



BUSINESS IMPROVEMENT DISTRICT

Capitol Hill

5 YEAR RENEWAL PLAN



**Presented to the Mayor's Department of Small
and Local Business Development
March 30, 2017**

Prepared pursuant to the District of Columbia Law 11-134, the District of Columbia Business Improvement Districts Act of 1996 (as amended), to renew a business improvement district in Washington, D.C. for five years

The Capitol Hill Business Improvement District, Incorporated

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INTRODUCTION

Executive Summary

The following renewal plan for the Capitol Hill Business Improvement District (BID) recommends continuing all of the safety and hospitality, maintenance and beautification, transportation, homeless services, and branding, promoting and marketing programs that the BID currently provides.

No change in the rate or funding mechanism is proposed.

Formed in 2002, the Capitol Hill BID is renewing for the third time.

Capitol Hill Business Improvement District Overview

I. Vision and Goals

The Capitol Hill Business Improvement District will continue to supplement the services of the government of the District of Columbia in an effort to address the concerns laid out in the

Business Plan. Customers and visitors to the BID area should recognize the BID area as clean, safe, and cohesive.

Vision

- Continuing to create a clean, safe, and cohesive business district and promote Capitol Hill as a world-class destination.

Goals

- To continue to make the commercial area of Capitol Hill clean, safe, and cohesive by providing a range of enhanced services designed to supplement the services provided by the District of Columbia government.
- To increase retail sales and lower vacancy rates throughout the Capitol Hill BID area.
- To facilitate public and private investment in commercial Capitol Hill.
- To contribute to improving the economic well-being of the City as a whole.

II. Capitol Hill BID Activities

The Capitol Hill BID activities include the following services:

Public Safety and Maintenance Programs that enhance safety, help reduce crime, and enhance the overall cleanliness, maintenance, and condition of the BID area.

Streetscape Improvements beautify the public space through landscaping, maintenance of trash receptacles, and other streetscape improvements.

Marketing and Promotion enhances the image of Capitol Hill and promoted the area as a visitor destination by emphasizing the diversity of goods and services available.¹

Homeless and Social Services that assist various organizations that meet the needs of the homeless and provide programs that diminish aggressive panhandling. Additional programs include community service for court ordered youth offenders, and Ready, Willing & Working that provides work opportunities and supportive services to homeless and formerly incarcerated individuals.

III. Method of Financing

Continue to levy a BID tax on all taxable commercial real properties and voluntary contributions and contracts for services from tax-exempt properties located within the BID boundaries, plus supplemental cleaning and management contracts with Main Streets and other BIDs.

Revenue

\$2,735,000 total (\$1,435,000 in BID tax and the balance in supplementary service contracts, contributions and penalties and interest income) for the first year of the renewal (fiscal year 2018) and a conservatively estimated additional 2.5% per year of the taxes levied for the following four years of operation.

<u>FY</u>	<u>REVENUE</u>
2018	\$2,735,000
2019	\$2,803,375
2020	\$2,873,459
2022	\$2,945,295
2022	\$3,018,928

Tax Rate

Annual BID taxes are calculated for all non-exempt commercial properties based on a fee of \$0.15 per hundred dollars (\$100) of the assessed value for each property in the BID area. The assessment rate will not increase during the renewed five-year term of the BID unless the BID membership votes for an increase.

IV. Organizational Overview

City Services

The Business Improvement District Act of 1996, as amended, requires that the District of Columbia maintain a level of services equal to that provided to similar parts of the City outside the BID boundaries. The BID will seek specific "level of service" agreements with the City prior to implementing new BID services. The BID will also encourage the City to increase certain services to support and enhance the BID's efforts.

Governance

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The Capitol Hill BID is a 501(c)(6) nonprofit corporation and is governed by a Board of Directors consisting of commercial property owners, tenants, and ex-officio representatives. The Board oversees all BID activities; however, it delegates day-to-day oversight to its Executive Committee, and day-to-day management to the President.

Legal Description

The Capitol Hill BID corporation is named "The Capitol Hill BID, Incorporated" and has been organized, and will be operated, as an organization described in Section 501(c)(6) of the Internal Revenue Code. The BID is exempt from federal income taxation under Section 501(a) of the Code.

