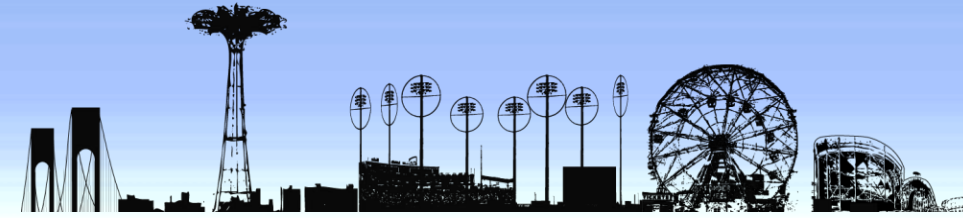


Proposed Coney Island Business Improvement District BID Planning Committee Meeting # 7 February 21, 2019

Agenda – Meeting # 7



BID PLANNING SUB-COMMITTEE WORK TASKS

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

RECAP: WHY DID WE START THESE CONVERSATIONS?

REVIEW DRAFT DISTRICT PLAN

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

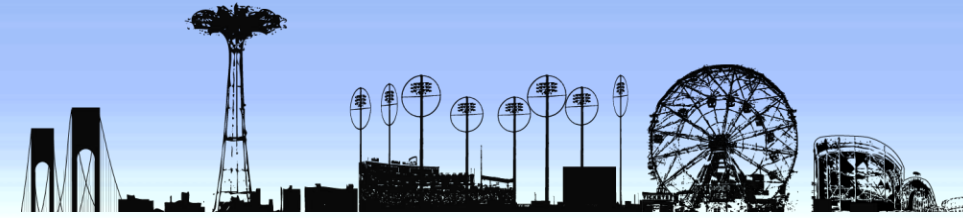
BUILDING CONSENSUS FOR DISTRICT PLAN / FEEDBACK FROM CANVASSING

Q&A WITH BROOKLYN BUSINESS IMPROVEMENT DISTRICTS

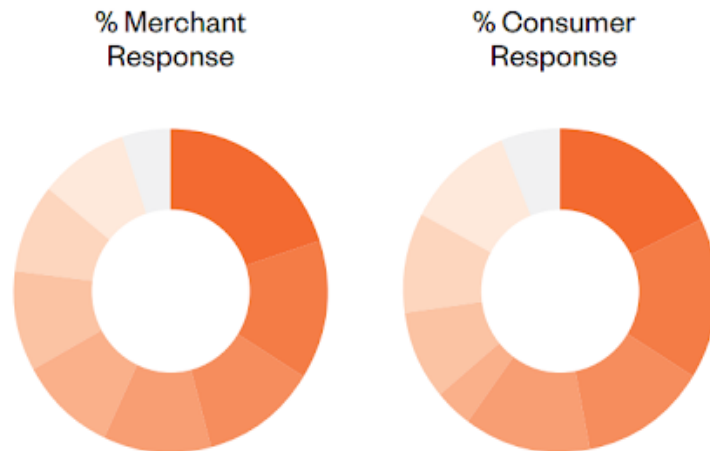
FINAL DISTRICT PLAN & NYCSBS Approval

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

Recap: Why Did We Start These Conversations?



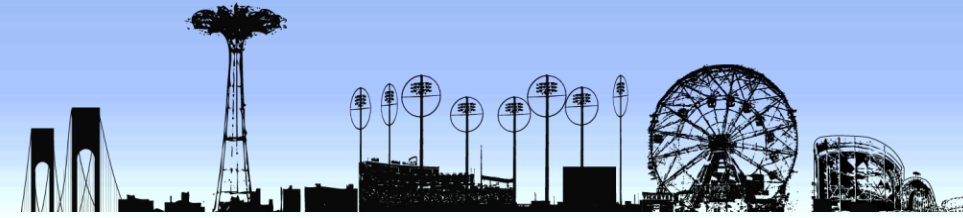
What changes need to occur to attract more visitors/shoppers to the Coney Island commercial district?



	% Merchant Response	% Consumer Response
Safety	20%	18%
Beautification	14%	16%
Parking	12%	13%
Sanitation	11%	13%
District Marketing	10%	4%
Lighting	10%	9%
Community Events	9%	10%
Storefront Improvements	9%	11%
Merchant Collaboration	5%	6%

Source: Based on 118 merchant surveys and 329 consumer surveys conducted by the Alliance for Coney Island in Spring 2017.

