



## **Report Detailing Requests for Boundary Expansion of the Downtown Business Improvement District (BID)**

The City Council of the City of Greensboro will hold a public hearing at its Regular Meeting at 5:30 p.m. on Tuesday, May 3, 2022 to consider adoption of an ordinance extending the boundaries of the Downtown Business Improvement District. The BID is a municipal services district created for the purposes of downtown revitalization. Properties located within the BID pay an additional property tax of \$0.09 per \$100 assessed. The listed property owners have submitted a petition for the following parcels and areas requesting annexation consideration into the Downtown BID, pursuant to N.C.G.S. 160A-538:

- Holy Trinity Episcopal Church - 607 N. Greene St – Parcel #700
- Holy Trinity Episcopal Church - 601 N. Greene St – Parcel #702
- Holy Trinity Episcopal Church - 209 W. Fisher Ave – Parcel #699
- Holy Trinity Episcopal Church - 211 W. Fisher Ave – Parcel #698
- Holy Trinity Episcopal Church - 215 W. Fisher Ave – Parcel #697
- Holy Trinity Episcopal Church - 214 W. Smith St – Parcel #704
- Holy Trinity Episcopal Church - 516 Simpson St – Parcel #707
- Triad Network Properties, LLC - 507 Simpson St – Parcel #684
- Carolina Bank - 212 N Cedar St – Parcel #1772
- Westerwood Apartments, LLC - 214 N Cedar St – Parcel #1773

The City's Legal Department has determined that the area to be annexed meets the standards and requirements of North Carolina General Statutes Section 160A-538(b). One hundred percent (100%) of the real property owners of the areas to be annexed have petitioned the Greensboro City Council for annexation to the Downtown Business Improvement District.

Included in this report are:

- A) Map of present and proposed boundaries of the BID
- B) Plan for extension of services to parcels petitioning for BID annexation
- C) Statement of commitment from Downtown Greensboro, Inc. to extend enhanced BID services





**DATE:** March 28, 2022

**SUBJECT:** Plan for extension of services to parcels petitioning inclusion in the Downtown Business Improvement District

The following parcels will begin receiving enhanced services July 1, 2022 if approved by the Greensboro City Council for inclusion into the Downtown Business Improvement District (BID):

- 607 N. Greene St
- 601 N. Greene St
- 209 W. Fisher Ave
- 211 W. Fisher Ave
- 215 W. Fisher Ave
- 214 W. Smith St
- 516 Simpson St
- 507 Simpson St
- 212 N. Cedar St
- 214 N. Cedar St

These enhanced services are provided to properties in the BID by Downtown Greensboro, Inc. (DGI) per the terms of a program management contract awarded to the entity for a contract term of three years, beginning July 1, 2021 and ending on June 30, 2024. The scope of the contract agreement requires DGI to report annually to the City, by presentation in a City Council meeting and in written report regarding the needs of the BID, completed projects, and pending projects. Prior to the annual report, DGI shall seek input of the property owners and residents of the service district regarding the needs of the upcoming year. DGI also must conduct at least one public meeting on or before March 31<sup>st</sup> of each year. Any addendums or amendments, including renewals of the contract with DGI to manage the listed services, require a public hearing and City Council authorization.

Contracted services program areas managed by DGI or self-performed, as professionally experienced and competent are: Economic Development, Planning and Development, Marketing and Communications, Public Space Management, and Special Events Management. The extension of services received by petitioning parcels and property owners if included in the BID district are limited to the activities within the aforementioned five service program areas as listed in Attachment A. Table 1. Core FY 2021-22 BID Service Activities of the Downtown BID Management Contract #2021-10880 authorized on July 1, 2021 or in any amendments to the scope of services approved by City Council thereafter. The presently approved activities are as follows:



### ***General Activities***

1. Meet with City of Greensboro staff on items requiring collaboration or coordination
2. Engage with City staff, Boards, Commissions, and City Council on issues, concerns, and proposals that affect the BID area and stakeholders
3. Complete annual BID Needs Assessment Surveying and Public Feedback Sessions and propose amendments to the Core BID Service Activities backed by the findings as needed

