



# PRINCE GEORGE'S COUNTY BID TOOLKIT

Prince George's County Planning Board Briefing



MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION  
Prince George's County Planning Department

HR&A  
Analyze. Advise. Act.

March 12, 2020



# AGENDA



● **Introductions**

● **Project Overview**

● **Key Findings**



# HR&A Advisors

is an economic development and real estate consulting firm working at the intersection of the public and private sectors.

Our work transforms communities and revitalizes urban environments in the United States and abroad.



# HR&A Advisors

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# AGENDA



Introductions



Project Overview



Key Findings



# Project Context – DC Metro Region

## District of Columbia

- Georgetown
- Adams Morgan
- Golden Triangle
- DowntownDC
- Mt. Vernon Triangle
- NoMa
- Capitol Hill
- SouthWest
- Capitol Riverfront
- Anacostia
- Dupont Circle (*new*)
- Greater Brookland
- Congress Heights
- H Street
- Shaw
- MidCity (U St and 14<sup>th</sup> St)

## Northern Virginia

- National Landing BID (*previously Crystal City BID*)
- Ballston
- Rosslyn
- Fairfax Boulevard
- Clarendon Alliance
- Columbia Pike Revitalization Organization
- Lee Highway Alliance
- Reston Town Center Association

## Maryland

- Silver Spring (*proposed*)
- Silver Spring Urban District
- Bethesda Urban Partnership
- Wheaton Urban District
- College Park City-University Partnership
- Greater Bowie Chamber of Commerce

Existing BIDs

Potential BIDs

Select BID-like entities



# Project Context – Local Momentum

Consensus required to form a BID in Montgomery County, MD:

**80%**

Property owner signatures



**51%**

Property owner signatures

2017 Precedent Legislation to Facilitate BID Formation

Plan Prince George's 2035 Strategic Investment Priorities

County Economic Corridor Studies

- Invest in 3 Downtowns
- Designate an Innovation Corridor
- Revitalize 6 Neighborhood Reinvestment Areas

- Most shopping centers in county are healthy but stagnant
- Some corridors are at risk or failing
- County lacks transit-oriented developments with live-work-play areas

Source: Bisnow; Plan 2035 Prince George's Approved General Plan  
Downtowns are specified as Prince George's Plaza, New Carrollton, Largo Town Center. Innovation Corridor is specified to span parts of College Park, Greenbelt, and Hyattsville.

# Project Purpose



Increase local understanding of BIDS

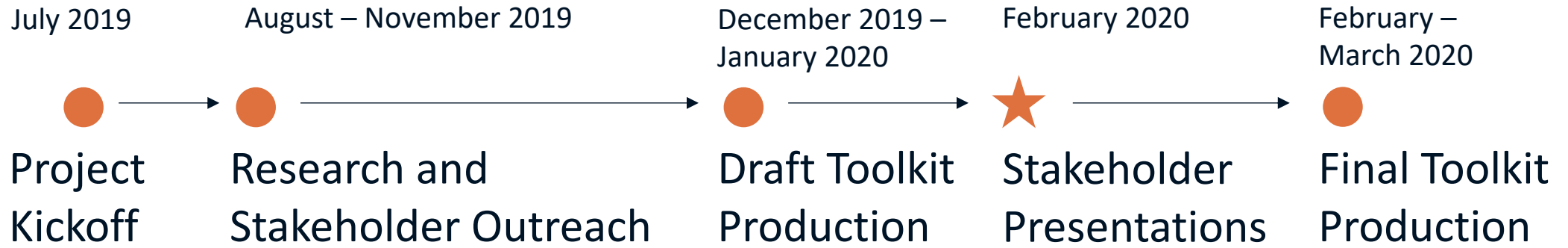
Engage with stakeholders

Create tools to facilitate BID creation





# Project Process





# Stakeholder Engagement

## County Agencies

- Economic Development Corporation
- Department of Housing and Community Development
- Redevelopment Authority

## Community Development Groups

- Hyattsville Community Development Corporation (CDC)
- Northern Gateway CDC
- College Park City-University Partnership

## Municipalities

- Town of Capitol Heights
- City of Hyattsville

## Local Developers

- Brookfield Properties
- Terrapin Development Company
- Urban Atlantic
- RPAI
- Urban Investment Partners

