



Report Detailing Requests for Boundary Expansion of the Downtown Business Improvement District (BID)

The City Council of the City of Greensboro will hold a public hearing at its Regular Meeting at 5:30 p.m. on Tuesday, March 7, 2017 to consider adoption of an ordinance extending the boundaries of the Downtown Business Improvement District. The BID is a municipal services district created for the purposes of downtown revitalization. Properties located within the BID pay an additional property tax of \$0.08 per \$100 assessed. The listed property owners have submitted petitions for the following 24 parcels and areas requesting annexation consideration into the Downtown BID, pursuant to N.C.G.S. 160A-538:

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| <ul style="list-style-type: none">• City of Greensboro – 513 Federal Place – Parcel #0000515• City of Greensboro – 515 Federal Place – Parcel #0000520• Kotis Holdings LLC – 516 Federal Place – Parcel #0001460• Kotis Holdings LLC – 300 W. Gate City Boulevard – Parcel #0001474• Kotis Holdings LLC – 302 W. Gate City Boulevard – Parcel #0001462• AZ Development LLC – 600 Battleground Avenue – Parcel #0001890• HJHN Properties LLC – 433 Spring Garden Street – Parcel #0001430• HJHN Properties LLC – 437-441 Spring Garden Street – Parcel #0001419• HJHN Properties LLC – Portion of S. Edgeworth Street Closing – Resolution 0316-14• Union Square Campus Inc. – 124 E. Gate City Boulevard – Parcel #0001146 | <p><i>Redevelopment Commission – multiple parcels in South Elm Redevelopment Area</i></p> <ul style="list-style-type: none">• 125 W. Gate City Boulevard – Parcel #0000499• 123 W. Gate City Boulevard – Parcel #0000510• 121 W. Gate City Boulevard – Parcel #0000509• 725 S. Elm Street – Parcel #0001155• 727 S. Elm Street – Parcel #0001154• 728 S. Elm Street – Parcel #0000501• 730 S. Elm Street – Parcel #0000504• 734 S. Elm Street – Parcel #0000505• 508 Arlington Street – Parcel #0001147• 518 Arlington Street – Parcel #0001148• 100 E. Gate City Boulevard – Parcel #0001145• 700 S. Elm Street – Parcel #0000500• 702-704 S. Elm Street – Parcel #0000502• 724 S. Elm Street – Parcel #0000503 |
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The City's Legal Department has determined that the area to be annexed meets the standards and requirements of North Carolina General Statutes Section 160A-538(b). One hundred percent (100%) of the real property owners of the area to be annexed have petitioned the Greensboro City Council for annexation to the Downtown Business Improvement District.

Included in this report are:

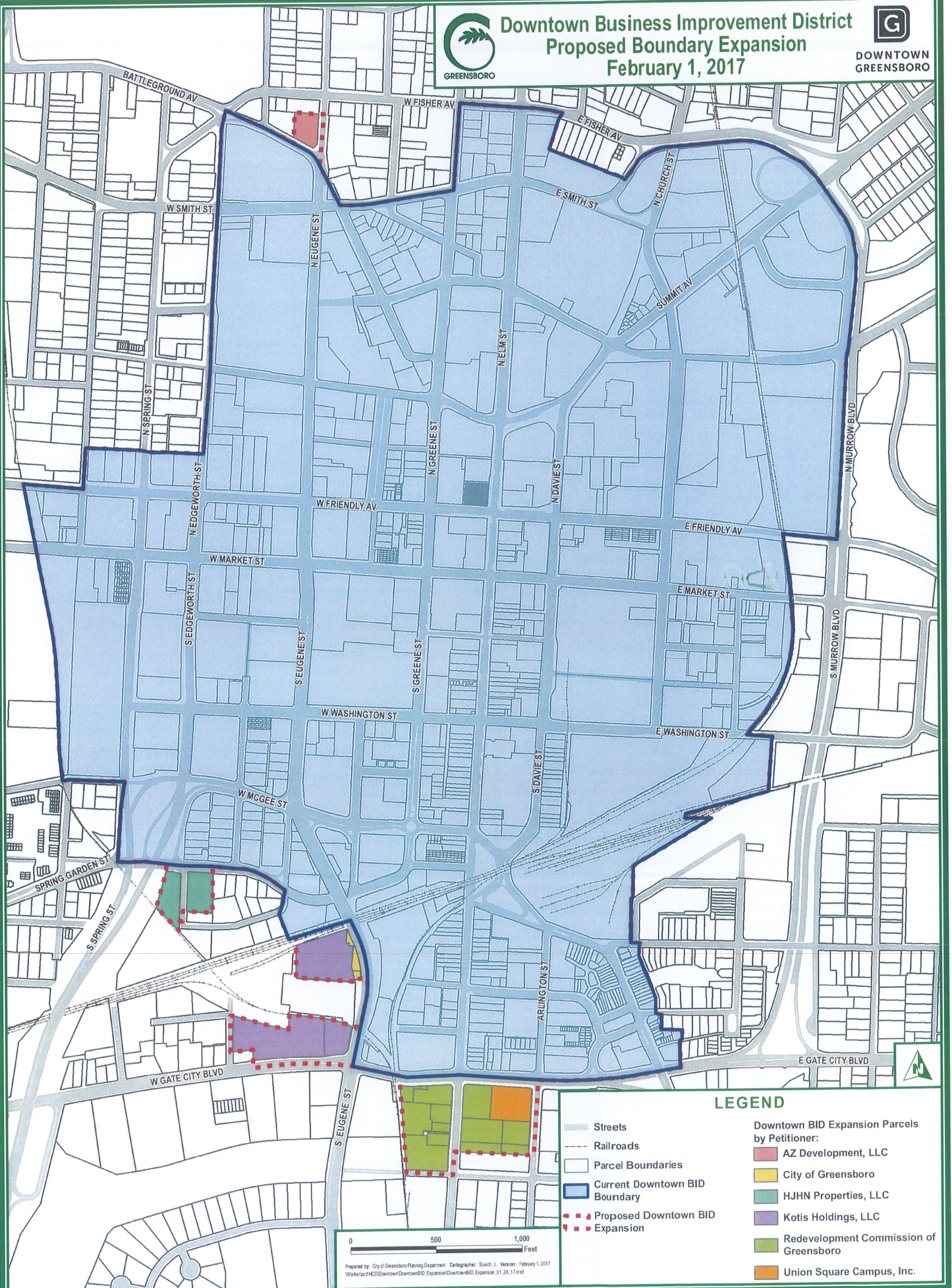
- A) Map of present and proposed boundaries of the BID
- B) Plan for extension of services to parcels petitioning for BID annexation
- C) Statement of commitment from Downtown Greensboro, Inc. to extend enhanced BID services



