



September 6, 2023

Holly Simmons, Acting Director, Community and Economic Development
City of Hyattsville, Department of Community & Economic Development
4310 Gallatin Street

Dear Ms. Simmons:

HR&A Advisors, Inc. (HR&A) has appreciated the opportunity to work with you and your team at the City of Hyattsville over the last 18 months on the feasibility study, planning, and formation of a Business Improvement District (BID) at Hyattsville Crossing. I am pleased to submit this proposal for Phase 4 to continue to provide strategic advisory services in developing a strategy and assisting stakeholders in the BID formation process.

After conducting Phases 1-3 of the Hyattsville Crossing BID Study, HR&A is well equipped to move forward with Phase 4 to support the formation of the BID in Hyattsville Crossing. As we have conducted Phase 2 and Phase 3 with the Formation Steering Committee, property owners have requested a larger role from the City than previously expected in supporting formation efforts. Further, BID formation efforts in other parts of the Washington D.C. region have demonstrated the need for more extensive business owner and residential tenant engagement. In the following scope of work, we outline the role of HR&A and Brick & Story in supporting this expanded need.

I will continue to lead this project and be responsible for overall project direction and all deliverables. I will be joined by Jared Press, Principal in HR&A's DC office, who will serve as Project Manager and be responsible for day-to-day project execution and communication with the City of Hyattsville.

We hope you find our proposal compelling, and we look forward to continuing to work with you on this exciting engagement. You may indicate your acceptance of this proposal and authorize HR&A to proceed by countersigning below. If you have any questions, please feel free to contact me at 202-210-4190 or via email at swall@hraadvisors.com.

Sincerely,

FOR CITY OF HYATTSVILLE

Stan Wall
Partner
HR&A Advisors, Inc.

Name / Title

Date

Scope of Work – Phase 4

PHASE 4: BID Implementation (FY 2024)

The objective for the end of Phase 4 by June 30, 2024 is to reach a fully approved BID application that has been passed by property owners and approved by Prince George's County.

Task 1: Continued Business & Property Owner Engagement

Property Owners

HR&A and Brick & Story will continue to conduct and track outreach to property owners. This outreach step will highlight to property owners what they will get from creating a BID and gather information about what property owners would need from a BID. This outreach will be separate from the Formation Steering Committee meetings and focus on one-on-one conversations to ensure all property owners have a chance to ask questions and provide input. In Phase 4, property owner outreach will particularly focus on securing a path to signatures from each property owner.

Business Owners and Residents

While property owners are ultimately responsible for paying the BID tax, tenants (businesses and residents) will likely have part of the cost passed down to them and thus are important stakeholders. Brick & Story will lead business outreach, including organizing business roundtables, passing out flyers, and conducting door-to-door conversations to receive feedback.

Task 1 Deliverable: HR&A and Brick & Story will produce additional informational materials and presentations as needed for engagement.

Task 2: Continued Formation Steering Committee Support

HR&A and Brick & Story will continue to support the BID Formation Steering Committee in creating informational materials and setting meeting agendas to inform decision-making around key aspects of the BID. In Phase 4, Formation Steering Committee meetings will be centered around the draft business plan and engagement for signature petitions. HR&A will also support the Formation Steering Committee in coordinating meeting schedules, circulating meeting notes, and keeping track of attendance and feedback received.

Task 2 Deliverable: HR&A will prepare an agenda and meeting materials to guide each Formation Steering Committee meeting. H&RA will provide precedent materials and data analysis as needed to support decisions in the Formation Steering Committee.

Task 3: Continued BID Business Plan Support

Building off the feasibility analysis in Phase 1 and all the formation steering committee engagement in Phases 2 and 3, HR&A will work with the BID Formation Steering Committee to draft a 3-5 year BID Business Plan. Based on state legislation, the 3-5 year Business Plan must include the goals and objectives of the proposed district, the annual proposed BID tax, proposed services and operation plan, and an estimate of any start-up costs before the BID's establishment.

Meetings with the BID Formation Steering Committee will largely drive the direction and content of the BID Business Plan. HR&A will present options for each section of the Plan in monthly meetings to the Steering Committee and adjust based on feedback received. Based on BID examples in the Washington, D.C. region and nationally, HR&A will provide a scope and estimated cost of each service, as well as recommended management team positions. The 3-5 year budget and operations plan will be based on HR&A's financial feasibility analysis in Phases 1-3, as well as by the services highlighted as priorities by property owners and stakeholders in various engagement interviews and surveys. HR&A will also include equity and inclusion considerations to the budget and operation plan to ensure services are spread equitably and do not produce unintended displacement effects in surrounding neighborhoods. The Business Plan will be a core section of the official submission materials for the BID. The Silver Spring BID Business Plan provides a comprehensive, well-designed example for Hyattsville to follow.

