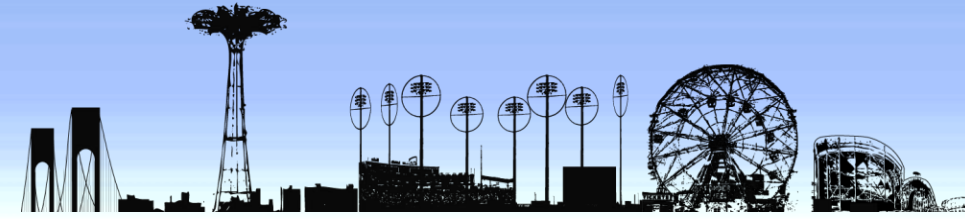


Proposed Coney Island Business Improvement District BID Planning Committee Meeting # 6 December 5, 2018

Agenda – Meeting # 6



BID Planning Sub-Committee Work Tasks

Co-Chair Dr. Diane Davis | Co-Chair Michael Russo

DRAFT DISTRICT PLAN

Vision & Priorities | BID Boundaries – Coney Island Sub-Districts |
Annual BID Budget | BID Assessment Formula | BID Governance

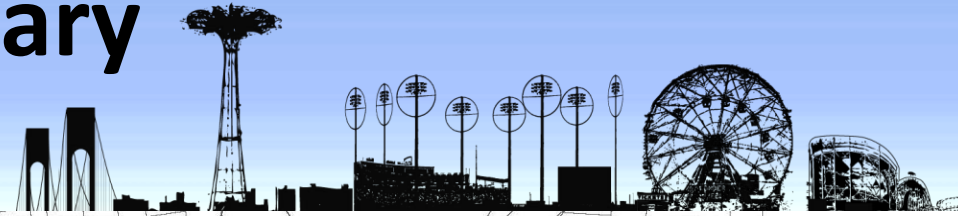
BUILDING CONSENSUS FOR DISTRICT PLAN

OUTREACH | PUBLIC & INDIVIDUAL MEETINGS | SUPPORT SURVEYS

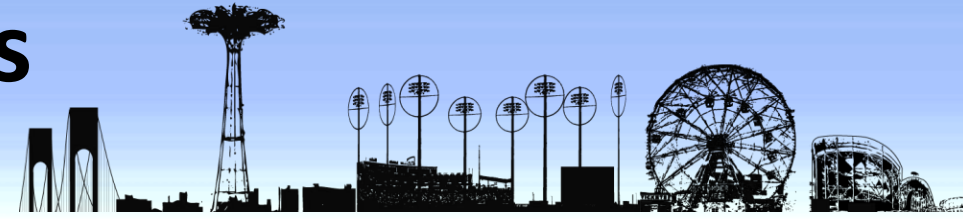
FINAL DISTRICT PLAN & NYCSBS Approval

LEGISLATIVE APPROVAL PROCESS: Community Board | City Planning | City Council

ary

A horizontal strip of silhouettes representing various amusement park rides. From left to right, the rides include a suspension bridge, a tall drop tower, a roller coaster, a Ferris wheel, and a carousel. The background is a solid blue sky.

Vision & Neighborhood Priorities



- Strengthen and Communicate Value of Coney Island Brand
- Clean and Safe
- Streetscape Beautification
- Business Retention and Attraction
- Strengthen Retail Opportunities – Year-Round
- Support Year Round Events and Activities
- Workforce Development
- Advocacy for District Services & Improvements

Opportunities for Business Improvement District Initiatives & Activities



Mermaid Avenue Back to School Event September 8th, 2018



In collaboration with Councilmember Treyger, State Senator Savino, Congressman Jeffries, 50+ city agencies and neighborhood not for profits, 750 donated backpacks complete with school supplies were distributed to a diverse group of community children who enjoyed live performances, arts and crafts and benefitted from free health screenings with their families.

Annual Community Thanksgiving Feast – Thanksgiving Day 2018



The Alliance for Coney Island coordinated the generous donations of numerous community & business stakeholders & dedicated volunteers to help Coney Island Gospel Assembly feed 1,200 individuals with dignity and respect.

Small Business Saturday November 24th, 2018



The Alliance for Coney Island encouraged 15 Coney Island small businesses to participate in Small Business Saturday, providing free marketing to promote their deals far and wide.

