

Gloria Sitton

12(a)
6-27-17

From: Jackie Henderson
Sent: Monday, June 26, 2017 11:32 AM
To: Gloria Sitton
Subject: FW: BiD

From: Salon deZen [mailto:maria@salondezen.com]
Sent: Saturday, June 24, 2017 2:35 PM
To: City Council <CityCouncil@alexandriava.gov>
Subject: BiD

City Council,

I own Salon DeZen, which is in its second location at [118 n fayette st.](#) I recently joined the Old town Boutique District and have seen, first hand, the power of collaboration among businesses. I have also seen its limitations. While the Boutique District can provide a way to cross promote and share customers, we do not have the budget or staffing to reach the markets in areas around us. With 34 members, most of our work is done by volunteers. For example, I recently volunteers several hours to serve as a model for the cover of the latest guide and another member coordinated the styling for the shoot, the photographer and the trolley. While this volunteerism is inspiring, it isn't sustainable. In order for our city have long term vitality and really compete in the "experience" based business centers around the DC area, we have to do better. We can no longer depend on the backs of a very small number of businesses who pay into marketing collaborations like the Boutique District. Our public spaces lack even seating for my staff to eat their lunch. We have very little live entertainment and almost no activation on our waterfront parks, which are our biggest and most unique resource. I am also concerned with the continued cuts to the budget that impact the appearance of the city. Who will update our street banners, decorate for the holidays or see to it that the broken plants and street lamps are fixed? With a BID, we can make some attempt to address all of these issues and see a return even greater than our modest BID fee, which will be \$997 a year for me. That is \$17 less than I am paying the Boutique District and SO MUCH MORE can be accomplished.

I do hope that you will pass this ordinance, which will allow our business community to put together a board and create a plan for the future of our district.

Thanks in advance,
Maria Elizabeth
Sent from my iPhone

12(a)
6-27-17

Gloria Sitton

From: Jackie Henderson
Sent: Tuesday, June 27, 2017 7:50 AM
To: Gloria Sitton
Subject: FW: BID

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

From: William Euille [mailto:williameuille@gmail.com]
Sent: Tuesday, June 27, 2017 6:32 AM
To: City Council <CityCouncil@alexandriava.gov>
Subject: BID

Dear Council,

As I have mentioned to some of you already, I believe that Nate Macek offered the best reason for your support of the proposed Ordinance.

I would encourage your support for it as well.

Thanks,
Bill

Sent from my iPhone

Mayor Silberberg & Members of the City Council
Alexandria City Hall
301 King Street
Suite 400
Alexandria, Virginia 22314
delivered via email

June 27, 2017

Honorable Mayor and Members of City Council:

On behalf of the Board of Directors of the Alexandria Economic Development Partnership (AEDP), we write to you in advance of your continued discussions tonight on an ordinance to establish the Old Town Business Improvement Service District. One of AEDP's primary roles is to advise City Council, the City Manager, and City staff on issues critical to the business community. AEDP is deliberately structured as an outside supporting agency, led by a Board of Directors comprised of business and community leaders directing our staff who are experienced, trained and educated in economic development issues. It is in this context, we implore you to take one of the following actions to move this BID discussion to an acceptable conclusion. In priority order:

1. **Approve the ordinance, with proposed changes** presented by the AEDP staff on Saturday, and follow the outlined process for Phase 2 and Phase 3 that has been carefully vetted, and supported by various organizations. This path clearly outlines the requirements and voting thresholds City Council desires to make a decision to approve funding via tax, and puts the destiny of the organization squarely in the hands of those affected.
2. **Following a declaration of support by City Council** that a BID is the appropriate governance model for Old Town, defer the consideration of the ordinance to a date certain in the Fall of 2017. **Assure that a group of business and property owners** is willing to work in earnest to fine-tune the proposed plan and budget and provide them with the resources needed to distribute, explain and advocate for the final proposed plan prior to any vote of the district. **Our research shows that efforts led by AEDP and/or City staff to generate detailed priorities, plans and budgets in this next phase will fail to garner buy-in from the business community. Phase two of the outlined process must be led by the impacted business community who will ultimately fund the district.**
3. **Vote no and move on to other solutions.** To avoid further investment of time and resources, provide finality to this exploration, and allow AEDP and City staff to move on to other priorities. The City Council should then immediately engage in discussion of the critical problems facing the Old Town district, and identify existing resources to address them.

