



City of Grand Island

Tuesday, August 14, 2018

Council Session

Item E-5

Public Hearing on Establishing Railside Business Improvement District

Council action will take place under Ordinances item F-3.

Staff Contact: Patrick Brown

Budget and Project Proposal
Railside Business Improvement District

Grand Island, Nebraska

Submitted to the Honorable Mayor and City Council of Grand Island July 24, 2018

By

Railside Business Improvement District Board of Directors:

Amos Anson, Chair
Tom Wald
Jim Pirnie
Andy Gdowski
Tom Ziller
Jackie Bowen
Brent Lindner
Ryan Hand
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Proposed Budget and Purposes for the Railside Business Improvement District

The board members of the Railside Business Improvement District have completed a thorough and disciplined process to identify their mission and prioritize the work to be accomplished over the next year – the life of Railside Business Improvement District in Grand Island.

While many resources will be employed in the achievement of our mission, including the talent and efforts of downtown stakeholders and collaborative projects with area businesses and other organizations, this proposal requests a total of \$116,490 for the 2018-2019 fiscal year, with an increase of 3% thereafter, to complete essential work in three broad categories (additional projects will be completed with the aid of grant funding):

Retention and Recruitment

Encouraging a vibrant and welcoming downtown requires the presence of businesses, active shoppers and visitors, downtown residents, offices and a welcoming atmosphere. The Railside Business Improvement District will encourage these results in downtown Grand Island through the planning and implementation of Downtown promotions, continued Main Street commitments, continued support through Rental Assistance and downtown investments to attract the attention of people looking for vibrant and welcoming places to dine, shop, live, work and play.

Forty-one percent of the proposed budget is designated for Retention and Recruitment, or \$125,075 in the next year (see Table 1).

Downtown Beautification

Creating an atmosphere that is bright, beautiful and safe is essential to the attraction of people to downtown, regardless of whether they come to visit, live, dine, shop or simply enjoy the downtown. This category of work will include replacing the planters in the district, implementing a 3 – year tree grate repair and replacement plan, replacing damaged or dead trees, creating an additional green space by sodding the triangle, preparing and maintaining clean and safe pedestrian areas, streetscape investments, signage improvements and other items to help downtown Grand Island continue to be a destination for local residents and visitors to this community.

Thirty-one percent of the proposed budget is designated for Downtown Beautification or a total of \$96,280 in the next year (see Table 1).

Implementation and Maintenance

Finally, all the resources and talent vested in the Railside Business Improvement District rely upon the successful completion of each project and careful maintenance of the downtown area to ensure the best possible results from the careful planning and investments of downtown stakeholders, including the Railside Business Improvement District.

To accomplish many of the duties inherent in this proposal, we must secure the necessary human resources, using contracts with existing organizations, to implement the work and maintenance pursuant to the mission of the Railside Business Improvement District.

Twenty-eight percent of the proposed budget is designated for Implementation and Maintenance, or a total of \$87,045 in the next year (see Table 1).

Table 1.

Railside Business Improvement District <i>2018-2019 Financial Plan</i> Fiscal years beginning October 1,		
	Total	
Railside BID Revenue*	\$308,400	100.00%
Retention and Recruitment Main Street Promotions, Investment Enhancements, Retention and Recruitment	125,075	41%
Downtown Beautification Planters, Tree Grates, Green Spaces, Foliage and Flowers, Pedestrian Areas, Streetscape, Signage and Attractions	96,280	31%
Implementation and Maintenance Support Staff, Labor Force, Volunteers and Strategic Planning	87,045	28%

YEAR:

2018-2019

With Grants

W/O Grants

INCOME TYPE	Explanation	Amount	Amount	Notes for additional funding
Beginning Cash		\$0.00	\$0.00	
Special Assessments		\$116,490.03	\$116,490.03	
Donations		\$0.00	\$0.00	
Grants	CDBG "Rental Assistance Program, 3K marketing grant, 6K green scaping grant, 100K GGI	\$185,440.00	\$79,440.00	
Interest		\$8.00	\$8.00	
Other Revenue	Credit Card (200), Green Team Reimbursement (3000), Halloween and Christmas vendor program (300), Wine Walk (1500), Beer Tour (1500)	\$6,500.00	\$6,500.00	
TOTAL INCOME		\$308,438.03	\$202,438.03	
EXPENSES		Amount	Amount	
Personnel - 85105	Director, Green Team - Hourly Litter	\$ 43,000.00	\$ 41,000.00	
FICA - 85115	FICA	\$ 3,289.50	\$ 3,136.50	
Unemployment - 85165	Unemployment	\$ 351.00	\$ 351.00	
Contract Services - 85213	Trash, Douglass Bookkeeping, Maintenance Upkeep, City Bookkeeping, Event Coordinator, Associated staffing for Gardener	\$ 33,000.00	\$ 27,500.00	
Printing/Binding - 85245	Printing, Flyers, Annual Report, Announcement Annual Meeting	\$ 700.00	\$ 700.00	
Snow & Ice Removal - 85249	Snow	\$ 1,400.00	\$ 1,400.00	
Professional Services/Office Rent - 85290	Rent, Website Fees	\$ 7,325.00	\$ 7,325.00	
Utility Services - 85305	Utilities, Backflow Checks, Christmas light replacement	\$ 3,880.00	\$ 3,880.00	
Repairs & Equipment - 85325		\$ 250.00	\$ 250.00	
Office Copy Machine - 85330	Copy Machine Lease and Copy Charges	\$ 500.00	\$ 500.00	
Postage - 85413	Quarterly Bill From the City	\$ 700.00	\$ 700.00	
Advertising - 85416	Newspaper, Radio and TV	\$ 30,700.00	\$ 10,000.00	
Legal Notices - 85419	Monthly Meeting Notice, annual review of property tax	\$ 2,750.00	\$ 2,750.00	
Dues & Subscriptions/Main Street - 85422	Mainstreet, Chamber, 501C3, EDC	\$ 3,735.00	\$ 2,050.00	
Travel & Training - 85428		\$ 500.00	\$ 500.00	
Events/Other - 85490	Event Sponsorship Program, Wine Walk, Beer Tour, Christmas, Halloween	\$ 7,800.00	\$ 6,800.00	
Office Supplies - 85505	Internet and Office Phone	\$ 2,500.00	\$ 2,500.00	
Trees & Shrubs - 85560	Removal and replanting	\$ 4,280.00	\$ 4,280.00	
Planters/ Plaza - 85561	Moving, Sprinklers, Plants for Planters and Summer Watering for Planters	\$ 9,800.00	\$ 9,800.00	
Land Improvements - 85608	Sod in Triangle	\$ 4,000.00		
General Supplies - 85590	Green Team & Other	\$ 500.00	\$ 500.00	
MISC Projects	CDBG "Rental Assistance Program", Parking Management Plan-Future Projects "Other", Use of funds from WW/BT	\$ 147,440.00	\$ 76,440.00	
TOTAL EXPENSES		\$ 308,400.50	\$ 202,362.50	