Management Team

The Capitol Hill Business Improvement District is led by a President hired and supervised by the Board of Directors. The President oversees an Operations Director and a Marketing and Program Manager.

Strategic Alliances

The Capitol Hill BID corporation is part of the DC BID Council which represents all ten of the current BIDs in Washington, DC. In addition, the Capitol Hill BID works with public service providers including The Metropolitan Police Department, DC Department of Transportation, and the DC Department of Public Works; and the DC Office of Tax & Revenue in a coordinated effort to implement this Business Plan.

Board of Directors

The nonprofit BID corporation is governed by a Board of Directors consisting of commercial property owners, tenants, and several appointed ex-officio representatives. The Board oversees all BID activities. The BID issues an annual report on its progress to the Mayor, Council and all members of record, including owners and tenants of commercial properties that are subject to the BID tax.

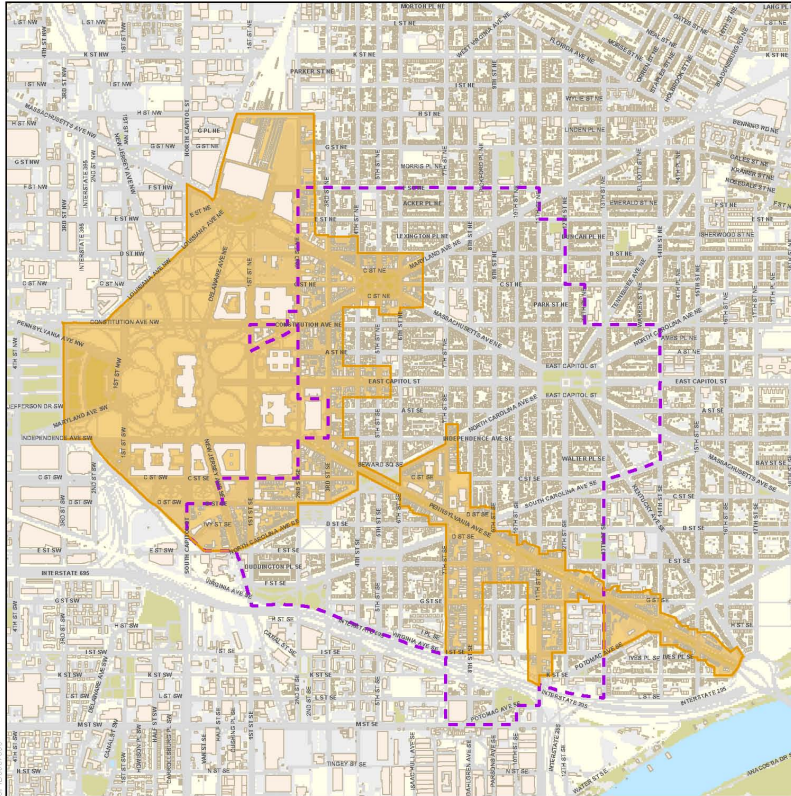
V. Duration

The term of the Capitol Hill BID will continue from October 1, 2017 through September 30, 2022, upon acceptance of the re-registration by the Mayor. The BID may again be re-registered for additional five (5) year periods if approved by the BID membership and the Mayor approves the re-registration after holding a hearing.

VI. Capitol Hill BID Boundaries

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The Capitol Hill BID boundaries will not change for this renewal, and will encompass virtually all commercial property in the shaded boundaries below:



- The area south of the Capitol complex to North Carolina Avenue, SE
- Pennsylvania Avenue, SE from the Capitol to 17th Street, SE (Barney Circle)
- 7th Street, SE north of Pennsylvania Avenue, SE and the Eastern Market area
- 7th (east side) and 8th Street, SE from Pennsylvania Avenue, SE to I Street, SE (the Southeast/Southwest Freeway)
- 11th Street, SE from Pennsylvania Avenue, SE to I Street, SE (the Southeast/Southwest Freeway)
- The area east of the Capitol complex through 3rd Street, NE and SE
- East Capitol, NE and SE through 5th Street, NE and SE
- The area north of the Capitol complex to Union Station
- Massachusetts Avenue, NE from Union Station to (and including) Stanton Park; and 2nd Street, NE extending to H Street, NE.

