



Business Improvement District Formation Study

Initial Steering Committee Meeting

May 8, 2019

5:00 pm

School District of Philadelphia - Atrium

Meeting Notes

In Attendance

Jimmy Bishop – Gamble Companies, Eric Blumenfeld - EBRM, Brooke Queenan – Econsult Solutions, Frank Robinson – Kairos Development Group, Margo Geppert – Shift Capital, Corey Bell – Council President Darrell Clarke’s Office, Denis Murphy – Philadelphia Department of Commerce, Shalimar Thomas – North Broad Renaissance, Jim Baker – Baker & Co., Elizabeth Baker – Baker & Co., Chris Lanckenau – Urban Partners

PowerPoint Presentation

The meeting began with a PowerPoint presentation introducing the project and approach. The presentation covered the following items:

- What a BID is
- Why a BID would be beneficial to North Broad Street
- Other BIDs in Philadelphia
- The North Broad BID feasibility project approach and major tasks within the Feasibility & Planning, Outreach & Legislative, and Strategic Plan Development phases
- Project schedule
- BID study area
- BID Steering Committee
- Key visioning questions (see below)

General Discussion

During the course of the meeting, the discussion included the following comments and questions:

- The Beury Building is outside the tentative boundary.
 - Can it be included in the BID?
 - It could be represented on the Steering Committee and make an annual payment.
- Why might council not approve a BID?
 - If the community appears to support the BID, the Councilman will approve it.
 - Otherwise, he's hesitant about additional fees imposed on property owners.
- A key to a successful BID is communication.
 - It should be pitched as an investment.
- If people are concerned maybe people involved in other successful BIDs who were once skeptical as well could be brought in to speak with them to demonstrate the benefits they've experienced.
- We need to emphasize the message to property owners that they are taking charge of their future by creating the BID.
 - It's important to find other forms of revenue than grants and the government.
- It would be good to identify the impact BIDs have had on other corridors.
- The BID must serve everyone in the district.
- Eric Blumenfeld offered the Met for meeting and event space.
- What does a BID cost to property-owners?
 - In other BIDs in Philadelphia, owners have been assessed between .001 and .0023 of the market value of their properties.
 - At .0012, for example, the BID could generate about \$553,000 for the district.
- It is recommended to start with the largest properties and see what types of assessments are generated. It can be adjusted from there.
- Temple has been an issue in terms of involvement in the North Broad corridor. We should proceed as if we have them on board.
- How have other universities participated in BIDs?
 - Ohio State has created a SID around the university.
- The steering committee should develop a mission statement for the North Broad BID. Ideas for the mission statement can be generated through the visioning questions.

- The existing North Broad Renaissance budget for its related efforts (cleaning, greening, safety, etc.) is \$375,000 annually. The BID budget could enhance this significantly.
- The steering committee should meet again to continue visioning.
 - Those in attendance agreed to be on the steering committee.
 - Existing attendees should invite five other property owners to the next steering committee meeting to get a membership of about 20.
 - The meeting will occur in mid- to late-June.

Visioning Questions

The meeting concluded with a discussion of key visioning questions to consider for the BID. The group began the visioning exercise but did not complete it due to time. The exercise will continue at the next steering committee meeting. Questions reviewed included:

1. What kind of district is North Broad Street?
 - a. Underused
 - b. Forgotten about
 - c. Recently discovered; awoken
 - d. Historic; full of longevity
 - e. Full of culture, commerce, and community
 - f. A gathering place
 - g. An entertainment hub
 - h. An opportunity for innovation
 - i. An education hub (with all of the schools on/near the corridor)
2. What are the quality-of-life issues that the BID could address immediately?
 - a. Enhance cleaning and landscaping
 - b. Maintain the light poles
 - c. Create inspiration for local residents and students
3. What are the long-term development goals for the district?
 - a. Equitable development

The meeting adjourned around 7:00 pm.