



IMPROVEMENTS & SERVICES:

WHAT YOU CAN EXPECT

[*A Safe and Clean Neighborhood*]

Safety Ambassadors would improve safety and make streets hospitable by supporting police, property owners and businesses. Linked by radios that interface with a central dispatch system, ambassadors will conduct:

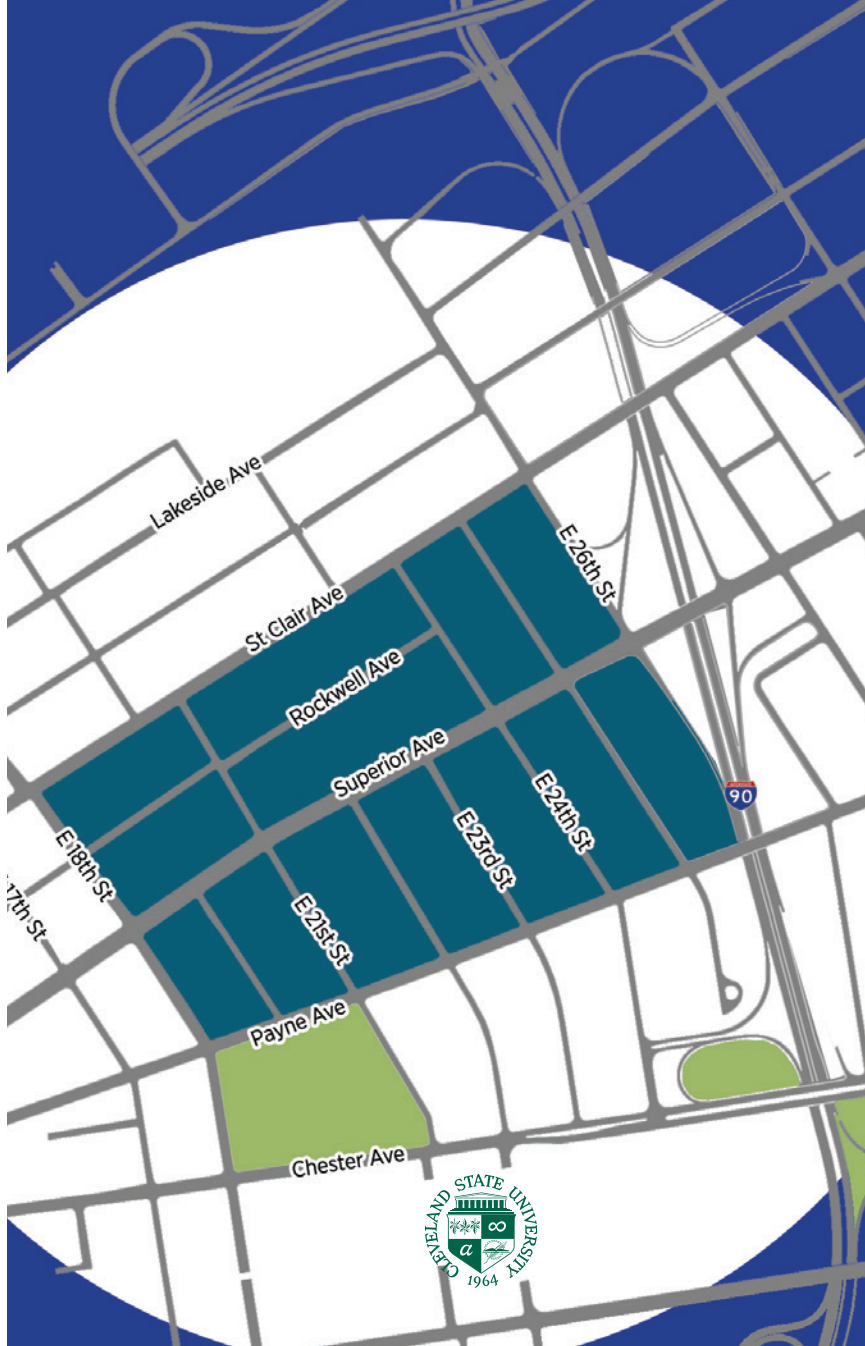
- Regular patrols and ongoing communication with police to prevent crime
- Ongoing contacts with pedestrians to provide information, directions and other types of visitor assistance
- Safety escorts to accompany employees and residents to vehicles and other destinations, as well as interaction with people experiencing homelessness to help direct individuals to services.

Clean Ambassadors would provide the following cleaning services:

- Sidewalk cleaning, including removal of litter, cigarette butts and gum
- Periodic power washing of sidewalks
- Graffiti removal, including decals, flyers and paint posters
- Weed abatement
- Removal of dog waste

Business Development Services would include:

- Business recruitment and retention marketing and outreach
- Resident attraction and housing development support
- Providing market research and other real estate development support
- Technical assistance to access economic development programs and navigate public processes
- Parking and transportation management support for District businesses, residents, and customers



SUPERIOR ARTS

BUSINESS IMPROVEMENT DISTRICT PROPOSAL



c/o Campus District, Inc.
1717 Euclid Ave., UR 120
Cleveland, 44115
216.650.6945

 **CAMPUS DISTRICT**
Downtown Cleveland Alliance

SUPERIOR ARTS BUSINESS IMPROVEMENT DISTRICT STEERING COMMITTEE

Edna Akrish, Sole Business Systems

Dan LaGuardia, Lake Affect Studios

Karen Perkowski, Tower Press Development

Antonin Roberts, global x

Lawrence L. Sharp, III SMILE Payee Services

Terry Stineman, Plain Dealer

A BID, or "Business Improvement District," is a self-imposed and self-governed benefit assessment district that finances enhanced services in an area defined by the property owners. Ohio has had state enabling legislation to form BIDs, referred to under state law as "special improvement districts," since 1994.

