Proposal for the www.OldTownBID.com
Why are we here?

A handful of Old Town’s current issues:

Unwelcoming Gateways
Lack Of Coordinated Event Management
Barren Treewells
Old Banners
Sidewalk Maintenance
Underfunded Holiday Lights
Trash Removal
Empty Storefronts
Unification of Events
Millenials Marketing Freeloaders
No Single Point Of Advocacy
Information Dissemination
no Unified Brand
Parking Location And Availability
Activation Of Upper 1st St
Lack Of Data On Businesses And Customers
City Budgetary Constraints
City Notification For Maintenance Issues
Underutilized Public Spaces
Millenials Marketing Freeloaders
Workforce Attraction

Our Competition has multiplied, and they have tools!

Business Improvement Districts:
• Ballston
• SW Waterfront
• Capitol Riverfront
• Capitol Hill
• Georgetown
• Crystal City
• Downtown DC

Developments with professional management:
• National Harbor
• Shirlington
• Bethesda Row
• Mosaic District
• Pentagon Row

All of the businesses and property owners in these neighborhoods PAY additional taxes/fees.
Business Improvement Districts, or BIDs, are defined geographic areas that pool their resources to deliver projects and services which they believe will make a difference to their physical and business environment, and in turn, the profitability of their businesses.

BIDs are a mechanism which recognizes that your physical location (place) is a commodity, and if the place is not right, customers, clients, and employees may not come to your business.

Businesses live, breathe, and operate daily in the “place,” so they are most attuned to its problems.

Business and Property owners govern the BID, and the BID’s job is to execute on projects and services as directed by the BID’s stakeholders.
In Virginia, BIDs are created as service districts funded by a special assessment on real estate.

The service district is created by a vote of City Council on an ordinance, following a notice period and a public hearing.

The special assessment is set at the same time and through the same process as the annual real property taxes, usually in May.

The ordinance must include a name, geographic boundaries, the purpose and basic intended services of the district, a proposed plan for providing such services, and the expected benefits of the service district.
Service District Overview

- 735 commercial properties
- 620 unique ownership entities
- 43% office, 20% mixed use, 19% retail, 16% hotel, 2% service
- Median Property Value – $1.05 million
- Total Property Value – $2.2 billion
- 270 acres
- Proposed Tax - $.10 per $100 assessed
- Proposed BID Funding- $2.2 million annually
- Residential properties will NOT pay the service district tax
Does the BID structure work?

- Georgetown - vacant storefronts, nightlife management & clean-up, event management, block-face beautification
- Ballston - branding and identity, public space management and improvements, event creation, office tenant retention
- Golden Triangle BID - clean and safe, beautification, retail curation, holiday decorations, office tenant recruitment/retention
Public Space and Parks 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
Streetscape Improvements
• Update banners, increase plantings, clean up neglected tree wells, supplemental tree lighting, and highlight the entry points into Old Town
• Eyes on the streets to report maintenance issues to the city 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
• Manage and train professional looking staff to maintain and clean streetscape improvements
Branding
• Develop a unified and welcoming brand for Old Town
• Disseminate 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
• Ensure 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
• Coordinate and enhance new and existing events with input from community stakeholders
BID Management:

• The BID will be organized as a 501 (c)(6) nonprofit corporation with an executive director and staff in order to deliver services
• The organization will be governed by a board elected by and comprised of business and property owners from within the district
• The BID service district will have an initial 5-year term, after which the board and local stakeholders will have an opportunity to renew the BID by ordinance if it is successful

BID/City Coordination:

Once the BID is approved by City Council, the BID will work with the City to establish a Memorandum of Understanding (MOU) to outline the services, programs, and improvements that will be provided by each party.

The MOU will:

• Detail the types and levels of service provided by the City and the BID, to ensure the work conducted by the BID enhances what is already provided by the City
• Provide the framework for coordination and management of events at public spaces
What are the next steps?

- **SUMMER 2016**: Exploratory Committee conducts research and develops BID proposal
- **FALL**: Outreach to property owners, businesses, local stakeholders
- **WINTER**: Outreach, Public Meetings, Mailers, Advertisement
- **Sprin:** City Council Vote on the Ordinance

What are the next steps?
Major Outreach

Organizations

- January
  - Visit Alexandria-Supported 1/23
  - AEDP Board-Supported 1/26
- February
  - Old Town Business and Professional Association-2\textsuperscript{nd} Briefing
  - Old Town Boutique District
  - Hotel Association
  - Park and Rec Commission-1\textsuperscript{st} Briefing
  - City Coordination- CMO, Parks, T&ES, City Attorney, Finance
- March
  - Alexandria Chamber GRC- 2\textsuperscript{nd} Briefing
  - Waterfront Commission- 2\textsuperscript{nd} Briefing
  - Park and Rec Commission-2\textsuperscript{nd} Briefing
- April
  - Chamber of Commerce -2\textsuperscript{nd} Briefing

Public

- bi-weekly committee meetings and scheduled meetings with business and property owners
- February
  - Mailer to all commercial property owners in the district
- March
  - 1\textsuperscript{st} Community Meeting 3/15
  - Meeting of largest property owners in district
- April
  - 2\textsuperscript{nd} community meeting
  - 3 printed notices for the public hearing in May
Appendix Slides
The Old Town BID Exploratory Committee is comprised of property and business owners who support the creation of a BID. The BID Exploratory Committee was formed by Old Town business and property owners and used the work of the Gibbs Retail Study, MGM Readiness Task Force, and the Waterfront Governance Subcommittee, of which all three recommended exploring the formation of a BID.

The Exploratory Committee, supports a BID to assume full-time responsibility of making Old Town the best place it can be for businesses and residents to call home.

**Exploratory Members:**

- Christopher Campagna – Braddock Commercial
- Kelly Ferenc – Bishop Boutique
- Charlotte Hall – Potomac Riverboat Co.
- Matt Hurlburt – Kimpton Hotels
- Cheryl Ahearn – Resident
- AJ Jackson – EYA
- Victoria Vergason – The Hour
- Jody Manor – Bittersweet Catering
- Elizabeth Moon – Focus Data Solutions
- Judy Noritake – Noritake Associates
- Danielle Romanetti – Fibre Space
- David Sullivan – Route 66 Ventures
- Robert J. Test – Union Street Public House
BIDs are funded with revenue collected through a special real estate tax assessment. Money is collected by the City and transferred to the BID to manage and reinvest in the district.

- The tax rate proposed is $0.10 per $100 of the assessed value of commercial property within the district.
- This rate would be set in the calendar year following approval of a service district during the regular City budget process.

Residential property owners WILL NOT be taxed as part of the Old Town BID.

How is the BID funded?

Revenue Projections:

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<thead>
<tr>
<th>Total Taxable Property Value</th>
<th>$2.2 Billion</th>
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<tbody>
<tr>
<td>Revenue from Tax @ $.10 per $100 assessed</td>
<td>$2.2 Million</td>
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