Money is Spent Largely Outside the Neighborhood



Coney Island Retail Opportunity

Residents spend

\$1.02B

each year in
goods and services

Local businesses make

\$466M

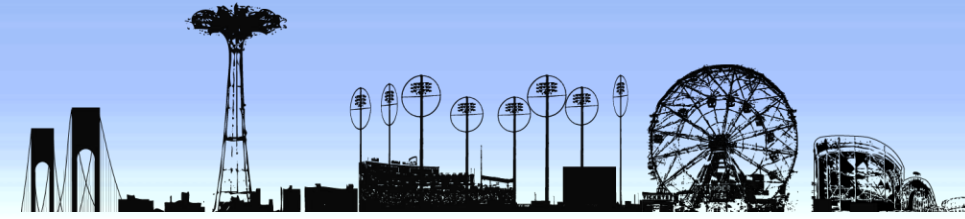
each year in
retail sales

Every year,

\$551M

is spent outside
the neighborhood

Streetscape Upgrades Require Maintenance Partners

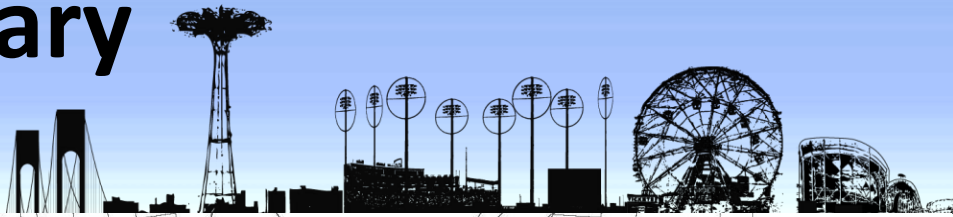




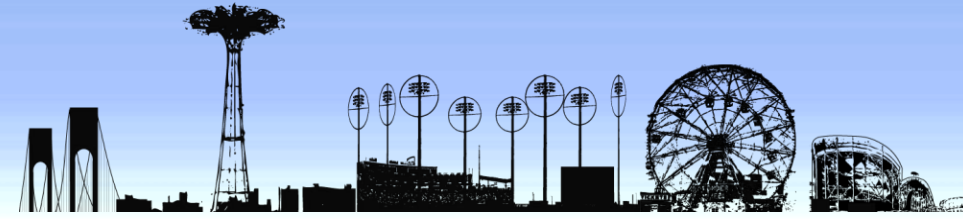
- Where possible, benches shall be placed in proximity to bus stops. On commercial streets, groupings of benches shall be placed every block;
- CityRack bike racks shall be placed only on commercial streets. Bike racks shall be placed every two blocks (in groups of 4 racks). Where there is expected to be higher bike traffic volumes (e.g. MCU Stadium and the Boardwalk), additional bike racks are proposed; and
- Where possible, two Waste/Recycle bins are located at every street intersection.

Installation of historic lights, benches and tree guards requires a partner – in almost every NYC neighborhood that partner is a Business Improvement District

Proposed Coney Island BID Boundary

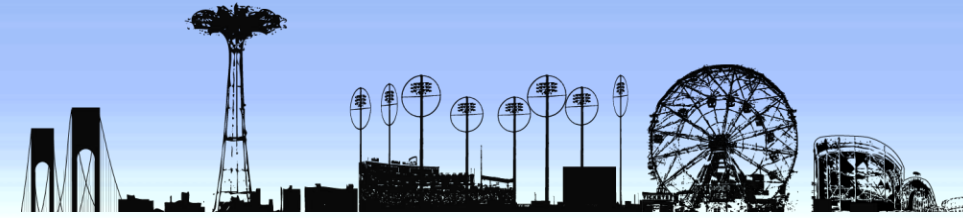


Vision & Neighborhood Priorities



- 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

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

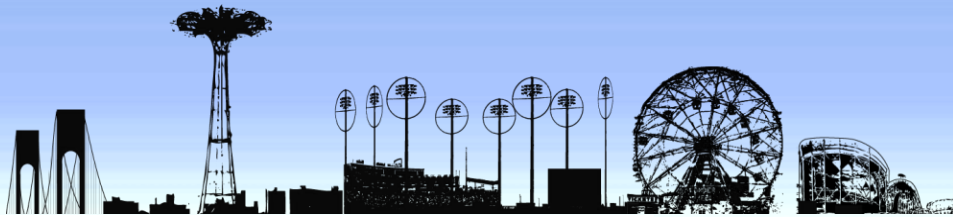
- Exec Director & Project Manager & Add'l Staff
- Office Expenses: Rent | Insurance | Supplies | Utilities | Communications/Website | Other Related Expenses

