

**Five Points South
BID Expansion
Town Hall**

Agenda

- What is a BID and how does it work?
- Why is Five Points South joining the BID and how did we get here?
- What has happened since Dec. 12?
- What happens next?
- Questions?

What is a BID?

A Business Improvement District (BID) is a geographical area, whether or not contiguous, within a municipality designated by ordinance as an area in which a special assessment may be levied on the owners of the real property located within the geographical area of the district for the purposes of providing supplemental services within the district and promoting the economic and general welfare of the district. Think of it as a homeowner's association for a business district.

Business Improvement Districts (BIDs) are the single greatest tool for implementing impactful revitalization in urban districts.

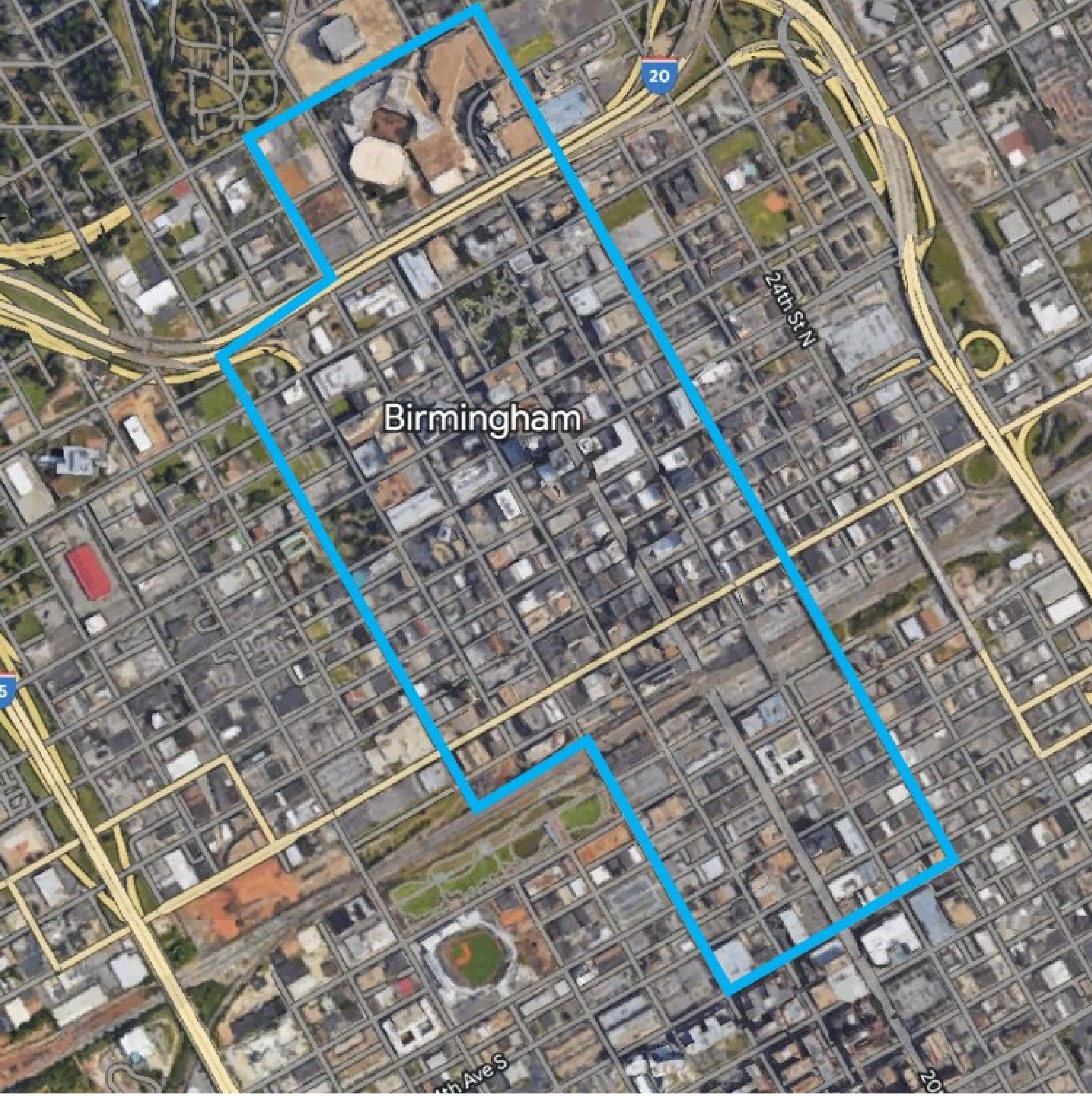
What can a BID do?

