



AGENDA ITEM SUMMARY

City Council

STAFF

Clay Frickey, Redevelopment Program Manager
John Duval, Legal

SUBJECT

Resolution 2022-110 Approving the Midtown Business Improvement District 2022 and 2023 Operating Plans and Budgets and Appointing District Directors.

EXECUTIVE SUMMARY

The purpose of this item is to approve the Midtown Business Improvement District 2022 and 2023 Operating Plans and Budgets and appoint District Directors.

STAFF RECOMMENDATION

Staff recommends adoption of the Resolution.

BACKGROUND / DISCUSSION

On December 5, 2017, Council adopted Ordinance No. 165, 2017, creating and establishing the Midtown Business Improvement District (BID), approving the BID's initial budget and operating plan, and appointing the BID's initial board of directors. On November 6, 2018, a TABOR election regarding the formation of the BID passed unanimously.

Council created the BID under, and in accordance with, the Business Improvement District Act in Part 12 of Article 25 in Title 31 of the Colorado Revised Statutes (the "Act"). Section 31-25-1211 of the Act requires that Council review, and either approve or disapprove by December 5, the BID's budget and operating plan for each upcoming fiscal year.

The BID has timely submitted its proposed 2023 operating plan (2023 Operating Plan) and proposed 2023 budget (2023 budget) for Council's consideration and approval. The Resolution, if adopted by Council, approves the 2023 Operating Plan and 2023 Budget.

However, it was recently discovered that, while the BID's proposed 2022 operating plan (2022 Operating Plan) and its proposed 2022 budget (2022 Budget) were timely filed with the City, due to an oversight they were inadvertently not presented to Council by the December 5, 2021, deadline for its consideration and approval. Therefore, the proposed Resolution also includes the adoption of the 2022 Operating Plan and 2022 Budget retroactive to December 5, 2021.

The Resolution also approves and appoints the following BID directors with their corresponding terms of office:

Board Member	Affiliation	Term End Date
Rayno Seaser	The Egg & I/First Watch Restaurants	December 31, 2024
Mike Dellenbach	Dellenbach Chevrolet	December 31, 2023
David Fritzler, Treasurer	Collegiate Peaks Bank/Representative of Palmer Properties	December 31, 2024
Luke McFetridge, Chair	Noble Venture/Representative of Midtown Business Moot House	December 31, 2024
Lauren DeRosa	Wild Birds Unlimited Nature Shop	December 31, 2024
Carrie Baumgart	Markley Motors	December 31, 2023
John Hoxmeir	Gilded Goat Brewing	December 31, 2025
Patrick Bunyard	Foothills Mall	December 31, 2025
OPEN SEAT – TO BE FILLED		

BID Boundaries

The Midtown BID includes parcels fronting South College Avenue from Drake Road in the north to Boardwalk Drive in the south, as well as those fronting East Foothills Parkway between East Swallow Road and South College Avenue in the City of Fort Collins, County of Larimer, State of Colorado.

The BID’s Role in Midtown

The Midtown BID provides a sustainable funding source to leverage public sector investments and provide private sector stakeholders in the area with a stronger platform through which to advocate for – and directly fund – needed improvements as Midtown comes into a new era. The Midtown BID aims to:

- Create a collective voice to accomplish the goals of the neighborhood, provide leadership for the neighborhood, and champion the vision of Midtown.
- Serve as the activator of the Midtown neighborhood, providing programming, marketing, and activities year-round.
- Purposefully improve and advance Midtown urban design to facilitate economic growth and overall increased vitality in Midtown.
- Develop and establish Midtown’s character and personality, communicate it succinctly, and bring it to life. Working with the City’s previously developed Midtown Plan and Midtown in Motion Plan, various improvements are envisioned over the next 10-15 years that will transform the Midtown Corridor from classic suburban strip to vital exciting urban form.
- Create synergistic relationships with the City to create an accessible and desirable place for locals and visitors.
- Find interesting, active, and creative uses for shops, sidewalks and open spaces that can boost the economy, thus diversifying the mix and adding new business opportunities.
- Provide awareness, recognition, promotion, and education about Midtown.
- Keep Midtown safe, clean, and welcoming.
- Be an administrative umbrella that brings the neighborhood together and maximizes funding opportunities for the future of Midtown.

BID Assessment Method and Budget

The BID will utilize an assessment method that is based upon linear frontage of a property on College Avenue and Foothills Parkway within the BID boundary. The assessment will be \$10 per linear foot, annually. Only commercially assessed properties will be included. The BID will raise approximately \$160,000 in 2023.

2023 Proposed BID Budget and Services

The table below outlines the proposed 2023 budget for the Midtown BID.

Table 1 - Proposed 2023 Midtown BID Budget

Expenditure	Annual Budget Amount
Staff/Administration Hiring effective staff/contractors to support the board and administer the programs and projects will be a critical first step for the BID.	\$36,000
Branding, Marketing and Activation In 2023, the BID will continue to build on the work done in previous years. The focus will be on building the brand through the community while working on specific campaigns to help business sales.	\$9,000
Placemaking and Maintenance A critical aspect of the BID work is to enhance the visible impact on the district. The BID will continue to leverage City and other funding to implement notable urban projects.	\$97,247
Other Fees These may include: <ul style="list-style-type: none">• 1% collection fee for BID Funds• Legal costs• Accounting• Creation of a reserve account	\$17,500
Total 2023 Budget	\$159,747

Table 2 – Proposed 2022 Midtown BID Budget

Expenditure	Annual Budget Amount
<p>Staff/Administration</p> <p>Hiring effective staff/contractors to support the board and administer the programs and projects will be a critical first step for the BID.</p>	\$36,000
<p>Branding, Marketing and Activation</p> <p>In 2022, the BID will continue to build on the work done in 2020 to brand the BID and put more focus and attention on the focus will be on building on the brand through the community while working on specific campaigns to help business sales.</p>	\$50,000
<p>Placemaking and Maintenance</p> <p>A critical aspect of the BID work is to enhance the visible impact on the district. The BID will continue to leverage City and other funding to implement notable urban projects.</p>	\$100,000
<p>Other Fees</p> <p>These may include:</p> <ul style="list-style-type: none"> • 1% collection fee for BID Funds • Legal costs • Accounting • Creation of a reserve account 	\$31,750
Total 2022 Budget	\$217,750

CITY FINANCIAL IMPACTS

This Resolution has no impact on the City’s finances.

BOARD / COMMISSION / COMMITTEE RECOMMENDATION

Not applicable.

PUBLIC OUTREACH

None.

ATTACHMENTS

1. Resolution for Consideration
2. Resolution Exhibit A
3. Resolution Exhibit B
4. Resolution Exhibit C
5. Resolution Exhibit D