In the future, the BID area boundaries may be adjusted to reflect changing needs in the commercial area.

WHY RENEW THE CAPITOL HILL BUSINESS IMPROVEMENT DISTRICT?

I. Maintain the Services that Capitol Hill Stakeholders Have Come to Expect

Since the inception of the Capitol Hill BID, the community that we serve has become more aesthetically pleasing and safe. As an organization, the Capitol Hill BID delivers a high

level of service, both for our business constituents and the visitors to our neighborhood. The hospitality offered to residents and visitors from our friendly Safe and Clean Team Ambassadors has become a trademark of Capitol Hill. Businesses have come to rely on the Capitol Hill BID for cleaner streets and sidewalks while also routinely calling for any security issues or concerns. Our Safety Ambassadors stay tuned-in to the neighborhood through regular merchant visits, which add to the overarching sense of wellbeing throughout Capitol Hill. With a special Homeless Outreach Ambassador, the Capitol Hill BID is able to further serve the business community by reaching out to those found on our streets. Special training allows this ambassador to connect with homeless individuals and work with them to find the services they need while ensuring that there is no negative impact on the businesses nearby. As an organization, the Capitol Hill BID spearheads connecting the various agencies and forces working in the Capitol Hill area to ensure information on security and homeless topics are shared amongst everyone.

Physical improvements, such as graffiti and posted bill removals, are being made on a daily basis to fulfill our mission of providing a clean and beautiful community. Landscaping and beautification efforts ensure the tree boxes around the commercial districts remain filled with attractive buds all-year long.

Through our marketing efforts, the Capitol Hill BID works to brand the Hill as a destination to attract consumers and provide businesses with added promotional opportunities. With increasing competition throughout the surrounding region, the stakeholders on Capitol Hill find it essential to renew the Capitol Hill BID to ensure continued economic growth in the area.

II. Continue to Market and Communicate Capitol Hill Attributes

Over the last 10 years, Capitol Hill has emerged as a revitalized and unique neighborhood within the District of Columbia. With large amounts of residential and commercial development occurring both within the BID and surrounding areas, Capitol Hill is becoming the hub that connects each budding corridor. To best capitalize on this role, the Capitol Hill BID underwent an extensive branding process that resulted in “The Hill Is Alive” and “Capitol Hill – A Small Town within the Capital City.” These resulting brands have allowed the Capitol Hill BID to develop marketing campaigns and attract consumers to all of the shopping, dining and entertainment opportunities on the Hill. Furthermore, this branding process provided insights into what attracts visitors to the area and aids in directing future programming initiatives.

Social media has become an integral part of marketing the area and our Facebook and Twitter followers are constantly being updated on new attractions to the area.

III. Continue Private Sector Management and Accountability

The Board of Directors will continue to develop and oversee activities and budgets to ensure that the Capitol Hill BID remain accountable to the commercial business constituents. An⁵ open book policy existing within the organization allows for transparency and builds upon the confidence and trust we enjoy with the business community we serve. A highly professional

staff will continue to manage the day-to-day operations to ensure the utmost level of service, programs and fiscal responsibility. Through participation in the DC BID Council, we are able to best leverage resources to most effectively provide services and collectively share best practices across the ten current BIDs in the city.



CAPITOL HILL BID ACCOMPLISHMENTS, SERVICES & PROGRAMS SINCE 2002

Safety and Hospitality:

- Safety Ambassadors provide an extra set of eyes and ears for the community
 - Address security concerns/issues for businesses
 - An average of 40k citizen assists annually
- Conduct regular visits with merchants
- Provide information for those visiting the area/answer questions/provide directions
- Capitol Hill Operations and Safety Network meetings bring together all of the security forces in the area to share information and find solutions to current safety concerns on the Hill

Physical Improvement:

- New iron frame trash cans replaced the old cement receptacles
- Logo plates on trash cans identify them as BID serviced
- Dead trees removed and replaced with new seedlings

Transportation:

