

**The Switch  
BID Expansion  
Town Hall**

# Agenda

- What is a BID and how does it work?
- Why is The Switch 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.**

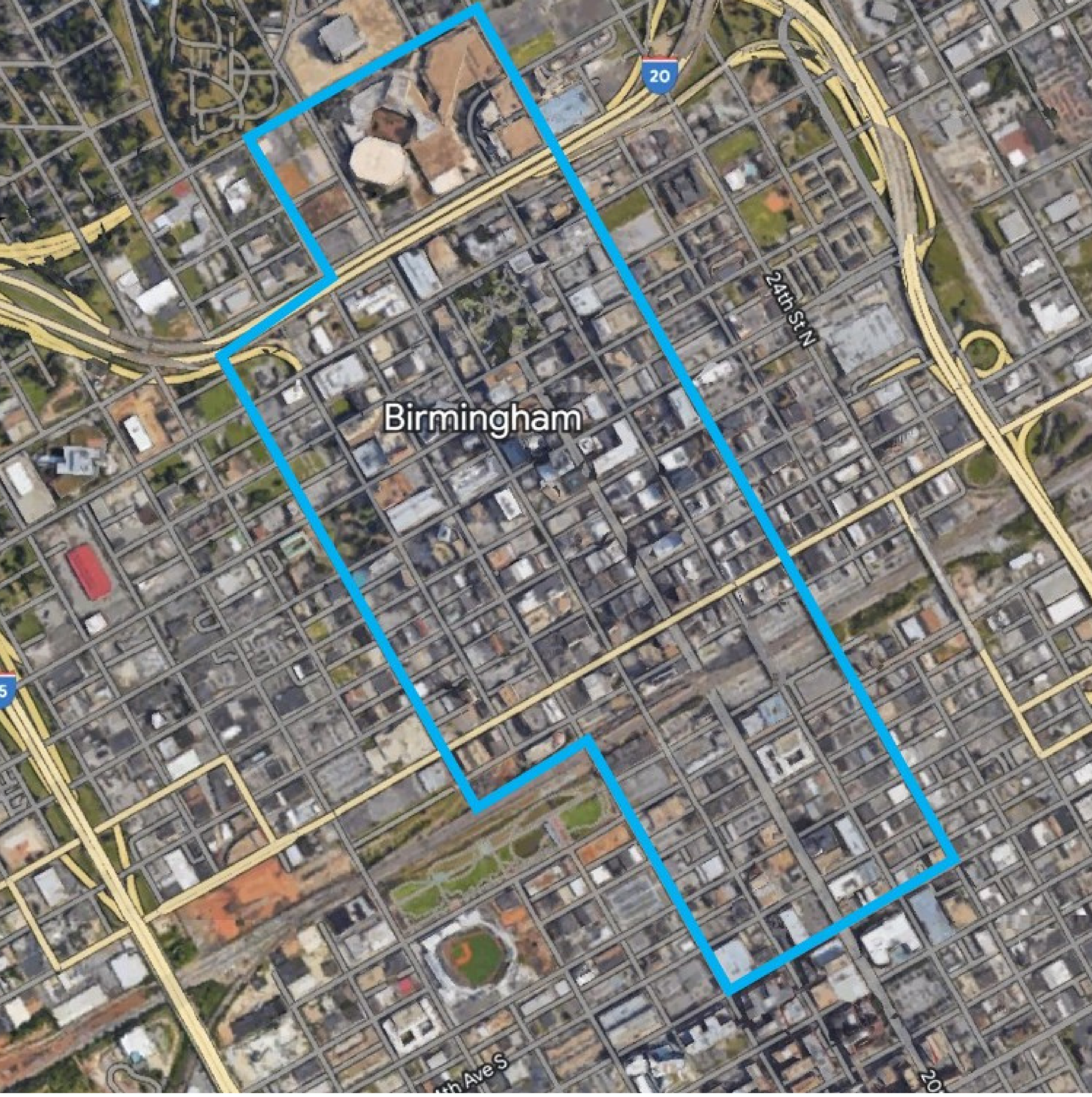
# What can a BID do?