## Regional BID Case Studies

- NoMa BID
- Crystal City BID



# Project Output: BID Toolkit

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IV - Operating

Prince George's County

Business Improvement District Toolkit -  
**DRAFT**

Prepared January 2020

 PRINCE GEORGE'S COUNTY  
Planning Department

 THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION  
Prince George's County Planning Department

- I - Understanding BIDS
- II- Determining BID Viability
- III - Forming a BID
- IV - Operating a BID
- Tools & Templates



# I – Understanding BIDs

## What are concrete examples of services provided by different-sized BIDs?

The **Adams Morgan BID** in Washington, D.C. exemplifies a small-scale BID that can form around a lively, retail-dominated main street surrounded largely by residential uses. This BID operated on a budget of \$662,000 in 2018 with the goal of increasing the cleanliness, safety, and marketing in the Adams Morgan neighborhood. Its staff of three—made up of an Executive Director, Operations Manager, and Security Director—focuses on economic development and identity initiatives through small business grants and streetlight banners. A Clean Team removes litter and recycling from 3.5 miles of sidewalks and one acre of park space every day.

Officers. Business owners about updates and up smaller budget, the Ad

The **Oakland Business oriented BID**. The BID I the area's transit acc transportation displays with maps and direct bus stations with real- and utilizing electric b; business recruitment, a

## How do BIDs fit into an economic development ecosystem?

BIDs are only one of several tools and structures that can provide economic development services in a community. A BID does not replace city services or community planning efforts, but instead provides capacity to implement and activate area corridor plans. Therefore, before a BID is formed, stakeholders should consider the ways in which a BID adds to and collaborates with the existing economic development ecosystem. See Table 1 for an overview of how BIDs compare to other economic development organizations in Prince George's County.

What sets BIDs apart from the existing organizations is that BIDs are both an economic development organization and a funding tool. BIDs have both the financial and nonfinancial resources to get on local economic developer buy-in, due to the regulator

In Prince George's County, Economic Development Co there are already existing associations, or Main Street organizations, or they could additional capacity to work i

The **Prince George's** and expand jobs at Greenbelt Station T. The Shop at Livest economic developer Taxis (PILOT), to inc George's County.

At a more local level community planning and reviewing devel

Finally, many areas corporation (CDCL)

- Community dev Northern Gatev important role a and capacity, bu creating wayfind
- Business associa the voice of a l advertising to m
- The Main Street Community Dev are 20 designs

## I - Understanding BIDs

### What are BIDs, and what do they do?

A Business Improvement District (BID) is an economic development entity that provides a geographically defined district with special services, such as maintenance, streetscape improvements, marketing, and public safety. BIDs can function as nonprofit organizations, public-private partnerships, and city agencies in some cases. BIDs are typically led by boards that oversee a small staff to coordinate services within the BID.

BID services are intended not to replace city services, but to enhance them, to implement and activate community plans. BIDs help to advance both public and private objectives, such as economic development, job creation and retention, and growth in sales and property values (see Figure 1).

BIDs have proven to be impactful tools in localities across the country, with widespread use in New York City, Washington D.C., Atlanta and other metro areas. But besides a few examples in the Baltimore region, BIDs have not historically had a big presence in Maryland. In different parts of the country, BIDs may be known under different names, such as community improvement districts (CID), business improvement zones (BIZ), or municipal improvement districts.

Figure 1. BID Outputs and Outcomes



### How are BIDs established?

In Maryland, BIDs are authorized by state legislation and must be formed in accordance with the state's legislative requirements, the most crucial of which is to meet a threshold of property owner approval. BIDs are typically established by a local municipality or an existing economic development organization, and they must receive a vote of approval from a certain share of the affected property owners. as

## Section Components:

- What are BIDs, and what do they do?
- How are BIDs established?
- How are BIDs funded?
- How do BIDs vary in scale and scope?
- What are concrete examples of services provided by different-sized BIDs?
- What value do BIDs bring to communities and local businesses?
- How do BIDs fit into an economic development ecosystem?
- What support do BIDs receive from local jurisdictions?

