



Hall County Regional Planning Commission

Wednesday, June 5, 2013

Regular Meeting

Item Q1

Council Referral - BID 13

Staff Contact: Chad Nabity

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,						
	2013	2014	2015	2016	2017	Total	
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%

