PROPOSED NORTH BROAD BUSINESS IMPROVEMENT DISTRICT
WHAT IS A BID?

“A legal mechanism for property owners and businesses in a defined geographic area to jointly plan and put in place a sustainable funding source that can pay for a set of services to improve their area.”
WHY CREATE A BID?

• Create a cleaner, safer, and more attractive district
• Create a reliable source of funding for supplemental services and programming
• Respond quickly to changing needs of the business community
• Build the potential to increase property values, improve sales, and decrease the number of vacant properties
• Help the district compete with nearby retail corridors and business centers
• Dedicate a staff person to overseeing these initiatives
HOW ARE BID SERVICES PAID FOR?

• A special assessment paid by benefitted property owners
• BID organization collects assessment and manages BID activities
• Assessment usually based on total assessed value of properties
• Each property pays proportionate share of BID budget
• Typical assessment in Philadelphia ranges from .001 to .0023 of market values based on desired budget for BID
• Nonprofit-owned and owner-occupied residential properties are exempt but owners can contribute voluntarily to BID
WHAT IS A BID’S LEGAL AUTHORITY IN PHILA?

• Community and Economic Improvement Act of 1998
• Replaces former enabling act – Municipality Authorities Act
• Authorizes BIDs to be formed in PA municipalities
• Facilitates creation of new BIDs run by new or existing nonprofit
• Allows for flexibility in selecting Board members
• Legislation dictates BID enactment - a BID cannot be formed if:
  • Objections are filed by owners of more than 33% of affected properties or owners representing more than 33% of total property valuation
WHO OVERSEES AND MANAGES THE BID?

• An existing or new non-profit organization (NIDMA)
• A Board of Directors typically consisting of:
  • Property owners
  • Business owners
  • Institution representatives
• A BID manager and other staff
WHY CREATE A BID FOR NORTH BROAD ST.?

• Help sustain and enhance NBR’s corridor revitalization efforts to:
  • Keep North Broad clean and safe
  • Maintain and improve public/green space along North Broad
  • Market/Communicate North Broad to the community and visitors
  • Ensure innovative, strategic, and diverse business attraction, retention, and development
OTHER BIDS IN PHILADELPHIA

- Now in Northern Liberties
- Proposed in Fishtown and Chinatown
NEEDS ASSESSMENT SURVEY

• Asks respondents:
  • Favorite aspects of North Broad Street
  • Opinions of existing conditions
  • Suggestions for added or enhanced:
    • Beautification services
    • Cleaning services
    • Quality of life services
    • Capital improvements
  • Opinions on any negative issues

We Want to Hear from YOU!

The North Broad Street community is exploring the creation of a Business Improvement District to sustain and enhance revitalization initiatives taking place along the corridor.

Through a survey, we are gathering input from local property owners, businesses, and residents about the community's needs, and how a BID may address them.

Please take a moment to complete the survey by visiting our website: northbroad.org/north-broad-BID

One survey respondent will be selected at random to receive two VIP tickets to a show at the Met!
NEEDS ASSESSMENT SURVEY

• Favorite aspects of North Broad Street
NEEDS ASSESSMENT SURVEY

- Opinions of existing conditions
NEEDS ASSESSMENT SURVEY

- Opinions of existing conditions

![Bar chart showing opinions of existing conditions for various aspects such as physical street conditions, street lighting, parking, public space condition and maintenance, perceived safety during daylight hours, and perceived safety after dark. The chart uses bars in shades of blue, orange, gray, and yellow to indicate levels of perception such as poor, fair, good, and excellent.](chart_image)
NEEDS ASSESSMENT SURVEY