**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](http://downtownbhm.com) and [@downtownbhm](https://www.instagram.com/downtownbhm) on social media
- Business recruitment, retention and support

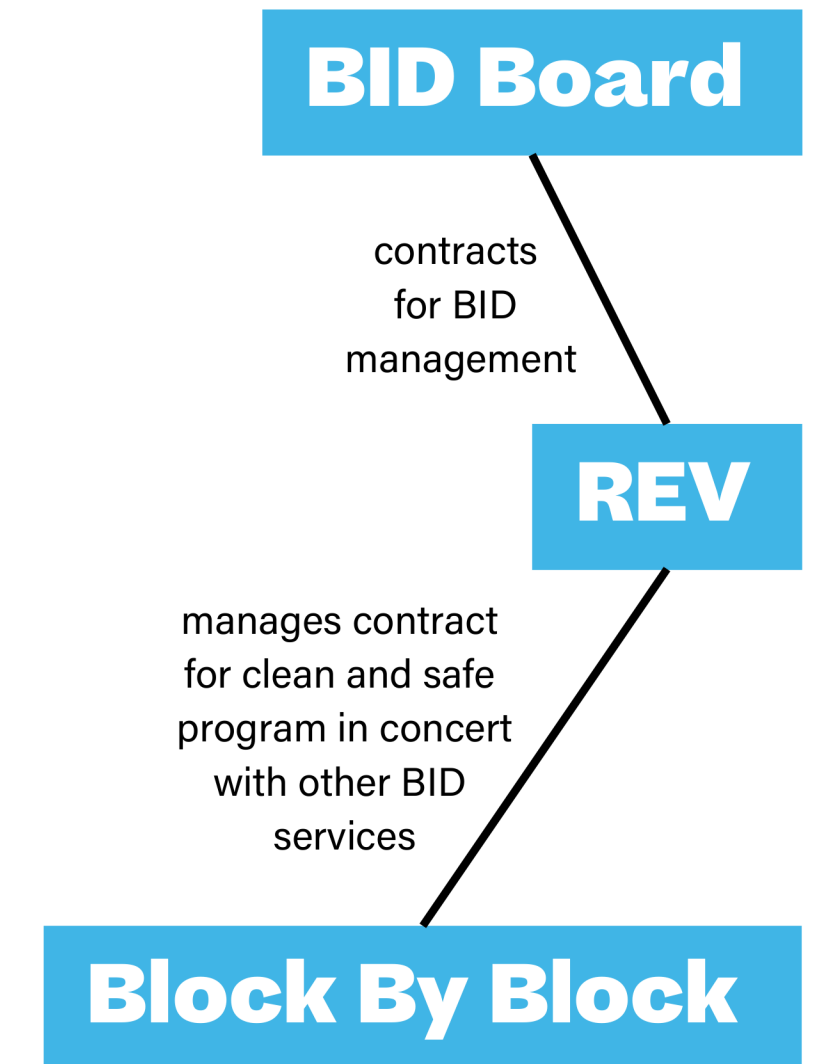


# Who is REV Birmingham?

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 The Switch 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 The Switch





# Engagement Timeline (1 of 2)

## **May 2021**

Neighborhood leaders including Innovation Depot engage REV to explore BID services in The Switch

## **June 2021**

First group of district property owners (Innovation Depot, Pack Health, Holman Head) sign letters in support of BID formation

## **Sept. 2021 - Dec 2022**

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

## **Sept. 28, 2022**

The Switch 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

## **Oct 12 & 19 2022**

Public information meetings via public Zoom

## **Oct. 20, 2022**

Recording of The Switch BID session was posted to REV's Vimeo ([vimeo.com/revbham](https://vimeo.com/revbham))

