

The Proposed Old Town BID Service District



June 24, 2017

www.OldTownBID.com

The Need



- Volunteerism
- Rising cost of services
- Obsolete office
- Retail and restaurant revenues
- Vacancy
- Infrastructure maintenance
- Competition for talent, customers, and visitors
- Underutilized and underserviced public spaces

Regional Competition



Business Improvement Districts:

- Capitol Hill
- Georgetown
- SW Waterfront
- Ballston
- Capitol Riverfront
- Crystal City
- Downtown DC

Developments with professional management:

- National Harbor
- Shirlington
- Bethesda Row
- Mosaic District
- Pentagon Row

Foundational Work

History

- 2005 BID Effort
- 2009 Bob Gibbs' King Street Retail Study
 - Recommendation: BID
- 2015 BAE Study on Governance Models
- 2015 Waterfront Commission Governance Subcommittee
 - Evaluation of the 5 models
 - Recommendation: BID
- 2016 MGM Readiness Task Force
 - Recommendation: BID
- 2017 Chamber Legislative Agenda
 - Recommendation: Exploration of BID
- FY2017 City Council budget allocation

Models Evaluated:

- City Management
- New Government Entity
- Supporting Organization
- Public Improvement District or Authority
- Management of Privately Owned Public Space

Extensive presentation can be found online:
<http://bit.ly/2nok5UN>

Waterfront Commission Subcommittee

Membership:

Kathryn Kolbe, Chair
Marcy Anderson
Denny Auld
Charlotte Hall
Stephanie Landrum
David Speck
Christa Waters

Held open meetings for one year and
delivered their findings to the Waterfront
Commission in March 2016

Governance Recommendation

The Governance Subcommittee members
unanimously recommend a Community or
Business Improvement District

What is a Business Improvement District?

- Defined geographic area
- Supplemental services
- Funded by real estate tax
- Commoditization of place
- Overseen by nonprofit
- Governed by private stakeholders
- Over 1,500 BID's in the US
- 13 BID's in DC and Arlington



The Initial Old Town BID Proposal

- Presented Winter 2016
- Written proposal February 2017
- Proposed boundaries, services, budget, governance, & tax
- Utilized to solicit feedback
- Resulted in changes to proposal



Business Improvement District Proposal

Initial Proposed Services

Public Space Management

- The BID will contract to maintain, improve, and beautify public spaces at levels above those provided as a baseline by the City
- A focus on programming and event curation in public spaces to positively impact the businesses and residents of Old Town

Advocacy

- The BID will represent the interests of Old Town to inform policies that affect Old Town
- The BID is a point of contact for disseminating information on new policies or proposals that may affect businesses in the district

Transportation

- The BID will seek creative solutions for transportation and parking issues in the district
- As transportation preferences changes the BID will work with stakeholders within the district to ensure adaptability



Initial Proposed Services

Branding

- Develop a unified and welcoming brand for Old Town from banners to major entrance points
- Disseminating that brand across the district to businesses and property owners in the district to use within their own marketing material

Marketing

- Highlight our unique value proposition for businesses, residents, employees, and visitors
- Ensuring national brands are contributing equitably to marketing of Old Town
- Data collection and distribution providing insights to local business owners

Event Programming

- A professional and coordinated effort to activate public spaces with events that are desired by workers, visitors, and the community
- Coordinating and enhancing existing events with input from community stakeholders



Initial Proposed Services

Streetscape Improvements

- Updating banners, increased plantings, cleaning up neglected tree wells, supplemental tree lighting, and highlighting the entry and egress points into Old Town
- Eyes on the streets to report maintenance issues the city is responsible for quickly and responsibly

Clean Streets Team

- Staff on the street for trash cleanup and removal, supplementary snow removal, and day to day maintenance of public spaces at a higher level and frequency than the local government is capable
- Staff will work in conjunction with City employees to enhance existing services and target service gaps
- Well trained and professional looking staff maintaining clean and attractive streets is a positive image for anyone entering the district