Mermaid Avenue Holiday Lighting

November 28, 2018

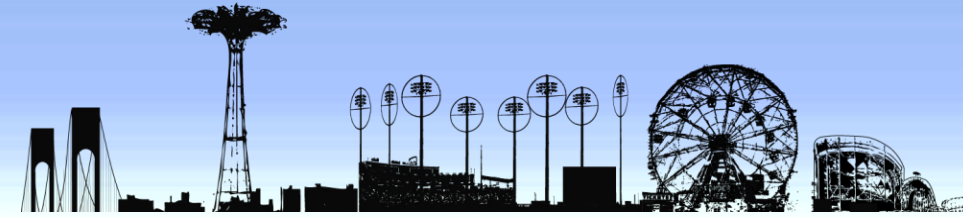


Through a generous donation by Arker Companies, the Alliance for Coney Island joined Councilmember Mark Treyger, Assemblymember Matheyldé Frontus, Coney Island residents and merchants in celebrating the lighting of Mermaid Avenue, from east to west, uniting the entire commercial corridor for the first time in many years.

For the past 2 years through a grant from the Governor's Office of Storm Recovery, we had been able to provide supplemental sanitation on Mermaid Avenue 5 days a week with 3 street team members. Due to the end of this part of the grant, services will be ending on December 31, 2018.

Coney Island Budget Priorities

What Services, Where?



PROGRAM SERVICES

- Tourism/Special Events
- Sanitation | Snow & Graffiti Removal
- Security/Public Safety
- District Marketing | Economic Development
- Holiday Lighting
- Beautification | Streetscape | Storefront-Façade Improvements
NYC-BID – Streetscape Maintenance Agreements
- Workforce Development

ADVOCACY, GENERAL & ADMINISTRATION

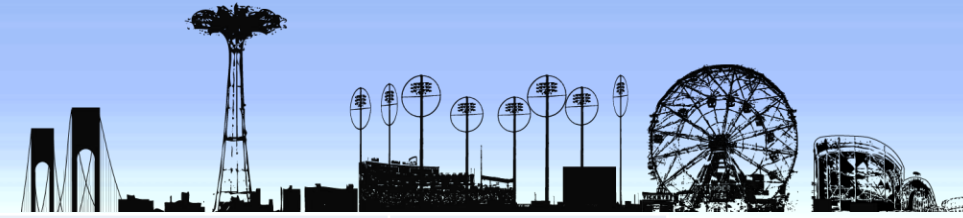
- Exec Director & Project Manager & Add'l Staff
- Office Expenses: Rent | Insurance | Supplies | Utilities | Communications/Website | Other Related Expenses

Area | Services and Improvements

- ☐ Amusement Area
- ☐ Mermaid Avenue Retail (East and West)
- ☐ Neptune Ave : West 8th to West 5th Streets