Downtown Business Improvement District Proposed Boundary Expansion February 1, 2017



DOWNTOWN
GREENSBORO





DATE: February 1, 2017

SUBJECT: Plan for extension of services to parcels petitioning inclusion in the Downtown Business Improvement District

Parcels located at 516 Federal Place, 515 Federal Place, 513 Federal Place, 302 W. Gate City Boulevard, 300 W. Gate City Boulevard, 600 Battleground Avenue, 433 Spring Garden Street, 437-441 Spring Garden Street, 124 E. Gate City Blvd, the portion of S. Edgeworth Street Closing, and those listed in Blocks 1 and 2 of the petition filed by the Redevelopment Commission of Greensboro will begin receiving enhanced services July 1, 2017 if approved for inclusion into the Downtown Business Improvement District (BID).

These enhanced services are provided to properties in the BID by Downtown Greensboro, Inc. (DGI) per the terms of a program management contract awarded to the entity on June 7, 2016 for a contract term of three years, with two potential one-year renewals. The scope of the contract agreement requires DGI to report annually to the City, by presentation in a City Council meeting and in written report regarding the needs of the BID, completed projects, and pending projects. Prior to the annual report, DGI shall seek input of the property owners and residents of the service district regarding the needs of the upcoming year. DGI also must conduct at least one public meeting on or before March 31st of each year. Any addendums or amendments, including renewals of the contract with DGI to manage the listed services, require a public hearing and City Council authorization.

Contracted services program areas managed by DGI or self-performed, as professionally experienced and competent are: Economic Development, Planning and Development, Marketing and Communications, Public Space Management, and Special Events Management. The extension of services received by petitioning parcels and property owners if included in the BID district are limited to the activities within the aforementioned five service program areas as listed in Attachment A. Table 2. Finalized Scope of Activities for FY2016-17, FY2017-18, FY2018-19 of the Downtown BID Management Contract #2016-10415 authorized on July 1, 2016. These activities are as follows:



<i>Program Area</i>	<i>Activity Number</i>	<i>Required Activity</i>
Economic Development	1.	Actively meet with commercial brokers to identify and evaluate development opportunities for shops, offices, and residences
	2.	Develop at least a 3 year commercial recruitment strategy that may be amended annually based on the current needs of downtown and actively meet with targeted new business prospects and assist with business analysis, site location, and include technical elements of locating downtown
	3.	Meet with existing downtown business owners both proactively and upon request to discuss challenges and opportunities, and engage the appropriate resources when solution services are deemed necessary
	4.	Develop conceptual ideas for new development opportunities within the downtown area and present these ideas to potential investors and/or developers
	5.	Provide potential developers or investors due diligence assistance, such as but not limited to: market analysis, demographic information, mapping, development options, regulatory research and project coordination with City, County, and State staff and officials
	6.	Maintain an public and regularly updated database of all buildings for lease or sale within the BID for business development purposes
	7.	Assist project prospects that qualify for consideration of City participation under the guidelines of the Urban Development Investment Program in the completion of their formal program applications
	8.	Meet monthly with City of Greensboro Manager of Economic Development and Business Support (EDBS) on items requiring collaboration or coordination within the economic development program area
Planning and Development	9.	Provide input for long-term vision development and planning recommendations for the downtown area that incorporate the ideas of downtown stakeholders
	10.	Provide assistance services to stakeholders engaged in the historic preservation of downtown buildings
	11.	Convene in collaboration with the City's Planning Department bi-annual meetings for public education regarding the Downtown Design Overlay
	12.	Review and comment on relevant City ordinances or policy changes proposed that affect downtown and offer potential changes when deemed appropriate
Marketing and Communications	13.	Distribute a business directory online and in print with companion map(s) of shops, restaurants, parking, and attractions
	14.	Maintain a digital calendar of downtown events and cultural programs and promote through a variety of channels
	15.	Develop and distribute digital newsletters informing constituents about programs, promotions, and activities within the BID.
	16.	Provide input, advice, and guidance to City Staff, Boards, and Commissions, as well as City Council on problems, issues, concerns, and proposals that would affect the downtown area
	17.	Develop and maintain a growing contact database with RSS feeds, emails subscriptions and stakeholder mailing lists