Area | Services and Improvements

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

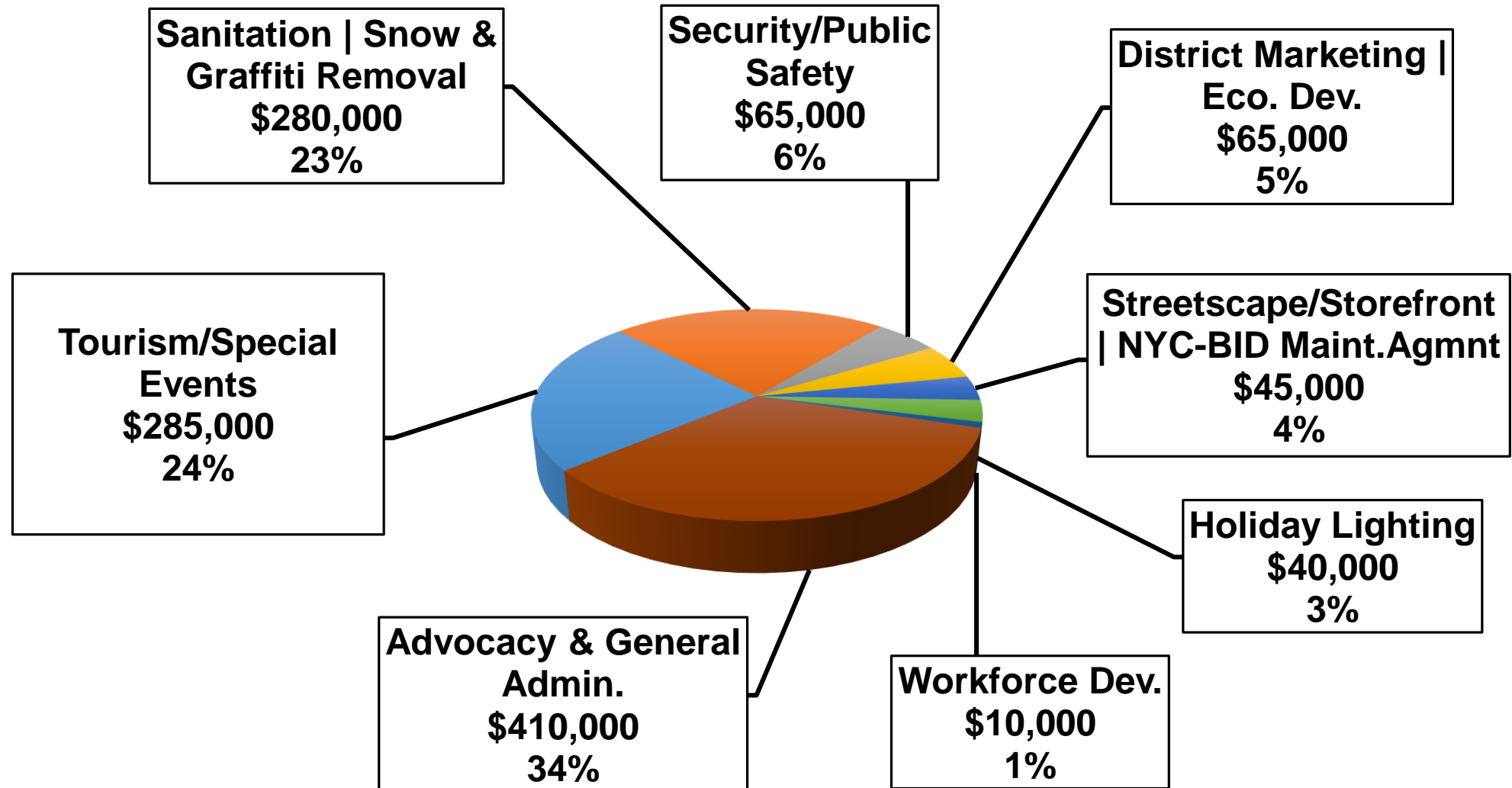
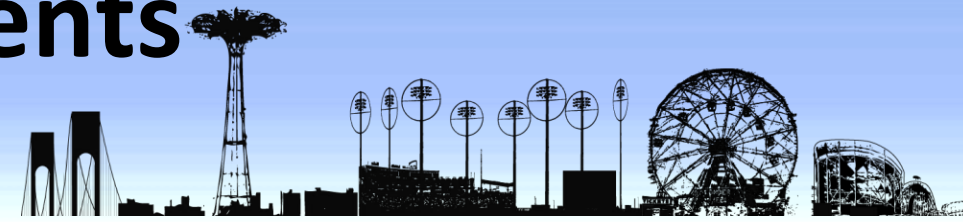
PROPOSED MAXIMUM ANNUAL BID BUDGET = \$1.2 MILLION