BID Service Menu

Park Maintenance

Event Curation

Public Space Management

Business Advocacy

Dissemination of Information

Transportation Improvements

Wayfinding

Unified Branding

Placemaking

Old Town Specific Data and Metrics

Brand Distribution to Businesses

Clean Teams

Additional Security

Electronic Communication Platform

Coordination of Volunteer Events

Tree Well Improvements

Retail Pop Ups

Flower Baskets

Valet Parking

Supplement Tree Lighting

Public Space Programming

Make Major Entry Points Welcoming

Public Space Activation

Homeless Outreach

Increased Public Parking through Private Contracts

Capital Improvements

Eyes on the Street

Green Initiatives

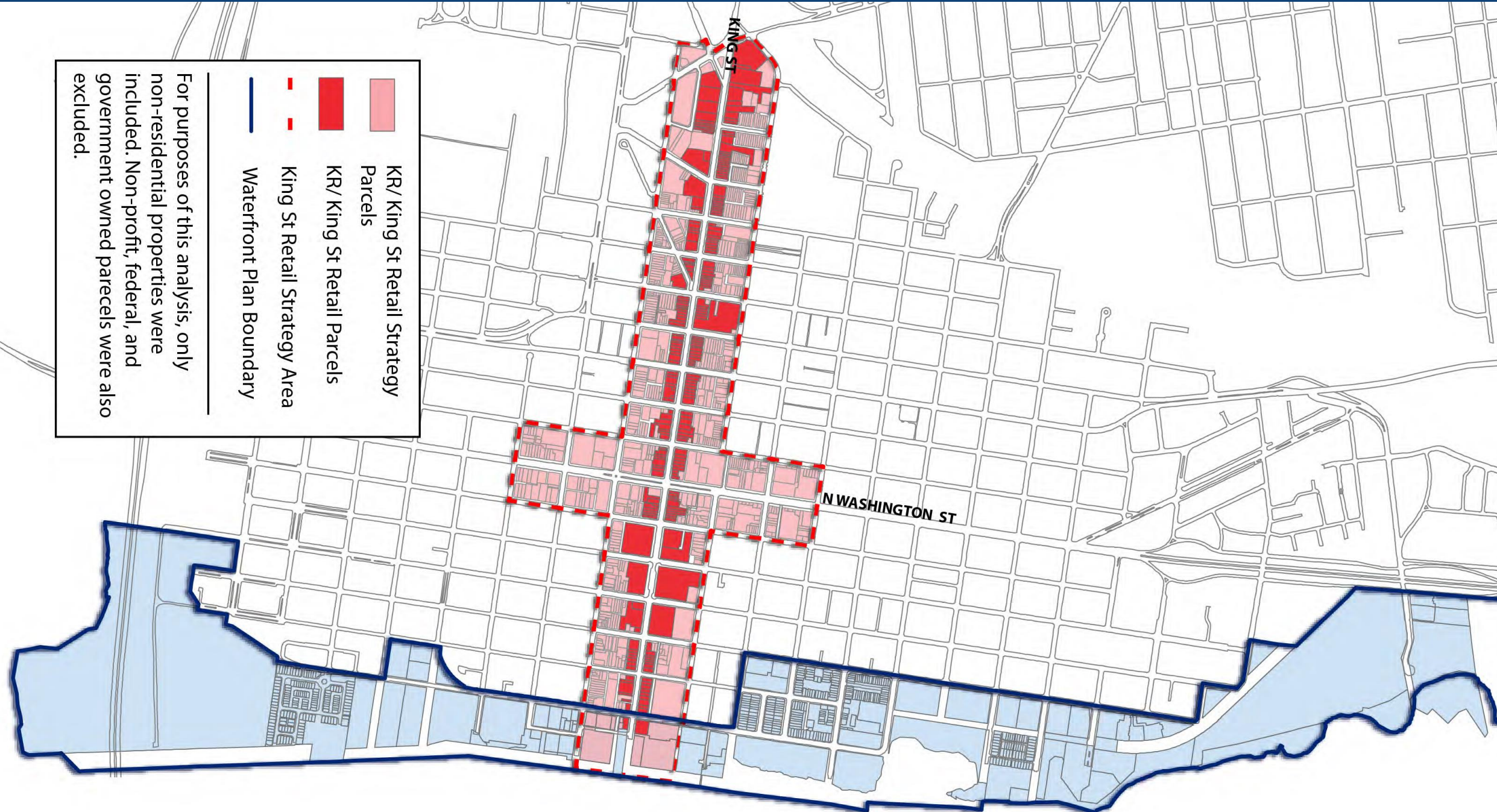
Seasonal Decorations

Banners

Reporting of Maintenance Issues

Ambassadors

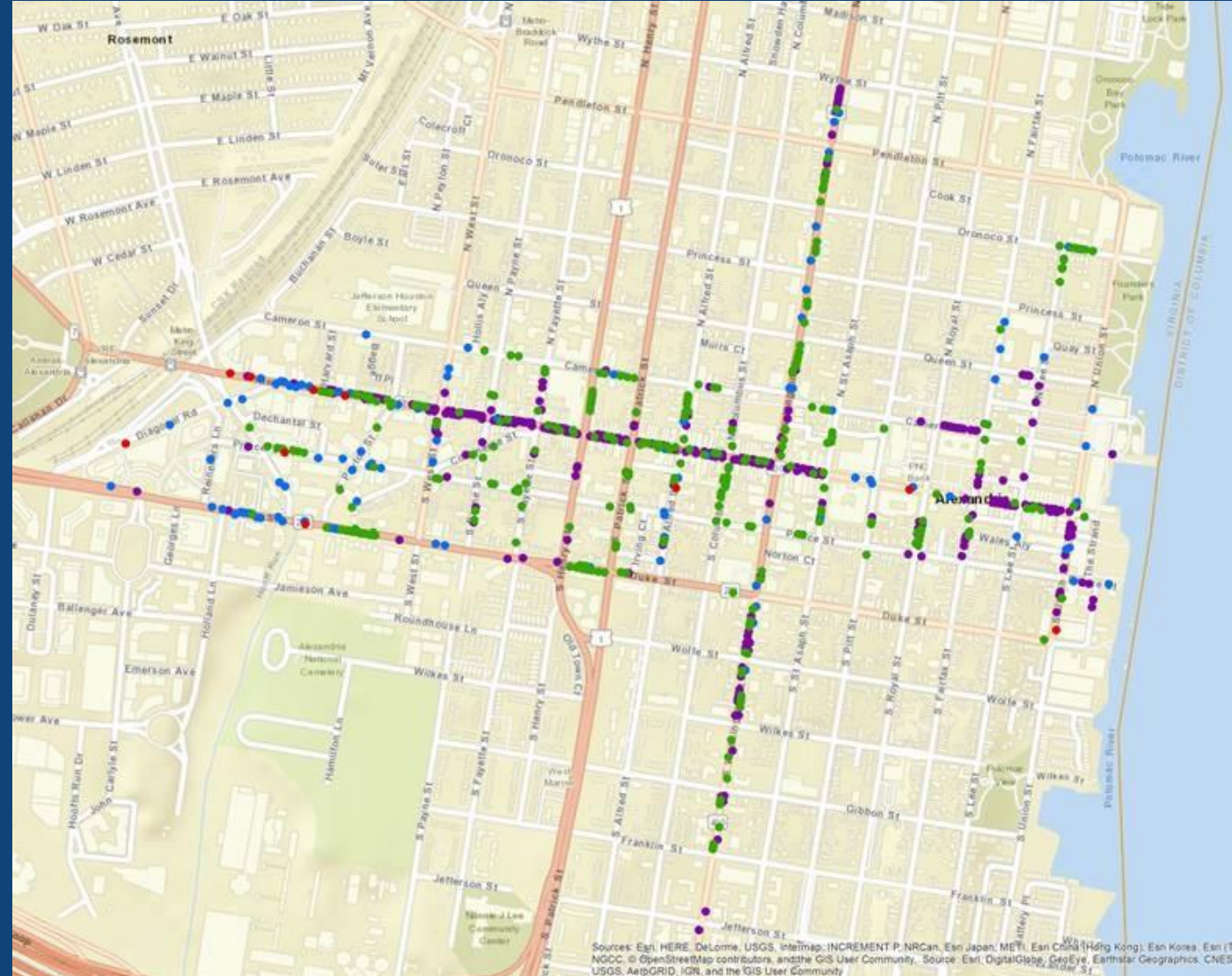
Litter and Refuse Collection



- KR/ King St Retail Strategy
