



Business Improvement District Formation Study

Steering Committee Meeting #2

June 26, 2019

6:00 pm

The Met

Meeting Notes

In Attendance

- Chris Cordaro - EBRM
- Kenny Ashe - Progress Plaza
- Jimmy Bishop - Gamble Companies
- Daryl DeBrest - Progress Plaza
- Ellen Lissy Rosenberg - Goldenberg Group
- Shalimar Thomas - North Broad Renaissance
- Denis Murphy - Philadelphia Department of Commerce
- Jim Baker - Baker & Company
- Dave Feehan - Civitas Corporation
- Chris Lankenau - Urban Partners

PowerPoint Presentation

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

- What is a BID? Note: A BID technically is a funding mechanism, used to provide funds for a business district management corporation. In common usage, the term BID often refers to the management entity.
- Why create a BID?
- How are BID services paid for?
- What is a BID's legal authority in Philadelphia?
- Who oversees and manages the BID?
- What's the process for creating a BID?
- The North Broad BID feasibility project approach and major tasks within the Feasibility & Planning, Outreach & Legislative, and Strategic Plan Development phases

- Why create a BID for North Broad Street? Note: any successful business district, like any successful shopping center, needs management, maintenance and marketing. North Board Renaissance was created to be the management entity for the commercial district. But even though an SSD exists, longer term stability and service demands require the creation of a BID.
- Other BIDs in Philadelphia
- BID study area
- Needs assessment survey description
- NBR's current revitalization efforts
- Vision for North Broad
- BID Steering Committee
- Next steps

Discussion

Following the presentation of background information on the BID, a discussion took place about NBR's current revitalization efforts. The group was asked if a North Broad BID should continue these efforts and if additional roles should be taken on. The following comments and questions were raised during that discussion:

- A wider audience should be asked this question.
 - It was mentioned that the forthcoming Needs Assessment Survey will solicit this information. Note: This is a wise idea. A needs assessment survey accomplishes a number of important things. It shows that the organization is accountable to its constituents, and it gives the opportunity to communicate what exactly BIDs are capable of doing.
- Business recruitment and sustainability is very important. Note: Business recruiting and retention are vital components of a BID's program. Identifying and recruiting new tenants provides real value to property owners who pay the assessment; it helps to improve the tenant mix over time; it provides an opportunity to give fresh energy to the district; and it makes other businesses aware of the advantages of locating in the BID. Business retention is equally important. Seeing new businesses fail and close conveys an image to others that the district is incapable of sustaining new businesses. BIDs can play an important role in providing training and technical assistance to businesses in the BID, particularly to retail and dining establishments that are often the most visible. Here is an example of the kind of assistance a BID can offer local tenants – a scholarship to Zingermans (<http://www.zingtrain.com>)
- Property owners need to be engaged – they need ownership in the BID process, especially once the BID is enacted. Note: Once the BID is operational, the BID director should follow the “ten cardinal rules” to stay engaged with property owners (see attachment)

- A great way to get out the positive message of a BID is through existing events:
 - Block parties
 - Philly Free Streets in August
 - Note: Try engaging students from Temple in organizing events. The downtown organization in Kalamazoo Michigan worked with Western Michigan University students to hold benefits in downtown. These events engaged students and their families, gave students a chance to gain new skills and contacts, and improved the image of the BID.

- There needs to be peer-to-peer conversations among corridor-wide property owners to impart the merits of a BID.
 - Owners need to hear it from other owners and businesses Note: Remember the “Four P Method” – Personal Presentation by a Persuasive Peer.

- Is there a North Broad business directory?
 - A book or online directory could be created listing all corridor businesses
 - This could be a marketing tool for businesses
 - A digital information board could also be created along the corridor – businesses that contribute extra to the BID could be highlighted on the board and in the directory
 - The directory could be a component of/funded by the BID’s marketing program
 - This business-focused effort could be managed by a special committee of the BID’s board of directors Note: This is an opportunity for the BID to create a membership program and offer increased visibility to member companies. Print the full list of businesses, but bold-face the members who contribute to the membership campaign. This creates added revenue for the BID and added visibility for members.

- The younger generation needs to be engaged and understand why a BID is important as they begin to take over businesses. Note: Ask business and property owners to assign younger members of family-owned businesses to participate in BID meetings and activities. This is a great way of identifying and engaging the community’s next generation of leaders.

