

BID Basics II

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Topics of Discussion

- Review
- Starting a BID
- Owner Outreach & Education
- Develop District Parameters
- Resolution of Intention to City Council
- Public Meeting/Public Hearing
- Approval

Review

- Provided for in California state law
 - Parking and Business Improvement District Law of 1989
- BID stands for Business Improvement District
- Special benefit district to raise funds within a specific geographic area
- Tool to fund business district revitalization
- Funded through Self Assessment
- Funds collected are used to
 - ***Augment*** city services
 - Provide for programs and activities
 - Make specific improvements benefiting the district

Starting a BID

- Form an Advisory Board consisting of Businesses, Property Owners, and Other Key Stakeholders
 - Formulate vision, set goals, develop action plan, and assign responsibility for specific tasks
 - City Staff available to provide resources and assistance
- Gather support from business community
 - Seminars, panel discussions, focus groups, surveys, door-to-door outreach
 - Obtain feedback from business community to refine vision, goals, parameters and action plan
 - Remarket refined vision, parameters, etc.
 - Continue until consensus
- Submit vision, goals, parameters, and specifics to City Council
- Prepare for public meeting/hearing

Owner Outreach & Education

- Personal Visitation
 - Informational Handouts
 - General Overview
 - Personal Invitation to Panel Discussions/Meetings/Seminars
- Panel Discussions/Seminars/Meetings
 - Specific BID details and vision
 - Receive Input
 - Advisory Board presents and facilitates
- Opposition
 - Identify Opposition
 - Actively address concerns
 - Refine BID Vision if necessary
 - Alter BID District Parameters if necessary
- Repeat Process until consensus reached
 - 50%+ based on projected BID payments, not number of businesses

Develop District Parameters

- Decide exact BID boundaries and businesses included
 - Update based on support/opposition
- Decide BID priorities and budget
 - Update based on ongoing business input
- Decide BID Assessment Methodology
 - Update based on ongoing business input

Resolution of Intention to City Council

- Work with City Staff to formalize all BID Parameters, Vision, Fees, and Structure in the BID Resolution of Intention
 - Resolution mailed to every business owner
- Resolution of Intention is then submitted to City Council
 - City Council formally appoints BID Advisory Board, and sets dates for Public Meeting/Hearing

Public Meeting/Hearing

- Prior to Public Meeting/Hearing
 - Last Push Marketing Efforts
 - Seminars, Panels, Working Groups, 1-on-1 Meetings
- Public Meeting/Hearing
 - City Council Hears Public Testimony
 - City Council must consider all protests
 - If those paying more than 50% of the total assessment protest, then the district may not be formed for one year.
 - If no majority protest, Council may adopt an ordinance establishing district

Approval

- BID established for 1 year period
- BID Advisory Board consisting of BID members established
- Yearly Renewal Process
 - BID Advisory Board develops annual BID plan
 - BID plan submitted to City Council for approval
 - City Council through a Public Hearing approves BID plan and reestablishes BID for 1 year period
- Board meets on a regular basis
- Board develops and implements BID programs and activities in accordance with the annual BID plan approved by City Council

Conclusion

- Identify Key Stakeholders who will be Catalysts for BID
- Develop Initial Vision and Parameters
- Grassroots Marketing of BID
- Flexibility to Adapt Vision and Parameters to Gather Majority Support
- Perseverance & Patience
- Revitalized North Redondo!!!

Questions?

- ???