

# Memo

To: City Council

CC: Tracey Nicholson, City Administrator  
Ron Brooks, City Treasurer  
Taylor Robey, City Planner

From: Jim Chandler, Assistant City Administrator

Date: April 25, 2022

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

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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 II Scope of Work.

In June 2021, the City of Hyattsville commissioned HR&A Advisors, and its sub-consultant Brick & Story, to perform a two-part feasibility to assess the creation of a Business Improvement District (BID) to support land areas around the newly renamed Hyattsville Crossing, formerly Prince George's Plaza.

Information regarding the Hyattsville Crossing BID efforts is available on the City's website at: <https://www.hyattsville.org/1022/Business-Improvement-District-BID>

The first phase of assessment was to (1) assess market conditions, (2) perform stakeholder interviews, (3) develop boundary recommendations and (4) perform a financial analysis. HR&A Advisors briefed the City Council on the Phase I findings and are completing the Phase II findings.

The objective for the end of Phase 3 around September 2023 is to reach a draft business plan and conduct an initial poll of property owners. The scope of work will include:

- Business & Property Owner Engagement
- Formation of the Steering Committee
- BID Business Plan Support

The total cost of Phase III activities is \$90,000. A future phase of work to support the organization through its inception will be considered in October/November 2023.