- Facilitated the extension of Circulator bus route to encompass Capitol Hill
- Adopted bus shelters through WMATA program to ensure upkeep
- Participates in the discussion regarding the renovation of Eastern Market Metro Plaza
- Participates in Bike to Work Day as pit stop host

Community Service:

- Created “Ready, Willing & Working” to provide work opportunities to homeless and formerly incarcerated men.
- Specially trained Homeless Outreach Ambassador
- Provide opportunities for court-appointed youth through Youth Empowerment for Success (Y.E.S) program (2004-2008)
- Employment opportunities for graduates of Y.E.S program—Junior Ambassadors
- Coordinate “It’s OK to Say No” campaign to end panhandling

- Homeless Outreach Team meetings to address homeless population on Capitol Hill

Maintenance:

- Clean Team Ambassadors work 7 days a week, 361 days a year to sweep, weed, water and remove graffiti and posted bills
- 6.41 million tons of trash collected
- 200 tons of recycle materials collected
- Nearly 5,000 graffiti taggings removed
- Tree box / hanging basket watering occurring 7 days/week

Beautification:

- Tree boxes landscaped with both perennials and annuals
- Flowers added to hanging baskets on Barracks Row
- Banners attached to light poles
- Lighted snowflakes and “Season’s Greetings” banners installed during the holiday season
- Landscaping projects to clean up Eastern Market Metro Plaza and area parks through community service programming
- Facilitated new trees to enhance area

Events:

- Sponsorship: Barracks Row Festival, 4th of July Parade; The Hilly Awards
- Information breakfast seminars for businesses
- Annual Meeting and Presentations
- Community Holiday Tree and Menorah Lighting Celebrations

Marketing:

- Weekly email newsletter updates
- Social Media Presence: Facebook/Twitter
- Branding Initiative to market Capitol Hill as a destination within the city
- Advertisements in local media
- Seasonal banners throughout community

OPERATING PLAN

The BID experience has proven that the most important areas of need are making Capitol Hill cleaner, safer, and more recognizable as a destination. The Capitol Hill BID Operating Plan described below has been developed in response to these needs and has several key elements: public safety, cleaning and maintenance, transportation and parking management services, streetscape improvements, marketing and promotion, and working with homeless support groups.

I. Public Safety

Goals

- Continue to provide increased safety personnel in the public areas of the BID using uniformed foot patrols; contribute to the maintenance of order; assist with personal emergencies, including injuries, auto problems and lost property.
- Continue to assist police with crime deterrence by providing additional uniformed presence on the street and improving communication between the police, private sector security providers and the public.
- Continue to improve the effectiveness of public safety forces as well as other "eyes and ears" on the street (e.g. street cleaners) through systematic coordination.

Needs

- Continue making Capitol Hill safer, both in terms of perception and reality
- Coordinate a higher level of public and private security and hospitality service
- Continue the maintenance of order
- Continue (and increase as needed) neighborhood public safety programs

Program

Continued Presence of Public Safety & Hospitality Personnel

The Capitol Hill BID plans to continue its focus on public safety and hospitality by providing a team of cell phone-equipped, uniformed (and unarmed) hospitality-public safety guides to patrol Capitol Hill's streets. These guides serve as additional eyes and ears on the street, and contribute to crime deterrence by their presence and surveillance. They also assist in a variety of other situations, such as providing directions, assisting lost/stranded motorists or assisting in the control of aggressive panhandling.

Coordination of Public and Private Security

There are a number of public and private security resource personnel working within the Capitol Hill BID boundaries. The BID coordinates the dissemination of information among these various service providers through a network called CHOSN (Capitol Hill Operations Safety Network) on a periodic basis.

Improved Police Resources

The Capitol Hill BID works closely with the Metropolitan Police Department to provide additional resources, such as BID-owned Nextel phones for officers serving the BID area, in order to strengthen the Department's capacity to communicate with other security providers and to respond more quickly to problems.

Increase Enforcement of Regulations to Maintain Public Order

Priority is given to enforcement of existing ordinances dealing with anti-social behavior. The BID assists police in enforcing these ordinances to assure the protection of the collective rights of the public as well as individual rights, including aggressive panhandling, public urination, illegal and improper parking and unauthorized public vending. The BID benchmarks current Police Department coverage and crime levels and maintains periodic updates.

