of the BID. I have followed the email traffic, attended an early meeting at the AEDP, and have kept up with the recent flurry of articles and letters in the local papers.

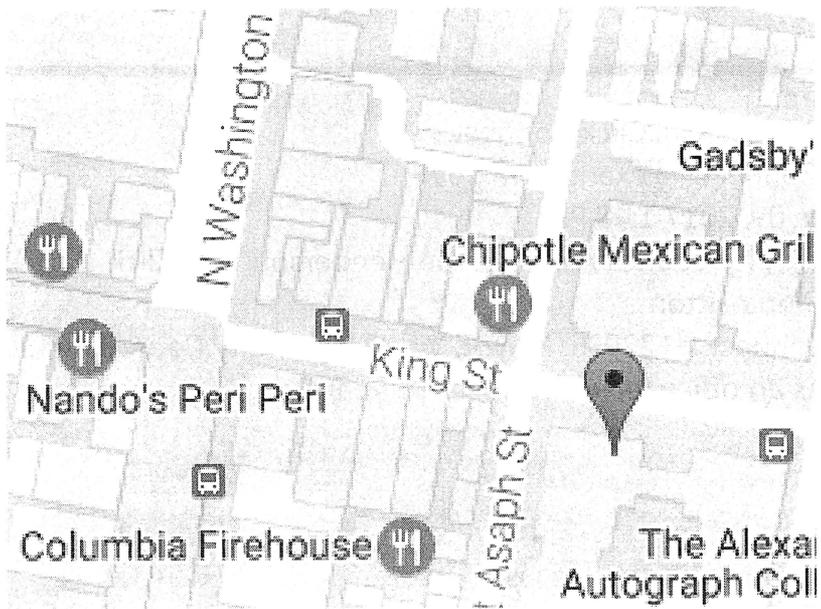
The BID diffuses responsibility and adds another layer of bureaucracy that we don't need at the local level. We vote for members of Council; we have numerous volunteer boards and commissions; the Chamber of Commerce, and the OTBA, not to mention other organizations, promote the business environment and provide services needed for a thriving commercial community. Additional taxes and overhead are not needed.

We are fortunate that we have a very natural and authentic "draw" for tourists and favorable geographic location for conducting business and providing a wonderful place of employment for our residents and employees who commute from other jurisdictions to jobs in Alexandria.

The long-range vision task force which I chaired in 1993-1995 dealt with many of the issues raised in recent discussions of the BID. Never did we contemplate the need for a separate body to deal with providing a favorable environment and creating additional activities to promote business in Old Town.

Others have stated the case clearly; I encourage you to not adopt the ordinance creating the BID and instead devote your time and attention to direct involvement in creating solutions to the perceived issues which proponents of the BID seek to address.

- Expected Response Date: Friday, June 16



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**Jackie Henderson**

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**From:** Judy Mabon <mabonj@comcast.net>  
**Sent:** Friday, June 09, 2017 1:18 PM  
**To:** City Council  
**Subject:** I OPPOSE the BID

Sent from my iPad

## Jackie Henderson

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**From:** Howard Bergman via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, June 09, 2017 11:33 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122922: Mayor, Vice Mayor, City Council Thank  
you for holding the open meeting o

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

A request was just created using **Call.Click.Connect.** The request ID is 122922.

### 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 "122922-54G87B".

- Name: Howard Bergman
- Approximate Address: No Address Specified
- Phone Number: 952-232-7220
- Email: [hjbergman51@gmail.com](mailto:hjbergman51@gmail.com)
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Thank you for holding the open meeting on the proposed BID. I have attached my comments.
- Attachment: [BID 4.1.docx](#)
- Expected Response Date: Friday, June 16

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

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101 Quay Street  
Alexandria, VA 22314  
June 9, 2017

Dear Mayor, City Council Members, City Manager,

I would like to express my appreciation for your public hearing on the proposed BID last Tuesday. The format provided equal opportunity for the proponents and opponents of the BID to express their views and to respond to comments and questions.

It is unfortunate that there were so few similar opportunities to have community discussions about the BID. That is, it is unfortunate that AEDP took the role of advocate for a small group of businesses when they could have provided the forum for community engagement generally.

During the meeting, you identified key issues with the proposed BID:

- The boundaries do not define an area where businesses share interests and would share equally in the benefits of the BID;
- The mission of the BID is undefined – it is not clear which problems the BID is intended to solve;
- It is not clear that the BID would solve the issues that Old Town businesses face.

I would add that Old Town is not a district that requires branding or identity creation. Nor is it a district that needs to be redeveloped.

In addition, I do not understand the desire to ‘privatize’ City functions in Old Town. Ms. Landrum likes to say that the BID will make decisions ‘democratically’. I might be old fashioned, but I do not find voting rights based on commercial property ownership to be democratic.

One thing was clear at the meeting. Despite AEDP’s efforts over the past twelve months, they have not demonstrated that Old Town businesses support the proposed BID.

As a result, the proposed special tax district should be rejected.

A question, then, is whether there is value in restarting the discussion around challenges facing Old Town businesses and possible solutions, and engaging the community properly.

Thank you for your consideration.

Howard Bergman

## Jackie Henderson

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**From:** Fay Hobbs-Carter via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, June 09, 2017 10:13 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122914: Mayor, Vice Mayor, City Council Dear  
Members of Council: I was una

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 122914.

### 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 "122914-E76HH2".

- Name: Fay Hobbs-Carter
- Approximate Address: No Address Specified
- Phone Number: 7034015407
- Email: fay@christmasattic.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Members of Council:

I was unable to attend this week's meeting but wanted to voice my support for the proposed business improvement district. I am one of the owners of the Christmas Attic, which has been in business since 1975. I've have also owned a building on Market Square for about 15 years. I live there full time and also rent out part of the building to two small businesses. We have seen a serious decline in foot traffic over the years, due in part to changes in parking policy and in part to a shift in shopping habits. We have also noticed that as more and more spaces become vacant, foot traffic in Old Town continues to drop.

As a member of Old Town Boutique District, I know far too well how difficult it is to run marketing and events on volunteers alone. While OTBD has done wonderful things to move Old Town forward and provide a brand for its boutique shopping district, our annual budget (supported by only 34 member stores) is nowhere near what is necessary to really make an impact and compete with all of the other wonderfully marketed districts in our region. And yet our members pay more than double what our annual BID tax would be, while restaurants, large offices, banks and hotels aren't paying into a marketing effort like ours. It is important that we step up and do something to stay competitive.

Old Town can compete as we have a unique historic district and a waterfront. As our neighbors have seen, a business improvement district can help better Old Town and ensure a stronger business community. OTBD was inventive at the time of its creation, before BIDs became as common as they are now. As we have seen with our neighbors and across the country, BIDs eliminate the free riders and require everyone in a business district to contribute. They can provide for a larger budget than OTBD could ever have and can have a much larger impact on our business community. I encourage you to support this initiative.

Sincerely,

Fay Hobbs-Manthey  
Proprietor, The Christmas Attic  
Thank you

- Expected Response Date: Friday, June 16

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## Jackie Henderson

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**From:** David Olinger via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, June 09, 2017 11:08 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122920: Mayor, Vice Mayor, City Council To the  
Mayor, Vice Mayor and Council mem

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

A request was just created using **Call.Click.Connect.** The request ID is 122920.

### Request Details:

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- Name: David Olinger
- Approximate Address: No Address Specified
- Phone Number: 703 535 3150
- Email: dsolinger@comcast.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: To the Mayor, Vice Mayor and Council members;

My wife and I would like to add our voices to those opposed to the Old Town BID. As residents living within the proposed district, we are not only concerned with possible future residential taxation issues, but perhaps more urgently and importantly, governance issues. As residents, we get to vote for members of the City Council and we entrust them to represent our interests and those of other citizens. If they don't we can vote them out of office. We don't want an unelected special purpose group making decisions for their benefit, that will affect our quality of life. Also, while a BID may be fine for large commercial properties, it is likely to cause rent increases and negatively impact the very small businesses who we would all like to see thrive here in Old Town.

Sincerely,

Mimi & David Olinger  
100 Prince Street

- Expected Response Date: Friday, June 16

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**Jackie Henderson**

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**From:** elaine stokols <ladylois38@hotmail.com>  
**Sent:** Thursday, June 08, 2017 7:57 PM  
**To:** City Council  
**Subject:** BID

To whom it may concern: my name is Elaine Stokols and I am one of the owners of the property at 606 King Street. I attended the meeting on Tuesday evening, and nothing that I heard at that meeting did anything to change my very strong opposition to the BID. My property will be within the boundaries of the BID, regardless of how the boundaries are reconfigured, and I still feel that the BID will do nothing to benefit my property, but will put an enormous financial strain on our family. According to our accountant, our taxes will go up over \$2000, essentially to help the waterfront development and to add another layer of bureaucracy including an overloaded board of directors and very high administrative costs. The better idea would be, as someone suggested, to wait and see how the waterfront planning and development progresses, before we proceed with another very expensive project, whose benefits may well be negligible to the vast majority of those of us included in this BID. I do hope the members of the city council will vote against the BID as it is currently structured. It was obvious to me that those in the audience were strongly against the BID and its tax structure. Thank you.

Sent from my iPhone

## Jackie Henderson

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**From:** George Demetriades via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Monday, June 05, 2017 9:48 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122582: Mayor, Vice Mayor, City Council I am writing in opposition to the Old To

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 122582.

### Request Details:

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

- Name: George Demetriades
- Approximate Address: No Address Specified
- Phone Number: 571-335-3101
- Email: gdemetch@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am writing in opposition to the Old Town BID as a former resident of Old Town and a current resident of Del Ray.

I've heard the arguments in support of the BID but they have been washed out by the fluorescent lights of corporate retail establishments that have taken over King Street. Based upon the taxes and fees the City imposes, they are the only businesses that can afford to move in. Indeed, these arguments are drowned out by the groan of a million dollar bus decorated to look like a trolley (which was also supposed to help the businesses on King Street, but didn't). The water taxis from National Harbor haven't done anything either. The arguments don't even soften the plink, plink, plink of expensive street parking that runs until 9:00PM each night – yet another City Council money grab which hinders the very businesses you purport to assist.

The BID would be another nail in the coffin of the King Street those of us who actually live here love. It is a street of history, character and charm. A place that is unique and known literally around the world. It is a place that others wish to emulate. Intentional or otherwise, and I haven't decided which, your taxing ways and misguided policies are turning King Street into another "Main Street"- type strip mall. Do we really want King Street to be the next Leesburg Outlets? Pass the BID and that's what happens. You do realize all of those concepts are based on what King Street used to be. Is that really what we want to turn our historic city into? Fluorescent lights and big box stores void of character or anything unique?

Look, I own a retail business in Arlington County. I'm glad my business is in Arlington. I have been in government and I have been a consultant. Now, I live in the margins. And until you live in the margins, you don't truly understand the impact a BID would have on these small businesses. With respect, you guys have difficulty running a city of 150,000 people on a three quarter of a BILLION dollar budget! Trolleys and water taxes and already too high taxes, which you have raised yet again – please, explain why should any of us should trust you with more money when the consequences of yet another tax are so clear?

I know your response is going to be "what do you propose, do nothing?" Not at all, just the opposite, in fact. Roll back the taxes, make parking reasonable, and do what City government is supposed to do – with the three quarters of a BILLION dollars that you already have.

George Demetriades

- Expected Response Date: Monday, June 12

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## Jackie Henderson

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**From:** Rich Kelly via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Monday, June 05, 2017 5:42 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122573: Mayor, Vice Mayor, City Council Hello  
AllThank you for all your hard w

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 122573.

### 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  
Thank you for all your hard work.

As we get closer to the Bid vote I wanted to express my support for the Bid to move forward.

I think it is very prudent to take the next step.

The work plan and budget step are crucial to see what the Bid will do and how it will be funded.