# Engagement Timeline (2 of 2)

## **Dec 2022**

51% threshold of owner support by value is reached

## **Jan-Oct 2023**

Additional owner outreach and education results in 59% support by value

## **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 (Redemptive, Innovation Depot Coffee Shop, 1st Ave Gas Station)

## **Dec. 12, 2023**

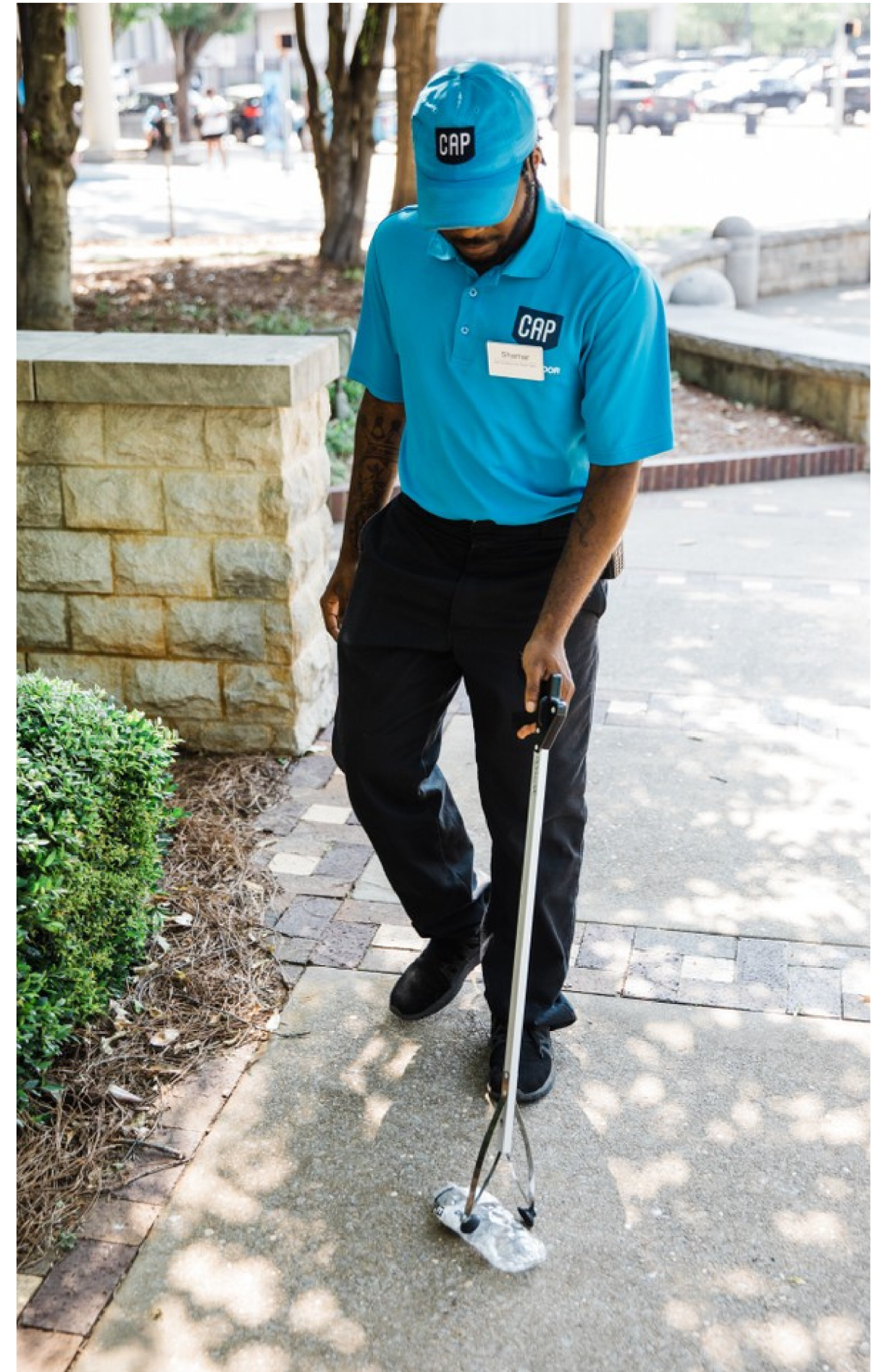
Public Hearing of the Birmingham City Council