- Parcels
- KR/ King St Retail Strategy Parcels
- King St Retail Strategy Area
- Waterfront Plan Boundary

For purposes of this analysis, only non-residential properties were included. Non-profit, federal, and government owned parcels were also excluded.

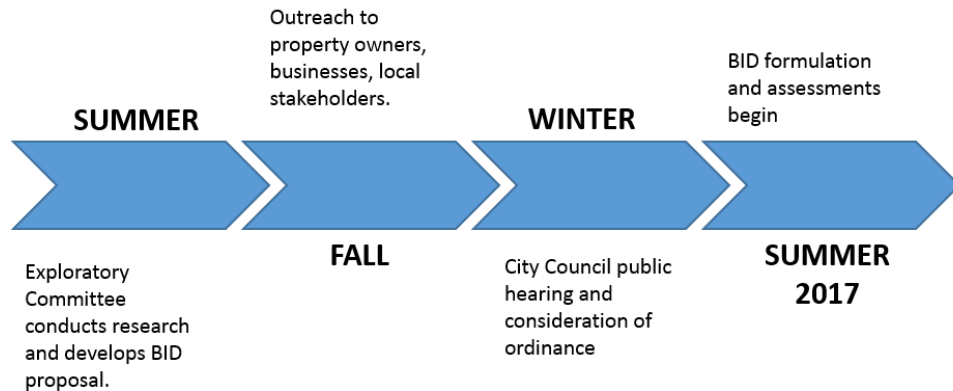
- Effective Date 1/1/2018
- Expiration Date 12/31/2022
- Only commercial property
- 735 buildings
- Median Value-\$1.05 million
- 2,197 businesses
- 270 Acres