Based on the next step there is still time to vote it up or down.

When that vote comes we all would be better informed.

Thanks

Rich Kelly

Hard Times Cafe

Established 1980

- Expected Response Date: Monday, June 12

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**Jackie Henderson**

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**From:** Cindy McCartney via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, June 02, 2017 3:18 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122394: Mayor, Vice Mayor, City Council Dear  
Mayor Silberberg, Vice Mayor Wilson

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

A request was just created using **Call.Click.Connect.** The request ID is 122394.

**Request Details:**

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

- Name: Cindy McCartney
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: divaboutique@comcast.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor Silberberg, Vice Mayor Wilson and Alexandria Council Members:

Attached is the link to a petition with 120 signatures to date asking you to vote down the BID ordinance as proposed.

There are also quite a few comments from citizens and property/business owners on the petition.

<https://www.change.org/p/mayor-silberberg-to-the-mayor-and-council-vote-down-the-bid-tax-in-old-town>

Thank you for your consideration.

Cindy McCartney, Owner, Diva Designer Consignment

- Expected Response Date: Friday, June 9

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](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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**BAN THE BID IN OLD TOWN ALEXANDRIA**



~BAN THE BID~  
AN ADDITIONAL  
10% TAX ON  
OLD TOWN  
BUSINESSES IS  
NOT WHAT WE  
NEED NOW

**BAN THE BID IN OLD TOWN ALEXANDRIA**

**120**

Supporters

To Mayor Silberberg, Vice Mayor Wilson and Alexandria City Councillors:

We, the undersigned, DO NOT support the proposal as written for the establishment of an Old Town Alexandria BID (Business Improvement District).

It should not be incumbent on business owners to fund cleanup, marketing and programming for the City. Residents would not be assessed additional taxes, (unless they volunteer to pay them to become a "Class B" voting member of the BID) absolving them of the financial burden of funding the proposed goals.

Businesses currently pay business property taxes as well as a business license fee, already hefty burdens. Another tax would be a strain on small businesses which already run on a very small margin. A reallocation of these taxes and other financial support from within the present City budget should be looked at to fund the BID program in lieu of added assessments on business owners. Old Town is a different City model commercially in that Old Town's business and commercial property owners number 700-800 individuals. This is significantly different than other local entities with BIDs which are comprised of much fewer parties.

The 20-25 member board as proposed is too large to accomplish tangible results quickly. Also, the significant "administrative" costs of personnel, rent and equipment budgeted at \$355,000.00 for the year are excessive. Though this would be a 501c6 corporation, another top-heavy organization, this time funded solely by the City's businesses, is not what Alexandria needs at this time. We want Alexandria's small, independent businesses to survive and not be choked out by tax bills. Let's not let Old Town become the next Georgetown.

Thank you very much for your consideration.

**This petition will be delivered to:**

- **Mayor of Alexandria, VA**  
Mayor Silberberg
- Vice Mayor Wilson
- Alexandria City Council

---

[Read the letter](#)

Letter to

**Mayor of Alexandria, VA** Mayor Silberberg

Vice Mayor Wilson

Alexandria City Council

TO THE MAYOR AND COUNCIL: VOTE DOWN THE BID TAX IN OLD TOWN

[OK](#)

**BAN THE BID IN OLD TOWN ALEXANDRIA** started this petition with a single signature, and now has 120 supporters. Start a petition today to change something you care about.

[Start a petition](#)

## Updates

1. 1 month ago  
100 supporters
2. 2 months ago  
Petition update

---

### Ban the BID Petition on change.org update

Dear Signers: First, thank you for your support. We presently have 71 signatures on this Ban the Bid petition, but in order to send it to the Mayor and Council we should have AT LEAST 100 signatures. Please help us...

3. 2 months ago  
50 supporters
4. 3 months ago  
BAN THE BID IN OLD TOWN ALEXANDRIA started this petition

## Reasons for Signing

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If this is adopted:

- 1) City hall once again will have dodged its responsibilities.
- 2) Businesses, and residents, are already taxed enough.
- 3) The purpose of this BID seems to have morphed.
- 4) The process by which it's reached its present state is flawed, e.g., dissolving of the Waterfront Commission subcommittee on it when the public asked reasonable questions.
- 5) Council's approval of \$25K to "study" it.
- 6) ..... and more.

Hal Hardaway

James Hardaway, Alexandria, VA



Petition to Supervisor Angie Carpenter

**No Meters in Bay Shore**

We who sign this petition are speaking with one voice in opposition to the proliferation of parking meters...

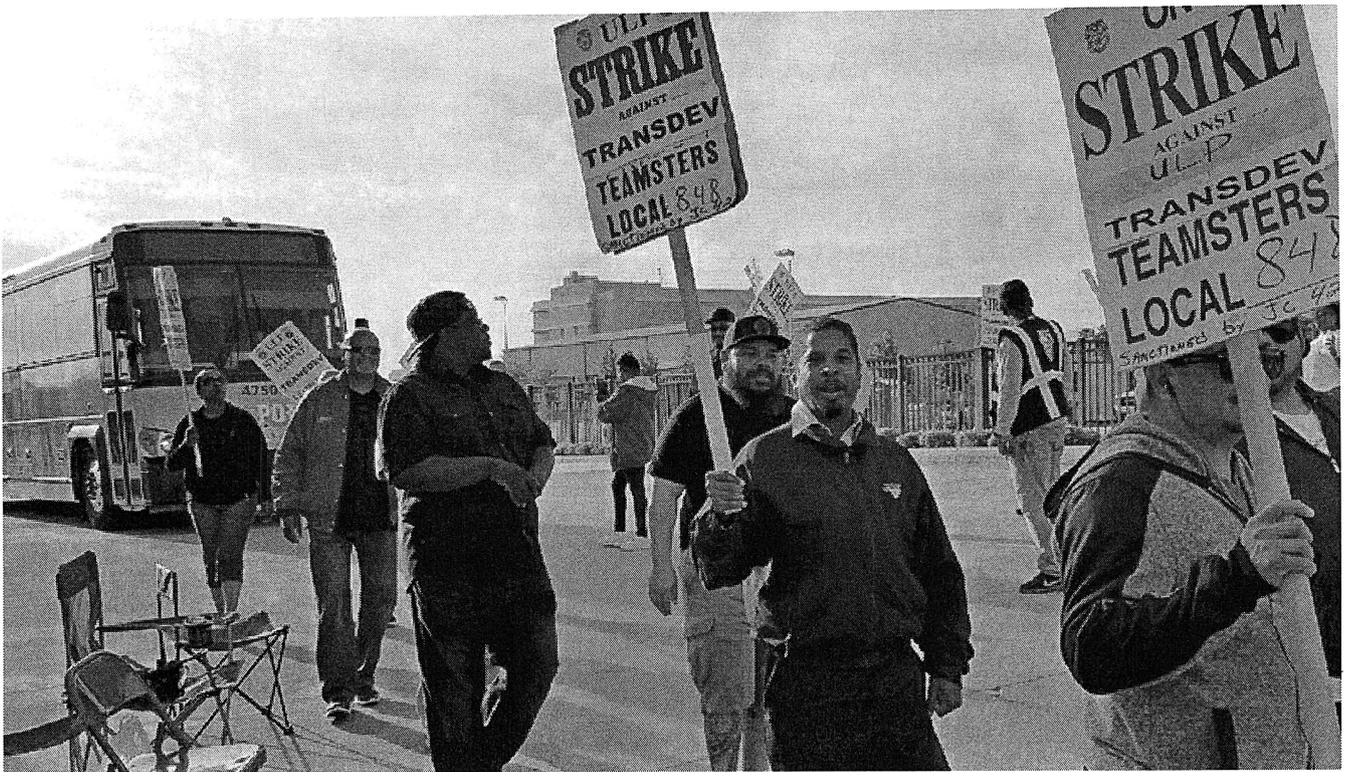


**mary louise cohen**

2K

supporters

**Promoted by 4 supporters**



Petition to AVTA Executive Director Len Engel

**Tell AVTA: Stop breaking labor laws! Demand a fair wage and affordable health insurance!**

AVTA/Transdev, the for-profit corporation hired to run bus service in the Antelope Valley on the cheap...



**Teamsters Local 848**

75

supporters

**Promoted by 11 supporters**

## Jackie Henderson

---

**From:** Charlene Nieman via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, June 02, 2017 5:16 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122409: Mayor, Vice Mayor, City Council Dear  
Mayor, Vice Mayor and Council Membe

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 122409.

### 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 "122409-62G47B".

- Name: Charlene Nieman
- Approximate Address: No Address Specified
- Phone Number: 703-795-9519
- Email: charlenelnieman@yahoo.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor, Vice Mayor and Council Members,

I write in total opposition to creating an Old Town Bid. My family has owned a building in the 1200 block of King Street since roughly the late 1920's and until my father passed in 2003 had a small family run business. That building and the rent that is generated from one store and one apartment is my elderly and chronically ill mother's sole source of income. I recognize that is not in itself a good enough reason, I have more.

1. The taxes we pay are already substantial and this would be an unfair burden placed solely on commercial property holders without an option of "voting" in to become part of the BID.
2. Since we are in Old Town everything must be approved by the BAR. Our repairs and maintenance are significantly more expensive than average BID districts and this will place yet more costs.
3. I get the sense that many people think that by owning these buildings you must have deep, deep pockets or are owned by large corporations. I quote from an e-mail that was on a local list serve (Rosemontmoms) quoting an Old Town resident, Ms. Vergason. See below for quotes and I am happy to provide the full e-mail. I don't believe this should fall only on commercial owners, who frequently also are City residents too.

"4) For home owners, a vibrant community will likely lead to a rise in property values throughout Old Town.  
5) Most importantly, the BID will have ZERO cost to residents! It will be funded completely by commercial properties and their tenants located within the proposed district."

4. The overhead costs and not knowing who will be charged and who has authority and oversight is too expensive and unclear. It appears that this is being pushed through by select groups/individuals and they have not been collaborative and transparent and are rushing to push this through.

I recently came upon a photo and letter that was sent to my father back in the early 2000s. It was from a German tourist who had visited Alexandria, VA back in the late 1990's. Several years later, he wrote to my father (they may have been corresponding previously, but upon reading the letter I did not get that sense). He updated my dad that he had recently been married, he still loved the boots he had bought from the store, and he enjoyed his visit and the time they spent talking that day. That is what Alexandria is about. It's those small businesses and

people that make us unique. It's providing high quality and desirable goods and/or services with small town charm and hospitality. Yes, we all want things to look nice, and it does now (always room for improvement) and we will continue to make that a priority paid in a more equitable fashion and work together to do so. It's who we are.

Please vote no for the Old Town Bid at this time. Small business owners and property owners will thank you. It's just too much, too fast in a time where taxes (we are also residents) are increasing, the sewage issues and those costs will be hefty, CIP for schools. It's too much at this time. We won't defer keeping Old Town charming, we'll plant the flowers and keep up our blocks. Old Town is doing well, we don't have the unoccupied/vacancy problem that people were talking about late last year. People and businesses are coming and want to be here. There's already groups and city services doing much of what the BID would do. Let's not duplicate and spend money raised on the backs of small business to pay some administrator to hire consultants to do an ad plan or discuss sidewalk signs, and creating events. We already do that.

Thank you for your time and consideration of this letter. I am happy to discuss further if requested.