A BID provides supplemental services above and beyond those provided by the city.

- Provide security, sanitation, and other supplemental services
- Publicize the district and its businesses
- Recruit new businesses to fill vacancies in the district
- Organize special events in the district
- Provide special parking arrangements for the district
- Participate in other governmental programs for which it is qualified (as included in its approved plan)
- Borrow money from private lenders for periods not to exceed 180 days and from governmental entities for equal or longer periods
- Undertake such other activities or initiatives within the district as the Board of Directors of the District Management Corporation deems appropriate.

How a BID works

- BID services are funded by an annual assessment of property in the district. Assessment rates are calculated using a millage applied to the Jefferson County taxable value of each parcel.
- This assessment is collected by the BID's Fiscal Management team.
- Government, Religious, and Non Profit properties are exempt from assessment, although many make voluntary contributions to the BID.
- A BID is run by a board of directors that consists of property owners within the BID.



City Center BID

Birmingham has one Business Improvement District, which was formed in 1994.

The BID is best known for providing CAP clean and safe services. The BID also takes on Special Projects like holiday programming, and management of the 20th St refresh project.

What Birmingham's existing City Center BID is doing

- CAP Ambassador walk and bike patrols
- 334 graffiti removals (2023)
- 19,076 instances of street clutter & litter clean up (2023)
- 1,196 street outreach conversations to connect unhoused people to services and resources (2023)
- Beautification projects such as the 20th Street North streetscape refresh
- District vision and branding
- District promotion including banners and management of downtownbhm.com and [@downtownbhm](https://www.instagram.com/downtownbhm) on social media
- Business recruitment, retention and support

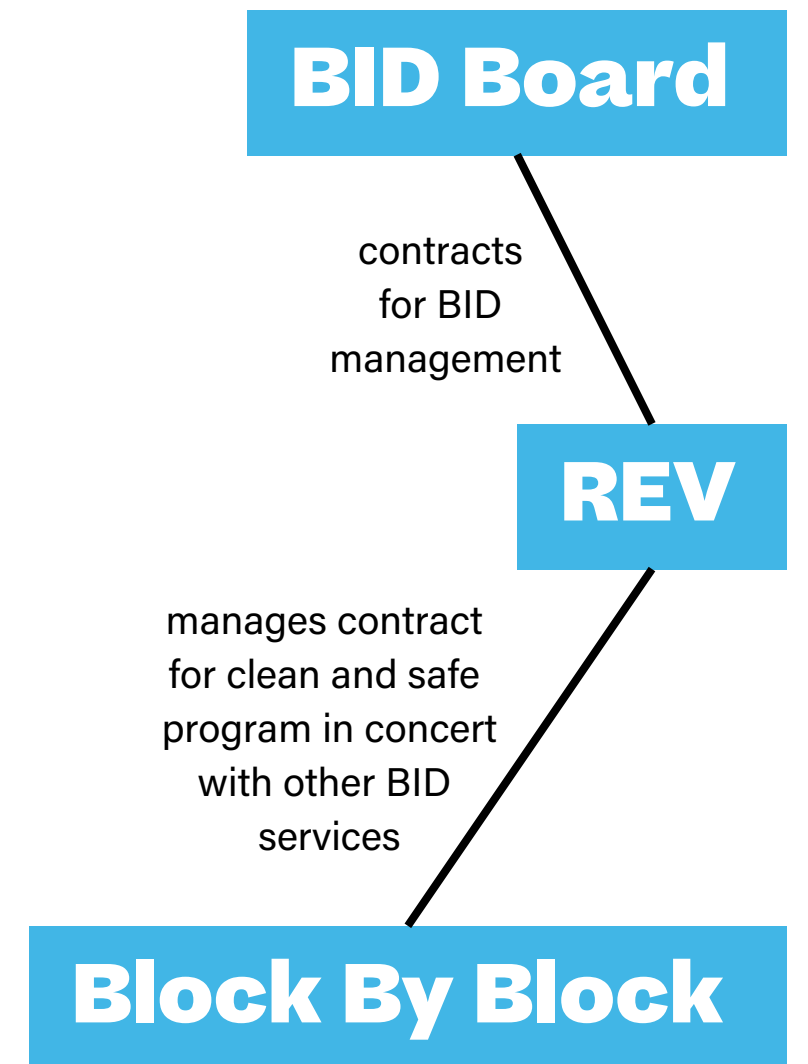


Who is REV Birmingham?

