

# Memo

To: City Council

CC: Tracey Nicholson, City Administrator  
Ron Brooks, City Treasurer

From: Holly Simmons, Acting Director, Community & Economic Development

Date: September 6, 2023

Re: Hyattsville Crossing Business Improvement District (BID) – Phase 4

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The purpose of this cover memorandum is to provide the City Council with a summary of the Hyattsville Crossing Business Improvement District (BID) – Phase 4 Scope of Work.

In June 2021, the City of Hyattsville commissioned HR&A Advisors, and its sub-consultant Brick & Story, to perform a feasibility to assess the creation of a Business Improvement District (BID) to support land areas around the Hyattsville Crossing area. A BID is an economic development tool that allows for targeted investment in a geographic cluster of primarily commercial properties with the purpose of increasing economic vitality through services such as placemaking, marketing and branding, increased ‘clean and safe’ services, and the attentions of a dedicated Executive Director managing operations, coordination, and advocacy.

The first phase of assessment was to assess market conditions, perform stakeholder interviews, develop boundary recommendations and perform a financial analysis. Phase 2 included drafting State enabling legislation; additional comprehensive stakeholder outreach and interviews of property and businesses owners to form a steering committee intended to guide the formation of the BID. HR&A Advisors briefed the City Council on May 2, 2022, and June 5, 2023.

Currently, Phase 3 is underway. The State enabling legislation drafted in Phase 2 was adopted on May 8, 2023, and comprehensive property owner and stakeholder outreach continues through individual interviews, Formation Steering Committee meetings, mailers, and tabling events. To date, Formation Steering Committee meetings have addressed BID vision, service package and formula for assessment of BID fees to property within the proposed BID area.

The objective for the end of Phase 4 around June 2024 is to reach a fully approved BID application that has been passed by property owners and approved by Prince George's County; however, the length of Phase 4 is highly dependent on the ability to secure support from over 51% of property owners. The scope of work will include:

- Continued Business & Property Owner Engagement
- Continued Formation Steering Committee Support
- Continued BID Business Plan Support
- Official Signature Petition
- Official Submittal & Application

Funding for Phase 4 is separate from an annual City contribution to the BID which would go into effect only upon formal establishment of the BID by the Prince George's County Council. The specific amount of a City contribution is anticipated to be considered by City Council in October/November 2023.

The total cost of Phase 4 activities to support the ongoing BID formation effort is \$150,000, an amount which has been allocated through ARPA funding.