	18.	Develop and maintain a listing of all property owner mailing addresses and the physical addresses of all properties in the BID
	19.	As requested, provide the public with accurate information on proposals and current projects within the downtown area
	20.	Continue marketing campaigns focused on positioning and branding downtown as a unique place for economic growth and development, retail, art, and cultural activities
	21.	Update and maintain a comprehensive interactive website for Downtown
	22.	Report progress to the City of Greensboro through submission of quarterly and annual Accomplishments Report and formal presentation annually to City Council
	23.	Promote Downtown and engage the public through Social Media Channels
	24.	Convene BID stakeholders when necessary to inform and gather input from the community
	25.	Complete annual BID needs assessment surveying and public feedback sessions in Q3 of each FY. It is advised that any proposed future amendments to the Scope of Services for the program management contract be backed by findings from these surveys and sessions
	26.	Provide communication to stakeholders including City staff, City Council, residents, and businesses regarding issues that affect the downtown
	27.	Assist Love Greensboro with its civic branding activities within the BID district in FY16-17 by providing fundraising, marketing, and management or advisory support
Public Space Management	28.	Plan for and/or fund beautification and appearance enhancements and upgrades, placemaking enhancements, and wayfinding improvements in the public right of way. In FY16-17 develop new placemaking strategies in partnership with Elsewhere Collaborative through a process as described in the proposed activities Table 2 submitted in the response to the Downtown BID RFP.
	29.	Convene stakeholders and provide leadership and research initiatives involving improved transportation of all forms (parking, transit, commuting, bicycles, connectivity, and pedestrians)
	30.	Engage the private and public sectors in efforts to enhance lighting strategies within the BID from both an aesthetic and safety standpoint
	31.	Create beautification areas with seasonal enhancements to existing and new planting areas
	32.	Work with partners and stakeholders on strategies to improve public safety and proactively respond to issues that may surface
	33.	Participate in ongoing development of streetscape improvements
	34.	Coordinate with the Greensboro Downtown Parks Board to provide oversight of operations in LeBauer City Park and Center City Park
	35.	Host a citizen's work session and tour of downtown in FY16-17 focused on public safety issues and public perceptions
Special Events Management	36.	Provide management services and/or funding support to First Fridays, Fun Fourth and Festival of Lights and advisory assistance services to other events planned in downtown
	37.	Serve on the operating committee of the National Folk Festival and as the primary liaison between Arts Greensboro and the downtown businesses and residents for all festival related items.
	38.	Serve as the liaison between downtown establishments and residents and the Special Events Office for permitted special events and collaboratively develop strategies that maximize positive economic and community impacts and minimize negative event impacts



39.	Convene in collaboration with the City's Special events office bi-annual meetings for all parties interested in holding special events downtown to be advised of the process and of support services available
40.	Assist event producers per City policy in the notification of the affected BID stakeholders on upcoming events

MEMORANDUM

DATE: February 1, 2017

TO: Jim Westmoreland, Greensboro City Manager

FROM: Zack Matheny, President of Downtown Greensboro, Inc

RE: Downtown Greensboro Inc. is committed to serving all members of the Business Improvement District

Downtown Greensboro Incorporated (DGI) is committed to extending our range of services to new property owners now in the Business Improvement District (BID).

As the economic development organization focused on stimulating investment and activity in the center city, DGI works to lead the development of Downtown Greensboro as a prosperous and vibrant urban center, memorable and meaningful for those who choose to live, work, play and invest here. The services DGI provides encompass a myriad of activities in areas of Economic Development, Public Safety, Beautification, Marketing and Branding, and Events. All members of the Business Improvement District (BID), current and future, will receive our support through these activities.

DGI will work diligently to ensure extending our services to the new members of the BID will stay within the budget allowed by the BID tax they provide. We welcome the opportunity to continue to serve our constituents and keep downtown vibrant.