Sincerely,  
Charlene Nieman

- Expected Response Date: Friday, June 9

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

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**From:** Danielle Romanetti <danielle@fibrespace.com>  
**Sent:** Friday, June 02, 2017 5:42 PM  
**To:** City Council  
**Subject:** BID opposition

It has become more and more obvious that those restaurants and retailers opposing the BID are those that are struggling most while those that are somehow surviving on their own marketing power are in support of the BID. A quick glance at the circulating letter of opposition is a litany of older property owners who don't provide basic upkeep on their aging buildings and have little to no interest in improving our business community OR they are restaurants and retailers who are struggling to survive. For these businesses to succeed and rise with the rest of us, they must either become savvy on their own and be able to pull in regional beltway traffic to their stores as I do (and others on King who are prospering) or they must benefit from the traffic that can be brought with solid marketing and branding of OT through a BID. Without a vibrant and activated business district, those businesses will not survive. The BID tax is the least of their threats. If an annual tax of \$500-\$700 a year is enough to put them out of business, as they claim, I would have serious concerns as to their viability in the first place. The fact remains that our retail and restaurant spaces are not suited for big box stores, and we have almost no risk of becoming "cookie cutter" like other business districts as no national chain will fill even 917 King Street, which is essentially a rectangle of space on a prime block with off street parking across the street. Yet it remains vacant. Why? Because it isn't large enough for a chain yet is too large for a start up retailer who has to pull in all of their business with their own marketing power. The only vacant retail space that a national chain would even consider is the European Country Living building. Take one of the loudest opponents of the BID, a woman who tried to start a merchant association a few years back, proposing to pay herself \$100,000 in salary. She also was one of two to start the Old Town Boutique District, then left in a huff when a trade publication didn't credit her as one of the people who started it. It is interesting that after she wasn't invited to be on the exploratory committee, she decided to become an opponent of something she most certainly wanted to create in the past. In addition, I thought you should know that she has no intention of even continuing to do business in this town:

<https://www.bizbuysell.com/Business-Opportunity/Popular-Women-s-Store-in-the-Heart-of-Old-Town/1376847/?d=/wEFSCUyZnZpcmdpbmlhJTJmYWxleGFuZHZpYS1idXNpbmVzc2VzLWZvci1zYWxlJTJmJTNmSUzZCUyZndFRkEyNDZUSUzZCUzZA==>

Take a look at those gross sales. If her COGS is half (which is generous), she is clearing \$200,000 before she starts to pay rent and employees. This isn't her job, which is clear from those basic financials. For how many of the letters you receive is the owner of the business actually running a business where they have some interest in improving their sales and the future of our business district? Opposing an additional fee is easy if you aren't profiting from your business in the first place. But for those of us who actually pay ourselves and our mortgages with our businesses, we know that a \$500-\$700 BID tax is an absolutely ridiculously low amount of money for what benefit we would receive. Because we are doing that work now. We are doing the marketing. We are pulling in the customers. We are surviving and prospering despite the abysmal appearance of our streets, the lack of coordinated events, holiday decor or activation. Despite the fact that virtually every business district around us does a better job of attracting beltway traffic, we are surviving and we know that we can do better. For those of us who want to make money and contribute even more to our tax base through retail and restaurant sales tax, a BID is obvious. Let's stop talking about surviving and start talking about thriving. And maybe the people who know best how to do that are the ones already doing it in this town.

----- Danielle Romanetti Owner fibre space | fibrespace.com  
1219 King Street  
Alexandria, VA 22314  
phone 703-664-0344 | Instagram fibrespace Find us on Ravelry: Fans of fibre space

**Jackie Henderson**

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**From:** laraine healy <lmhealy@msn.com>  
**Sent:** Wednesday, May 31, 2017 2:29 PM  
**To:** City Council  
**Subject:** BID

Wanted to reconfirm our position regarding the BID. Only 3 council members responded to our original email.

Please vote NO for the BID. Small business can not sustain the costs of trying to make A living in Old Town. I don't see any reason for the BID, it seems very redundant.

Just another expensive entity that can't manage a budget. Once in place, the tax will Only increase. We don't need hanging flower baskets and banners. Every business

Should take care of their own property. On another note, the city needs to fix the Roads in Old Town, they are in terrible condition.

Thank you,

Todd and Laraine Healy  
Small business owners

Sent from my iPad

**Jackie Henderson**

---

**From:** elaine stokols <ladylois38@hotmail.com>  
**Sent:** Wednesday, May 31, 2017 12:28 PM  
**To:** City Council  
**Subject:** BID TAX

To whom it may concern: I am writing you once again to express my strong opposition to the BID tax which you are considering as a way to raise money to assist in maintaining Old Town as a shopping and tourist mecca. My name is Elaine Stokols and I am one of the owners of the property at 606 King St. which is currently leased to Brueggers Bagels. We are paying over \$14,000 in real estate taxes for 2017. An additional tax to support the BID will be a tremendous hardship for us as small family owners. Assuming that the taxes, currently being paid by the property owners within the BID, are not being diverted to promote other businesses in other parts of the city, the revenues, which we pay, should be able to properly maintain and promote the Old Town corridor without an additional tax. I expect the members of the city council to hear our voices and oppose this tax. Thank you. Elaine Stokols

Sent from my iPhone

**Jackie Henderson**

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**From:** marko1 <marko1@bellsouth.net>  
**Sent:** Wednesday, May 31, 2017 12:49 PM  
**To:** City Council  
**Subject:** End the proposed BID now!

May 31, 2017

**To: Alexandria City Council**

**Re: No to the Proposed BID**

Please do not provide any further taxpayer funds to be spent by the BID organizers to try to develop a plan, as **no BID is needed at all**. Apparently you have already spent, and now you are considering spending more of all City taxpayers money and then, if allowed to proceed, the BID would be an **unnecessary additional tax on all property owners with in the proposed BID area**, both residential and commercial. No to more bureaucracy. Also, if you provide funds to the BID organizers, then shouldn't you provide matching funds to the opposition? Please **Vote No** to any further money or consideration of the BID and end this now.

Thank you,

Mark Olivola

Owner: The Ice House office building, 110 South Lee Street  
910-617-5617

## Jackie Henderson

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**From:** Patricia Harris via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Tuesday, May 30, 2017 6:03 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122103: Mayor, Vice Mayor, City Council This is  
regarding the upcoming considera

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 122103.

### Request Details:

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

- Name: Patricia Harris
- Approximate Address: No Address Specified
- Phone Number: 7034725439
- Email: pshrealtor@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: This is regarding the upcoming consideration of a B.I.D.

Last weekend we walked King Street (from Metro to the Waterfront) to see exactly what types of stores and how many retail spaces are vacant along the street. There's currently twelve " For Lease" Signs on King. All of them except just one on the West Side of King.

I see plenty of activity on the East side of King (testament of this there's only One store vacant on that side) but it is apparent the stores on the West side are more prone to failure or turn over due to probably less foot traffic.

I have seen more stores on the west side since I moved to the area (20+ years ago) which is encouraging, but unfortunately, those are still lagging behind lacking the vibrancy necessary to make them flourish. Much more effort has been put onto servicing the waterfront in the form of events throughout the year.

From what I have read (I might be wrong) there is no clear direction nor a plan on how an extra tax will benefit the Westside. I assume there has been "studies" but apparently it will be left to a group of business to decide how to use that revenue.?

I mention the West side because the East side seems to be doing fine (only one vacant sign) plus all the new development on the waterfront which will only improve the foot traffic for those in the East.

I am quite concerned about adding another burden to the mom and pop shops without a clear direction and furthermore the unequal treatment of those businesses by the current City event planning as it is thus far. Perhaps zoning needs to be more relaxed and allow Airbnb type use on the east side to allow and encourage tourist traffic to that area??

Without a clear plan, one that is based on facts such as "return on investment" for that revenue I have to say at this time that I oppose this new added tax.

Sincerely

Patricia Harris

- Expected Response Date: Tuesday, June 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**

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**From:** Glynn Jones Salon <glynnjonessalonoldtown@gmail.com>  
**Sent:** Tuesday, May 30, 2017 3:45 PM  
**To:** City Council  
**Subject:** Fwd: draft of BID letter

To whom it may concern,

My name is Anthony Hughes, and I'm the owner of Glynn Jones Salon at 720 King Street. We have operated a successful business in Old Town for close to fifteen years. I am writing to express my opposition to the proposed Business Improvement District tax. We already pay a significant amount of taxes that are supposed to go towards many of the services proposed by the tax increase. We also feel that a business tax should be to support businesses, and not the 43-60% planned for office spaces. There does not seem to be a clear plan, even, for what this tax will be used for. I have lived and worked in Old Town for quite some time and want the best for this community, and I do not see this tax benefitting us. We understand that half a million dollars will be allocated to planning events in Old Town. Events like parades and art shows that block off the streets already hurt our business by making the salon inaccessible on our busiest day, Saturday. Most of our clients do not like to come in when there is no convenient parking, and the clients who do come in during these events express frustration at them. We do not feel we need more of the events. Ultimately, we are against being taxed when there is not a clear plan for how the money will be spent or how it will benefit us, especially when we will have no say in the matter. It seems that this tax will simply fund the bureaucracy. We are a small business that employs many people who depend on us for their livelihood- excessive taxes to us hurt them the most when the cost inevitably cuts the money we have to pay them. We appreciate you taking the time to read this message.

Anthony Hughes

Glynn Jones Salon

(703)549-4000

720 King Street

## Jackie Henderson

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**From:** Howard Bergman via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Tuesday, May 30, 2017 3:24 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122082: Mayor, Vice Mayor, City Council With  
regard to the proposed Old Town BID

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 122082.

### 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](mailto:hjbergman51@gmail.com)
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: With regard to the proposed Old Town BID, proponents of the BID assert that most Old Town businesses want it; opponents assert that most do not. It would be helpful to the discussion if we actually knew which businesses have expressed support for the proposal and which have not. Could you provide a current list that could be updated as needed? Thank you.
- Expected Response Date: Tuesday, June 6

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](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Jackie Henderson

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**From:** Chuck Johnson <cjohnson@adoptioncouncil.org>  
**Sent:** Tuesday, May 23, 2017 10:50 AM  
**To:** City Council  
**Subject:** BID Comments

Dear Alexandria City Council,

As the president and CEO of the National Council For Adoption (a property owner subjected to the proposed BID), I would like to formally express my opposition to the Business Improvement District. Like many of the dozens of associations based in Old Town, NCFA is a non-profit organization and this new tax would put a great burden on our annual budget, as we already pay an enormous amount in property taxes. Additionally, we in recent years, we have invested thousands of dollars annually maintaining/beautifying our own property both inside and out, including regular clean up the city sidewalk and around the city trash can and bus stop in front of our building. The proposed BID disproportionately benefits certain types of commercial businesses while creating an unnecessary burden on organizations like the National Council For Adoption and the countless other non-profits and associations that fall into this zone. There is already enormous expense associated with operating an organization in the Old Town area that new tax burdens only makes that burden more difficult. NCFA vehemently opposes the new proposed tax.

Please do not move forward with the proposed Business Improvement District.

### **Chuck Johnson**

President and CEO

National Council For Adoption

225 N. Washington Street

Alexandria, VA 22314

T: 703.299.6633 | F: 703.299.6004

[www.adoptioncouncil.org](http://www.adoptioncouncil.org)

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## Jackie Henderson

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**From:** Yvonne Callahan via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Saturday, May 20, 2017 12:18 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #121449: Mayor, Vice Mayor, City Council Dear  
Madam Mayor, members of Council, an

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 121449.

### Request Details:

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

- Name: Yvonne Callahan
- Approximate Address: No Address Specified
- Phone Number: 703.508.1623
- Email: yvonneweightcallahan@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Madam Mayor, members of Council, and Mr. Jinks,

I wish to express my extreme consternation at the City's announcement--released late yesterday-- concerning the proposed public work session to hear a presentation and discussion of the Old Town BID proposal. The news release states that "While the meeting will not include a public comment period, City Council will hear from panels consisting of both BID proponents and those with concerns or opposed to a BID."

Please note that the Board members and Officers of Old Town Civic Association endorse this letter.

I find it very offensive to the citizens as a whole that someone will cherry-pick which citizens described as "concerned" or "opposed" to the BID will be chosen for the panel while other citizens equally concerned or opposed are muzzled. That is no way to treat Alexandrians.