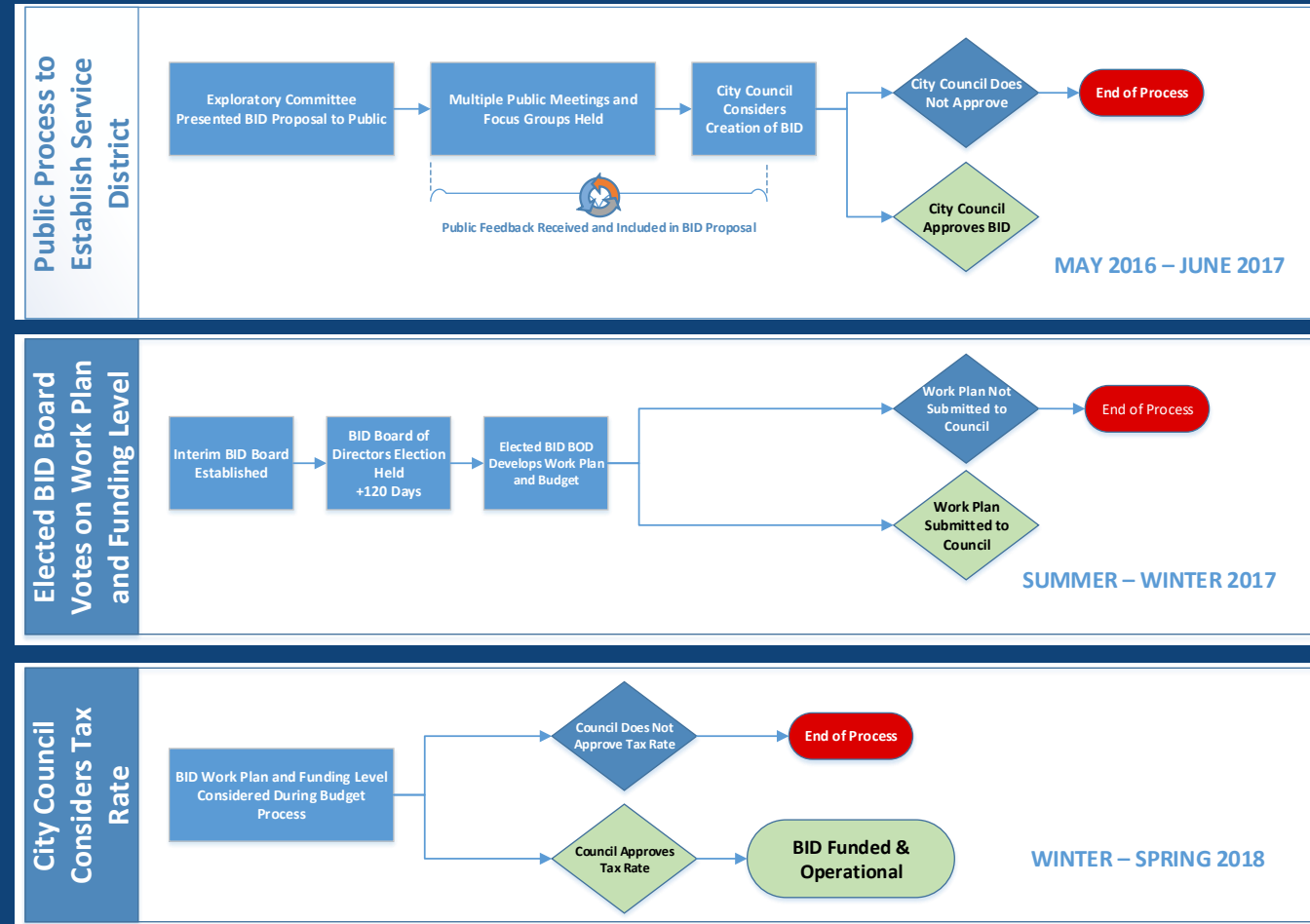
-
- Old Town
BID Service District**
- Map showing the Old Town BID Service District. The map displays a grid of streets and parcels. The district is bounded by Commonwealth Ave to the west, Mount Vernon Ave to the north, and Green St to the south. The map includes a scale bar (0 to 1,600 Feet) and a north arrow. A legend indicates that blue shaded areas represent 'Parcels in BID', white lines represent 'Streets', and gray areas represent 'Parcels'.
- Streets:** N West St, N Payne St, N Fayette St, N Henry St, N Patrick St, N Alfred St, N Columbus St, N Saint Asaph St, N Washington St, N Pitt St, N Royal St, N Fairfax St, N Union St, Wythe St, Pendleton St, Oronoco St, Princess St, Queen St, Cameron St, King St, Prince St, Duke St, Wilkes St, Gibbon St, Franklin St, Jefferson St, Green St, S Payne St, S Fayette St, S Henry St, S Patrick St, S Alfred St, S Columbus St, S Saint Asaph St, S Pitt St, S Royal St, S Lee St, S Fairfax St, S Union St, S Washington St, S Pitt St, S Lee St, S Fairfax St, S Union St, S Washington St, S Pitt St, S Lee St, S Fairfax St, S Union St, S Washington St, S Pitt St, S Lee St, S Fairfax St, S Union St.
- Parcels in BID:** The map shows a large area of parcels in the center and right side of the district, shaded in blue. These parcels are primarily located between N Fayette St and N Union St, and between S Fayette St and S Union St.
- Legend:**
- Parcels in BID (Blue shaded area)
 - Streets (White line)
 - Parcels (Gray area)
- Scale:** 0 400 800 1,600 Feet