# BIDs provide a largely consistent set of services that achieve several key outcomes.

## What do BIDs do?



Maintenance of Shared Spaces



Marketing and Events



Business Attraction and Retention



Safety Measures



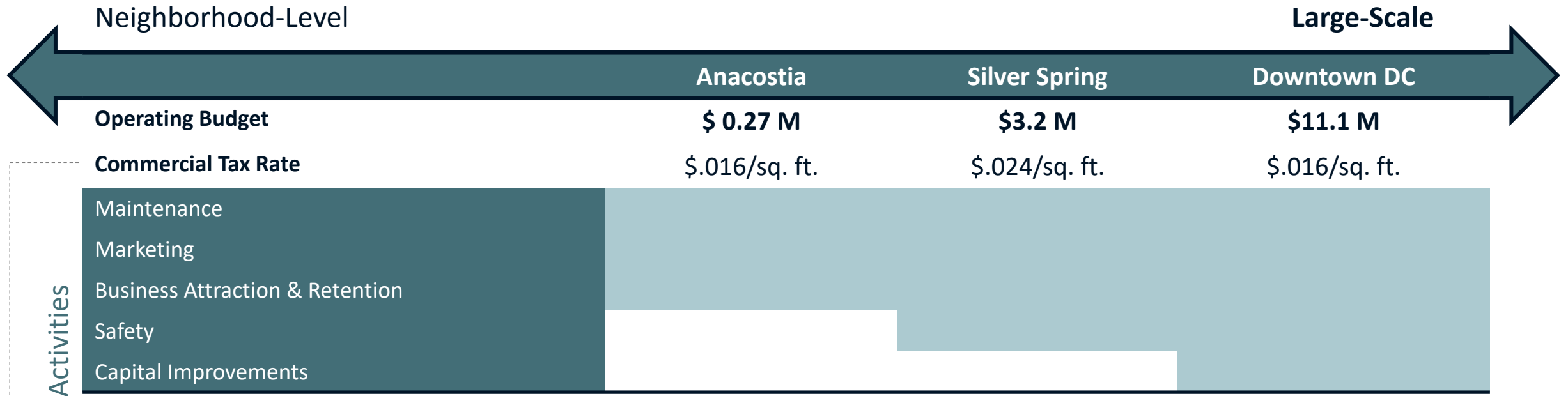
Capital Improvements

## What do BIDs achieve?

- Preservation and enhancement of real estate value
- Revitalization
- Job growth and economic development
- Fiscal health



BIDs range in size, scope, and sophistication, as they serve different types of community needs.



Note: BID tax rates do not have to be consistent across Prince George’s County; they can vary based on the density and desire for services in a geographical area.

 BID assessments are self-imposed by taxable properties, but tax-exempt entities can also play an important role within BIDs.

Example tax-exempt entities in Prince George's County:

- Transit agencies, e.g. WMATA
- Academic institutions, e.g. University of Maryland at College Park
- Local government, e.g. municipal buildings
- Federal government, e.g. the Internal Revenue Service

Potential non-tax contributions to a BID:

- Provide additional services that complement existing activities, such as investments in wayfinding and beautification
- Offer time and expertise by serving on the Board
- Contribute financially through grants or other in-kind donations

*Note: The District of Columbia BID Code states that exempt property owners that voluntarily make a payment to the BID in lieu of the BID tax are entitled to BID membership and services.*

### Capitol Riverfront BID Example

The U.S. Department of Transportation (DOT) does not contribute taxes towards the BID, but the DOT awarded the BID a grant for a protected mobility lane through the Transportation Alternatives Program.



*The U.S. DOT Walking Museum of Transportation provides beautification and education to the Capitol Riverfront BID.*



BIDs complement existing services and organizations in a community, acting as both an economic development organization and a funding tool.

### Prince George's County Economic Development Ecosystem







# II – Determining BID Viability

**Would a BID be likely to succeed in my community?**

The answer to this question depends partly on the following enabling conditions, which are additional conditions that support the necessary conditions of stakeholder buy-in and financial feasibility above, and that help encourage and drive support for BIDs in many communities.

**A pipeline of economic:**  
A pipeline of economic drivers and tax assess... feasibility of BID... Carrolton, Cole... new development

**A strong local champion:**  
A "champion" is a resource and Councilmember... Prince George's... oversee a BID... administering... supportive services... density and ride

**An anchor institution or asset:**  
Many successful... this is a transit... property owner... parties can be... voting power... single largest... ensure the success... owners follows

The following section elaborates on these decision points in greater detail.