Other Needs

The BID has identified other needs related to public safety, such as programs to assist the homeless and graffiti removal. These needs and programs are described further below.

Performance Measurements

- Measure improvements in the public perception of safety and security through periodic surveys.
- Track monthly and annual changes in reported crimes.

II. Cleaning and Maintenance

Goals

- Continue to maintain and clean the area to a high standard in order to convey to the public the impression that the area is "under control" and is being managed.
- Continue to coordinate with the District government with respect to the provision of cleaning and maintenance services.

Needs

- Continue high-quality daily supplemental cleaning of sidewalks and curbs.
- Continued general maintenance of public furniture, light poles, trash receptacles, etc.
- Graffiti removal.
- Assist with compliance with street vending regulations.
- Tree box maintenance and other beautification projects.

Program

Supplemental Cleaning Personnel

To address the general lack of cleanliness and to ensure high public visibility, uniformed cleaning personnel will sweep the sidewalks and street gutters throughout the BID area seven days a week and power wash the areas on a scheduled basis.

Provide General Maintenance Services

The BID plans to provide supplemental maintenance services including painting of light poles, maintaining trash receptacles, and maintaining tree boxes. These services will be provided by a BID team that coordinates its work with the appropriate City departments and utility companies to maximize efficiency.

Graffiti Removal and Prevention Program

In order to decrease the amount of graffiti (including stickers and posters) in the BID area, the BID has developed a zero-tolerance policy that includes removal within 24 hours of first sighting. The swift removal also acts as a deterrent to vandals.

Performance Measurements

- Continue to measure against baseline for graffiti and poster removal.
- Monitor change in litter conditions throughout BID area.
- Continue to measure perception of cleanliness and attractiveness through surveys.

III. Parking and Transportation

Goals

- Continue to work with Metro and District agencies to improve the accessibility of the Capitol Hill commercial area.

Needs

- Monitor and maximize the use of the Circulator bus service.
- Possible analysis of parking adequacy in the BID.

Programs

Work with and monitor current City transportation services

The BID works effectively with Metro and other city transportation-related departments to ensure continued, increased where needed, and accessible transport of visitors, residents and business owners throughout the BID area.

Performance Measurements

- Using base-year surveys, monitor changes in the perception of respondents who regard Capitol Hill as an accessible destination.



IV. Streetscape Improvements

Goals

- Constantly increase landscape standards and continue plantings and maintenance that provide an attractive appearance throughout the area.
- Communicate with Federal and District agencies to continue to improve the streetscape in the Capitol Hill commercial area.

Needs

- Continued tree and tree box plantings and maintenance.
- Relocation and reduction in the number of newspaper vending boxes.
- Continue partnerships with public and private sectors.

Programs

Continue Seasonal Planting Programs

The BID works with landscape architects and has developed a seasonal planting program for nearly 500 tree boxes and planters throughout the BID area. The program includes comprehensive high-level maintenance of all areas.

Other Streetscape Improvements

The BID will consider other streetscape beautification programs including installation of new bike racks, light pole flower baskets, the placement of newspaper boxes, and/or the addition of appropriate street furniture.

Performance Measurements

- Continue surveys, monitor changes in the percent of respondents who regard Capitol Hill as an attractive destination.
- Monitor changes in daytime and evening pedestrian counts.



V. Marketing and Promotion

Goals

- Enhance the image of Capitol Hill as a destination for visitors.
- Emphasize the diversity of goods and services available in Capitol Hill.

Needs

The BID planning process has identified the following needs to continue the marketing and promotion of Capitol Hill as a visitor destination:

- Continue marketing program to emphasize the quality and diversity of the Capitol Hill commercial area.
- Continue the light pole banner program throughout BID area.

Programs

Continue Programs that Market and Promote Capitol Hill

The BID will continue programs for marketing and promoting Capitol Hill as a visitor destination. The BID will coordinate its activities with other organizations in the City that promote tourism in the Nation's Capital. This program will include advertisements in local publications and participation in events.

Identifying Banners

The BID will continue to design, produce and install identifying banners on approximately 100 light poles within the Capitol Hill BID boundaries to help orient visitors and promote the business district.