The June 6 event is billed as a "public work session". If the idea behind holding a public work session is to prohibit all but a few pre-selected citizens to speak and state their opinions is simply not fair to other citizens.

Who picks the opponents? No matter who does, you are opening yourselves up to charges of favoritism and stacking the deck. Why not let the citizens just have their say that evening, however long it might take?

Right from the start, this BID process has been pushed with virtually no means by which those concerned about or opposed to the BID have been given a voice. I was twice told that I could not attend two meetings where the BID was being discussed. The only meeting at which members of the public could speak was held at 4:00 in the afternoon, which is not a good time for people who are still at work.

Residents as a whole have been completely excluded from the decision-making process, even though anyone living in or near the BID district will be affected by the BID.

This BID is an outgrowth of a Waterfront Commission subcommittee on Governance, and has seen very little daylight from the beginning. Throughout the entire process, the BID has grown in size and complexity. It desperately needs much more consideration in an open, public forum in which an exchange of views can be had,

not less.

Alexandria prides itself on its public input--we all know many issues of importance (and some rather unimportant ones) are debated, and considered, and reconsidered, over a period of many meetings and public hearings. Why then the decision to allow only a pre-arranged number of citizens to be heard on the BID June 6?

I sincerely believe that this format is going to result in a very unruly meeting, with a lot of irritated citizens objecting that their voices are not being heard.

I respectfully urge you to change the format for this meeting before the picket signs start to be designed. Let ALL citizens who attend the meeting speak.

Better yet, I respectfully urge you to cancel this meeting, make arrangements for an open house to be held by the BID proponents where all members of the public are invited to speak, followed by at least two public hearings before Council. All meetings should follow the traditional adherence to legitimate and conventional governance processes rather than through the silencing of the citizenry by picking speakers in advance.

Thank you.

Yvonne Weight Callahan

- Expected Response Date: Tuesday, May 30

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## Jackie Henderson

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**From:** Sandra Levy via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, May 19, 2017 10:20 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #121402: Mayor, Vice Mayor, City Council I am  
writing to oppose the establishment

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 121402.

### Request Details:

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

- Name: Sandra Levy
- Approximate Address: No Address Specified
- Phone Number: 703-683-1587
- Email: [sslevy@yahoo.com](mailto:sslevy@yahoo.com)
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am writing to oppose the establishment of the Old Town BID. I am a long-time Alexandria resident and have a business, Alexandria Myotherapy, Inc., at 333 N. Fairfax St. We have been at this address since 1996 where we have managed to help our employees make a living while paying a rather hefty overhead. We attract our clients to Old Town because we run a good business. The BID will do nothing to improve our business and will harm us by increasing our overhead. There are many good reasons to oppose the BID and they have been laid out in the newspapers by many people, so I will not repeat them. I will just say that the creation of a board that is in effect an unelected taxing board that, if history is any guide, will never go away no matter its results, is of great concern, and that if Council is interested in maintaining a business district that is open to small, independent businesses, it had better vote this down.
- Expected Response Date: Friday, May 26

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## Jackie Henderson

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**From:** Kyong Yi via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Thursday, May 25, 2017 12:11 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #121833: Mayor, Vice Mayor, City Council Dear Mayor, Vice Mayor and the City Coun

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 121833.

### 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 "121833-5DHEG5".

- Name: Kyong Yi
- Approximate Address: No Address Specified
- Phone Number: 5712289290
- Email: kyong@fontainecaffe.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor, Vice Mayor and the City Council,

I am writing to you again to stop the BID from being created on your next meeting. I have heard back from the Mayor, Vice mayor, John, and Nancy(Paul) about your support or against for the BID creation but have not heard back from other council concerns me (local resident and a small business owner in old town) as to if they care about the community or issues concerning the local small business owners.

I want to point out that the AEDP has been very good with the task of presenting Old Town BID and supporting it as it was directed and funded by the City. But if both the AEDP and the Visit Alexandria have been putting the same effort as they have on the BID as to their real mission, would the city be in this situation where some of the business owners are asking the city to tax themselves to help and support the local businesses?

I am asking the City Council and the City Manager to take a good look at the budget and it's allocation to see if the money is being spending wisely and who is keeping a tap on these agencies?

Expenditures By Program (FY2015 Actual) (FY2016 Approved) (FY2017 Approved) (\$Change 2016-2017)  
(%Change 2016 -2017)

Visit Alexandria \$3,204,845 \$3,187,274 \$3,206,909 \$19,635 0.6%

(AEDP) \$1,463,277 \$1,592,175 \$1,688,093 \$95,918 6.0%

(SBDC) \$279,225 \$273,221 \$295,561 \$22,340 8.2%

Other Agencies(??) \$224,025 \$274,930 \$299,930 \$25,000 9.1%

Total Expenditures \$5,171,371 \$5,327,600 \$5,490,493 \$162,893 3.1%

Expenditures by Fund

AEDP: Mission-The mission of the Alexandria Economic Development Partnership (AEDP) is to promote the City of Alexandria as a premier location for businesses by capitalizing on its assets including multiple Metro stations, historical character, and riverfront location in order to enhance the city's tax revenue and increase employment opportunities.

Vision- The Alexandria Economic Development Partnership (AEDP) envisions that Alexandria should be a vibrant, creative, and diverse city where large and small businesses can locate and grow while enhancing the community's quality of life.

Visit Alexandria:

Mission:

To generate tourism and meetings that increase revenues and promote the City of Alexandria and its assets.

Thank you for your consideration.

Kyong Yi

Local resident and small business owner.

- Expected Response Date: Friday, June 2

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

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**From:** David Morgan via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Thursday, May 25, 2017 2:05 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #121842: 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 121842.

### 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 "121842-5AGHBA".

- Name: David Morgan
- Approximate Address: No Address Specified
- Phone Number: 571-355-2992
- Email: morganddsmd@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am a business owner in Old Town Alexandria (commerce st) and recently became aware of the attempt to create a BID for Old Town. I am concerned about the cost this imposes in perpetuity. I don't see the benefit for the cost.
- Expected Response Date: Friday, June 2

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](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Jackie Henderson

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**From:** Meshelle Armstrong via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Thursday, May 25, 2017 5:24 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #121874: Mayor, Vice Mayor, City Council Dear  
Mayor and City Council,As a resid

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

A request was just created using **Call.Click.Connect.** The request ID is 121874.

### Request Details:

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

- Name: Meshelle Armstrong
- Approximate Address: No Address Specified
- Phone Number: 7033716992
- Email: meshe@restauranteve.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor and City Council,  
As a resident and business owner I would like to voice my opinion.  
We are opposed to the BID as it is currently proposed. There are alternative solutions that I would be happy to support.  
If you would like to discuss these alternative with a group of small businesses. We are confident there is a middle ground.

Many thanks,  
Meshelle Armstrong,  
EATGOODFOODGROUP  
Restaurant Eve  
Eamonn's a Dublin Chipper  
PX  
Society Fair  
Hummingbird.

- Expected Response Date: Friday, June 2

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**

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**From:** Benjamin Umansky <ben@crgelato.com>  
**Sent:** Thursday, May 25, 2017 7:34 PM  
**To:** City Council  
**Cc:** 'David Umansky'; 'Raquel Umansky'  
**Subject:** Old town BID Tax

Dear City Council Members,

As a small business owner, we oppose the Old Town BID Tax, it will raise our expenses and product costs creating additional empty stores in Old Town. This new tax will aggravate the already difficult economic situation of small businesses and the future of our town.

Regards,

Benjamin Umansky

**Casa Rosada Artisan Gelato**  
*[ben@crgelato.com](mailto:ben@crgelato.com) / (703) 349-1001*  
*111 South Payne St. / Alexandria, VA 22314*



## Jackie Henderson

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**From:** Mary C. Ray via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Sunday, May 28, 2017 12:52 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #121983: Mayor, Vice Mayor, City Council at 400  
PRINCE ST People come from all over the world to e

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 121983.

### 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 "121983-3GCC6G".

- 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: People come from all over the world to experience the unique historic beauty, ambiance and events of Alexandria. I choose to live and work here, because of the preserved historic aspects of our city and the walkable access to many services.

As a resident and a business owner within the proposed BID, I am concerned that this BID has not been created based on discussions between more of those who actually live and work in this district. Many still do not even know of the existence of this proposal.

BID proponents claim they based this proposal on local BIDs citing the Rosslyn BID as one to emulate. In Rosslyn, the BID now also taxes residents within the district. Most small business owners do not want another cost added to the already high cost of operating here. Do the citizens of Alexandria who live within the BID truly want another tax?

City Council voted in a tax increase of \$.057 on \$100 . Alexandria now matches Fairfax Co. as the highest base tax rate in Northern Virginia. By adding in another tax this BID dissuades young creatives from coming to work and create in our City and small businesses from staying. To quote Bill Reagan, "Small businesses are big contributors to City economy". Why drive small business away?

This BID will be a non-representative governed entity. There are 734 commercial properties owned in the BID. The 40 property owners with most valuable property will have controlling voting power with 1 vote for every \$1000 paid in BID tax. This proposal is anti-small business and anti-small property owners.

BID supporters claim we need more events in our City to create more revenue. More events will be counterproductive as they will lead to conflicts with the resident's interests (like parking and nighttime noise), a diminishment of residential property values and in time an overall reduction in property taxes collected for the City's needs.

Let's review:  
This BID's objectives are poorly defined.

It will first tax businesses then, if Rosslyn BID is their model, tax residents whether we like it, can afford it, or not. It will hire and pay someone who does not know and love our town who could tell us a few years and way too many dollars from now, what to do to create more revenue.

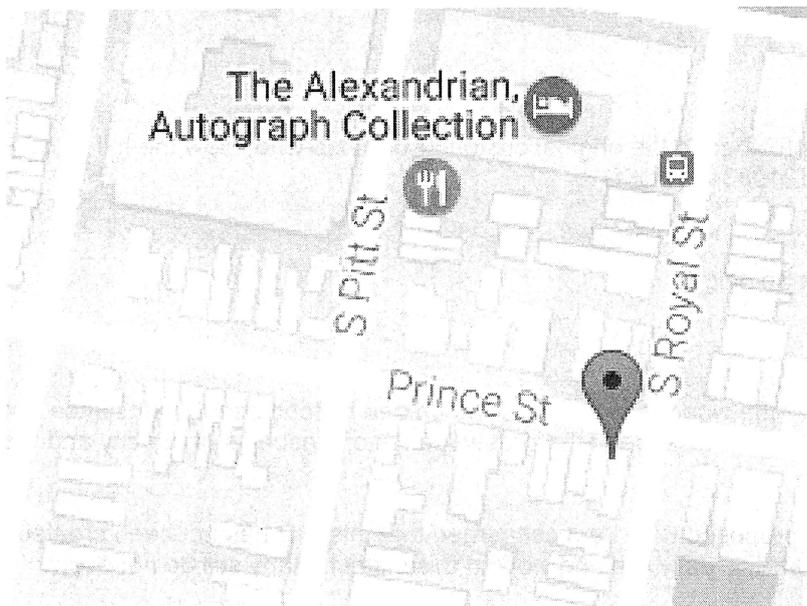
How does this make sense?

Many of the BID proposed services are already being performed by City funded entities. Why not allow the use of a larger city owned meeting place and support a voluntary organization to make proposals to the city as to how to improve the business district? Voluntarily formed, voluntarily joined, voluntarily run, and voluntarily funded.

I hope City Council members consider the heavy burden of the new tax increase, the non-representative nature of this BID, the damage it will cause to small businesses, and vote this down.

The last thing we need is another tax for undefined services we do not need and did not request.

- Expected Response Date: Tuesday, June 6



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## Jackie Henderson

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**From:** Michele Ward via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Thursday, May 18, 2017 4:35 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #121366: Mayor, Vice Mayor, City Council My  
name is Michele Ward, owner of Princi

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 121366.