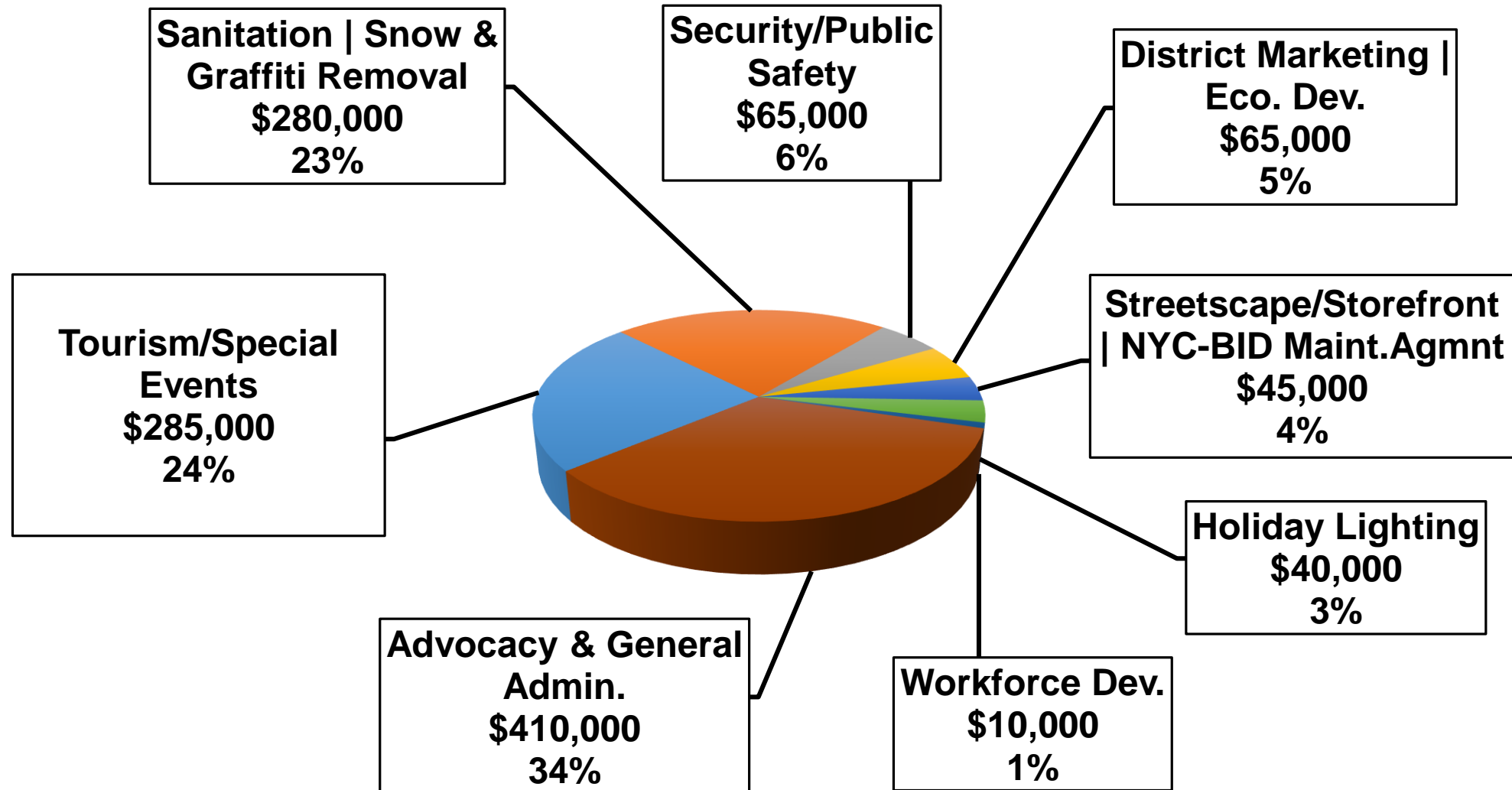
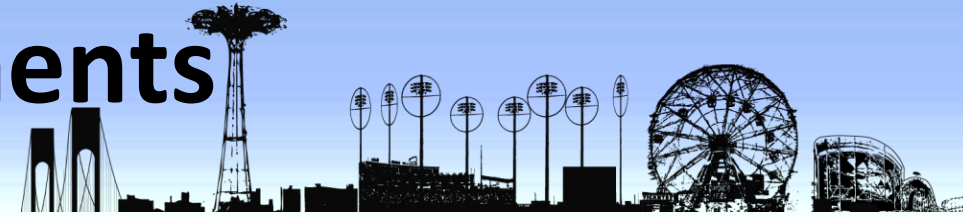
PROPOSED MAXIMUM ANNUAL BID BUDGET = \$1.2 MILLION

Preliminary Budget Priorities

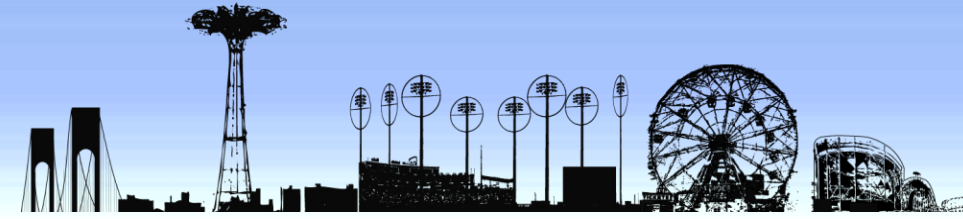


	Coney Island Sub-Districts			
	Amusement	Mermaid Ave	Neptune Ave	Total Annual Budget
PROGRAM SERVICES & IMPROVEMENTS				
Tourism/Special Events	\$275,000	\$10,000		\$285,000
Sanitation Snow & Graffiti Removal	\$90,000	\$160,000	\$30,000	\$280,000
Security/Public Safety	\$20,000	\$40,000	\$5,000	\$65,000
District Marketing Eco. Dev.	\$40,000	\$15,000	\$10,000	\$65,000
Beautification Streetscape Storefront				\$30,000
NYC-BID Maint. Agrmnts				\$15,000
Holiday Lighting	\$15,000	\$20,000	\$5,000	\$40,000
Workforce Dev				\$10,000
ADVOCACY, GENERAL ADMINISTRATION				
Exec Director & Project Mgr & Added Staff (4)				\$300,000
Office & Org. Expenses				\$110,000
TOTAL ANNUAL BUDGET	\$440,000	\$245,000	\$50,000	\$1,200,000