**Would it be possible for my community to have a BID?**

The answer to this question depends on whether the community fits several necessary conditions that capture community characteristics that are prerequisites for a BID to be formed.

**Predominantly commercial surrounding real estate**

The boundary consists of existing Main Street... too high a concentration of services, and... It is also important... dominated by... both because... services that... focus on...  
If this condition is not met...  
If there is not a concentration of commercial uses due to a greater prevalence of residential uses, then an organization such as a Neighborhood Improvement District or Homeowners Association would be more appropriate.

**Stakeholder interest and buy-in**

Given that BIDs are... There must be... organization... expanding...  
If this condition is not met...  
Interest in BIDs can be generated through education and outreach, such as by using the illustrative examples of BID successes provided in this toolkit to convince property owners of the potential value.

**Sufficient resources to pay for extra services**

The local government can choose to provide start-up "seed funding" to bring the BID into operation in its first several years and seek other financial leverage through grants and donations.

**Enabling Conditions:** Additional conditions that support the necessary conditions of stakeholder buy-in and financial feasibility above

- ✓ A pipeline of economic drivers and new development that could catalyze major investments and growth
- ✓ A strong local champion who will advocate for the adoption of BIDs
- ✓ An anchor institution or asset that stakeholders can organize around

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## Section Components:

- Necessary Conditions for a BID
- Enabling Conditions for a BID
- Would it be possible for my community to have a BID?
- Would a BID be likely to succeed in my community?



BIDs are feasible and effective in corridors with several underlying characteristics.

### Necessary Conditions

- ❑ **Predominantly commercial** and multifamily for-rent properties, with **multiple private owners** of surrounding real estate
- ❑ **Stakeholder interest** and buy-in, expressed through a desire for BID services
- ❑ **Sufficient resources** (tax base, geographic size, sponsor) to pay for extra services

### Enabling Conditions

- ❑ **Pipeline of economic drivers** and new development that could catalyze major investments and growth
- ❑ **A strong local champion** who will advocate for the adoption of BIDs
- ❑ **An anchor institution or asset** that stakeholders can organize around



# III – Forming a BID

## Section Components:

- What does it take to plan for a BID?
- Required Documentation for BID Application Submission
- What does it take to legally authorize a BID?

**What does it take to legally authorize a BID?**  
The following steps outline the legal requirements, as stated in Maryland state law, to create a BID.

**§ 12-408. Requirements for hearing, authorization of district**

**Notice:** At least 31 days before the public hearing, the governing body of a county or municipal corporation shall publish notice of the public hearing in a newspaper of general circulation in the county or municipality.

**What does it take to plan for a BID?**

**Gather a steering committee for the BID.** The committee can consist of: commercial property owners, commercial tenants, and other interested parties. The committee should develop a vision for the district and identify the needs and resources of the district.

**Determine a vision for the BID.** The committee should develop a vision for the district and identify the needs and resources of the district.

**Draw tentative boundaries.** To assess the costs of the BID, the committee should identify the properties that are in the district and determine the boundaries of the district.

**Create database of properties.** The committee should create a database of properties in the district, including the address, owner, and other information.

**Initial Outreach.** The committee should reach out to property owners and other interested parties to gather input and feedback.

**Draft the BID business plan.** The committee should draft a business plan for the BID, including a budget and a list of services to be provided.

**Operating Budget.** The committee should develop an operating budget for the BID, including a list of services to be provided and the estimated costs of those services.

**§ 12-401. Definitions**

**Board.** – the board of directors of a district corporation.

**Commercial tenant.** – a lessee or other lawful occupant, other than the owner, of nonexempt property within a district.

**District.** – a business improvement district established under this subtitle.

**District corporation.** – a business improvement district corporation formed in accordance with this subtitle.

**Members of the district.** – owners of nonexempt property in the district.

**Nonexempt property.** – nonresidential real property that is not exempt from paying real property taxes.

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Following Maryland's state legislative requirements, there are two key phases to plan for and legally establish a BID.