REV is a place-based revitalization + economic development nonprofit with a mission to **create vibrant commercial districts.**

Why REV?

- **REV manages the existing City Center BID and contracts Block By Block for CAP clean and safe services**
- Owners in Five Points South engaged REV to enquire about BID services
- REV supported those owners through the process of stakeholder engagement and business/legal modeling to bring BID services to Five Points South



Engagement Timeline (1 of 2)

June 2022

Neighborhood leaders including Five Points Alliance engage REV to explore BID services in Five Points

Sept. 2022

First group of district property owners (Five Stone Group, Cortland Vesta, Magnolia Plaza, Restoration Capital Partners, Revitalex Properties) sign letters in support of BID formation

Sept. 2022 - April 2023

One-on-one information meetings with interested property owners to explain BID service/gather support

April 2023

51% threshold of property owner support by value reached (reached 54% before Council action)

Aug. 16, 2023

Five Points South physical mailing about Public Information Sessions to all addresses in the district on file with the Jeffco. Tax Assessor as well as email to all available in public records/CoStar

Aug. 21, 2023

Five Points South social media posts about Public Information Sessions on Downtown BHM Facebook and Instagram

Aug. 22, 2023

Five Points South Public Information Session 1 at Highlands United Methodist Church

Engagement Timeline (2 of 2)

Sept. 18, 2023

Five Points South social media posts about Public Information Sessions on Downtown BHM Facebook and Instagram

Sept. 21, 2023

Five Points South Public Information Session 2 at Retail Strategies

Oct. 2023

Meeting recording published on Downtown website

Nov. 22, 2023

Mailing to all district owners via their county tax billing address about Council Hearing

Nov. 22, 2023

Printed contents of mailing posted in three places in each expansion district to give notice of Council Hearing (Domestique Panache/Bay Leaf/Alchemy shared bulletin board, Apothecary, Former Cloud Nine bldg)