Preliminary Budget Priorities

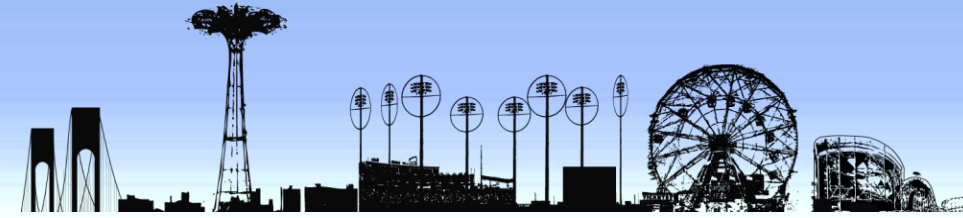


	Coney Island Sub-Districts			
	Amusement	Mermaid Ave	Neptune Ave	Total Annual Budget
PROGRAM SERVICES & IMPROVEMENTS				
Tourism/Special Events	\$275,000	\$10,000		\$285,000
Sanitation Snow & Graffiti Removal	\$90,000	\$160,000	\$30,000	\$280,000
Security/Public Safety	\$20,000	\$40,000	\$5,000	\$65,000
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:

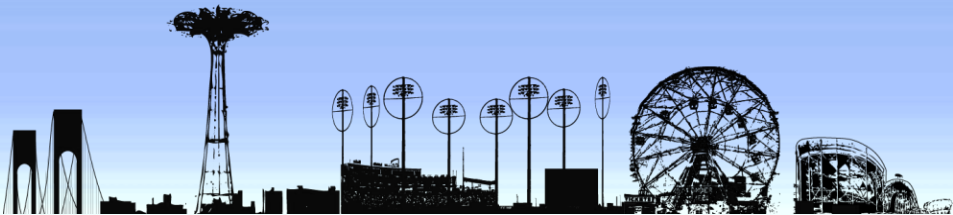
- All properties within the BID Area assigned to a BID property classification category
 - Example: Commercial, Mixed-Use, Vacant Land, Residential, Gov't, Nonprofit, Other Exempt

■ 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

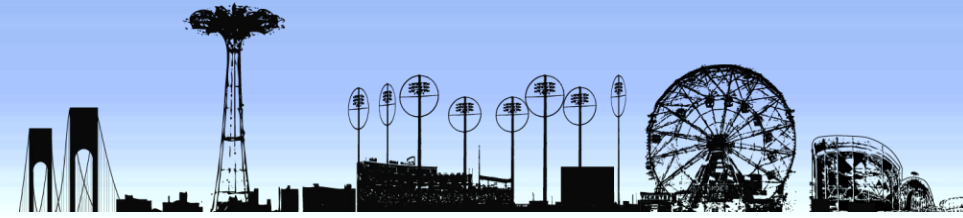
BID Assessment Formula Rates



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

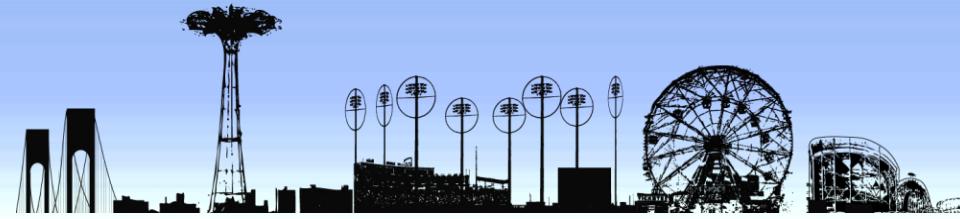
Building Consensus



- **Ongoing Outreach to Date**
 - Door to door community engagement
 - Calls
 - One-on-one meetings