### Request Details:

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

- Name: Michele Ward
- Approximate Address: No Address Specified
- Phone Number: 703.739.9326
- Email: info@principlegallery.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: My name is Michele Ward, owner of Principle Gallery at 208 King Street. As a small business owner in Old town for over 23 years, I very much oppose the proposed Old Town Bid. I believe it will drive out small businesses like myself and degrade the uniqueness of Old Town. I understand the concept of a Bid and why many cities would benefit, but I don't believe that the proposed services are necessary for our city and would place a harsh burden on some of our most unique and charming small businesses. It would be a shame to turn Old Town into Georgetown.

Thank you.

Michele Ward

- Expected Response Date: Thursday, May 25

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

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**From:** Jessica Hill via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Thursday, May 18, 2017 3:11 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #121355: Mayor, Vice Mayor, City Council I am  
writing out of concern over the new

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

A request was just created using **Call.Click.Connect.** The request ID is 121355.

### 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 "121355-GB4758".

- Name: Jessica Hill
- Approximate Address: No Address Specified
- Phone Number: 5712444574
- Email: jessicaleahill@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am writing out of concern over the new BID tax proposal. As a home owner and a small business owner here in Old Town I feel there are too many tax increases this year. My home and my business are both seeing a significant increase but especially if the BID is implemented. 10 cents on every \$100 property tax that the BID proposes is excessive. I'm not entirely opposed to the concept of the BID tax but the tax rate you are discussing is simply too high.  
I also think there ought to be additional public hearings to address this. As a dentist, I'm not associated with the restaurants or boutiques so I've had to search very hard to find information and I feel my voice is not being heard. Please reconsider implementing this tax.  
Jessica L Hill DMD  
home: 233 N West St  
business: 124 S West St Suite 100
- Expected Response Date: Thursday, May 25

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](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Jackie Henderson

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**From:** Joe Corey <joe113s4t@verizon.net>  
**Sent:** Monday, May 15, 2017 4:03 PM  
**To:** Allison Silverberg; Justin Wilson; Jackie Henderson  
**Subject:** Fwd: Opposition to proposed BID

Please share my views with all involved with this issue

Sent from my iPhone

Begin forwarded message:

**From:** Joe Corey <joe113s4t@verizon.net>  
**Date:** May 15, 2017 at 3:44:59 PM EDT  
**To:** Allison Silverberg <allison.silverberg@alexandriava.gov>  
**Subject:** Fwd: Opposition to proposed BID

Sent from my iPhone

Begin forwarded message:

This bid if passed will raise your rent in ways you haven't thought of. Old Town has a marketing organization that is efficient, professional, and tested. VISIT ALEXANDRIA. It costs us nothing more than it does today. Ask what a bid director and their staff makes. Their budgets are in the \$1,000,000's MILLIONS. AND THEY DON'T GO AWAY. These bid directors make in excess of \$200,000 per year. That's more than a lot of us make. I will not vote to have my rent increased. If your landlord could NOT pass this charge thru to us, do you think they would go for it? Doubtful. Restaurants can go to City Hall for FREE, and make their concerns known. I doubt one needs an ADDITIONAL \$2-4 per ft2 ADDED TO THEIR RENT. It easy for the supporters to push this because IT'S NOT THEIR MONEY. Old Town doesn't need another DUPLICATIVE cash cow to be DISCOVERED. IT ALREADY IS!!! Check it out. Are the streets crowded. You bet ya. Once this is passed, you can't get out. Try selling your business with all that extra overhead. Why pay for something you already get for FREE. All these supporters pass this thru. What about conflicts of interested. You got to ask yourself the question. I hate to be cynical, but this stinks. Especially in view of the fact that BOD of Visit Alexandria voted in favor. Is the fix in? All this so you can have a seat at the City deliberations. Mind you THIS IS A SEAT YOU ALREADY HAVE BY VIRTUE OF BEING A RESIDENT OR BUSINESS OWNER IN OLD TOWN. In all this is a BAD IDEA GONE VIRAL. Businesses beware you are about to take a step into a cost curve you CANNOT CONTROL.

If one needs a bid to succeed, one has a problem. One should consider whether they are serving crap, or paying rent not justified by revenue, or both. The point is I shouldn't be taxed because someone can't make it in Old Town. In conclusion, tell your landlords you DO NOT WANT A BID. TELL ALEXANDRIA GOVERNMENT YOU DO NOT WANT A BID.

JOE COREY

FACCIA LUNA PIZZERIA

MYRON MIXON'S PITMASTER BBQ

Sent from my iPhone

## Jackie Henderson

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**From:** Lynne Lindsey via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Wednesday, May 17, 2017 9:04 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #121230: Mayor, Vice Mayor, City Council To the  
Mayor and City Council:I am an

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

A request was just created using **Call.Click.Connect.** The request ID is 121230.

### Request Details:

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

- Name: Lynne Lindsey
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: lmcml5@aol.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: To the Mayor and City Council:  
I am an owner and manager of The Creamery at 110 King Street and have done business in Alexandria for 32 years. I would like to let you know that I AM OPPOSED TO THE BID.  
Because of the nature of the geographic evolution of Old Town, businesses are an intrinsic part of ALL Alexandria and a BID would intensify the perceived conflict of interest with residents. It would also serve to create a conflict with landlords who have no skin in the game, since leases will allow them to pass this tax through to lessees. In addition, the proposed area is so large and diverse that disagreement regarding common interests will create more problems than might be solved.  
Sincerely,  
Lynne Lindsey
- Expected Response Date: Wednesday, May 24

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](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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**Jackie Henderson**

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**From:** 532Yoga <suzanne@532yoga.com>  
**Sent:** Tuesday, May 16, 2017 5:09 PM  
**To:** City Council  
**Subject:** Old Town Business Tax

Dear City Council,

I understand you are considering creating an Old Town Business Improvement District and that my small business is in the area that would be targeted for an increase in real estate tax.

Any increase of payments to the City would greatly impact my small business and I am in opposition of this.

I have a small yoga studio and the increase in studios in the recent years has already made it difficult to meet increased rents and rates. Please do not make it more difficult to stay afloat in this economy.

This proposed tax does nothing to benefit my business, but seems to be designed to subsidize retail businesses on lower King Street.

Thank you.

Yours sincerely,

Suzanne Leitner-Wise

532YOGA

532 N.Washington St.

Alexandria VA 22314

Sent from my iPhone

## Jackie Henderson

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**From:** CallClickConnect@alexandriava.gov  
**Sent:** Tuesday, May 16, 2017 3:57 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #121205: Mayor, Vice Mayor, City Council Many in the Washington Square area are i

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 121205.

### 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 "121205-GA7HB2".

- Name: *Call.Click.Connect.* Customer
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: No Email
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Many in the Washington Square area are increasingly concerned about the tax associated with the "business improvement district" (BID). The primary focus of the improvement is in/around King Street and the waterfront development areas. Our business and property is located at the south end of Old Town, far enough away from King Street that very few customers or employees venture down there with any regularity. We chose the location for our business, based in part, on its location to the Washington DC area writ large - we appreciate when the District improves its waterfront, like the Navy Yard renovation, but we "support" that improvement with our parking fees and ticket prices when we attend games. It does not directly affect our commercial business and to suggest that our business relies on that renovation is a bit of a stretch.

How this BID tax would benefit the majority of businesses in Old Town being assessed is unclear. When added to the other costs of doing business in the Alexandria, it could serve as a detractor to new businesses considering locating in the BID who do not rely on restaurant patrons or hotel beds filled.

We understand that the City is trying to do what it can to improve and increase its bottom-line. It looks, from open-source info, that the BID tax will benefit the bottom-lines of the City and the bottom-lines of the businesses who rely on tourism and retail in a specific part of the City. Taxes that benefit the masses are likely to be supported by the masses - we want to live and work in a community that supports its schools, hospitals, local small businesses, parks and other important infrastructure. When a tax is imposed to improve just a limited segment of the tax base, we have to raise our hand to question the value to the entire City.

Thank you for taking the time to read this and thank you for providing an easy way to get in touch with Council Members!

- Expected Response Date: Tuesday, May 23

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](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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**Jackie Henderson**

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**From:** Cindy Ahlstrom <cindyahlstrom@gmail.com>  
**Sent:** Monday, May 15, 2017 11:57 AM  
**To:** City Council  
**Subject:** I oppose the BID

Good morning,

I am an Old Town resident and business owner. I do not support the BID because there aren't any clear cut benefits to the taxpayers.

Sincerely,  
Cindy Ahlstrom

## Jackie Henderson

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**From:** Chris Wright via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, May 12, 2017 1:36 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #120952: Mayor, Vice Mayor, City Council Dear  
Council Members,I write to you

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 120952.

### Request Details:

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

- Name: Chris Wright
- Approximate Address: No Address Specified
- Phone Number: 7038363400
- Email: cwright@vtwlaw.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Council Members,

I write to you today to ask that you vote against the proposed BID tax. Levying a tax that is specifically targeted at small businesses in the most important corridor of our City will not achieve any positive results. Commercial landlords will not absorb the tax and will surely pass on the tax to tenants - small businesses.

With the new waterfront just getting off the ground, now is not the time to impose additional burdens that could potentially discourage new businesses from opening up in the heart of Old Town, or worse, become the tipping point for businesses that are barely able to afford to be here currently. As a local attorney and tax adviser, I am continually asked by entrepreneurs to assess the tax differences between DC, Maryland, and Virginia; and, within Virginia, between the City of Alexandria, Arlington and Fairfax. The City of Alexandria competes with DC, the National Harbor, and the surrounding localities for new businesses. Cost conscious business owners will indeed be concerned with a BID tax that provides no benefits other than what people already expect from government.

Furthermore, in my opinion, the City already provides more than enough services in a timely fashion to allow any business to succeed in Old Town. If a business fails it is not because the City did not provide governmental services in a timely fashion. We must learn to live within our means. Tax and spend is not always the solution. I sweep the sidewalk in front of my office. The City has always promptly pruned the trees outside of my office when I ask them. My sidewalks are safely cleared during winter. The streets are clean and Old Town is safe. Busloads of tourists are dropped off in front of City Hall on a weekly basis, and it's seems like more and more come every year.

At some point, you have to tell people that government has done its job and no more is coming.

Thank you for your time and consideration.

Sincerely,

G. Christopher Wright  
Law Offices of Vogelmann, Turner & Wright, P.C.

124 S Royal St  
Alexandria, VA 22314

- Expected Response Date: Friday, May 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](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Jackie Henderson

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**From:** Colleen Begin <Colleen.Begin@jsch-lp.com>  
**Sent:** Friday, May 12, 2017 1:55 PM  
**To:** City Council  
**Subject:** Old Town BID Proposal - Opposed  
**Attachments:** BID Letter.pdf

*(The following letter has also been attached to this email and the information in it has been expressed on the Old Town BID website.)*

Dear Council Members,

I am writing to voice my strong opposition to the creation of an Old Town Business Improvement District. I have read all of the information available on the OldTownBID.com website and have reviewed the document entitled "Old Town Business Proposal – February 2017", and it seems to me that the proposal has not been fully researched and, at best, is premature.

Much of what has been listed in the proposal appears to be services that are currently being provided by the City of Alexandria, and I'm deeply concerned about the high likelihood of duplicate services or services being pushed to the BID that are already currently the responsibility of the city.

The entire city of Alexandria, both residential and commercial, benefits from the ambiance of Old Town. Therefore, instead of creating a tax on current taxes for businesses only, I think a more responsible approach would have been for the city to appoint an interdepartmental work group to discuss increasing taxes in general, not an additional BID, to review where current monies are being spent and see if we need an additional \$2.2 million added to the budget for the City of Alexandria. Residents that choose to live here in large part understand and perhaps not readily, but accept a higher tax than a rural area of the Commonwealth.