Changes to and Phases of Process

Initial Proposed Process:

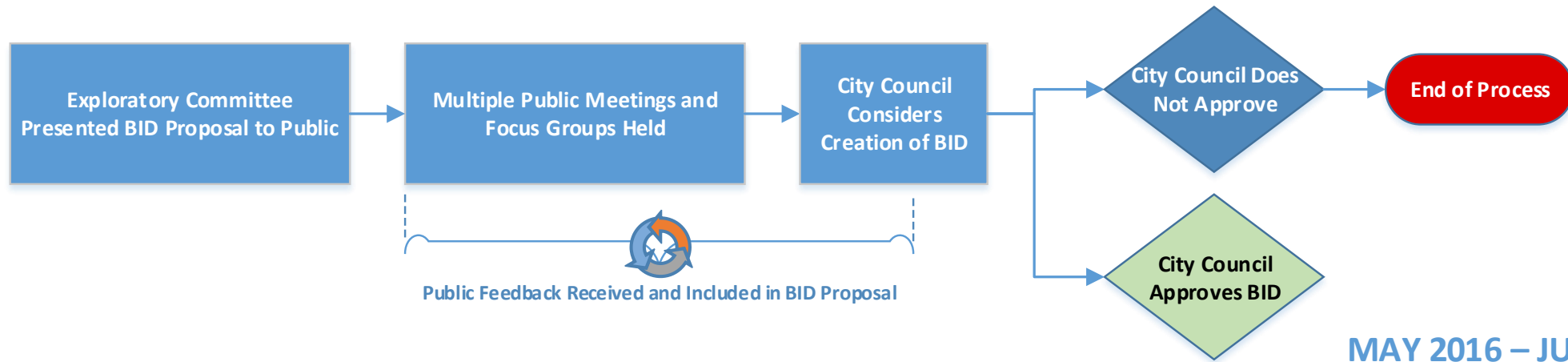


Revised Process Based on Feedback:



Current Phase

Public Process to Establish Service District



Creating a Service District

- BIDs are created as Service Districts
- Service Districts are created by City Council
- The Service District ordinance does not implement a tax
- The ordinance creates a legal boundary inside of which additional services can be delivered

Code of Virginia

[Table of Contents](#) » [Title 15.2. Counties, Cities and Towns](#) » [Chapter 24. Service Districts; Taxes and Assessments for Local Improvements](#) » [§ 15.2-2400. Creation of service districts](#)

← [Section](#) → [Print](#) [PDF](#) [email](#)

§ 15.2-2400. Creation of service districts.

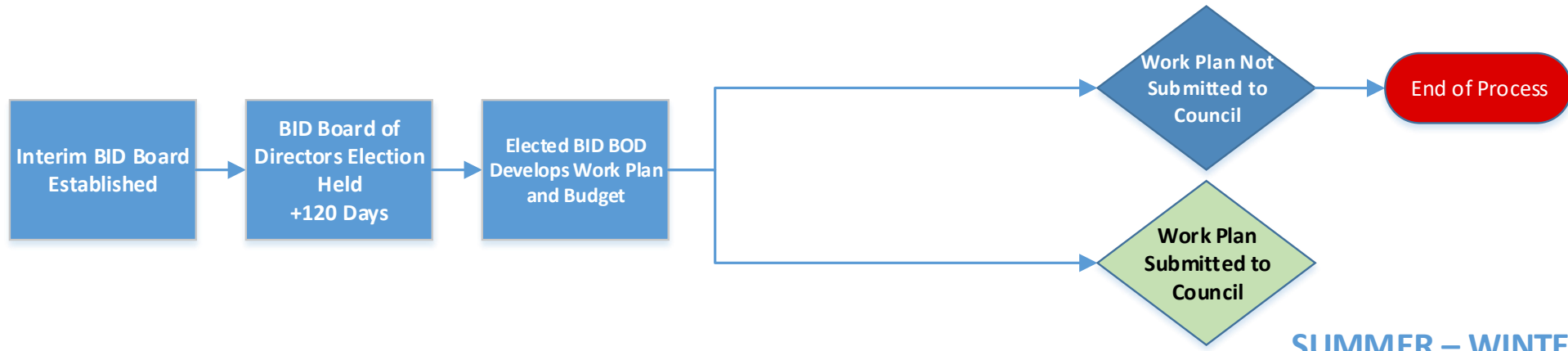
Any locality may by ordinance, or any two or more localities may by concurrent ordinances, create service districts within the locality or localities in accordance with the provisions of this article. Service districts may be created to provide additional, more complete or more timely services of government than are desired in the locality or localities as a whole.