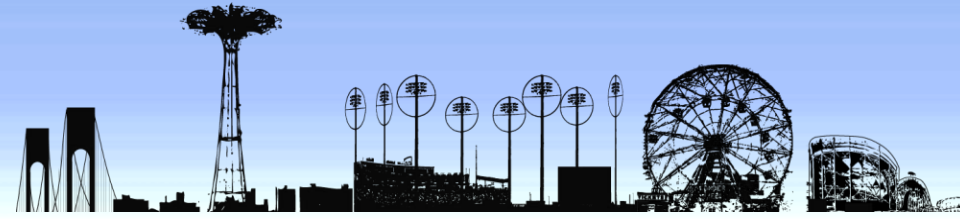
Through conversations, receiving various types of feedback & most indicate that current assessment levels work for their business

What We Have Heard & Seen



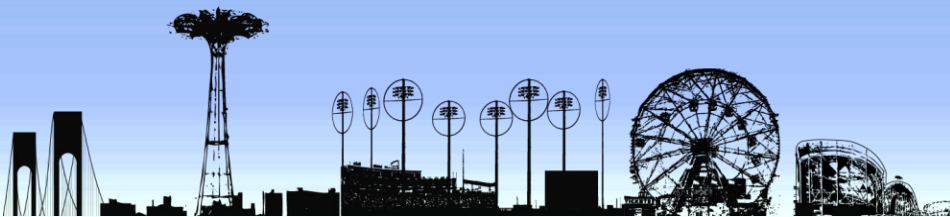
Insufficient corridor lighting
Cleanliness of streets

What We Have Heard



- Greater police presence on foot and in patrol cars
- Impact of infrastructure work on businesses
- Construction signage is confusing and inconsistent
- Better promotion of local businesses to tourists
- Outreach efforts that better address homelessness, mental health and substance abuse issues
- Petty theft in stores is rampant

