



Memo

To: Mayor and City Council

From: Jim Chandler, Assistant City Administrator and Director, Community & Economic Development

Date: July 12, 2021

Re: Hyattsville Crossing (HVX) Business Improvement District Contracted Services

Attachments: Prince George's County BID Toolkit

The purpose of this memorandum is to provide the City Council with a summary of a recommendation for award of contract for services necessary to establish a Business Improvement District (BID) for the Hyattsville Crossing (HVX) development district.

Business Improvement District Feasibility & Tool Kit

In 2019, the Maryland-National Park & Planning Commission (M-NCPPC) commissioned HR&A Advisors to perform a market and feasibility assessment for commercial districts within Prince George's County.

HR&A Advisors is an industry-leading real estate and economic development consulting firm. HR&A Advisors has provided strategic advisory services for some of the most complex development projects across North America for over forty (40) years.

The purpose of the assessment was to (1) increase local understanding of BIDs, (2) engage with stakeholders and (3) create tools to facilitate BID creation. The work performed by HR&A Advisors included an assessment of existing BID's within Northern Virginia, the District of Columbia and similar type entities in the State of Maryland.

The project concluded with a stakeholder presentation in February 2020, including but not limited to County agencies, municipalities, community development groups and private developers. The BID tool kit document included:

- (1) **Understanding of BIDs**
- (2) **Determining BID Viability**
- (3) **Forming a BID**
- (4) **Operating a BID**
- (5) **Tools & Templates**

While the tool kit provided a framework and general strategy for establishing a BID, it was not intended to bring a specific BID to market.

HVX Business Improvement District

In September 2020, the Director conducted a series of discussions with the Prince George's County Executive's Office and M-NCPPC regarding the rebranding of Prince George's Plaza as Hyattsville Crossing and the allocation of funding to commission a specific BID strategy for newly renamed transit district.

In December 2020, the WMATA Board of Directors adopted the station name Hyattsville Crossing, enabling Prince George's County and the City of Hyattsville to initiate an allocation of funding to proceed with the establishment of a Business Improvement District (BID). In June 2021, the City of Hyattsville and the Maryland-National Capital Park & Planning Commission entered into a Memorandum of Understanding (MOU) whereby M-NCPPC will contribute \$125,000 to the project costs for the establishment of the BID. In the FY2022 budget, the City Council approved an allocation of \$30,000 to support the establishment of the BID.

Procurement of Firm

In June 2021, the City requested HR&A Advisors to provide the City with a proposal with three (3) phases of work:

- (1) **BID Feasibility: Re-engage stakeholders, complete the BID boundary assessment, perform a financial feasibility analysis, and develop an implementation roadmap;**
- (2) **BID Formation: State legislative support, formation of steering committee, comprehensive property owner outreach, business plan support, property owner approval;**
- (3) **BID Implementation: Subject to completion of phases 1 & 2 and supplemental funding.**

Based on the proposed project schedule, Phase 1 & 2 will be completed by November 2022.

In advance of submission to the City Council for consideration, the Department Director submitted HR&A's proposal to the City Treasurer for his consideration for selection of this vendor through Sole Source. The City Treasurer reviewed the firm's proposal and past work and determined that the firm complies with Section 4 of the City's Procurement Policy, based upon (1) the unique knowledge of the subject matter and (2) previous 'BID Tool Kit' work commissioned by M-NCPPC.

Recommendation

Staff is recommending the acceptance of the proposal submitted by, and award of contract of services to, **HR&A Advisors, 925 15th Street, NW, Washington, DC 20005**, in an amount not to exceed \$155,000 for the purpose of developing a Business Improvement District strategy for Hyattsville Crossing, upon review for legal sufficiency by the City Attorney.