Performance Measurements

- Continue to survey visitor perceptions of Capitol Hill as a visitor destination.



VI. Homeless Services

Goals

- Reduce the number of people who sleep on sidewalks and loiter.
- Assist in the coordination of care service providers in the BID.

Needs

- Coordination and system management.
- Public education on homelessness and panhandling.

Programs

Specially Designated Homeless Ambassador

The BID has provided homeless outreach training to all Ambassadors and has designated one Ambassador to be the main liaison to assist with job referrals, programs and housing opportunities.

Performance Measurements

- Monitor the number of people who sleep on sidewalks and those who loiter.
- Monitor how the public perceives homelessness in the BID area.

VII. Administration

Goals

- Continue to provide high-quality professional management of BID activities for a reasonable cost.
- Continue to ensure that all BID activity is fully insured.
- Continue to effectively communicate with the BID membership, governance structure and general public.

Needs

The BID process has identified the following administration needs:

- Reliable, responsive, hands-on management of all BID activities.
- Cost-effective administration.

Programs

The Capitol Hill BID is managed by a full-time President.

The President maintains direct contact with BID members and acts as liaison to government agencies. He/she is accountable for providing effective management of BID services to ensure that a high level of consistent services is maintained throughout the BID area. The President directs day-to-day activities and is responsible for strategic planning, program development, government relations, public relations and personnel management. The BID administrative budget includes compensation, rent, insurance, supplies, printing and postage, production of materials and the cost of communicating with BID members.

Performance Measurement

- Continue to monitor the quality of management provided by the President in terms of providing and developing leadership, managing growth and controlling costs.

FINANCIAL PLAN

The experience of BIDs in Washington, DC and around the country is that programs are fine-tuned, expanded or even reduced as needs in an area change. The Capitol Hill BID is successfully addressing the issues on which it initially focused (clean & safe programs). It will continue to make those issues a priority, but will increase the focus of marketing Capitol Hill as a destination and will increase the percentage allocated to Homeless & Social Programs.

The BID will continue to investigate and pursue programs that provide direct and indirect benefits to its members and will also work with the City to ensure that effective economic development programs that benefit BID members are well integrated with other BID programs.

I. One-Year Operating Budget

The summary for the 2018 operating budget for the Capitol Hill Business Improvement District is provided on the accompanying page. This operating year total budget is projected to be \$2,735,000. It includes the following components:

Public Safety

The total public safety budget for the first year of the 4th 5-years of operations is approximately \$318,300 which represents 11% of the operating budget. This includes all costs for safety ambassador patrols, equipment and supervision for creating and maintaining a security network, purchasing of additional security equipment and all personnel.

Cleaning & Streetscape Maintenance

The total cleaning and maintenance budget for the 4th 5-years of operations is approximately \$718,941 which represents 26% of the operating budget. This includes the cost of labor, supplies and equipment.

Marketing, Promotion and Streetscape Improvement

The projected marketing budget is approximately \$163,400 which is 6% of the operating budget. It includes marketing and program manager compensation, design, production and installation of banners, preparation of marketing materials, holiday decorations, events and sponsorships.

Transportation Issues

The projected budget is approximately \$20,000 for the 2018 annual budget. These funds are used to support the operation of the DC Circulator which benefits Capitol with its Union Station to Capitol Riverfront and Anacostia lines. The funds may also be used to fund studies on the viability of improving or modifying the existing DC Circulator to Capitol Hill or other programs that enhance the accessibility of businesses in the BID area.

Homeless Services

The homeless program budget is approximately \$20,000 for 2018. This includes development of a public education campaign to assist service providers in encouraging the homeless to come off the streets. This does not include our commitment to providing work opportunities to homeless and formerly incarcerated individuals through our Ready, Willing & Working program, whose supportive services are separately funded.

Administration

The annual BID budget for administration is approximately \$418,553 and represents 15% of the total BID budget. This includes the salary of the President, and funds for legal and accounting services. This also includes the BID's overhead (rent, insurance, supplies, printing and postage, production of materials and the cost of communicating with BID members).

Maintenance Contracts with Other BIDs and Main Streets

The Annual budget for outside contracts is approximately \$1,000,000 and includes labor, equipment, supplies, insurance and administration.