BID Assessments by Sub-District



Proposed Annual BID Budget = \$1.2 Million

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

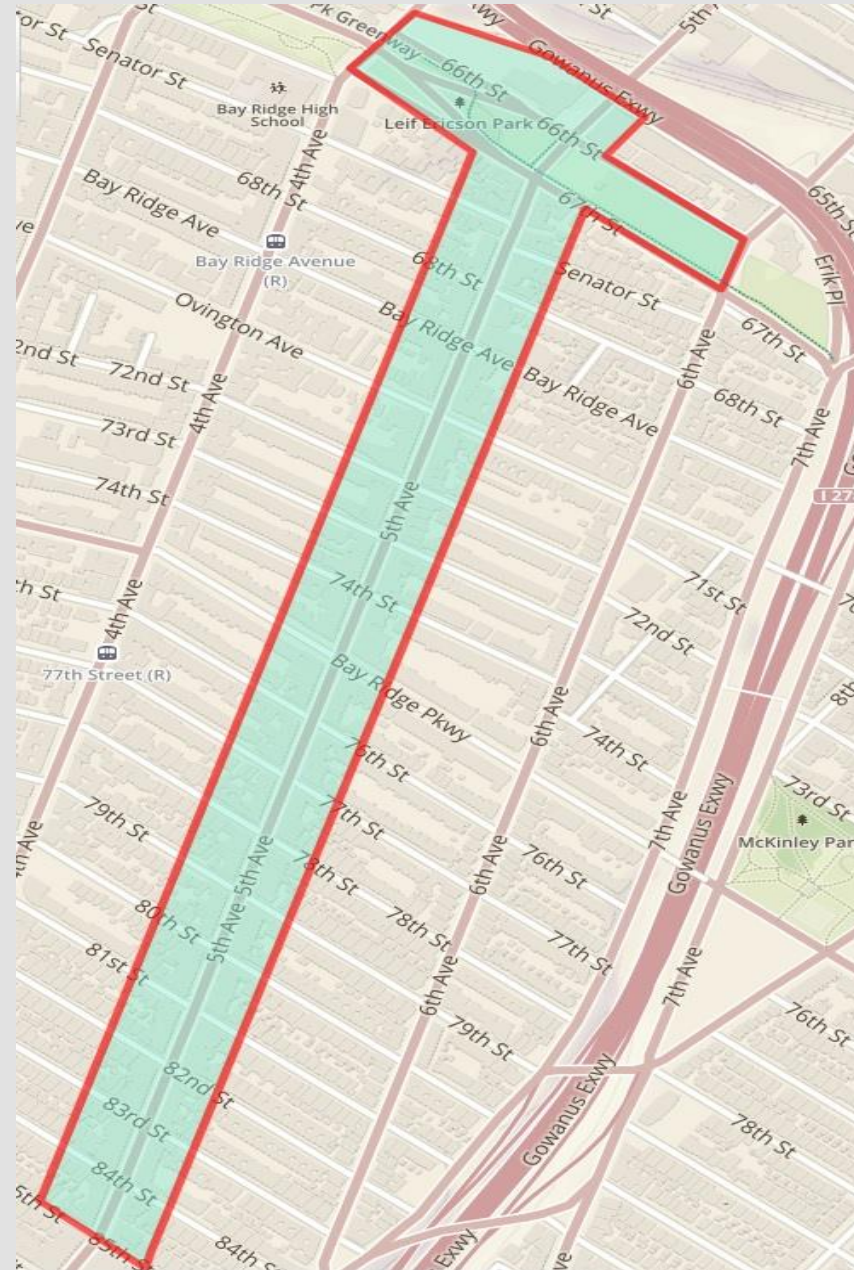
Fast Facts Bay Ridge 5th Avenue BID

- Established 2007
- 20 Block Commercial Corridor
- 359 Businesses served
- 250+ Property Owners represented

#BrooklynshomeTown



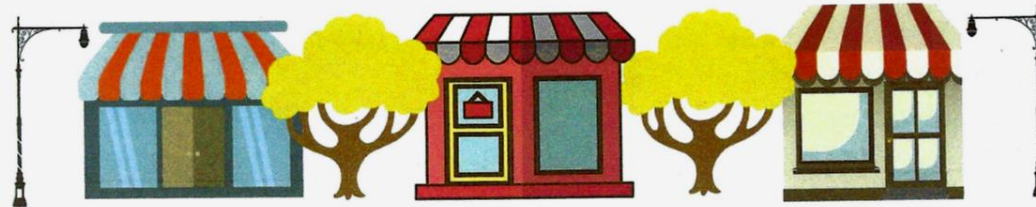
District Map



20 Block
Commercial
Corridor

5th Avenue
35-85 Street

BID Services



BAY RIDGE 5TH AVENUE BUSINESS IMPROVEMENT DISTRICT MAKES A DIFFERENCE ON 5TH AVENUE!

A CLEAN AVENUE

The BID employs full-time street maintenance

- 8900 hours of service
- Over 3000 incidences of graffiti removal
- 3600 trash bags collected

A SAFE CORRIDOR

Security is on the job

- 2090 hours of dedicated security service
- Over 700 direct interactions on 5th Avenue
- Immediate response connection with local NYPD

INCREASED FOOT TRAFFIC

BID events generate over 50,000 visitors

- Small Business Saturday 11/24
- Free Holiday Trolley 11/24/ & 12/8
- Tree Lighting 12/8
- FACE of 5th
- 5th Avenue Festival



Shop Local!

AVENUE BEAUTIFICATION

A beautiful place to shop & dine

- 76 Planters
- 103 Benches
- 75 Bike Racks
- Bright Seasonal banners
- Holiday Lights

THING BIG - THINK BID!

Don't miss out on 5th Avenue events and promotions.