- Beautification services desired
NEEDS ASSESSMENT SURVEY

• Cleaning services desired
NEEDS ASSESSMENT SURVEY

- **Quality of life services desired**
NEEDS ASSESSMENT SURVEY

• Quality of life services desired
NEEDS ASSESSMENT SURVEY

- Capital improvements desired
**NEEDS ASSESSMENT SURVEY**

- **Challenges identified**

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor sidewalk conditions</td>
<td>45%</td>
</tr>
<tr>
<td>Pedestrian safety</td>
<td>35%</td>
</tr>
<tr>
<td>Vehicular speeding</td>
<td>40%</td>
</tr>
<tr>
<td>Lack of parking</td>
<td>15%</td>
</tr>
<tr>
<td>Illegal trash dumping</td>
<td>45%</td>
</tr>
<tr>
<td>Vandalism / graffiti / stickers</td>
<td>40%</td>
</tr>
<tr>
<td>Vacant / underutilized buildings</td>
<td>50%</td>
</tr>
<tr>
<td>Properties in disrepair</td>
<td>47%</td>
</tr>
</tbody>
</table>
NEEDS ASSESSMENT SURVEY

• Challenges identified
NEEDS ASSESSMENT SURVEY

• Favorite thing about North Broad:
  • Good transportation access
  • Convenient location
  • Historical context
  • Diversity of people and businesses
  • Business-friendly
  • It’s the heart of North Philly

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NEEDS ASSESSMENT SURVEY

• One thing to improve North Broad:
  • Equal access to funding
  • Eliminate stop and go establishments
  • Increase job opportunities
  • Enliven vacant land and buildings
  • Increase police presence
  • More educational event programming
  • Reduce loitering

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OUTREACH UPDATE

We Want to Hear from YOU!

The North Broad Street community is exploring the creation of a Business Improvement District to sustain and enhance revitalization initiatives taking place along the corridor.

You are invited to

COMMUNITY MEETING

to present the draft North Broad BID Plan

Wednesday, August 21st
5:30 to 7:30 p.m.
School District of Philadelphia Atrium
440 North Broad Street
Philadelphia, PA 19130
Visit northbroad.org/north-broad-BID

The proposed BID could impact your business

You are receiving this because you are a business or property owner located on North Broad Street. The North Broad Street community is exploring the creation of a Business Improvement District (BID) to sustain and enhance revitalization initiatives taking place along the corridor.

Simply visit northbroad.org/north-broad-bid or Google "North Broad BID"
DRAFT NBBID PLAN

- Key components of Plan:
  - District boundary/service area
  - Programs and services
  - Budget
  - Assessments
  - Oversight
DISTRICT BOUNDARY

- Indiana Avenue to Spring Garden Street
- Properties fronting N. Broad Street
- Commercial properties only
- Owner-occupied residential properties are exempt
- Total properties: 338
- Tax-exempt: 56
- Residential: 12
- Eligible for assessment: 270
PROGRAMS AND SERVICES

• Cleaning and Safety
• Maintenance and Greening
• Marketing and Communications
• Business Attraction, Retention, and Development
• Capital Improvements
• Personnel and Administration
BUDGET

• Year 1 total revenue: $487,000
• Grows to $591,000 in Year 5 (3% increase each year)
ASSESSMENTS

OPA Market Value for property

Total OPA Market Value of 270 properties in NBBID subject to assessment
($461,000,000)

Total amount assessed for NBBID
($553,000)
ASSESSMENTS

- Examples of annual assessments based on OPA Market Value:
  - $10,000,000: $12,000
  - $5,000,000: $6,000
  - $1,000,000: $1,200
  - $500,000: $600
  - $250,000: $300
  - $100,000: $120
OVERSIGHT

• NBR would be the management entity (NIDMA) for NBBID
• NBBID would adhere to NBR’s bylaws
• NBBID would be governed by NBR’s Board of Directors
• Board would be expanded to include:
  • At least one property owner in the BID
  • At least one business owner in the BID
  • At least one institution representative (schools, churches, hospitals)
• A NBBID Advisory Committee of additional BID representatives would be formed to review and approve annual budget
NEXT STEPS

• Preliminary BID Plan: completed
• Proposed services, budget, assessment, and structure
• BID ordinance introduced to City Council: today!
• Public Hearing in City Council: late fall
• Outreach: ongoing - please promote BID to colleagues!
FOR MORE INFORMATION

• northbroad.org/north-broad-BID
THANK YOU!