One-Year Operating Budget (2018 FY of Operations)

<i>Category</i>	<i>Budget</i>
Public Safety	\$318,300
Maintenance (including supplementary contracts)	\$718,941
Marketing and Streetscape Improvement	\$163,400
Transportation	\$ 20,000
Homelessness & Social Programs	\$ 20,000
Administration	\$418,553
Maintenance Contracts	\$ 1,000,000
Other Expenses	\$ 22,000
Reserve Fund	\$ 53,806
Total Program Budget	\$2,735,000

II. Fourth Five-Year Operating Budget

The projected operating budget for the Capitol Hill BID's s fourth five years is provided below. The projections are based on the assumption that the BID's annual expenses will grow slightly with increased assessments. These projections assume an increase in the taxable base due to increased property values. For the purposes of this budget, we are anticipating a conservative 2.5% increase in tax revenues and expenses with no increase in supplementary service and management contracts as these are impossible to predict.

Five-Year Operating Budget					
Category	2018	2019	2020	2021	2022
Public Safety	\$318,300	\$326,258	\$334,414	\$342,774	\$351,344
Maintenance	\$718,941	\$736,915	\$755,337	\$774,221	\$793,576
Marketing/ Streetscapes	\$163,400	\$167,485	\$171,672	\$175,964	\$180,363
Transportation	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Homeless & Social Prgm.	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Administration	\$418,553	\$429,017	\$439,742	\$450,736	\$462,004
Other	\$22,000	\$22,550	\$23,114	\$23,692	\$24,284
Outside Contracts	\$1,000,000	\$1,025,000	\$1,050,625	\$1,076,891	\$1,103,813
Reserve	\$53,806	\$55,151	\$56,530	\$57,943	\$59,392
Total Annual BID Budget	\$2,735,000	\$2,803,375	\$2,873,459	\$2,945,296	\$3,018,928

III. BID Tax Assessments

Depending on the types and distribution of services, reliability of assessments and the nature of the taxable base, BIDs across the country use a variety of methods to assess BID taxes. The BID planning process analyzed these issues and proposed to the City Council that the most equitable and balanced taxation method for financing the BID is on an assessed value-basis for Class 3, 4 and 5 properties.

Calculation of BID Tax Assessments

BID taxes will be assessed on all non-exempt properties in the Capitol Hill BID area using the following calculations:

Examples of Annual Assessments

Capitol Hill BID rate \$.15 (\$0.15 per \$100 of adjusted assessed value)

Property with Assessed Value	\$ 500,000
Capitol Hill Rate	.0015

<u>Capitol Hill BID Tax</u>	<u>\$675</u>
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Property with Assessed Value	\$ 5,000,000
Capitol Hill Rate	.0015

<u>Capitol Hill BID Tax</u>	<u>\$6,750</u>
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Property with Assessed Value	\$20,000,000
Capitol Hill Rate	.0015

<u>Capitol Hill BID Tax</u>	<u>\$27,000</u>
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Property with Assessed Value	\$50,000,000
Capitol Hill Rate	.0015

<u>Capitol Hill BID Tax</u>	<u>\$75,000</u>
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Property with Assessed Value	\$83,333,333 and over
Capitol Hill Rate	CAPPED MAX

<u>Capitol Hill BID Tax</u>	<u>\$125,000 MAXIMUM/YEAR</u>
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Time and Manner of Collecting BID Taxes

As provided in the enabling legislation, the BID assessment is considered an additional real property tax, and is collected by the District. BID taxes are due semi-annually, at roughly the same time District property taxes are due. Delinquent BID taxes are subject to interest and penalties and all applicable collection mechanisms, including District tax sale.

BID tax funds will be deposited by the District's tax collection agent directly into a special account. At no time will BID taxes be commingled with District of Columbia general funds.

Exempt Properties (Nonprofit and Governmental)

The BID Act allows the BID to solicit and accept voluntary contributions from exempt properties in the BID area and may provide services to exempt properties within the BID area.

IV. Management of BID Accounts

The BID will receive its revenues from the District Government's collection agent on a monthly basis. Wells Fargo Bank, as the District Government's collection agent, collects, separates and disburses all District of Columbia property tax funds.