\$37.53

\$75.53

2018-2019 Major Projects - *Based on grant funding

1*	Add events coordinator with workshare with CVB	\$15,000
2A	Reconfigure the Green Team into Litter Control	
2B	& Gardener to improve the day to day operations and to address problematic area(s)	
3	Establish detailed job descriptions and job duties for green team	
	Implement a plan to Clean/Repair 25 tree grates a year, remove and	
4*	replace trees	\$12,000
5*	Implement a plan to trim 40 trees a year	\$3,000
6*	Replace Outdated Planters	\$50,000
7*	Sod the Triangle in an effort to add green space & to reduce man power	\$4,000
8*	Expand Banner project to all parking lots with historic lights	\$4,000
	In an effort to provide additional lighting & increase lighted areas for a safer	
9*	"feel" add string lights in key areas	\$12,000

\$100,000

#RAILSIDE

ROAD MAPPING FOR THE FUTURE

TIER I

Landscape/Streetscapes/Parking Lots (104)

Opportunities to Develop

- Services to keep streets/sidewalks clean
- Parking Management System

Challenges to turn into Opportunities

- Upgrading the Aesthetic Appearance of Railside
- Making people feel welcome and safe
- Improving the overall appearance of Railside
- Parking Lot Safety

Develop New Opportunities (79)

Opportunities to Develop

- Recruit High End Options – Dining, Shopping, Sleeping
- Quick Dine Out/Shopping Options
- Recruiting New Business to offer a variety of experiences

Establish Key Partnerships (59)

Opportunities to Develop

- Develop key partnerships
- Develop plans for Resources (money/land)

Marketing (56)

Opportunities to Develop

- Continue to develop the Railside Brand

Challenges to turn into Opportunities

- Continue to improve the perception of Railside
- Prepare, lead and involve the district to overcome resistance to change

TIER II

Promote/Foster a thriving business Climate (53)

Opportunities to Develop

- Business Recruitment Program
- Business opportunities which increase employment opportunities
- Create an economically vibrant district
- Welcome Packet for New Businesses

Events/Activities (49)

Opportunities to Develop

- Continue to develop the Railside Brand through Railside Branded Events and Activities

Historic Building/Railside Redevelopment (44)

Opportunities to Develop

- Continued Development of Historic Buildings

Challenges to turn into Opportunities

- Fill current spaces
- Encourage current buildings/businesses to revitalize storefronts/buildings to assist in the improvement of the overall appearance of Railside.

TIER III

Residential Development (38)

Opportunities to Develop

- Continue to develop upper story living to meet the 2020 goal of 50 units.

Short Term

Clean up and Revamp Green Spaces, Streetscapes and Parking Lots in Railside

- Create a comprehensive plan for upkeep and cleaning of current problematic areas in Railside
- Create a 3 year plan to upgrade the Aesthetic Appearance of Railside
- Additional lighting options for upgrading appearance and safety
- Revamp services that keep streets/sidewalks clean
 - Trash Control and Gardening Services

Establish Key Partnerships

- Develop Key Partnerships with the CVB, CRA and Grow Grand Island
- Continue to Develop a sound and productive relationship with the City of Grand Island

Marketing

- Establish a three phased Marketing plan to improve the perception of Railside
- Launch Phase I
- Launch a marketing campaign to drive business into Railside

Mid – Range Goals

Assess upkeep and cleaning plans

Enter into Phase III of Marketing Plan

Recruitment of Key Business Types

- Recruit High End Options – Dining, Shopping, Sleeping
- Quick Dine Out/Shopping Options
- Recruiting New Business to offer a variety of experiences
- Continue to recruit diverse employers while retaining our current employee base

Events/Activities

- Continue to develop the Railside Brand through Railside Branded Events and Activities

Historic Building/Railside Redevelopment

- Continued Development of Historic Buildings
- Fill current spaces
- Encourage current buildings/businesses to revitalize storefronts/buildings to assist in the improvement of the overall appearance of Railside.