## **Feb. 2024**

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

# Highest priorities in The Switch

- Visible presence of uniformed Clean & Safe Ambassadors who deter bad behaviors through their presence
- Homeless Outreach Coordinator
- Litter pickup and cleaning services in public spaces
- Analysis of crime and litter trends through data tracking
- District branding and marketing





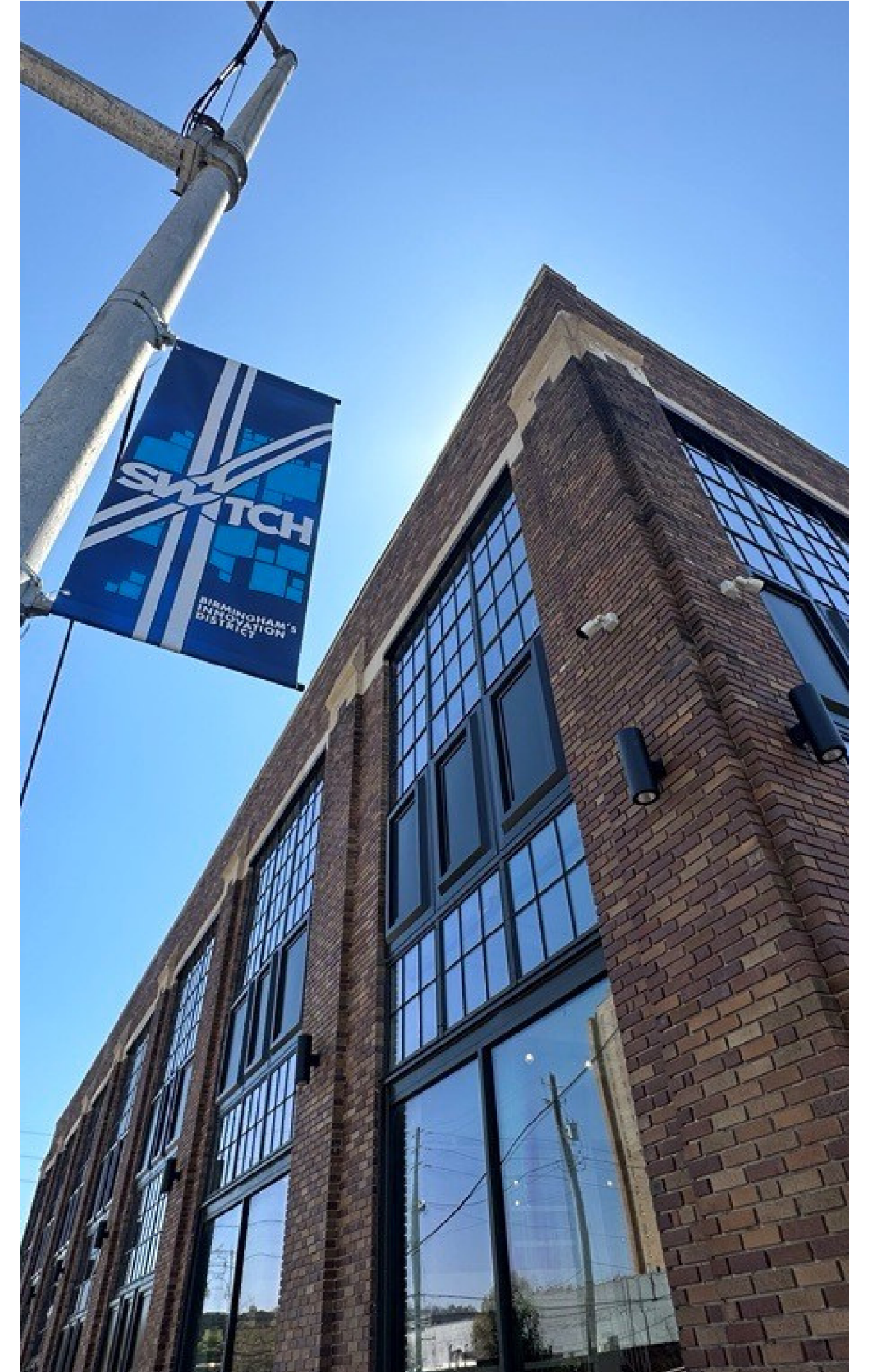
# Proposed Switch BID Boundary

## Fast Facts:

- Borders existing City Center BID and includes the 3rd Ave gateway to downtown
- 86 parcels
- \$83,366,100 total value
- \$49,442,900 signed letters of support
- 59% support for BID