BIDs are common in commercial areas throughout the nation, including Cleveland, proving to be an integral part of neighborhood revitalization.

A BID is "self-imposed" in that it requires affected property owners to sign petitions and ballots to form the district. It is "self-governed" in that BID program and management decisions will be made by the property owner board of the Superior Arts Improvement Corporation.



June 5, 2017

Dear Superior Arts District Property Owners:

We represent a growing coalition of downtown business and property owners that are supporting the creation of a business improvement district (BID) in the Superior Arts District. Referred to under Ohio law as a “special improvement district,” a BID provides an assessment on property for improvements and services. BID services enhance, and do not replace, basic city services. Funds raised by a BID are governed by property owners, ensuring accountability and control by those who pay.

This economic development and management tool has been used successfully by thousands of business communities around the United States, including several in Cleveland. The Superior Arts BID will adjoin the highly successful Downtown Cleveland Improvement District.

We feel the BID is an investment that will visibly improve our neighborhood and address many of the safety challenges we collectively experience. The time is right to form the BID for the following reasons:

- Over the last three years the Superior Arts District has attracted new employers, investments and development;
- The BID area is poised to further capitalize on Downtown’s momentum created by residential and employment growth and investments made by Campus District institutions;
- The BID establishes private control and accountability to provide specific, enhanced services.

A BID can only be formed after property owners representing at least sixty percent of the linear front footage in the district sign petitions and then submit them to the City of Cleveland. Please consider signing and returning the attached BID petition **by June 12th to:**

Campus District, Inc.
1717 Euclid Ave., UR 120
Cleveland, 44115

Should you have any questions, please call Bobbi Reichtell at 216.650.6945 or Kaela Geschke at 216.287.4535. We look forward to you joining this exciting new initiative for our neighborhood.

Sincerely,

Superior Arts BID Steering Committee

A BUSINESS IMPROVEMENT DISTRICT WILL IMPROVE YOUR BUSINESS

The advantages of forming a BID include:

- Making the neighborhood a more attractive, safe and clean place that attracts businesses, residents and customers
- Creating a safer and cleaner environment that is more conducive for investment and attractive to businesses, residents and customers
- Safety and Cleanliness Ambassadors supported by off duty law enforcement patrolling the district
- Business recruitment and retention services to increase occupancy, attract needed retail services and amenities, and real estate development support
- A strong unified voice to ensure city obligations are met and to advocate for public improvements and investments in the district



THE STEPS INVOLVED IN CREATING A BUSINESS IMPROVEMENT DISTRICT (BID)

1. Steering Committee: A 6-member committee is responsible for guiding the BID development process while monitoring the pulse of downtown Cleveland businesses, property owners and stakeholders. The committee consulted with Downtown Cleveland Alliance to help facilitate the planning process.

2. Exploratory Meetings: Exploratory meetings were held four times with nearly 60 business and civic leaders to gauge preliminary interest to form a SID in Campus District.

3. Property, Business Owner and Stakeholder Focus Groups: Business and property owners, and stakeholders participated in two focus group sessions to determine the enthusiasm and financial support to maintain a BID in Campus District.

4. Direct Mail Surveys: Property owners returned 50 surveys that helped define the BID services and priorities.

5. One-On-One Meetings: The Steering Committee, Campus District, Inc. and Downtown Cleveland Alliance staff held 70 one-on-one meetings with 45 property owners from throughout the BID study area within the past 18 months.

6. Draft BID Business Plan: The BID plan incorporated input from more than 45 business and property owners.

7. Direct Mailings: Direct mailings that included surveys, FAQs and proposed assessments were sent to each property owner in the proposed BID three times to communicate the plan.

BID QUESTIONS & ANSWERS

Q: What will BID funds be used for?

A: Based upon input from property and business owners, a business plan has been developed to guide the provision of BID services. Eighty percent of the BID budget will focus on safety and cleanliness services, deploying Safety Ambassadors and an off-duty police officer to address safety issues and a Clean Team to pick-up litter, power wash sidewalks and carry out a variety of special cleaning assignments. Twenty percent of the BID budget will be spent on business attraction and retention, real estate development support, image enhancement activities and administration.

Q: How will the BID be governed?

A: A nonprofit corporation, the Superior Arts Improvement Corporation, will be governed by a board of property and business owners that will have the direct oversight of BID budgets, assessments and services. To maximize accountability to rate-payers, the board will ensure representation from different geographic areas, property and business types.

Q: Will the City reduce its existing services?

A: No! A base level of services agreement will be developed with the City to ensure that existing City services, including police, trash removal and street cleaning remain at current service frequencies. If citywide services increase during the term of the BID, then the base level of district services will also increase.

Q: How much will a BID cost?

A: BID assessments will be based upon the tax value of commercial property. For your assessment see attached Exhibit B.

Q. How long will the BID last?

While a BID may be perpetual under Ohio state law, the SID comprehensive service plan provides a three-year life for the BID. After three years, a new business plan will be developed and the petition process will need to be repeated. The comprehensive service also provides a procedure to terminate or renew the BID prior to the three-year expiration.

Q: Will the BID assessments be raised later?

A: To accommodate changes in the cost of living and demands for services, assessments will increase by 3% per year during the three-year SID term.

Q: Will the City and tax-exempt owners be asked to pay assessments?

A: Property owned by the Federal, State, County and City governments, and places of worship are exempt from the assessment.

Q: Will the BID leverage additional resources?

A: Yes. The BID will be able to leverage SID resources to attract additional philanthropic and public resources to improve the district.