Proposed Services & Improvements



BID Assessment Formula



Key Components of BID Assessment Formula

■ BID Property Classifications:

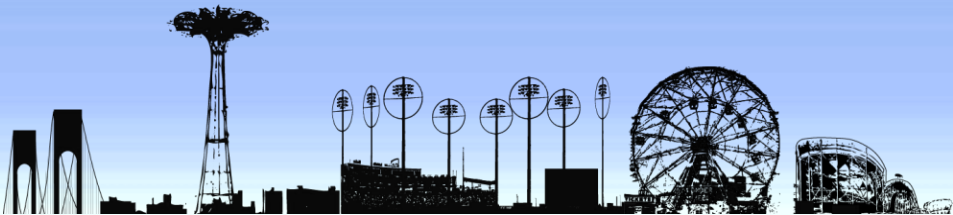
- All properties within the BID Area assigned to a BID property classification category
 - Example: Commercial, Mixed-Use, Vacant Land, Residential, Gov't, Nonprofit, Other Exempt

■ BID Property Classification Rates:

- Commercial properties represent the 100% base rate.
- Mixed-Use properties – Only Commercial Portion Applied.
- Other categories assigned rate to match tolerance to pay.

■ Factors in Calculation of Annual BID Payment: Blend of Assessed Value and Square Footage

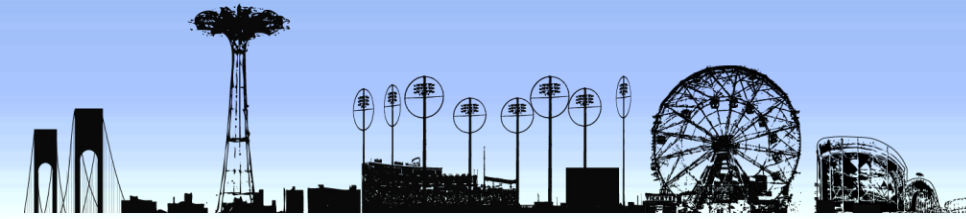
BID Assessment Formula Rates



Proposed Annual BID Budget = \$1.2 Million

BID Property Classification	AV Rate	SF Rate		
	Each Factor Reflects 50% Contribution to Equation			
BID Class A1 - Industrial/Commercial Use	\$0.006	\$0.192	100%	Commercial Rate
BID Class A2 - Privately Owned Vacant Land	\$0.006	\$0.192	100%	Commercial Rate
BID Class A3 - Mixed-Use (Commercial Portion Only)	\$0.006	\$0.192	100%	Commercial Rate
BID Class B1 - Amusement Area- City Leased Property-Lot Area Less than 500,000 SF	\$0.009	\$0.289	150%	of Commercial Rate
BID Class B2 - Amusement Area- City Leased Property- Lot Area Greater than 500,000 SF	\$0.001	\$0.038	20%	of Commercial Rate
BID Class C - Residential Use (Flat Fee)	\$1.00	\$1.00		Flat Fee/Yr
BID Class D - Exempt & Non-Profit	NA	NA		Exempt

BID Assessment Profile



Proposed Annual BID Budget = \$1.2 Million

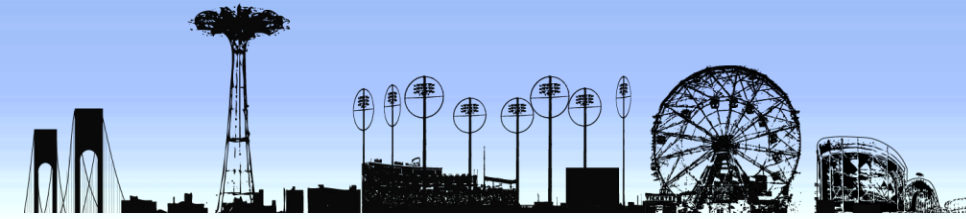
BID Property Classification	Total Taxlots	% of Total Lots	Total BID Revenue	% of Total Contribution to BID Budget
BID Class A1 - Industrial/Commercial Use *	88	18%	\$437,239	36%
BID Class A2 - Privately Owned Vacant Land	68	14%	\$272,240	23%
BID Class A3 - Mixed-Use **	75	15%	\$37,168	3%
BID Class B1 - Amusement Area- City Leased Property-Lot Area Less than 500,000 SF	24	5%	\$384,700	32%
BID Class B2 - Amusement Area- City Leased Property- Lot Area Greater than 500,000 SF	2	0%	\$68,489	6%
BID Class C - Residential Use (Flat Fee)	164	33%	\$164	0%
BID Class D - Exempt & Non-Profit ***	78	16%	\$0	0%
TOTAL	499	100%	\$1,200,000	100%

