



City of Grand Island

Tuesday, May 14, 2013

Council Session

Item H-1

**Approving Referral of Downtown Business Improvement District
to the Regional Planning Commission**

Staff Contact: Marco Floreani

Council Agenda Memo

From: Marco Floreani, Community Development Administrator

Meeting: May 14, 2013

Subject: Referral of Downtown Business Improvement District 2013 to the Regional Planning Commission

Item #'s: H-1

Presenter(s): Marco Floreani, Community Development Administrator

Background

The Mayor and Council appointed an initial Board of Directors to Downtown Business Improvement District 2013(BID) and approved resolution 2013-71. The District is slated to replace the existing downtown Business Improvement District. There are a number of sequential steps in this process. After being appointed, the BID Board submits recommendations to the City Council. Prior to acting on those recommendations, the Council refers the matter to the Regional Planning Commission for its recommendations. The immediate step is to refer the Downtown Business Improvement District 2013 formation and proposal to the Regional Planning Commission for review and recommendation according to law.

Discussion

Pursuant to the authority given in Neb Rev Stats 19-4015 through 19-4038, cities may create Business Improvement Districts to facilitate improvements and to develop and promote a variety of beneficial activities. The appointed BID Board has submitted an initial proposed budget for activities, improvements and boundaries for the District. The Council must refer the proposal to the Regional Planning Commission for recommendation before additional steps may be taken.

After receiving the Regional Planning Commission's recommendations, the Council will be asked to adopt a resolution of intent to establish the District. The resolution will contain the following: a description of the boundaries, detailed proposals of improvements and purposes of the district, estimates costs of projects, the manner of raising revenue and assessments, and set a time for a hearing on the establishment of the District. After the notice, hearing, and opportunity to protest, the Council will be asked to pass an ordinance to formally establish the District.

Alternatives

It appears that the Council has the following alternatives concerning the issue at hand. The Council may:

1. Move to refer the matter to the Regional Planning Commission
2. Take no action on the issue

Recommendation

City Administration recommends that the Council refer the Downtown Business Improvement District 2013 proposal to the Regional Planning Commission.

Sample Motion

Move to refer the Downtown Business Improvement District 2013 formation and proposal to the Regional Planning Commission.

Budget Proposal
Downtown Business Improvement District 13
Grand Island, Nebraska

Submitted to the Honorable Mayor and City Council of Grand Island

May 14, 2013

By

Downtown Business Improvement District 2013 Board of Directors:

Tom Ziller, Chair
Amos Anson
Craig Hand
Dave Wetherilt
Dee Johnson
Eric Edwards
Kris Jerke
Kurt Haecker
Mark Stelk

Proposed Budget and Purposes for Downtown Business Improvement District 2013

The board members of Downtown Business Improvement District 2013 have completed a thorough and disciplined process to identify their mission and prioritize the work to be accomplished over the next five years – the life of Downtown Business Improvement District 13 in downtown 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 \$90,000 in each of the next five years for a total of \$450,000 over the life of this Business Improvement District, to complete essential work in three broad categories:

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. Downtown Business Improvement District 13 will encourage these results in downtown Grand Island through the planning and implementation of Downtown promotions, continued Main Street commitments and downtown investments to attract the attention of people looking for vibrant and welcoming places to dine, shop, live, work and play.

Twenty-one percent of the proposed budget is designated for Retention and Recruitment, or \$95,000 over the next five years (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 completion of projects in Kaufmann Cummings Park, enhanced foliage and flowers in the downtown, preparing and maintaining clean and safe pedestrian areas, streetscape investments, signage improvements and other items to help downtown Grand Island become a destination for local residents and visitors to this community.

Twenty-eight percent of the proposed budget is designated for Downtown Beautification or a total of \$124,000 over the next five years (see Table 1).

Implementation and Maintenance

Finally, all the resources and talent vested in Downtown Business Improvement District 13 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 Downtown Business Improvement District 13. 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 Downtown Business Improvement District 13.

Fifty-one percent of the proposed budget is designated for Implementation and Maintenance, or a total of \$231,000 over the next five years (see Table 1).

Table 1.

Downtown Business Improvement District 2013 <i>Five-Year Financial Plan</i>							
	Fiscal years beginning October 1,					Total	
	2013	2014	2015	2016	2017		
BID #8 Revenue	90,000	90,000	90,000	90,000	90,000	450,000	100.00%
Retention and Recruitment Main Street Promotions, Advertising, Retention and Recruitment	18,000	19,000	19,000	19,000	20,000	95,000	21%
Downtown Beautification Kaufmann Cummings Park, Green Spaces, Historical Lighting, Pedestrian Areas, Streetscape, Signage and Wayfinding	27,000	25,000	25,000	24,000	23,000	124,000	28%
Implementation and Maintenance Support Staff, Green Team, City Finance, and Planning	45,000	46,000	46,000	47,000	47,000	231,000	51%