- How do we engage directly with the less engaged?
 - One-on-one and peer-to-peer conversations and outreach
 - Outreach will let people know they’re being heard

- Could the BID offer/provide incentives to business and property owners? Note: One caution: BIDs need to be scrupulously careful that any incentives are equally available to any business or property owner. Any hint of favoritism could be deadly, and probably illegal.

- Free educational trainings/courses on business development, marketing, etc.
 - Workshops on best practices for business districts
 - Some BIDs make that a line item in their marketing budgets.
- Places with BIDs tend to receive more financial resources from their municipalities. A BID can be a win-win.
- Is there any sort of collective already in place on North Broad?
 - Not really
 - It's difficult to get people to come to meetings and collaborate Note: Why do you want people to attend a meeting? If you want to inform them, do they have to come to a meeting? If you want them to decide on something, make it clear that they have the authority to make decisions; and then honor those decisions. Think about seating at the meeting. Theater style seating is often ineffective; but to have people sit around a table, or in a circle. Provide food and beverages. Start meetings on time and keep to the agenda.
 - Therefore, NBR has been going out to them – businesses and residents
- The next key piece of NBR's work is the business retention activity. Clean and green and marketing are well underway. We now need to move into this area. The BID could help. Note: Each business is an individual case. Find out when the business lease is coming up, and determine what issues could potentially keep that business from renewing. Is it lack of pedestrian traffic? Parking for customers or employees? Lack of perceived marketing support by the BID? Try to be a problem solver.
- How does this BID effort interact with the Temple Special Services District (SSD)?
 - Temple has continuously been invited to participate
 - The SSD effort doesn't focus on North Broad – it's more on Cecil B. Moore Ave. and the blocks west of Broad
 - We can reach out to Temple representatives directly through this effort

Vision for North Broad Questions

The meeting transitioned to a discussion of key visioning questions to consider for the BID as a means for determining what, if any, additional services the BID should consider providing. Questions reviewed included:

1. Who does North Broad Street serve now? Note: The real job of the BID is to create experiences for customers, employees, and investors – that are memorable, compelling, and positive. In The Experience Economy, Pine and Gilmore argue that BIDs need to focus on four types of experiences: Entertainment, Education, Aesthetic, and Escape. In other words, BID districts should be fun and enjoyable, they should inform and educate, they should appeal to a sense of beauty, and they should take visitors to a place that is

outside of their every day, hum-drum world. Every district is a STAGE, and every day is a new performance.

- a. It was agreed that those listed on the PowerPoint (residents, businesses, students, employees, shoppers, and visitors) should all continue to be served
 - b. Visitors would include those coming to the Met for shows – as new entertainment venues open on North Broad this will be an increasing component of who the corridor serves
 - c. There could be an enhanced effort to attract visitors from Center City and conventioners from the nearby convention center
 - i. Rack cards could be placed at the convention center or in nearby hotels advertising businesses, restaurants, and highlights of North Broad
 - ii. The Met offers restaurant suggestions along the corridor to those who purchase tickets
2. Should the corridor serve others?
- a. It's a bit of a "chick and egg" situation where you need things to draw people to the corridor but you need a critical mass of customers to ensure a business can succeed Note: none of the districts in Philadelphia have the drawing power of a Disney or a Vegas. That means that districts must not only attract customers from outside the district, they must attract repeat business from the local market. What is the experience like for a visitor or customer arriving in the district for the first time?
3. What additional enhancement could the BID provide for its users right away?
- a. Enhanced marketing
 - b. The training incentive (discussed above)
 - c. Coordinating with other venues (convention center, hotels) and the Philadelphia Visitors and Convention Bureau
 - d. Offering promotional packages (dining, hotel, parking discounts)
4. What are the long-term goals for the district?
- a. Growing the corridor in terms of business development
 - b. At the same time retaining the existing businesses and providing them resources they need to succeed
5. How could a BID support these goals?
- a. Training
 - b. Outreach
 - c. Online directory
 - d. Digital information board
 - e. Additional safety measures for corridor users/visitors

The meeting concluded with a review of next steps in the project process. The Needs Assessment Survey will go live on Friday, June 28th at northbroad.org/north-broad-BID.

Also, there is an upcoming community workshop to be held in the atrium of the School District of Philadelphia headquarters (440 N. Broad) on July 18th starting at 2 pm.

The meeting adjourned around 7:40 pm.