Sept. 30, 2023

News story published by Fox 6

Dec. 12, 2023

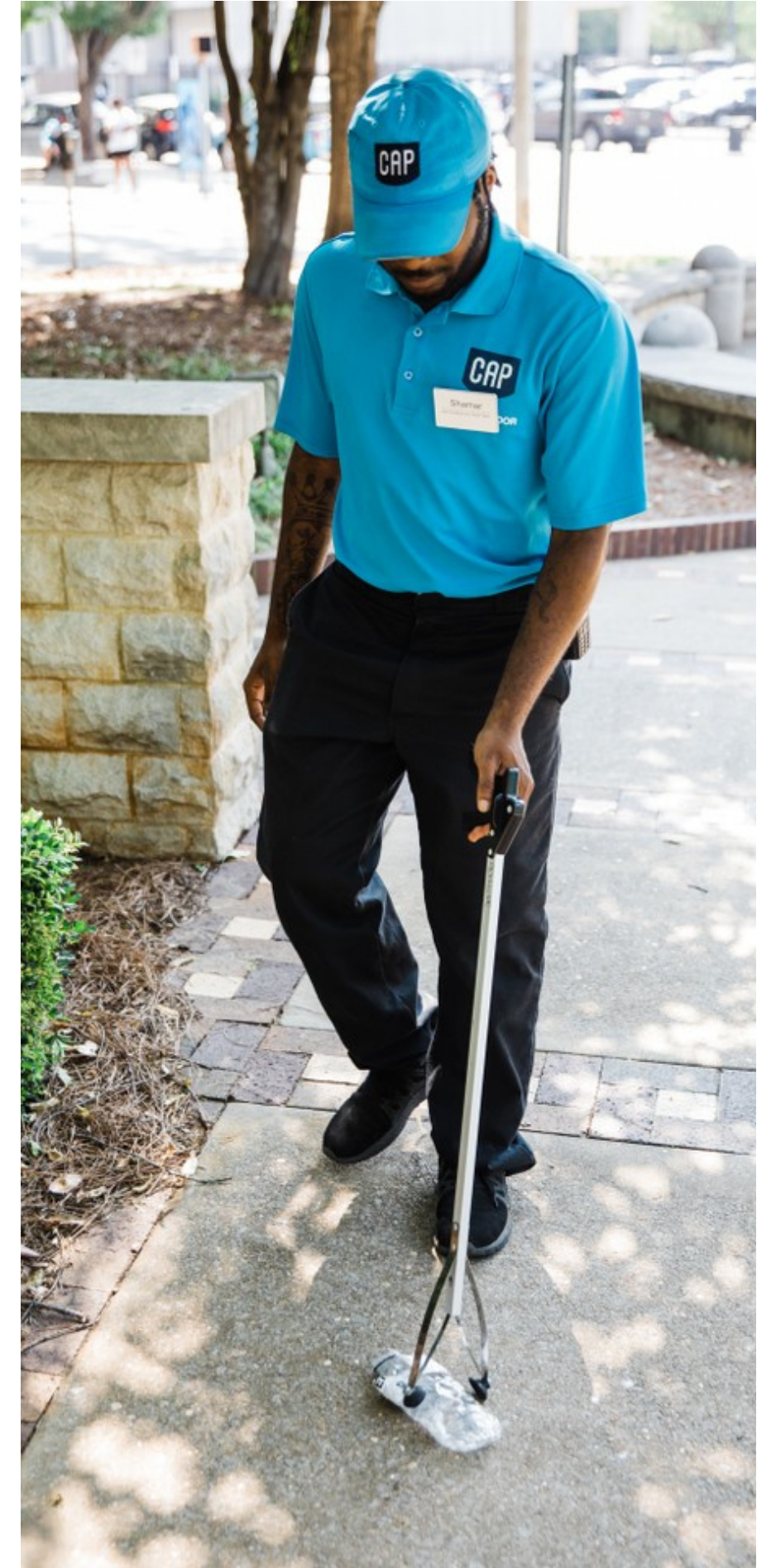
Public Hearing of the Birmingham City Council

Feb. 2024

Postcard mailing to all district owners via county tax billing address about town hall + regularly updated information (downtownbhm.com/about/bid)