I am first of all opposed to the BID concept but also wary of the proposed system of governance, both in Board membership as well as how votes are allocated. Granting one vote per \$1000 in BID taxes paid could likely result in power being consolidated into the hands of the few. This would not only be the likely scenario in Old Town, but has been a complaint of Business Improvement Districts in other areas of the country. When voting power is disproportionately held by the higher valued businesses, particularly if these businesses have common interests, the net result could be an uneven and perhaps unfair distribution of services throughout the district.

This problem is further exacerbated by the proposed Board membership. The BID proposal states that the Board will be comprised of no less than 50% of class B members, those members who own commercial real estate. In the likely scenario where real estate owners, by and large, could also have the higher valued properties, power might not only be consolidated in a multitude of votes, but agendas could be influenced through a disproportionately higher board representation. This would be especially true for businesses that have shared interests such as hotel associations, etc. Special interests could funnel money toward pet projects, crowding out the interests of smaller businesses with less voting power. Simply put, the proposed system of BID governance does not effectively promote democracy among its stakeholders.

As a business owner in Old Town I certainly support business improvement and revitalization, but as I read the BID proposal it seemed to me that urgency was given a higher priority than solid analysis. Property values will most likely be

negatively affected and drive out or affect relocation of business to our city. If this were the case, I would not, in good conscience, start a business venture in Old Town, and therefore cannot endorse the forming of the Old Town Business Improvement District.

Respectfully,

*Joel R. Rhoades*  
*Business Owner in Old Town Alexandria*

**JSCH Limited Partnership**  
**Mgr@jsch-lp.com**  
(O) 703-373-4000  
(M) 703-373-4001

Go Green. Please consider our Planet before printing your documents.

Joel R. Rhoades  
417 N. Lee Street  
Alexandria, VA 22314

May 12, 2017

Alexandria City Council  
302 King Street  
Alexandria, VA 22314

RE: Old Town Business Improvement District

Dear Council Members,

I am writing to voice my strong opposition to the creation of an Old Town Business Improvement District. I have read all of the information available on the OldTownBID.com website and have reviewed the document entitled "Old Town Business Proposal – February 2017", and it seems to me that the proposal has not been fully researched and, at best, is premature.

Much of what has been listed in the proposal appear to be services that are currently being provided by the City of Alexandria, and I'm deeply concerned about the high likelihood of duplicate services or services being pushed to the BID that are already currently the responsibility of the city.

The entire city of Alexandria, both residential and commercial, benefits from the ambiance of Old Town. Therefore, instead of creating a tax on current taxes for businesses only, I think a more responsible approach would have been for the city to appoint an interdepartmental work group to discuss increasing taxes in general, not an additional BID, to review where current monies are being spent and see if we need an additional \$2.2 million added to the budget for the City of Alexandria. Residents that choose to live here in large part understand and perhaps not readily, but accept a higher tax than a rural area of the Commonwealth.

I am first of all opposed to the BID concept but also wary of the proposed system of governance, both in Board membership as well as how votes are allocated. Granting one vote per \$1000 in BID taxes paid could likely result in power being consolidated into the hands of the few. This would not only be the likely scenario in Old Town, but has been a complaint of Business Improvement Districts in other areas of the country. When voting power is disproportionately held by the higher valued businesses, particularly if these businesses have common interests, the net result could be an uneven and perhaps unfair distribution of services throughout the district.

This problem is further exacerbated by the proposed Board membership. The BID proposal states that the Board will be comprised of no less than 50% of class B members, those members who own commercial real estate. In the likely scenario where real estate owners, by and large, could also have the higher valued properties, power might not only be consolidated in a multitude of votes, but agendas could be influenced through a disproportionately higher board representation. This would be especially true for businesses that have shared interests such as hotel associations, etc. Special interests could funnel money toward pet projects, crowding out the interests of smaller businesses with less voting power. Simply put, the proposed system of BID governance does not effectively promote democracy among its stakeholders.

As a business owner in Old Town I certainly support business improvement and revitalization, but as I read the BID proposal it seemed to me that urgency was given a higher priority than solid analysis. Property values will most likely be negatively affected and drive out or affect relocation of business to our city. If this were the case, I would not, in good conscience, start a business venture in Old Town, and therefore cannot endorse the forming of the Old Town Business Improvement District.

Respectfully,

Joel R. Rhoades  
Business Owner in Old Town Alexandria

**Jackie Henderson**

---

**From:** Sonja Parr <sparrjar@gmail.com>  
**Sent:** Friday, May 12, 2017 11:50 AM  
**To:** City Council  
**Cc:** danh@targetedcreative.com  
**Subject:** Special Olde Towne Business Tax

To Whom it May Concern, I am adamantly against this huge increase in taxes on the small businessman located in the center of Olde Towne. This tax will benefit the hotel district and the waterfront only, and will create another bureaucratic and regulatory authority. Your previous idea of running a bus trolley up and down King Street also only helped the hotels and waterfront district. It deprived the center of the city of walking traffic, which resulted in lower sales and revenue. The center of the city has an excessive amount of vacancies at this time. Increasing taxes on small businesses is not an incentive for new businesses to return to the area.

Peter D. Jarvis

**Jackie Henderson**

---

**From:** John Herrmann <southernmeridian@yahoo.com>  
**Sent:** Thursday, May 11, 2017 4:56 PM  
**To:** City Council  
**Subject:** B.I.D.

I own a commercial building at 508 N. Washington St. I am disgusted that the city covers their fiduciary problems constantly raising the property tax. It's becoming unbearable to live here...please, please no B.I.D tax ! Sincerely, John Herrmann.

**Jackie Henderson**

---

**From:** Patricia Hord <patriciahord@phgd.com>  
**Sent:** Wednesday, May 10, 2017 3:37 PM  
**To:** City Council  
**Subject:** Clear vision of the Alexandria BID

Dear City Council,

I understand that there is no actual (business) plan for the monies collected/taxed to City of Alexandria Business Owners. I also understand that Large entities such as Hotels and Parking Companies — both of them can afford their own advertising— will get more say than the small business owner who you are taxing.

Without proof of exactly where the money is coming from and projects it intends to fund I cannot agree to a non-thought out plan. So, I oppose the BID.

Please work on the BID business Plan before you even think of taxing businesses.

Patricia Hord  
Commercial Property and Business Owner in The City of Alexandria

---

**PATRICIA HORD**

PATRICIA HORD.GRAPHIK DESIGN  
119 South Saint Asaph Street Alexandria VA 22314

T 703 549 0857 E [patriciahord@phgd.com](mailto:patriciahord@phgd.com)



CHECK US OUT  
PHGD.COM

**Jackie Henderson**

---

**From:** Avedesian, Mary Beth <MaryBeth.Avedesian@bfsaulco.com>  
**Sent:** Wednesday, May 10, 2017 4:11 PM  
**To:** Jackie Henderson  
**Cc:** Mark Jinks; Stephanie Landrum; Wire, Kenneth W.; Stencel, Debra; Collich, John  
**Subject:** Letter regarding the proposed Old Town BID  
**Attachments:** Saul Letter to Alexandria Mayor & City Council 5-10-17.pdf

Good afternoon, Ms. Henderson:

Attached please find a letter to the Mayor Silberberg and the members of the Alexandria City Council. I would greatly appreciate it if you would distribute it to the intended recipients. Thank you.

Sincerely,

**Mary Beth Avedesian**

Senior Vice President

Saul Centers, Inc.

7501 Wisconsin Avenue, Suite 1500E | Bethesda, MD 20814

Phone: 301.986.6052 | Cell: 703.405.7328

MaryBeth.Avedesian@bfsaulco.com | [www.saulcenters.com](http://www.saulcenters.com)

**Saul Centers**

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# SAUL HOLDINGS LIMITED PARTNERSHIP

7501 Wisconsin Avenue ♦ Suite 1500 ♦ Bethesda, Maryland 20814-6522 ♦ PH: (301) 986-6200

May 10, 2017

*VIA EMAIL TO jackie.henderson@alexandriava.gov*

Mayor Silberberg and Members of City Council  
City Hall  
301 King Street, Suite 2100  
Alexandria, Virginia 22314

RE: Old Town BID

Dear Mayor Silberberg and Members of City Council:

As you may know, Saul Holdings Limited Partnership (“Saul”) is the owner of the property located at 625 & 675 North Washington Street (the “Property”). The Property is a commercial office building with ground floor retail leased by several local businesses, notably the Alexandria Economic Development Partnership (“AEDP”), Talbots and Trader Joe’s.

Over the past several months, Saul representatives attended meetings with City staff, AEDP and an advisory committee exploring the merits of an Old Town Business Improvement District (“BID”). The advisory committee has proposed a BID boundary and proposed tax rate of \$0.10 per \$100.00 of assessed value. The committee and AEDP also researched other BID’s in the region and outlined a potential budget. It is our understanding that the City is considering holding a public hearing and vote by City Council to authorize commercial property owners within the BID to negotiate a memorandum of understanding with the City which would detail the type and extent of City services to be provided within the BID and to advertise a potential BID tax rate.

While Saul certainly understands the benefits of some business improvements districts and appreciates the advisory committee’s and AEDP’s efforts, Saul does not support the creation of the proposed BID. The Property is located at the fringe of the N. Washington Street “leg” of the BID service district that, for no justifiable reason, ends at the northern edge of the Property (refer to the attached graphic which outlines the proposed BID service district and note the “Subject” arrow demarcating the location of the Property). In addition, the BID boundaries cover three distinctly separate areas: the Waterfront, King Street and Washington Street. Given the odd shape of the proposed BID, it is unlikely the BID members will be able to effectively operate the BID and the BID will not have the resources to promote three distinct business communities.

Saul does not support the creation of the BID. With an assessed value of nearly \$70 million, the Property has the second highest assessment of the 735 commercial properties within the proposed BID boundaries. At the proposed BID tax rate, this translates to an initial BID tax of roughly \$70,000...not an insignificant amount to be paid annually! AEDP's research shows that the median property value within the service district is roughly \$1 million which would yield a BID tax of \$1,000 per year. These are the "mom & pop"-owned properties that proliferate the central core of the proposed BID boundaries. The Property's BID tax is approximately 70 times greater than what these smaller properties will pay to the BID.

More importantly, given the fringe location of the Property within the BID boundaries, we are highly skeptical that the Property or its tenants will receive a commensurate level of value for this tax increase. We firmly believe the more pedestrian and tourist oriented areas within the BID (i.e., the Waterfront and King Street) will receive a disproportionately high share of the BID budget at the expense of sizeable properties like ours that are highly assessed, yet remote from the BID's core activity zones.

Therefore, Saul respectfully requests that the BID not be authorized for further discussion. In the alternative, Saul requests that the Property be removed from the proposed BID service district.

Sincerely,  
**Saul Holdings Limited Partnership**  
By: Saul Centers, Inc., its manager



Mary Beth Avedesian  
Senior Vice President

Attachment

cc: Mark Jinks, City Manager  
Stephanie Landrum, AEDP  
Kenneth Wire, Esq., McGuire Woods LLP



## Jackie Henderson

---

**From:** laraine healy <lmhealy@msn.com>  
**Sent:** Thursday, May 11, 2017 12:12 PM  
**To:** City Council  
**Subject:** BID

Please vote NO for the BID. Small business can not sustain the costs of trying to make A living in Old Town. I don't see any reason for the BID, it seems very redundant.

Just another expensive entity that can't manage a budget. Once in place, the tax will Only increase. We don't need hanging flower baskets and banners. Every business Should take care of their own property. On another note, the city needs to fix the Roads in Old Town, they are in terrible condition.

Thank you,

Todd and Laraine Healy  
Small business owners

Sent from my iPad

## Jackie Henderson

---

**From:** Mabbett, Arthur <mabbett@mabbett.com>  
**Sent:** Wednesday, May 10, 2017 12:30 PM  
**To:** City Council  
**Cc:** danh@targetedcreative.com  
**Subject:** BID Comments (MF-EO)

**Importance:** High

Dear City Councilors:

I wish to express my objection to the proposed Business Improvement District currently being considered by the City Council for the old Town area.