@5thavenueBID



@bayridge_BID



@BayRidge_BID

| bayridgebid.com

Meet our Legacy Merchants



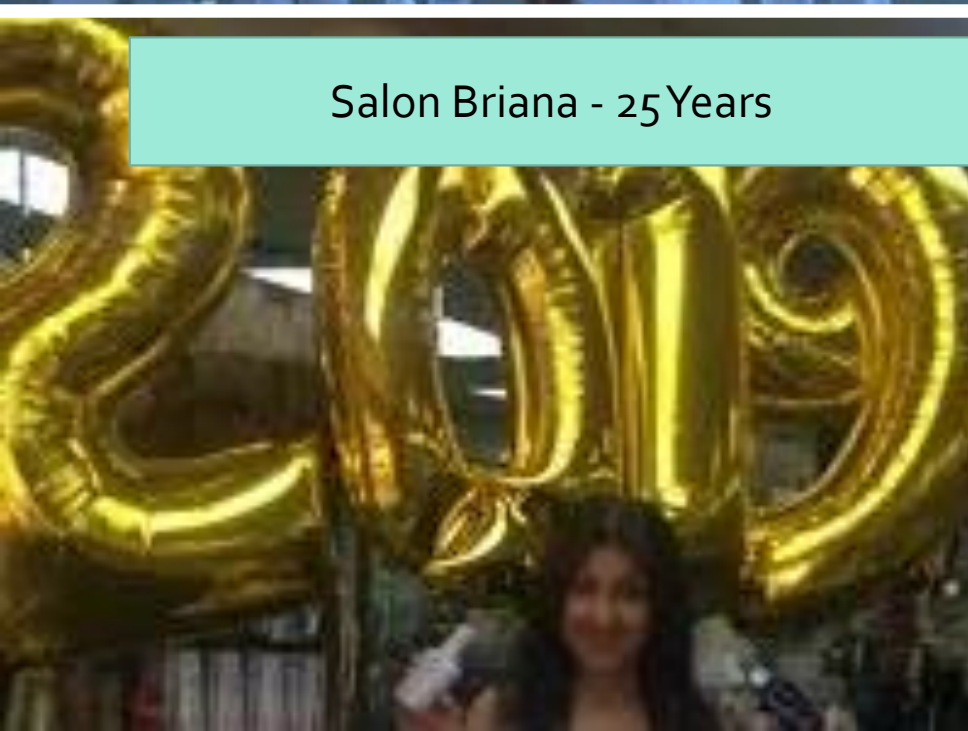
43
Years

55
Years





Dante Zeller Tuxedo- 75 Years



Salon Briana - 25 Years



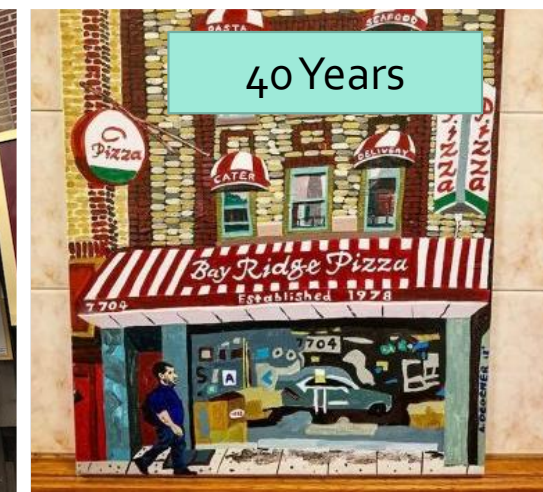
Serving Bay Ridge Community - 44 Years



42 Years



33 Years



40 Years

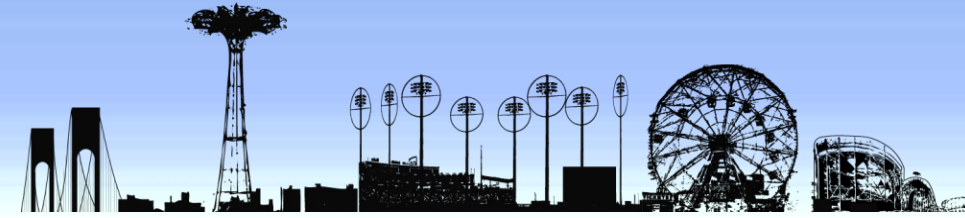