# Building the Business Model

- The Switch 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 The Switch 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





# What has happened since Dec. 12?

- State-mandated 60-day protest period ended Feb. 10
- BID board established The Switch sub-district to honor district priorities and budget
- Elected 3 Switch 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



# The Switch Sub-District Board Members:



**Carlton Kemper**  
*EBSCO*



**Barbara Cooney**  
*Spiffy*



**Stephen DeVries**  
*11 Productions*

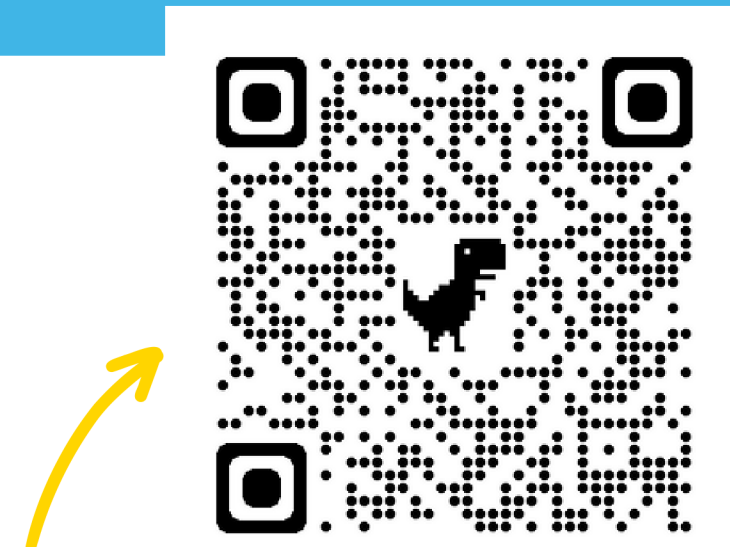


# What happens next?

- 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 The Switch will be assessed at a rate of 3 Mils to stand up adequate services.