Through property owner, business, and resident engagement, Prince George’s County should determine if it will pursue a new BID formation approval rate.

The property owner approval rate is a major determinant of BID formation.

State	Approval Rate
Maryland	80%
Washington, D.C.	51%
New York	51%
Georgia	51%
Pennsylvania	50%
California	50%
Colorado	50%
Washington	50%
Michigan	30%

Local jurisdictions can facilitate BID formation by adopting a lower BID approval rate. **Montgomery County, MD** has set a precedent in Maryland, lowering the local requirement:





# IV – Operating a BID

## Section Components:

- How is a BID governed?
- What is required in a BID's annual report?
- How is a BID staffed?
- What does a BID operating plan entail?
- How might the budget guide strategic decisions?
- What sources of revenue are included in the budget?
- What are some example budget line items?
- What are some example performance metrics?

IV – Operating BIDs: Performance Monitoring

The board or Council. The

- (1) a
- (2) a
- (3) a
- (4) a

and:

In order to stated goal performance metrics (such as values, mail planted), attendance, meaningful. They should the BID be u have an acc These perfor property ow BID's service that the BID displayed in

### IV – Operating BIDs: Budgeting

The budget for the Business Improvement District (BID) is a service-based budget that can be formulated by the BID board, tenants, and other stakeholders. The budget is derived from the proposed Silver Spring BID budget from the proposed Silver Spring BID.

**How might the budget guide strategic decisions?**

Strategic planning efforts can help inform and activities. The Crystal City BID recently public input. Over a few months, the BID a necessary over the next few years to pro strategic plan informs specific year-to-year term goals.

In accordance with its strategic plan, altho BID focuses less on cleaning to keep rates City, with property managers already prop also has a lot of consolidated ownership it budget emphasis on cleaning.

**What sources of revenue are included in the budget?**

Some BID budgets are made up entirely fr grants and other donations. BIDs in Maryl or municipal corporation, the State, other For example, the Oakland Business Improv whereas the Atlanta Downtown Improvem

Figure 8. Oakland BID and Atlanta Downto

### Oakland BID Revenues

Revenue Source	Percentage
Assessment Income	50%
Grant Income	30%
Other Income (Donations, Events, etc.)	20%

\$557K in total annual revenue

### IV – Operating BIDs: Structure, Governance & Management

The governance and management of a BID is the key to ensure property owners' taxes are being spent as efficiently and successfully as possible.

**How is a BID governed?**

Maryland BID legislation requires a Business Improvement District to be governed by a 5-person board of directors, typically made up of community leaders representing different membership groups: property owners, developers, business tenants, representatives of multifamily buildings, and cultural and civic institutions. A board of directors governs the district corporation and their engagement varies by BID.

Per the legislation:

**Membership:** The Board consists of five members appointed by the members of the district. Appointment procedures are to be provided in the local law establishing the district. From among its members, the board must elect a chair and other officers.

**Quorum:** Three voting members of the board are a quorum. The board may act on a resolution only by the affirmative vote of at least three voting members.

**Compensation/Reimbursement for Expenses:** A member of the board may not receive compensation as a member but should be reimbursed for expenses incurred in performing board duties.

**Exercise Power by Resolution:** The board shall exercise its powers by resolution.

**What is required in a BID's annual report?**

The board is responsible for creating an annual report for the governing body of the county or municipal corporation that includes:


- (1) a financial statement for the preceding year;
- (2) a proposed operating budget for the current fiscal year;
- (3) any proposed revisions to the business plan; and

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Strategic planning efforts allow BIDs to set priorities, which in turn inform budgeting and resource allocations across different services and activities.

Program/Service	Description	Estimated Cost
Branding/Identity	Website/newsletter/social networking program; public relations/advertising/sales promotion campaign	\$100,000 - \$150,000
Placemaking/ Beautification	Wayfinding signage, banner program, public art program	\$50,000 - \$100,000
Special Events	Signature event, weekly music and beer events, quarterly major events, arts market	\$50,000 - \$100,000
Clean and Safe	Coordinating county police and private sector security, coordinating maintenance, contracting with maintenance/landscaping firms	\$25,000 - \$50,000
Administrative Costs	Executive Director; Manager of Operations; Rent/insurance; legal/accountant; Board expenses; Branding/ placemaking consultant; special events coordinator	\$250,000 - \$350,000
Total Estimated Expenses		\$475,000 - \$750,000

 Performance metrics show property owners and other stakeholders that the BID's activities are meaningfully and measurably advancing stated goals.