Task 3 Deliverable: HR&A will produce a draft BID Business Plan to be shared with property owners, businesses, and residents as a key education and marketing material to gain property owner approval.

Task 4. Official Signature Petition

HR&A and Brick & Story will conduct email, mail, and in-person property owner outreach to gather signatures from owners of at least 51% of nonexempt parcels in the BID boundary, likely from early December 2023 through January or February 2024.

Task 4 Deliverable: A statement expressing intent to establish a BID, signed by at least 51% of the owners of the total number of nonexempt parcels in the BID.

Task 5. Official Submittal & Application

Pending successful property owner approval, HR&A will support the BID Formation Steering Committee in the official submission process to Prince George's County. Maryland legislation HB1109 currently requires seven components in the submission:

1. A statement with the proposed name and address of the BID; and the street address of each nonexempt property owner in the BID
2. A statement expressing intent to establish a BID, signed by at least 51% of the owners of the total number of nonexempt parcels in the BID, as well as the designated board member of a condominium or cooperative housing corporation within the district that petitions to join the BID
3. A proposed 5-year business plan
4. A tax assessor's map of the geographic area of the BID
5. A list of the proposed initial board members
6. The proposed articles of incorporation and bylaws of the BID
7. The name, mailing address, and most recent assessed value of all nonexempt property owners

HR&A will support the Formation Steering Committee and City of Hyattsville through the entire formation public hearing process laid out in HB1109, which includes: notification requirements, preparation for the public hearing, and submittal of assessments to the County Assessor for inclusion in the tax roll. Support will also include drafting of articles of incorporation and bylaws for County legislation.

Task 5 Deliverable: HR&A will prepare the final submission materials in the necessary format for the County and support the City and Formation Steering Committee in the public hearing process through the inclusion of the BID in the tax role.

(Future Optional Tasks)

T&M Budget

The BID formation phase is unpredictable in nature, as it depends in large part on the willing and timely participation of the Steering Committee members. Given the uncertain nature of this phase, HR&A and Brick & Story can propose to include a time and materials (T&M) budget to account for unforeseen expenses that may be required. Any services in need of contingency funds would be billed on a T&M basis, with a “not-to-exceed” amount determined by the Client based on additional services needed. Any such work would require written approval from the Client in advance, and only be utilized on an as needed basis.

Recruitment Support

In advance of the BID’s official start, HR&A can advise on the structure, governance, and management of the proposed BID. Depending on the progress of the BID Formation Steering Committee, HR&A’s role may include outreach to potential staff and drafting job descriptions for hiring staff. The BID Toolkit includes a Sample Executive Director job description, and HR&A can provide job descriptions for other roles, such as for a marketing director, office manager, budget director, or planning and economic development manager.

Deliverable: HR&A will provide job descriptions for each staff role and outreach materials for prospective team members.

Project Schedule

HR&A anticipates completing this scope of work within 9 months of receiving notice to proceed. The length of Phase 4 is highly dependent on the ability to secure support from over 51% of property owners.

Phase 4: 9 months (FY 2024)

Month	Sept. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Mar. 2024	April 2024	May 2024	Jun 2024
TASK 1: Continued Business & Property Owner Engagement	Active	Active	Active	Active	Active	Active				
TASK 2: Continued Formation Steering Committee Support	Active	Active	Active	Active	Active	Active				
TASK 3: Continued BID Business Plan Support		Active	Active	Active						
TASK 4: Official Signature Petition				Active	Active	Active				
TASK 5: Official Submittal & Application							Active	Active	Active	Active

Project Budget

HR&A and Brick & Story propose a cumulative total budget for Phase 4 of \$150,000. This includes a fixed fee budget of \$147,000 and a \$3,000 expense budget for potential travel or printing expenses. HR&A will invoice monthly.

PHASE 4 FEE SCHEDULE

Tasks	Fee
Phase 4	
Task 1: Continued Business & Property Owner Engagement	\$40,000
Task 2: Continued Formation Steering Committee Support	\$21,000
Task 3: Continued BID Business Plan	\$29,000
Task 4: Official Signature Petition	\$30,500
Task 5: Official Submittal & Application	\$26,500
Fixed Fee Budget	\$147,000
Expenses	\$3,000
Total Budget	\$150,000

HR&A 2023 Public Sector Rates

HR&A Personnel	Title	HR&A 2023 Rates
	Senior Advisor	\$460
Stan Wall	Partner	\$460
Jared Press	Principal	\$410
	Director	\$360
Keiley Gaston	Senior Analyst	\$275
	Analyst	\$220
Sophie Danish	Research Analyst	\$175

These rates are guaranteed through December 31, 2023.