*BID Revenues do not include Cammeby Future Development

** In Mixed-Use category, BID revenue generated from commercial portion only

*** Exempt reflects tax exempt properties such as gov't owned, religious uses, community facility uses, utilities.

BID Assessment Profile



Proposed Annual BID Budget = \$1.2 Million

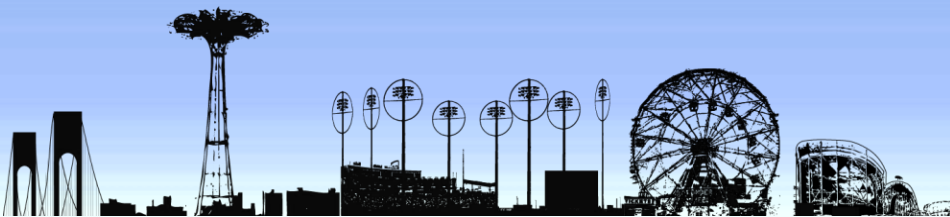
BID Property Classification	Average Annual BID Payment	Median Annual BID Payment	Minimum BID Payment	Maximum BID Payment	# Taxlots - BID Payment Over \$10,000
BID Class A1 - Industrial/Commercial Use *	\$4,969	\$2,198	\$469	\$43,189	10
BID Class A2 - Privately Owned Vacant Land	\$4,004	\$1,312	\$264	\$46,886	8
BID Class A3 - Mixed-Use **	\$496	\$291	\$113	\$5,676	0
BID Class B1 - Amusement Area- City Leased Property- Lot Area Less than 500,000 SF	\$16,029	\$4,234	\$722	\$55,117	10
BID Class B2 - Amusement Area- City Leased Property- Lot Area Greater than 500,000 SF	\$34,245	\$34,245	\$34,245	\$34,245	1
BID Class C - Residential Use (Flat Fee)	\$1	\$1	\$1	\$1	0
BID Class D - Exempt & Non-Profit ***	NA	NA	NA	NA	NA

*BID Revenues do not include Cammeby Future Development

** In Mixed-Use category, BID revenue generated from commercial portion only

*** Exempt reflects tax exempt properties such as gov't owned, religious uses, community facility uses, utilities.

BID Assessments by Sub-District



Proposed Annual BID Budget = \$1.2 Million

			Non-Residential Properties		
Coney island BID Sub District	Annual BID Payment	% of BID Budget	Median	Average	Total Taxlots Payment Over \$10,000
Amusement Area	\$860,349	72%	\$2,164	\$6,774	21
Mermaid Avenue	\$189,379	16%	\$504	\$1,617	4
Neptune-West 5th St *	\$150,272	13%	\$7,182	\$15,027	4
TOTAL ANNUAL BID BUDGET	\$1,200,000	100%			
* Note: Cammeby's Contribution TBD					

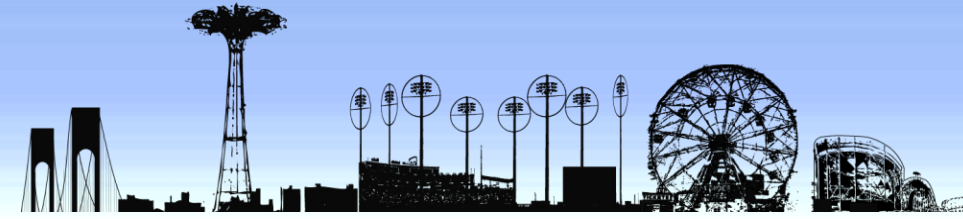
Advocacy by BID Board of Directors and Full-Time Staff

By law, the BID Board requires at least 13 members, a majority by property owners, and representation of each BID Class.



In the start-up year, an Interim BID Board is recommended by the BID Planning Committee. Within first year, By-Laws ratified and permanent Board elected at First Annual Meeting.

NYC Business Improvement District (BID) Formation



BID formation is a NYC legislative process that follows BID law and New York City guidelines