Growth in occupancy rates and new investment



Attitudinal surveys of businesses, residents, visitors



Increased retail sales



Amount of trash collected



Attendance at events and activities



Website visitors, social media followers and media citations





# BID Tools and Templates

## F. Operating Budget Plan Template

Income Source	Description	Estimated Revenue
BID Tax	Non-Exempt Assessed Value * BID Tax %	\$
Prince George's County Grant	Grant provided through the Prince George's County BID startup funding	\$
Municipality Grant	Contribution from the BID's municipality	\$
Philanthropic Contribution	Grants or in-kind contributions from private or nonprofit entities	\$
<b>Total Estimated Revenue</b>		<b>\$</b>

Program/Service	Description	Estimated Cost
Branding, Marketing, and Identity	Ex. Website/newsletter/social networking program; public relations/advertising/sales promotion campaign	\$
Placemaking and Beautification	Ex. Wayfinding signage, banner program, nativawav signage, public art program, public art	\$

Special Even

Clean and Si

Administrati

## C. Sample Executive Director Job Description

### Position Description<sup>13</sup>

The "insert BID name" BID is seeking to hire a full-time director. The Director will act as the principal operating officer of the BID and be responsible for the overall administration, financial management, and day-to-day work activities of the BID.

**Mission:** "insert BID mission statement"

**Vision:** "insert BID vision statement"

### Roles and Responsibility

The specific responsibilities of the Executive Director include:

- Implement the BID's strategic plan and enhance, recommend, evaluate and administer the BID's operational work plan of services in the district in the areas of marketing and events, physical improvements, enhanced maintenance, advocacy and safety. Assure implementation of these plans, maintain all organizational records, provide periodic progress reports, and adhere to all budget and financial obligations.
- Ensure compliance with all aspects of the BID's legal requirements to the State of Maryland, Prince George's County, and the City of "insert City name" and monitor and maintain all vendor, contractor and consultant relationships.
- Enhance and expand relationships with corporate, community, government and institutional partners to carry out the BID's organizational mission and objectives.
- Act as staff to the Board and its committees and serve as the Board's liaison to community and civic groups, government and elected officials, including the Prince George's County Council.
- Expand revenue sources including fundraising, grants, corporate sponsorships, event revenues and other supplemental sources of operating support.
- Perform event management functions.
- Coordinate and implement marketing, events, and promotional programs relating to the BID's retail, office, restaurant, arts and residential attractions and amenities.

### Qualifications<sup>14</sup>

Qualified candidates will demonstrate the following knowledge, skills, and abilities:

- Minimum of 5 years of experience working in some combination of the following areas: government, public policy, politics, real estate, economic development, business assistance, retail management, or urban planning.
- Knowledge of non-profit management and operations; experience working with a Board of Directors with the ability to cultivate collaborative relationships.
- Ability to be action-oriented, adaptable, and innovative. Strong organizational, written and verbal communications and interpersonal skills are required.

<sup>13</sup> "Executive Director" - The 2016 Annapolis Business Improvement District. <http://downtownannapolis.org/Executive-Director/>  
<sup>14</sup> "Executive Director" - "Ballpark Village Business Improvement District". [http://ballparkvillage.com/2012/07/26/Executive-Director-Position-Job-Description\\_PDF.pdf](http://ballparkvillage.com/2012/07/26/Executive-Director-Position-Job-Description_PDF.pdf)

## B. Property Owner Outreach Survey

The following sample survey could be used to survey property owners and stakeholders to promote formation of the BID or upon formation to solicit interest and feedback on what services to provide.<sup>15</sup>

<sup>15</sup> Insert description of current status of the BID and reason for the survey\*

### 1. Contact information

- Name: \_\_\_\_\_
- Company: \_\_\_\_\_
- Address: \_\_\_\_\_
- Address 2: \_\_\_\_\_
- City/Town: \_\_\_\_\_
- State/Province: \_\_\_\_\_
- ZIP/Postal Code: \_\_\_\_\_
- Email Address: \_\_\_\_\_
- Phone Number: \_\_\_\_\_

### 2. Are you a business or property owner? Or both?

## G. Sample Performance Evaluation Template

The following performance evaluation template can be used to keep track of key performance measures over time. At the end of each year, the metrics can be displayed in a more visual format to show stakeholders an annual report of services, accomplishments, and progress.