Our commercial office space property is located at 1442 Duke Street. It is a regional office for our company.

I do not believe that the City needs to adopt this legislation, increase taxes, create more jobs-bureaucracy for the City, etc. I see no direct benefit of this proposed legislation as we are commercial office space.

If the BID only applied to retail and restaurants we would not object since they might benefit directly from such a proposal. I do not however, endorse it in its current proposed form. Please consider my comments. Thank you.

Best regards,

Art

---

Arthur N. Mabbett, P.E., QEP, CSP, R.S., CHCM, DAAS  
Chairman and Chief Executive Officer

Mabbett & Associates, Inc.  
Scientists | Engineers | Program Managers  
5 Alfred Circle, Bedford, MA 01730-2318  
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## Jackie Henderson

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**From:** Kim Putens via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Monday, February 13, 2017 10:56 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #114122: Mayor, Vice Mayor, City Council It is  
truly disheartening that an intere

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 114122.

### 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 "114122-7H4ECG".

- Name: Kim Putens
- Approximate Address: No Address Specified
- Phone Number: 202-297-9090
- Email: kputens@hotmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: It is truly disheartening that an interested party, that is directly impacted by the decisions that are made, is being shut out from participating in an effort because I have not indicated my full support. Please see attached email from Stephanie Landrum.

After participating in a few meetings, I decided to keep my mind open and see how the details played out. In fact, I have expressed an interest in participating specifically in the details because I don't think the committee has truly thought it through. I didn't realize this was an exclusive club and that our democratic process only allows "supporters" to participate. I'm sorry, but the A-frame sign matter has truly made an impact on a lot of business owners. Understandably, I am particularly interested in participating in the BID process.

I want to remind everyone that this will be a tax on all the businesses in the BID area. The BID committee has expressed a desire to move quickly. Apparently the motivation is to get this done before property taxes are assessed this year. I can't believe this is the motivation rather than truly seeking input and feedback and hammering out the details of a BID so that it receives the maximum support and to ensure its continued success. Further, in one meeting I attended, I was appalled that after a feedback session with the retail business community a business owner serving on the committee called everyone idiots and pushed aside their concerns and said they didn't need to be addressed. It was unprofessional and inappropriate. That exchange and the attached email clearly sends the message that unless you are a supporter, your feedback is not desired.

It is this very reason that I have expressed a desire to participate. I can't understand why feedback from an experienced business owner with skin in the game that has operated 2 businesses in the City for over 17 years and in 2 other jurisdictions (one under a BID) would not be allowed to participate.

- Attachment: [RE BID meeting - Kim Putens.pdf](#)
- Expected Response Date: Monday, February 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](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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# RE: BID meeting

Stephanie Landrum <landrum@alexecon.org>

Thu 2/9/2017 9:45 PM

To: Kim Putens <kputens@hotmail.com>;

Cc: David Remington <remington@alexecon.org>;

Hi, Kim...

Yes, the members of the exploratory committee who are supporting the BID moving forward are meeting tomorrow. We have reached the point in the "exploration" where the Committee is recommending City Council vote to establish a BID this spring, so there are a number of public meetings, outreach, presentations, etc. planned for the next 60-90 days- all of which you will be invited to.

The purpose of the meeting tomorrow is to review outreach materials, as well as plan for all of those upcoming public meetings and presentations- decide who will be presenting, etc. The people in the room are advocates- the members of the exploratory committee who have come to the conclusion that they support a BID. As you noted, previous meetings have included a variety of perspectives- ranging from people who absolutely oppose, to those who are on the fence. Those perspectives have shaped the proposal- and will be a critical piece of the upcoming outreach.

The content and work to be done at tomorrow's meeting requires a group limited to supporters.  
At this point, are you comfortable being identified as a supporter?

Apologies if this email is too direct- but I do respect your perspective and your desire to be included in the process and want to be as straightforward as possible.

If you're still on the fence, my team, and members of the committee, would be happy to sit down and talk through the issues further- continue to answer questions, get feedback etc. We are doing that with others who still want to learn more, and those who have identified as unsupportive- and we obviously still have a ton of people to introduce the concept and proposal to, as well.

Following tomorrow's meeting, there will be a more detailed outline of the calendar through June.  
Please let me know how you would like to remain engaged/involved.

Thanks  
Stephanie

-----Original Message-----

From: Kim Putens [mailto:kputens@hotmail.com]  
Sent: Thursday, February 09, 2017 3:42 PM  
To: Stephanie Landrum <landrum@alexecon.org>  
Subject: BID meeting

I just learned there is a meeting tomorrow AM. As I expressed, I'd like to be apart of this process. I assume you don't intend to make this an exclusive group and keep out interested and affected parties from participating. I would appreciate if you'd keep me informed of meetings so I may participate. I have a lot of tremendous amount of private and public sector experience. I also have first hand experience working under a BID. Having different points of view and perspectives is important to an open and democratic process particularly when one is impacted by such a decision.

If this is a problem please let me know. Otherwise, I'd appreciate being involved and informed of meetings.

## Jackie Henderson

---

**From:** Howard Bergman via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Tuesday, January 03, 2017 10:00 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #111667: 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 111667.

### 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](mailto:hjbergman51@gmail.com)
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor and Members of City Council,

Attached please find my letter regarding a proposal for an Old Town Business Improvement District.

Best wishes for the New Year.

Howard Bergman

- Attachment: [BID letter - HJB.docx](#)
- Expected Response Date: Tuesday, January 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](mailto: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.

January 3, 2017

Dear Mayor and Members of City Council,

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 in Old Town.

First, I wish you a wonderful New Year, and I thank you for all of your hard work to make our City a great place to live, work and visit.

I am writing to express some concerns I have regarding a Business Improvement District (BID) that Stephanie Landrum, Alexandria Economic Development Partnership (AEDP), presented to the Waterfront Commission at their November meeting. Here is a link to that presentation:  
<https://www.alexandriava.gov/uploadedFiles/recreation/info/OldTownBIDPresentation111516.pdf>

My home and office are within the proposed boundaries of the BID.

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.

### **1. The Mission**

The BID proposed by AEDP would have a broad mandate

- to manage public space;
- to advocate for the 'interests' of Old Town;
- to seek creative solutions for transportation and parking;
- to improve the streetscape;
- to keep streets clean;
- to create a unified and welcoming brand for Old Town;
- to market Old Town;
- to activate public spaces.

The mission seems overbroad. Given the limited budget that the BID will work with, it seems important to define where we want the BID to focus its efforts. For

example, there is no need for the BID to duplicate services that the City already provides.

## **2. The District**

As a starting point, a BID should include businesses that share common interests within an appropriate geographical area. In particular, the businesses should share the benefit of the activities of the BID that they are funding.

The proposed boundaries, however, do not define an appropriate geographical area. The 'district' is simply not a 'district'.

It is not clear what 'unifies' the businesses within the boundaries of the proposed BID. Do Whole Foods on Duke, Ace Hardware on South Washington, and the McChrystal Group on North Fairfax really share the interests of King Street merchants to accomplish any of the BID activities listed above?

- Will their businesses benefit from the 'unified' brand for Old Town?
- Will the BID help them find solutions for their transportation and parking issues?
- Will their businesses benefit from the BID's activation of public spaces?
- Will BID marketing bring them more customers?
- Will the BID even care about their interests?

In the case of my small consulting business, I will get no benefit from the additional taxes that I would pay to fund the BID.

The boundaries of the district should be limited to a real district in which the businesses actually share common interests that can be achieved through the BID.

## **3. Governance**

Governance is a critical issue in the creation of the BID.

We need to keep in mind that the BID will be funded by additional taxes imposed on the businesses within the BID's boundaries. This creates two issues:

- A. The BID should be created only if the affected businesses are in agreement that their interests will be served by the BID.
- B. The BID must have a mechanism by which the businesses within the BID can hold the BID accountable. For example, the businesses should be able to replace board members who do not adequately represent the interests of the businesses.

## **A. Creation**

When Ms. Landrum first brought AEDP proposal for a BID to the Waterfront Commission last summer, she assured everyone that the BID would only be formed if a majority of the affected businesses were in favor of it. This seemed to be an important requirement – it is inappropriate to tax businesses to fund a BID that most of them don't want.

Unfortunately, that requirement disappeared from the current proposal.

City Council should not create a BID unless a majority of the businesses within the proposed district agree that the benefits of the BID are worth the extra taxes they will be forced to pay. (We can ponder what constitutes a 'majority' in this case, but there must be some consensus among the businesses that the BID has value to them.)

## **B. Elections**

The proposed BID is an independent organization that will indirectly tax businesses within the district. (The City will directly collect the supplementary taxes but will hand the funds over to the BID).

There needs to be a mechanism by which the BID is held accountable to the businesses that it claims to represent and that pay the taxes that fund the BID. The most direct means is to hold elections for board members. Perhaps there are other mechanisms that accomplish that goal, but I'm not aware of any that create actual accountability.

For example, Ms. Landrum suggests in the proposal that the BID will spend only 7% of its revenues on administration and overhead. This seems to be an appropriate percentage. But what if the board raises the salary of the BID's executive director and adds staff, bringing the administration and overhead expense to 20% of revenues, reducing the amount of funds available for the BID's activities?

Who would hold the board accountable?

Currently, when citizens or businesses have an issue with a City proposal, we know where to direct our concerns, and we know that City Council and City staff will listen to those concerns, even if they do not agree with us.

There is no requirement that a BID listen to anyone's concerns, including the businesses paying the taxes to fund it. There is no requirement that a BID represent the interests of anyone besides the lucky few selected to be on the board. And there is no mechanism currently proposed that would hold the board accountable to the businesses that pay for the BID.

Moreover, the BID includes residential areas that will be affected by activities of the BID. While the residents do not pay for the BID (in the current proposal), they should have some ability to raise concerns to someone who will listen. The AEDP proposal suggests that there might be 'stakeholder' members on the board to represent residents. However, from my experience, stakeholder representatives rarely communicate with the stakeholders whom they are supposed to represent and are not accountable to them. I would rather take my concerns directly to City staff and City Council.

City Council should require that the BID have a mechanism that ensures that it can be held accountable to the businesses who pay the taxes that fund it and to residents within its borders who are affected by its activities.

#### **4. Small business tax**

The BID will be funded by supplemental taxes paid by the businesses within the district. This supplemental tax will be on top of any general tax increases that the City needs to impose to maintain its current level of services.

In 2014, Council members Lovain, Smedberg and Wilson established a task force to consider whether tax reform would help attract more business to Alexandria. The task force concluded that the level of taxation was not the primary factor in determining whether a business moved to or remained in Alexandria, a position I supported as an interested citizen.

However, City Council should ask how a supplementary tax will be received by businesses that do not see a benefit coming from the activities of the BID.

#### **5. Founders Park**

The proposed BID includes Founders Park. It should not.

The City 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. (Full disclosure – I am president of one of those groups, though I am wri)

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.

10. Events will not be approved to be held in Founders Park; (Special Events Policies and Procedures, p. 10)  
<https://www.alexandriava.gov/uploadedFiles/recreation/info/SpecialEventSPoliciesProceduresManualJan232010.pdf>

Events can 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.

- “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)
- “During the course of the waterfront planning effort, Alexandria advocates protecting the character of Founders Park while beautifying it.” (WSAP, Ch 3, p 47).
- “Recommendations: 3.48: Retain the current character and use of Founders Park.” (WSAP, Ch 3, p 47).

[https://www.alexandriava.gov/uploadedFiles/planning/info/Waterfront/Chapter%203\\_MED%20Quality%20for%20Print\\_FINAL\\_070612-3.pdf](https://www.alexandriava.gov/uploadedFiles/planning/info/Waterfront/Chapter%203_MED%20Quality%20for%20Print_FINAL_070612-3.pdf)

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 is 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.