The proposal before Council represents the amalgamation of two years of study on the topic of a BID, starting with the participation of both AEDP Board members and staff on the Waterfront Commission Governance Subcommittee, up to and including hundreds of hours of AEDP staff time researching BID best practices. Extension of this first phase of the public process, which to date has far exceeded typical

city outreach norms, will result in the perpetuation of inaccurate information in an effort to malign the proposal and process. Further delaying a vote on the creation of an Old Town BID will prevent AEDP staff and City Council from addressing other pressing city-wide economic development matters aimed at enhancing Alexandria's competitive position in a time when the regional economic environment is evolving rapidly and other communities are gaining competitive advantages.

Over the past 13 months our staff has accumulated extensive knowledge about BID best practices, studied comparable BID's governing documents, reviewed industry standards provided by the International Downtown Association, and gathered input from the self-formed Exploratory Committee comprised of business and property owners. We stand-by as a resource for the City, aligned in our desire to tackle the challenges facing our main commercial district, and respectfully ask for the right tools and process to achieve success should you ask us to continue work on this effort.

Thank you for your consideration and your service to our City.
Sincerely,

*AEDP Executive Committee
on behalf of the Board of Directors*

Chris Hartman, Chair
Kerry Donley, Vice Chair
Scott Shaw, Treasurer

Marcy Anderson
David Cleary
Jim Devlin
Allison Cryor DiNardo
Bill Hard
Dak Hardwick
David Heiden
A.J. Jackson
Mark Jinks
Greg Leisch
Dave Millard
Scott Price
David Speck
Melissa Webb

City of Alexandria, Virginia

MEMORANDUM

DATE: JUNE 27, 2017

TO: THE HONORABLE MAYOR & MEMBERS OF THE CITY COUNCIL

FROM: COUNCILMAN PAUL SMEDBERG, COUNCILMAN WILLIE BAILEY, COUNCILMAN JOHN TAYLOR CHAPMAN & VICE MAYOR JUSTIN WILSON

SUBJECT: OLD TOWN BUSINESS IMPROVEMENT DISTRICT NEXT STEPS

The consideration as to whether an Old Town Business Improvement District (BID) shall be created has sparked spirited conversation within our community. Driven by recommendations from the 2009 King Street Retail Analysis, the Waterfront Commission Governance Subcommittee, the 2016 MGM Readiness Task Force, and now two separate private initiatives, the concept of a BID continues to be advanced in our City.

Increased commercial vacancies and decreases in retail activity in our central business district compel action to maintain the core of small, independent businesses that have been the hallmark for Old Town for decades. Changes to retail and the way customers access retail require new thinking.

We have been fortunate that business owners in support of the BID have spent countless volunteer hours to improve the future of Alexandria's most important commercial activity zone.

Those with different perspectives have raised important concerns that have merit and must be considered and addressed as we move forward.

Yet several broad themes about the pending proposal have emerged:

- There is support for new marketing initiatives, new programming and improved caretaking of our public spaces.
- There is a desire for clarity of mission for any proposed BID.
- There are concerns that any BID be designed to have members with clear shared interests.
- There is a desire that any BID not simply replace existing General Fund sources.

- There is belief that business owners should have the opportunity to determine their own direction.

With that input in mind, we believe that Council should work to guide the next steps in the consideration of such a BID.

We request Council's concurrence in directing the City Manager to:

- Prepare a revised ordinance that includes the commercial properties from the waterfront to the railroad tracks along King Street, extended to Cameron and Duke to the north and south respectively.
- Prepare a framework budget for the first three years of operation with identified priority areas based on the input that has been received from those who will be subject to the revised BID.
- Prepare a set of specific and measurable success criteria for each of the first three years of operation.
- Prepare a mailing to all business and property owners subject to a potential BID tax detailing the proposal and encouraging input.
- Host public meetings and update existing web content to reflect this revised proposal.
- Contract with a third-party election company to register eligible voters and conduct a vote of eligible business and property owners. Vote totals shall be reported using both methodologies (based on the proposed bylaws AND one vote per commercial taxpayer).
- If either vote total meets 55% approval, the City Manager shall docket the revised ordinance for approval by the Council no later than October 2017.

We believe this approach will allow the City to quickly determine the viability of a Business Improvement District. With support, we will be able to move forward in creating such a district. Without support, the City can move onto other efforts to support the success of commercial activity in Old Town.

Cc: Mark Jinks, City Manager; Stephanie Landrum, CEO, Alexandria Economic Development Partnership