Events Marketing & Foot Traffic



Avenue Beautification & Safety



Hear from Brooklyn BIDs



Sunset Park BID

David Estrada, Executive Director

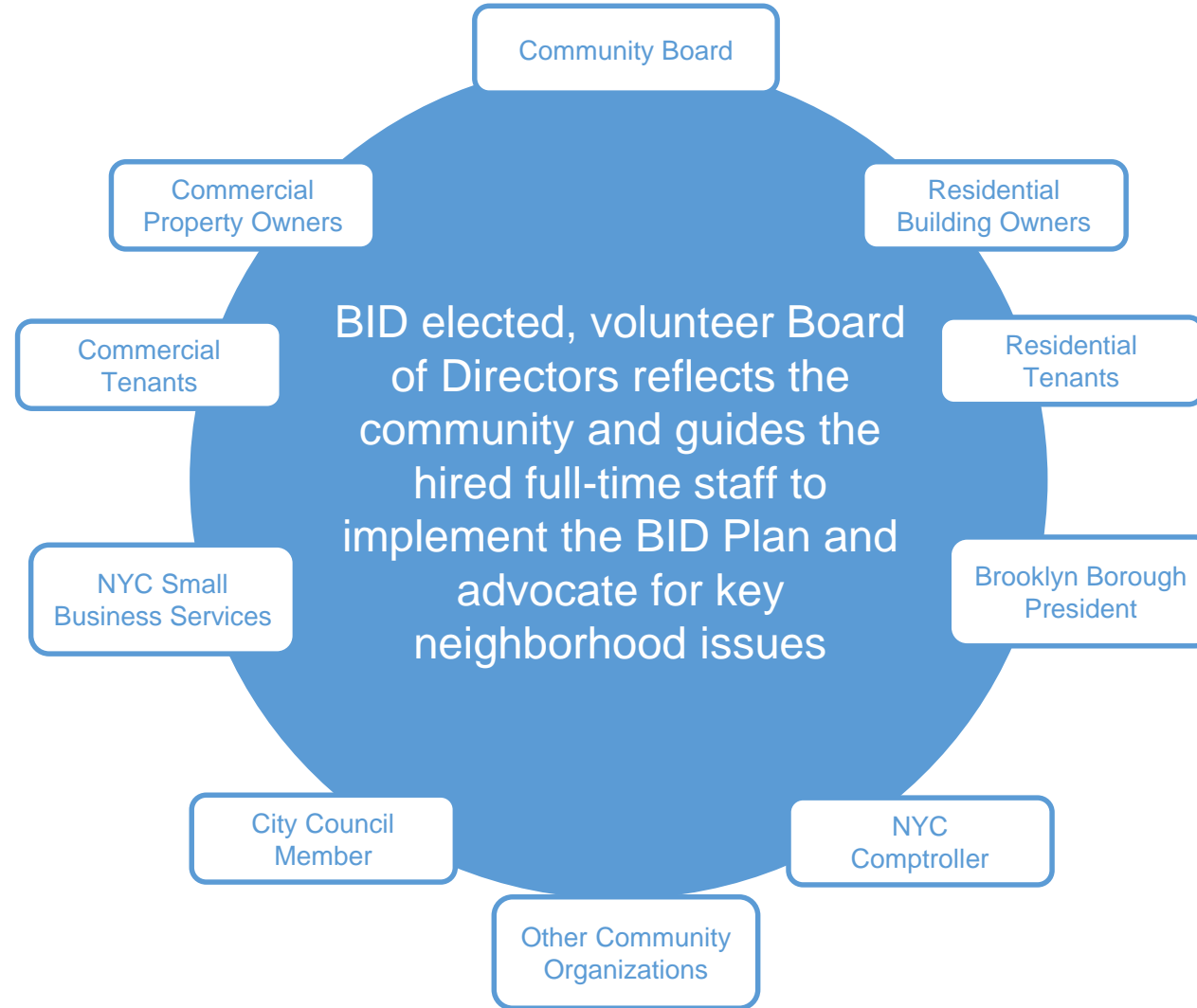


Sunset Park-5th Avenue BID



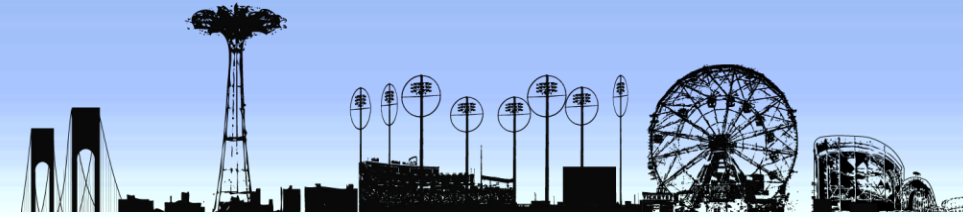
Advocacy by BID Board of Directors and Full-Time Staff

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