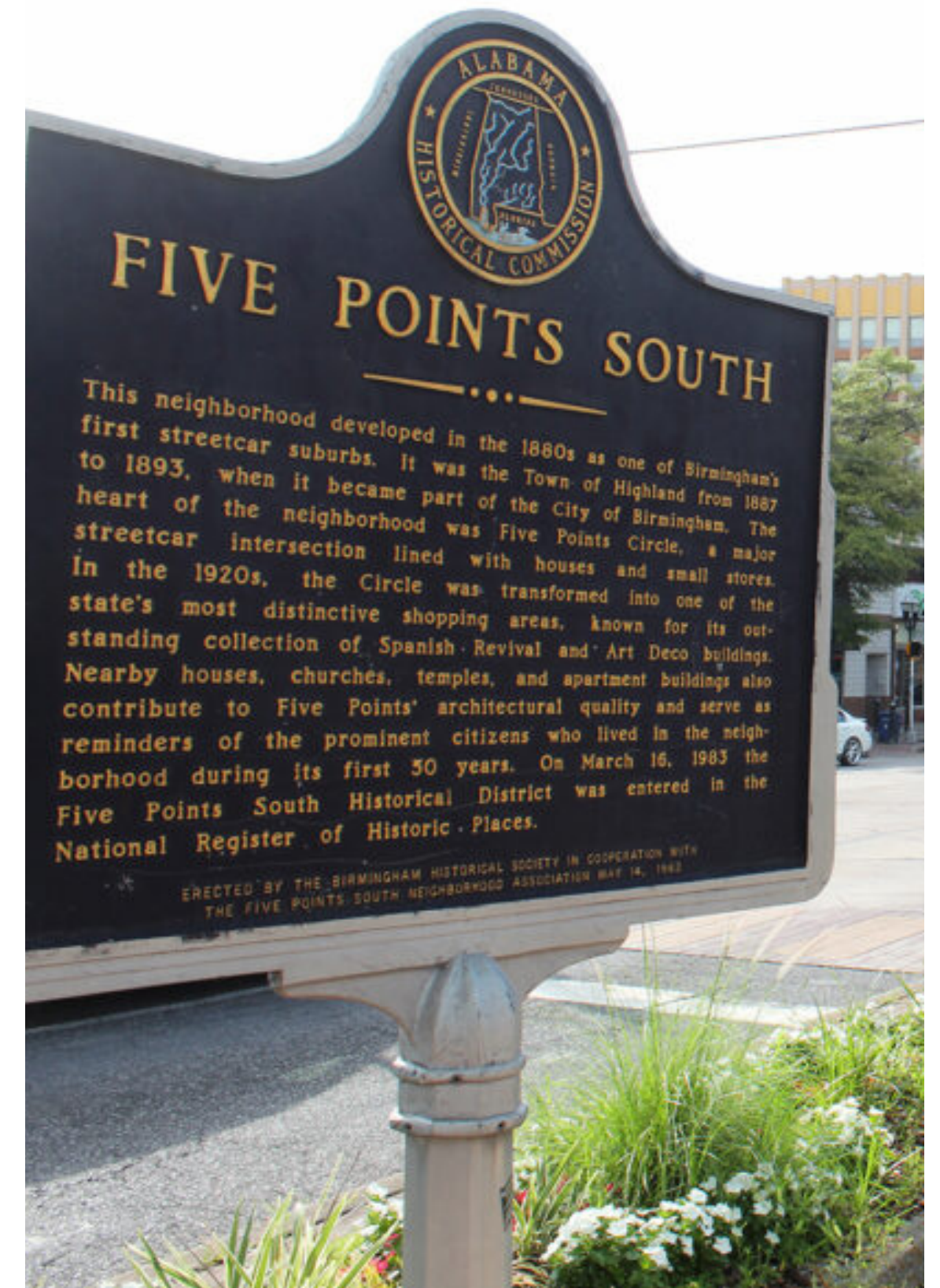
Highest priorities in Five Points South

- Visible presence of uniformed Clean & Safe Ambassadors throughout the district, providing assistance to pedestrians with directions, information and friendly greetings
- Cleaning services in public spaces
- Analysis of crime and litter trends through live data tracking
- Proposed 325 weekly hours of Ambassadors dedicated to cleaning, safety, and hospitality services, plus street outreach
- Five Points South Entertainment District Management, including providing security, litter cleanup, marketing and coordination to leverage our entertainment district for increased foot traffic in a safe and well managed environment