The BID maintains its own accounts that are separate from the District Government at National Capital Bank in Washington, DC. BID funds may be carried over from one fiscal year to the next, and may be placed in special accounts in order to build reserves or save for capital expenditures.

BID GOVERNANCE

The Capitol Hill BID Corporation is registered as a 501(c)(6) organization governed by a voluntary Board of Directors. The Business Improvement Districts Act of 1996, as amended, requires that a majority of BID Board Members be property owners. The Act also provides that the BID board must include commercial tenants of non-exempt property. The Capitol Hill BID Board may also have representatives of community, civic, cultural, religious and social service organizations. Consistent with legislative requirements, at least 67% of the Capitol Hill BID Board members will be representatives of property owners. The balance will represent commercial tenants.

The Business Improvement Act of 1996 makes every property owner and every commercial tenant of non-exempt property a member of the BID. The BID will hold an annual meeting where BID members elect Board members and review the annual budget and plan.

I. Guidance the City's Role in Governance

The BID corporation is an independent nonprofit corporation. The BID Act gives the City and its representatives no formal role in its governance. However, in addition to annual receipt by the Mayor, Chief Financial Officer and Council of the BID's financial statements, the Mayor reviews any proposed changes to the BID plan or tax rates approved by the Board and the BID members. The BID will work closely with City agencies to ensure that City services are efficiently and effectively delivered to the BID area.

II. Board of Directors, The Capitol Hill Business Improvement District, Incorporated

Following is the 2017 Board of Directors for the Capitol Hill BID, Inc.

Property Owners:

<u><i>Last Name</i></u>	<u><i>First Name</i></u>	<u><i>Company</i></u>
1. Abutaa	Hamood	Metro Motor
2. Boyle	John	Commercial Property Owner
3. Braunohler	Robert	Property Group Partners
4. Golding	Ken	Stanton Development
5. Gordon	John	National Capital Ban
6. Heier	Jesse	Jade Fitness
7. Holler	Mark	Ginkgo
Gardens	William	Bernstein Management
8. Johnson	Brad	Johnson Law Group
9. Korsvall	Eric	The Heritage Foundation
10. Pascal	Paul	Pascal, Weiss & Hirao, PC
11. Quillian	Carol	Commercial Property Owner
12. Smith	Philip	Captel
13. Swaim-Staley	Beverley	Union Station Redevelopment

Tenant Representatives:

1. Blade	Gwendolyn	Bernstein Management
2. Denton	Don	Coldwell Banker Real Estate
3. Jankowski	Gary	Coldwell Banker Real Estate
4. Perry	Susan	Consultant
5. Phillips	Michael	The UPS Store
6. Rouchell	Bill	

Ex Officio:

1. Jarboe	Ken	Community
2. Smith	Martin	Barracks Row Main Street
3. Poos	Betsy	CHAMPS
4. Inspector		1D1 MPD

CONTINUATION OF CITY SERVICES

Section 20 of the Amended BID Act states: "The District government shall not eliminate or reduce the level of any services customarily provided in the District to any similar geographic area because such area is subject to a BID, and shall continue to provide its customary services and levels of each service to such area notwithstanding that such area is or may be encompassed in a BID, unless a reduction in service is part of a District-wide pro rata reduction in services necessitated by fiscal considerations or budgetary priorities."

The Capitol Hill BID has both formal and informal relationships with city agencies to ensure that the base level of City services are enhanced, and not replaced, by BID activities. The Capitol Hill BID has traded services with city agencies effectively in order to realize better and more efficiently delivered services to the area.

CAPITOL HILL BID POLICIES

I. Competitive Bidding

The Board of the Capitol Hill BID shall have authority to develop a policy of competitive bidding for the purchase of services, products and equipment. The policy will aim to maximize service quality, efficiency and cost of effectiveness.

II. Equal Employment Opportunity

The Capitol Hill Business Improvement District will be an equal opportunity employer.

III. Lobbying Policy

The Capitol Hill BID does not represent any position or interest to the Congress of the United States that is in conflict with, or is not a stated policy or preference of elected officials of the District of Columbia government.