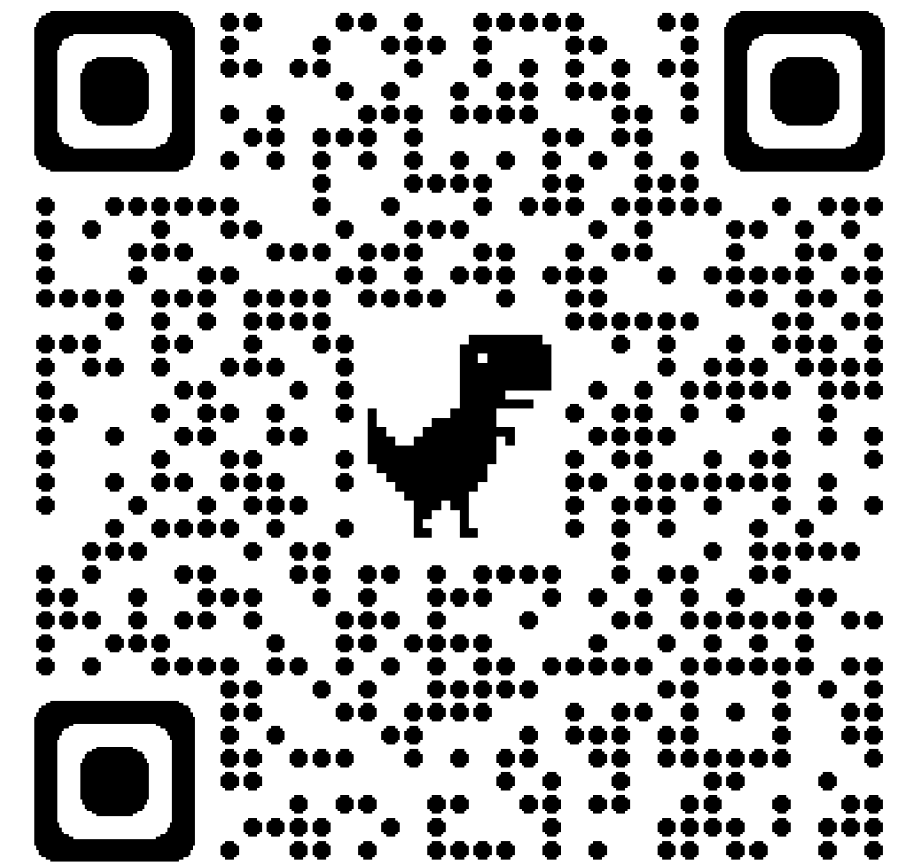
*For example: a property valued at \$1,000,000 would pay \$3,000 in assessment annually. For 2024's prorated services, that same property's assessment would be \$1,500*



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

# How to stay involved?

- Information regularly updated at [downtownbhm.com/about/bid](https://downtownbhm.com/about/bid)
- Advisory Committees - add your email to our sign-in sheet
- 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?



# Downtown Birmingham BID Management Corporation

## Full Board - 15\* Total Members

Roles: Governance, Budget Oversight, Contracting, Auditing

### Executive Committee

*Must Include*

*CC, CC, CC, SW, FP, AL, Secretary (ex officio)*

*May include up to 9 total members*

Committee Roles:

Oversight

Major decisions between full board meetings

### Finance Committee

*Must Include*

*CC, CC, SW, FP, AL*

*REV CFO (ex officio)*

Committee Roles:

Finance and Audit Oversight

### Nominating Committee

*Must Include*

*CC, CC, SW, FP, AL, REV CEO (ex officio)*

Committee Roles:

Nomination of future board members with recommendations from committees. Nomination of Executive Committee

### City Center Committee (CC)

*5 Members*

Committee Roles:

Budgeting  
Collections Oversight  
Program Design  
Program Oversight

### Switch Committee (SW)

*3 Members*

Committee Roles:

Budgeting  
Collections Oversight  
Program Design  
Program Oversight

### Five Points Committee (FP)

*3 Members*

Committee Roles:

Budgeting  
Collections Oversight  
Program Design  
Program Oversight

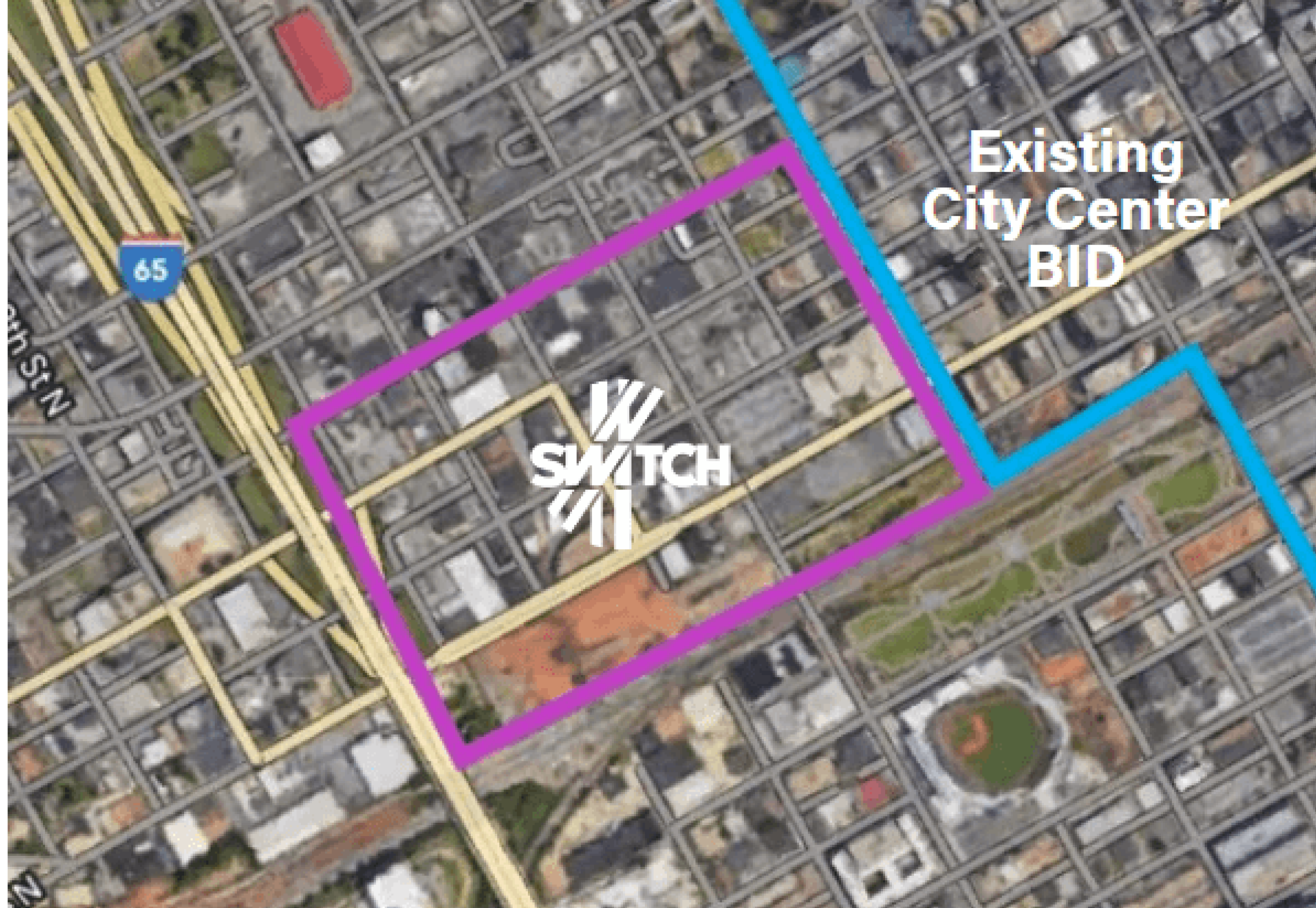
### At Large Seats (AL)

*4 Members*

Member Roles:

Votes in full board meetings.  
May participate (nonvoting) in one or more sub-district committees

\*Full board may be increased up to 21 members as future districts are added



Existing  
City Center  
BID

SWITCH

65

N St N

W St N

# Example Clean & Safe Deployment: The Switch

*A good deployment schedule will change based on trends in the district and response to individual events from week to week. This schedule shows the potential coverage level that could be provided with a 3 mil assessment.*

Position	Task	Weekly Total
Cleaner	Manual Cleaning (Pressure Washing, Graffiti Removal etc)	35
Safety Ambassador	Walk/Bike Patrol	35
Homeless Outreach	Direct Engagement/ Assistance	10
Operations Manager	Strategy/oversight	3
Total		83

**DRAFT**