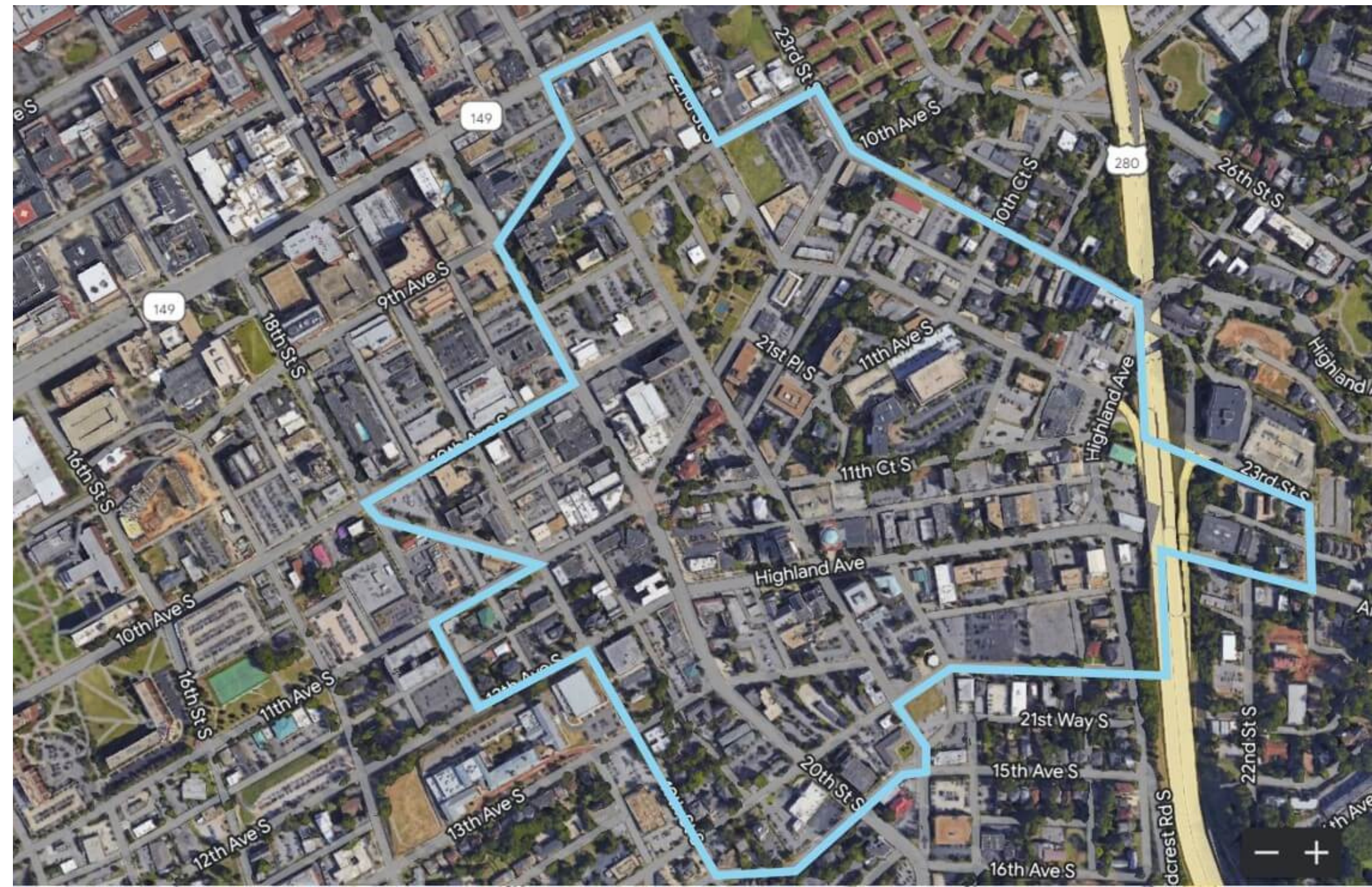