#### **6. Governance Subcommittee, Waterfront Commission**

I would like to clarify a comment in Ms. Landrum's presentation regarding the Governance Subcommittee of the Waterfront Commission.

A prominent box on the cover of the presentation that states, "The Governance Subcommittee unanimously recommended a Community or Business Improvement District".

While the statement is correct, my understanding is that the subcommittee's recommendation was not adopted by the Waterfront Commission.

Thank you for your consideration,

Howard Bergman  
101 Quay Street  
Alexandria, VA 22314

## Jackie Henderson

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**From:** Howard Bergman via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Tuesday, January 03, 2017 10:03 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #111668: 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 111668.

**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](mailto:hjbergman51@gmail.com)
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor and Members of City Council,

Attached please find my letter on behalf of Founders Park Community Association regarding a proposed Old Town Business Improvement District.

Wishing you the best for 2017.

Howard Bergman

- Attachment: [BID letter - FPCA.docx](#)
- Expected Response Date: Tuesday, January 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](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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January 3, 2017

Dear Mayor and Members of City Council,

I live at 101 Quay Street, directly across from Founders Park. I am president of Founders Park Community Association (FPCA).

FPCA was organized in 1979, shortly after the creation of Founders Park, and is dedicated to improving and maintaining Founders Park and the quality of life in the neighborhoods near Founders Park. FPCA works with the City of Alexandria and other civic organizations to protect, preserve and improve Founders Park's beautiful green space and maintain its designation as a passive park. FPCA has over 100 members and participates in the City's Adopt-A-Park program.

First, I wish you a wonderful New Year, and I thank you for all of your hard work to make our City a great place to live, work and visit.

I am writing on behalf of the members of FPCA to express a concern that we have regarding the Business Improvement District (BID) that Stephanie Landrum, Alexandria Economic Development Partnership (AEDP), presented to the Waterfront Commission at their November meeting. Here is a link to that presentation:

<https://www.alexandriava.gov/uploadedFiles/recreation/info/OldTownBIDPresentation111516.pdf>

The proposed boundaries of the BID include Founders Park. It should not.

The City does an excellent job maintaining Founders Park. Two community organizations already support the Department of Recreation, Parks and Culture at Founders Park. Both have made contributions to the park (for example, the water fountain by the dog park, several benches, flower plantings). 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. The City's 'Special Events Policies and Procedures' states:

10. Events will not be approved to be held in Founders Park; (p. 10)  
<https://www.alexandriava.gov/uploadedFiles/recreation/info/SpecialEventsPoliciesProceduresManualJan232010.pdf>

Events can 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.

- “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)
- “During the course of the waterfront planning effort, Alexandria advocates protecting the character of Founders Park while beautifying it.” (WSAP, Ch 3, p 47).
- “Recommendations: 3.48: Retain the current character and use of Founders Park.” (WSAP, Ch 3, p 47).

[https://www.alexandriava.gov/uploadedFiles/planning/info/Waterfront/Chapter%203\\_MED%20Quality%20for%20Print\\_FINAL\\_070612-3.pdf](https://www.alexandriava.gov/uploadedFiles/planning/info/Waterfront/Chapter%203_MED%20Quality%20for%20Print_FINAL_070612-3.pdf)

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 is 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 any BID.

Thank you for your consideration,

Howard Bergman  
President  
Founders Park Community Association

## Jackie Henderson

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**From:** Sarah Mahoney via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Monday, March 13, 2017 12:37 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #116402: Mayor, Vice Mayor, City Council Dear  
Mayor Silberberg and Members of Cit

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 116402.

### Request Details:

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

- Name: Sarah Mahoney
- Approximate Address: No Address Specified
- Phone Number: 571-247-6828
- Email: sarah@oldtownbd.org
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor Silberberg and Members of City Council:

On behalf of the Board of Directors and the 30 members of the Old Town Boutique District, I would like to express our support and endorsement of the proposed Business Improvement District (B.I.D.). The Washington, D.C. Metro area is a vital region with surrounding cities all vying for critical retail revenue and local customer loyalty. The competition to bring customers to Old Town Alexandria for shopping and dining is fierce, and we believe a B.I.D. is essential to stay competitive.

Additionally, the explosion of internet based shopping and entertainment experiences further competes with traditional brick and mortar businesses of the kind that characterize Old Town.

Lastly, the Old Town Boutique District was created as a marketing collaboration to increase foot traffic and sales of each of its member stores. Our capacity to market the entire Old Town district is limited to our small budget and volunteer board. Our ever increasing membership dues are not sustainable, nor are we able to accomplish all that can be done with a larger and more significant budget that a B.I.D. can provide. As our membership is voluntary, we are unable to collect dues for marketing from the many other businesses that benefit from our activities. A B.I.D. tax would impact all commercial properties; thus requiring that everyone who benefits from its services to pay for its services.

We view the B.I.D. as an essential community asset for the following reasons:

- Business Recruitment & Longevity. Alexandria must continue to create an entrepreneurial ecosystem where independent retailers can grow and thrive. The promotion of the Old Town brand and existing businesses, through the B.I.D. mechanism, demonstrates to potential businesses that they too will benefit from increasing foot traffic, lowering vacancy rates, and raising tax revenue.
- Collaborative Marketing. The B.I.D. provides a way for local businesses to band together and leverage marketing for the benefit of all members as well as the City of Alexandria.
- Collaborative Programming. At present, Old Town does not have on cohesive plan for programming that

promotes the unique history and experience that is Old Town. A B.I.D. can provide collaboration of all of our existing events and develop a plan for new and innovative program that will increase our draw as a destination location to residents around our region.

- Fund Development. The B.I.D. as an organization will have the ability to pursue additional monies in the form of grants and sponsorships designed for commercial district revitalization and direct those resources where they are needed.
- Beautification. The B.I.D. can provide streetscape beautification, a sense of place that tells the Old Town story, and encourage the development of shared outdoors spaces that engage visitors and residents alike.
- Brand Development. The B.I.D. can create and convey on Old Town brand to potential regional visitors.
- Benefit to Local Government. The B.I.D. can help to alleviate the pressure on the City's general operating and capital budgets while at the same time boosting tax revenue as a result of increased commercial business.
- High Quality Visitor Experience. When our town looks beautiful, has full storefronts, and innovative programming, visitors will want to come to Old Town and discover how much more we have to offer in addition to our rich history. When they come and stay, they shop and dine, benefiting all business types in the area.

For these reasons we encourage you to approve the proposed B.I.D. to maintain our regional competitiveness.

Danielle Romanetti  
President, Old Town Boutique District  
Owner, fibre space

- Expected Response Date: Monday, March 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

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**From:** Cindy McCartney via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Wednesday, March 15, 2017 3:02 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #116593: Mayor, Vice Mayor, City Council To  
Mayor Silberberg, Vice Mayor Wilson a

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 116593.

### Request Details:

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

- Name: Cindy McCartney
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: divaboutique@comcast.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: To Mayor Silberberg, Vice Mayor Wilson and Alexandria City Council:

As a small business owner in Old Town, I DO NOT support the proposal as is written for the establishment of an Old Town Alexandria BID (Business Improvement District).

It should not be incumbent on business owners to fund cleanup, marketing and programming for the City. In this proposal, residents would not be assessed additional taxes, (unless they volunteer to pay them to become a "Class B" voting member of the BID) absolving them of the financial burden of funding the proposed goals. Businesses currently pay business property taxes as well as a business license fee, already hefty burdens to most of us. Another tax would be a strain on small businesses which already run on a very small margin. A reallocation of these taxes and other financial support from within the present City budget should be looked at to fund the BID program in lieu of added assessments on business owners. Old Town is a different City model commercially, in that Old Town's business and commercial property owners number upward of 700-800 individuals. This is significantly different than other local entities with BIDs which are comprised of much fewer parties. There are many ways to fund the BID. What's interesting is that the Arlington BIDs are focused on bringing in new employers to the community and filling all of that vacant office space - which would ultimately bring in new residents/consumers. They get their funding from the developers - commercial and residential and also employers like the consultant groups and IT companies. They don't get funding from the small businesses/restaurants in the community.

There has been little direct contact with local businesses by the organizers of the proposal. I have talked to many owners who didn't even know this was being proposed. Each business in Old Town was supposed to be notified individually by mailer about the hearings. Only building owners received them. I really think that this initiative is being rushed, and that it isn't right for Old Town now. Business owners are not even given a vote in whether they support a BID or not. If I were looking to start a small business today, I would definitely think twice about doing so in Alexandria.

In addition, the 20-25 member board as proposed is too large to accomplish tangible results quickly. Also, the significant "administrative" costs of personnel, rent and equipment budgeted at \$355,000.00 for the year are excessive. Why would this function not be encompassed within an already existing City organization, such as

AEDP, instead of creating yet another top-heavy entity in the City.

Thank you for your consideration.

Sincerely,

Cindy McCartney, Owner  
Diva Designer Consignment

- Expected Response Date: Wednesday, March 22

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

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**From:** Danielle Romanetti via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, March 17, 2017 4:52 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #116745: Mayor, Vice Mayor, City Council I am  
writing to express my support of th

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

A request was just created using **Call.Click.Connect.** The request ID is 116745.

### 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 "116745-G59E2D".

- Name: Danielle Romanetti
- Approximate Address: No Address Specified
- Phone Number: 202-669-8282
- Email: danielle@fibrespace.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am writing to express my support of the Old Town Business Improvement District. As a business owner and also resident, I am ready and willing to pay what will be a small fee for the benefits that our town will receive. I am quite familiar with the structure and purposes of BIDs in our region, having worked with them over the years while I was a non profit professional in DC. I have worked on the Old Town BID concept for over a year. I have talked to numerous business owners in the Boutique District who are tired of paying thousands a year for the benefit of the entire Old Town district while our largest property tenants and owners pay nothing into marketing our area. Our younger residents (who are the majority who fall within the BID boundary) are desperate for parks and activation that they can enjoy with their growing families. They want a city that their friends and family actually want to visit. They aren't yelling about parking spaces and increased foot traffic.

We ALL struggle to pick up garbage, care for trees, re-hang tree lights and do other various tasks that are falling to the wayside as TES staff are more and more limited in what they can accomplish with their strained budgets. And we are struggling as a district to compete with the shiny business districts around us - who all have BIDS or large developers who charge a similar tax of their tenants for beautification and place making. Old Town can and should do better. The appearance of our city streets is shameful. We have something authentic, and we are doing nothing to promote it or make it look its best. We have public assets that aren't being utilized for the benefits of our residents, our employees or our visitors. Our council is unlikely to add millions into the budget to focus on making our historic district look and behave as it should. The business community is ready to step up and pay for this. Please let us do it.

- Expected Response Date: Friday, March 24

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## Jackie Henderson

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**From:** Gerry Rogers via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, March 17, 2017 7:53 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #116751: Mayor, Vice Mayor, City Council My  
name is Gerry Rogers, and I am a co-o

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 116751.

### 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 "116751-3B9HGB".

- Name: Gerry Rogers
- Approximate Address: No Address Specified
- Phone Number: 7035188488
- Email: info@petalsedge.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: My name is Gerry Rogers, and I am a co-owner of Petal's Edge Floral Design. We are a boutique floral and event design company who has occupied space on N. Washington Street for the past 12 years. We have become increasingly concerned by the continually increasing number of vacant retail spaces and buildings for sale in Old Town (that remain for sale for long periods of time), particularly in the central business district along King Street. The City is not keeping up with the demands of business in Old Town. The business district particularly looks terrible. It is hard to recruit employees because of the lack of activation and place making here. I believe a BID can help address these issues, as has been proven over and over again in neighboring jurisdictions.
- Expected Response Date: Friday, March 24

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](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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