### ***Economic Development Program Area Activities***

4. Identify priority development areas and evaluate, develop, and recruit opportunities for new downtown businesses, offices, housing, and amenities
5. Meet with existing downtown business and property owners both proactively and upon request, and engage the appropriate resources when solution services are deemed necessary
6. Provide potential developers or investors assistance, such as but not limited to: market analysis, demographic information, mapping, development options, financing options, regulatory research, and project coordination with City, County, and State staff and officials.
7. Maintain a public and regularly updated resource of locations for lease or sale within the BID
8. Develop and implement programs/strategies that support entrepreneurship, increase tourism, and spur economic growth downtown

### ***Planning and Development Program Area Activities***

9. Coordinate or assist in the implementation of existing plans either for or related to Downtown Greensboro to include: Downtown Greensboro 2030 Strategic Vision Plan, Downtown Greensboro Streetscape Master Plan, Downtown Greensboro Wayfinding Master Plan, GSO2040 Comprehensive Plan, Housing GSO, Greensboro Plan2Play and Creative Greensboro: Cultural Arts Master Plan.
10. Provide input for any ongoing vision development and planning activities for the downtown area that incorporates the perspectives of downtown stakeholders
11. Serve as a liaison for builders, developers, investors, and other stakeholders to appropriate governmental departments and other local agencies
12. Review and comment on City ordinances or policy changes that affect downtown.
13. Develop and implement program/strategies that improve properties, support preservation of historic structures, and reduce vacancy



### ***Marketing and Communications Program Area Activities***

1. Conduct a mix of strategic marketing and branding activities for Downtown to include but not limited to:
  - a. Distribution of a business directory online and in print with companion map(s) of shops, restaurants, parking, and attractions
  - b. Maintenance of a calendar of downtown events and cultural programs promoted through a variety of channels
  - c. Development and distribution of digital newsletters informing constituents about news and activities within the BID
  - d. Maintenance of a regularly updated website for Downtown
  - e. Utilization of social media channels to engage the public
2. Provide communication to stakeholders including City staff, City Council, residents and businesses regarding issues and proposals that affect Downtown
3. Convene BID stakeholders when necessary to inform and gather input from the community

### ***Public Space Management Program Area Activities***

4. Plan for and/or fund beautification and appearance enhancements and upgrades, placemaking enhancements, and wayfinding improvements in the public right of way.
5. Develop and implement programs/strategies to improve public safety and reduce vagrancy
6. Develop and implement programs/strategies to improve walkability and connectivity
7. Assist in the development and implementation of transportation and streetscape improvements

### ***Special Events Management Program Area Activities***

8. Develop and provide management services to an array of public special event programs occurring in all seasons, on different days of the week, and a variety of times of day.
9. Serve as the liaison between downtown establishments and residents and the Special Events Office for permitted special events
10. Develop and implement programs/strategies that maximize positive economic and community impacts of events and minimize negative event impacts
11. Provide advisory services to privately produced event held downtown and assist event producers per City policy in the notification of the affected BID stakeholders of upcoming events



# DOWNTOWN GREENSBORO

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## MEMORANDUM

**DATE:** February 7, 2022

**TO:** Kimberly Sowell, Greensboro Assistant City Manager

**FROM:** Zack Matheny, President of Downtown Greensboro, Inc.

**RE:** Downtown Greensboro Inc. is committed to serving all members of the Business Improvement District

Downtown Greensboro Incorporated (DGI) is committed to extending our range of services to new property owners now in the Business Improvement District (BID).

As the economic development organization focused on stimulating investment and activity in the center city, DGI works to lead the development of Downtown Greensboro as a prosperous and vibrant urban center, memorable and meaningful for those who choose to live, work, play and invest here. The services DGI provides encompass a myriad of activities in areas of Economic Development, Public Safety, Beautification, Marketing and Branding, and Events. All members of the Business Improvement District (BID), current and future, will receive our support through these activities.

DGI will work diligently to ensure extending our services to the new members of the BID will stay within the budget allowed by the BID tax they provide. We welcome the opportunity to continue to serve our constituents and keep downtown vibrant.