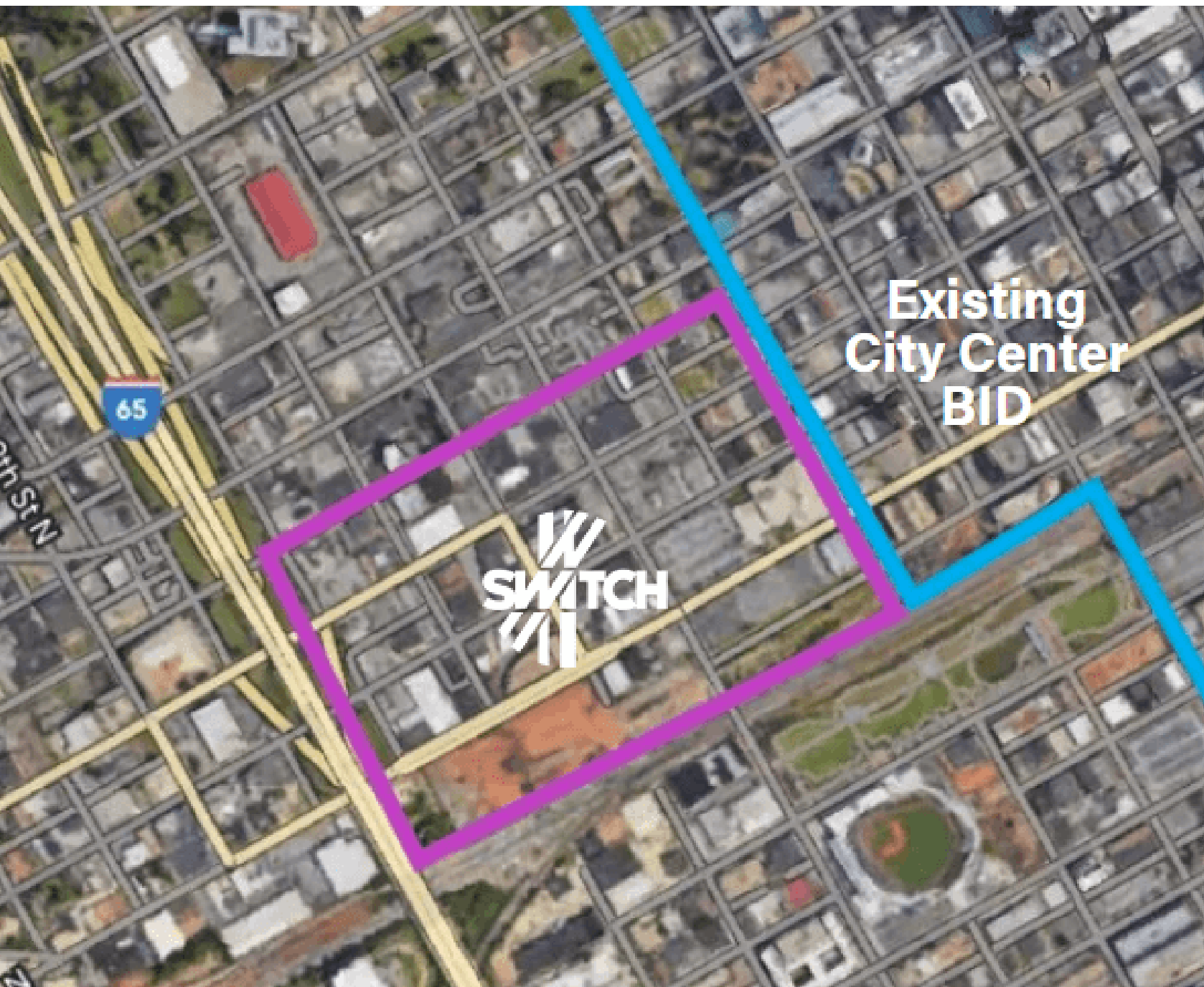
Building the Business Model