What are your BID's aspirational outcomes?	What performance measures would you use to track program activity and indicate progress?
Outcomes	Performance Measures (Monthly, Bi-annually, or Annually)
Ex. 1: Increase actual and perceived safety in the BID	____ Violent and non-violent crimes (#) ____ Pedestrian count (#) ____ Lighting elements maintained (#)
Ex. 2: Strengthen the identity and brand of the BID area	____ Marketing material distributed (type #) ____ Social media followers and website visitors (#) ____ Event attendance (#)
Ex. 3: Create a clean and beautiful environment in the BID	____ Bags of trash collected (#) ____ Hours logged by sanitation workers (#) ____ Flowers and trees planted (#) ____ Visitors perceiving area as clean in survey (%) ____ Public art installations sponsored (#)
Ex. 4: Increase business activity in the BID	____ Retail sales (\$) ____ Occupancy rate (%)
Outcome 5:	Measures:
Outcome 6:	Measures:

## Section Components:

- Formation Requirements Checklist
- Property Owner Outreach Survey
- Sample Executive Director Job Description
- Sample Service Schedule
- Sample Vendor Solicitation Policy
- Operating Budget Plan Template
- Sample Performance Evaluation Template



# AGENDA



● Introductions

● Project Overview

● Key Findings

 The County is experiencing new opportunities and momentum for BIDs to form.



**County support**

**Stakeholder  
interest**

**Development  
momentum**

**Regional  
models**



Stakeholders recognize that BIDs would benefit many commercial areas in the county, primarily by contributing to the following:



- Vibrancy and Identity
- Beautification
- Public Safety
- Infrastructure Improvements
- Regional Competitiveness

 However, major barriers to BID formation remain, with stakeholders recognizing the following challenges:



- Cost of BID start up
- Low commercial density
- Low tolerance for taxation, given demonstrated need for tax reduction policies like PILOTs
- Potential displacement of small businesses and residents
- Maintaining equity and inclusivity in the BID



# Local authorities can support BIDs administratively and financially.

## Forms of County Support:

Establish clear process and protocol to BID formation

Designate public entity to facilitate BID authorization and funding

Provide tangible support, such as grant funding or technical assistance



### Example programs:

Place	Department	Form of Support
Washington, D.C.	Department of Small and Local Business Development	<ul style="list-style-type: none"> <li>• Management of BID certification and charter extension process</li> <li>• “Emerging BID Grants” used for economic research and outreach</li> </ul>
San Diego, CA	Economic Development Department	<ul style="list-style-type: none"> <li>• Grants for storefront improvement</li> </ul>
Denver, CO	Department of Finance-Capital Planning and Programming Division	<ul style="list-style-type: none"> <li>• Revolving loan fund for “final organizational costs of emerging BIDs”</li> </ul>
Silver Spring, MD	Silver Spring Regional Service Center	<ul style="list-style-type: none"> <li>• Revenue from Parking Lot District funds, to supplement 2/3 of BID budget</li> </ul>

 Moving forward, County leadership has several key decisions to make regarding the County's support of BIDs.



- Will the County advance legislation that facilitates BID adoption by lowering approval rates, as Montgomery County has done?
- Will the County financially support the exploration and formation of new BIDs?
- Which county entity/agency might facilitate administrative tasks related to BIDS, such as the disbursement of government funds? How would this agency be staffed?



Meanwhile, local stakeholders such as property owners and CDCs could begin to create informal committees to gather interest in BIDs or BID-like entities.



- Hold visioning sessions to gather interest in a BID
- Conduct outreach to property owners, businesses, and residents to determine community needs and articulate BID benefits
- Draft budget and scope the corresponding services a BID could provide





## Questions



- Based on the overview of the toolkit, do you feel there are any other sections that would be helpful to include?
- What additional concerns do you have about BIDs and their implementation in Prince George's County?



## Project Team Contact Information

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*Thank You!*