Any locality seeking to create a service district shall have a public hearing prior to the creation of the service district. Notice of such hearing shall be published once a week for three consecutive weeks in a newspaper of general circulation within the locality, and the hearing shall be held no sooner than ten days after the date the second notice appears in the newspaper.

Code 1950, § 15-8.2; 1962, c. 581, § 15.1-18.2; 1981, c. 631, § 15.1-18.3; 1982, c. 96; 1984, c. 385; 1985, c. 150; 1987, cc. 61, 80, 82; 1988, c. 402; 1989, c. 3; 1990, cc. 44, 515; 1991, cc. 12, 29; 1992, cc. 232, 655; 1993, c. 744; 1994, c. 166; 1996, cc. 99, 430, 844; 1997, c. 587; 2000, cc. 853, 925.

Phase Two

Elected BID Board Votes on Work Plan and Funding Level

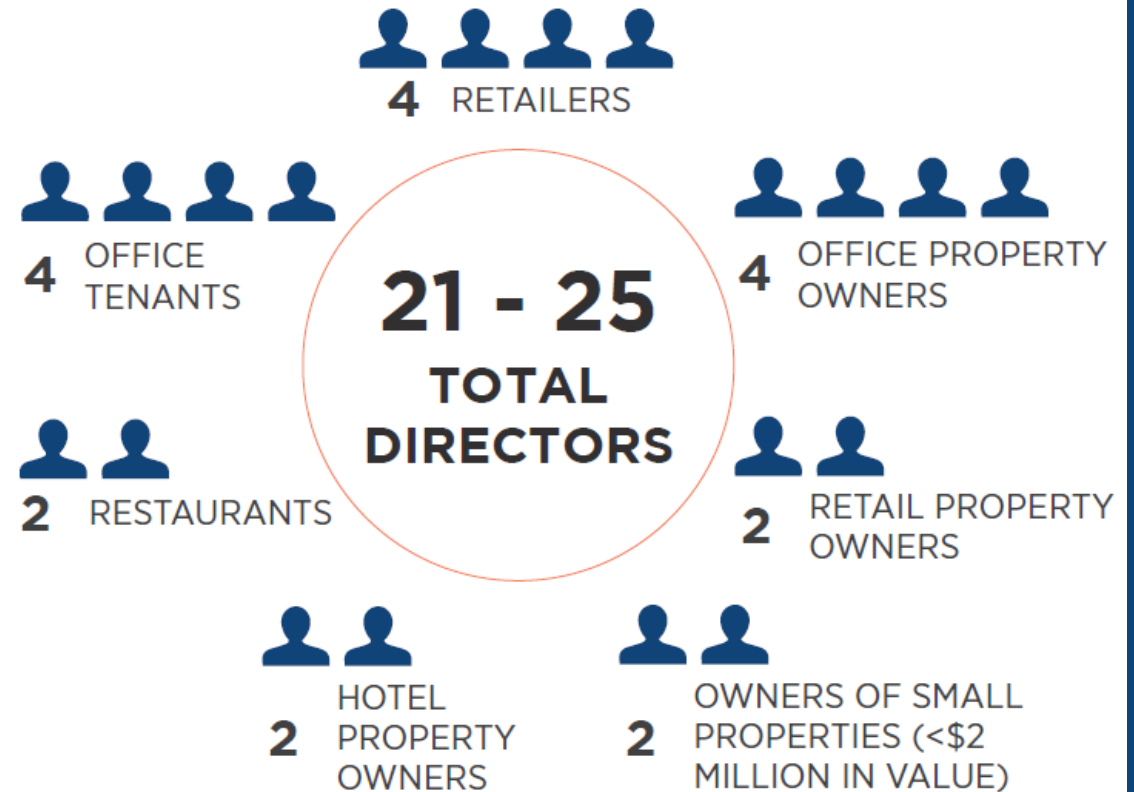


Elected Board of Directors

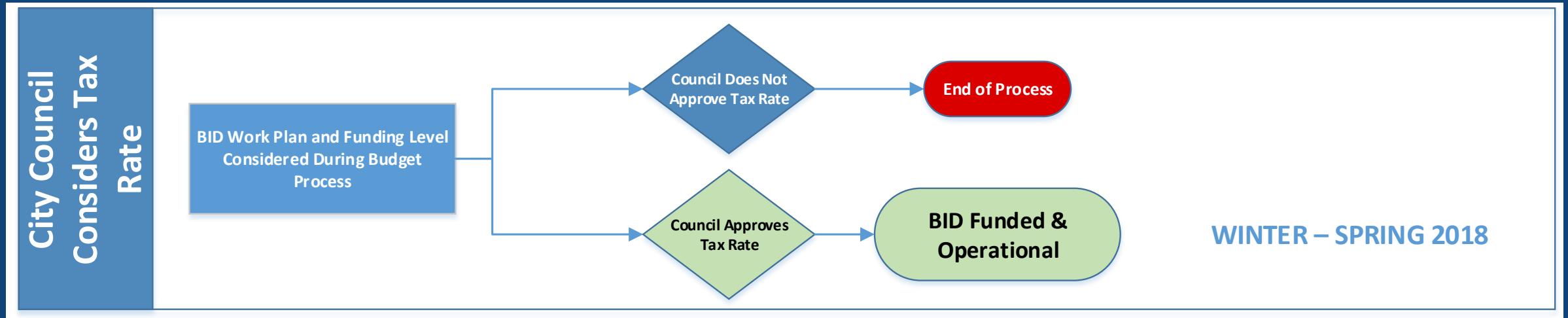
Initial Elected Board:

- Negotiate Memorandum of Understanding with the City
- Review current business climate in Old Town
- Prioritize desired additional and supplemental services
- Examine potential sources of funding to implement services
- Present a proposed budget and work plan to City Council
- City Council approves funding requested by the Old Town BID

MINIMUM REPRESENTATION INCLUDES:



Phase Three



Metrics of Success

- Increased property values
- Increased retail and restaurant revenues
- Lower office vacancy
- New business openings

New Changes to Bylaws

- Provision to include residents on the Board
 - Article VI, Section 1(e)(iv)
- Require a vote of the membership on initial workplan/budget
 - Article IX, Section 2(c)

*see handout

Recommended Changes for City Council Consideration

- Insert “historic preservation and promotion of history” as a listed purpose in Ordinance, line 35
- Direct BID to “Democratically Engage” members on the initial budget and workplan

Review of Major Changes to Proposal

Initial Proposal:

- 2 exclusive classes of members
- Tax and district approved at the same time
- No reserved spots on Board of Directors
- Exclusion of Oronoco Bay Park
- No direct focus on Historic Preservation
- No residential representation on Board of Directors
- No opportunity for entire membership to vote on tax

Revised Proposal Based on Feedback:

- Members that qualify may vote as both classes
- 3 step multi year process to create district, propose services, and implement tax
- Guaranteed representation on board for diverse selection of business and property stakeholders
- Inclusion of Oronoco Bay Park as an appropriate location for events
- Proposal for Council to address- details in final slide
- Inclusion of requirement in bylaws for 3 directors to also be residents from within 5 blocks of BID boundary
- Inclusion of requirement to conduct a vote of membership on workplan/budget/tax rate²⁴