- Five Points South is an expansion of Birmingham's current BID due to economies of scale and geographic proximity.
- The BID Board to create a sub-district committee to set budgets and priorities. Dollars collected in a sub-district will fund work there, while administrative costs are shared pro rata.
- To serve the priorities effectively Five Points South will be assessed at a rate of 3 Mils in order to stand up adequate services. Example: Each \$1,000,000 of assessable property value incurs \$3,000 assessment annually at 3 Mils



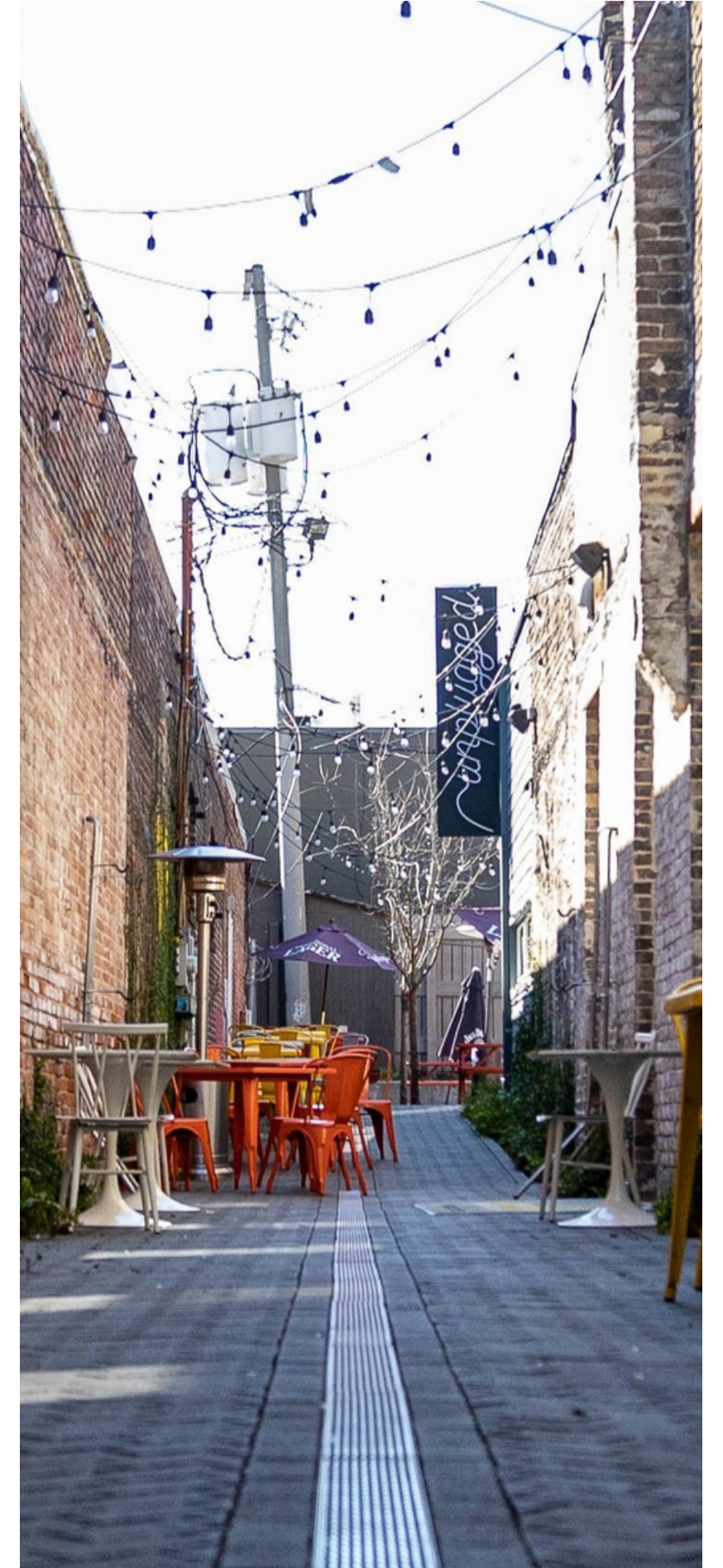
City Council Action Dec. 12

Birmingham City Council unanimously passed the expansion of Birmingham's Business Improvement District to include two new sub-districts, The Switch and Five Points South, on December 12, 2023.



What has happened since Dec. 12?

- State-mandated 60-day protest period ended Feb. 10
- BID board established the Five Points sub-district to honor district priorities and budget
- Elected 3 Five Points South board members
- Established Nominating, Finance and Sub-District Committees
- Engagement with Block By Block, BPD, Mayor's Office, and property owners who signed in support of BID expansion



Five Points South Sub-District Board Members:



Steve Alexander

*Five Points Alliance/
Revitalex Properties*



Rima Patel

Birmingham Apothecary



David Silverstein Jr.

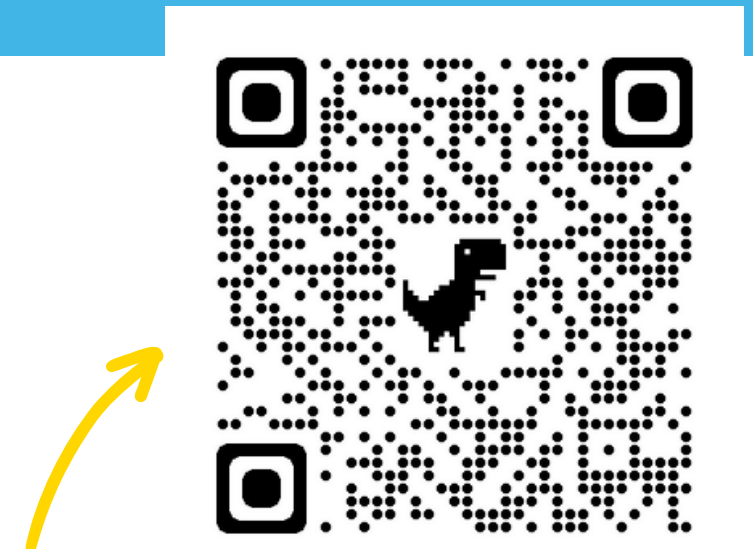
Five Stone Group

What happens next?

- Board members affirm sub-district priorities and create budgets
- New BID sub-district assessments for 6 months of services are mailed in April/May
- Board formally approves new budgets + elects officers at public May 15 meeting
- Start service delivery July 1
- 2025 assessments are mailed to all BID property owners in October

Properties in Five Points South will be assessed at a rate of 3 Mils to stand up adequate services.

For example: a property valued at \$1,000,000 would pay \$3,000 in assessment annually. For 2024's prorated services, that same property's assessment would be \$1,500



Jefferson Co.'s "Real Property Search" to find property value

How to stay involved?

- Information regularly updated at downtownbhm.com/about/bid
- Advisory Committees - add your email to the notebook in the back
- Town Hall in June to share details about service start
- Annual Reports produced and distributed each year by March/April (also published online at same link)
- Questions?

