



2024

DOWNTOWN NORFOLK BUSINESS IMPROVEMENT DISTRICT (BID)

PROPOSED PLAN

Norfolk, NE

Downtown Norfolk Business Improvement District (BID)

Consultant: Progressive Urban Management Associates, Inc. (PUMA)

Steering Committee Members: Connie Geary, Amy Renter, Andrew McCarthy, Bob Dudley, Stan Koepke, Gene Walker, Julie Faltys, Justin Webb, Justin Eckert, Mayra Mendoza, Pat Carney, Steve McNally, Stephanie Bates, Andrea Trautman, Doug Stebbing, Danielle Henry, and Angie Kruse

Project timeline

- **July 2022** – City of Norfolk signed consulting agreement with Progressive Urban Management Associates, Inc. (PUMA).
- **September – November 2022** – PUMA worked on downtown mapping and uploaded the community-wide online survey into SurveyMonkey to identify community priorities for the River Point District (more than 600 responses received). Stakeholder discussions, an open house, and a City Council work session were conducted.
- **January – December 2023** – Monthly meetings with the steering committee and downtown representatives were held to form an operating plan, identify top priorities, and finalize the budget needed to accomplish goals.
- **January – April 2024** – Monthly steering committee meetings held to finalize proposed operating plan, fact sheet, job description, and proposed BID boundaries.
- **April 2024** – BID steering committee representatives met with the Community & Economic Development Subcommittee to provide an update of activities and proposed plan to move forward.
- **May 2024** – BID stakeholders/steering committee finalized information packet and proposed assessment boundaries.
- **June – October 2024** – BID stakeholders/steering committee engage with downtown stakeholders to discuss the proposed plan and gather support via petition.
- **November – December 2024** – If supported via petition response, public meetings will be held to consider the creation of a BID, establish the BID boundaries, consider a special assessment, and establish the BID board.

BID FACT SHEET

Proposed

Downtown Norfolk Business Improvement District (BID)

What is a BID?

A Business Improvement District (BID) is a private sector funding mechanism to improve a downtown or commercial district. Enhanced services provided within a BID are financed through a self-imposed and self-governed assessment. These services enhance, but do not replace those already provided by the local municipality. There are more than 1,000 BIDs throughout the U.S. and Canada.

Who pays for BID services?

The BID shall be funded by an assessment on downtown property square footage, with higher rates concentrated along Norfolk Avenue. The BID shall be managed by a board of affected property and business owners and shall complement resources and services provided by the existing Vehicle Parking District (VPD).

What is the goal of the BID?

Hire a downtown manager to professionalize the management, marketing, and maintenance of downtown.

Downtown Organization	Annual Budget	Provided Services
Vehicle Parking District (VPD)	\$109,958	Parking lot maintenance, streetscape, lighting, support the DNA for marketing and public relations
Business Improvement District (BID)	\$75,000 (proposed)	Downtown manager and operations

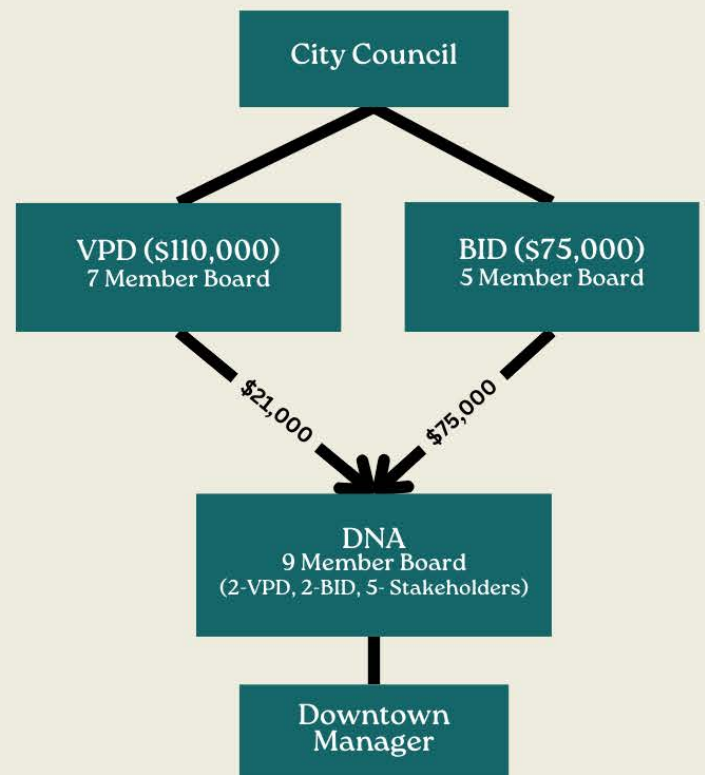


What will the Downtown Manager do?

- Communicate with stakeholders, businesses, and special event planners
- Plan special events; including but not limited to concerts, trick-or-treating, Sizzlin' Santa Dayz, and Hometown Holidays
- Serve as the primary point of contact for activities in downtown
- Coordinate BID and DNA meetings
- Serve as liaison between downtown stakeholders and city departments to communicate priorities
- Support economic development initiatives and grant applications

How will the BID be managed?

The BID shall be governed by a board of five property and business owners located within the boundaries of the BID. The BID board shall oversee the administration of the funds and contract with the DNA to oversee the day-to-day management of the downtown manager. The BID board shall meet quarterly to review the activities and expenditure report provided by the DNA.



What will it cost me?

A benefit analysis has been conducted to determine a fair and equitable method for allocating BID costs to property. Building square footage shall be assessed, with the following annual assessment rates based on proximity to Norfolk Avenue, with properties located closer to Norfolk Avenue paying a higher rate. Reassessments or changes in the rate of levy of assessments may be made by the City Council after notice and hearing as provided in Nebraska Revised Statutes Section 19-4030.

Proposed Assessment Levels	Benefit Factor	Rate (Per Sq. Ft.)
1- Norfolk Ave	100%	\$0.067
2- 1st through 8th Side Streets	80%	\$0.053
3- Braasch, Madison Ave & other	60%	\$0.040

Single-family, owner-occupied homes shall not be included in the assessment. Residential properties that are considered income-producing shall be assessed.

Example Annual BID Assessment: 311 Norfolk Avenue
 $25,550 \text{ SF} \times \$0.067 = \$1,707.72$

Who decides if we need a BID and what is the voting process?

1) To form the BID, petition support is required from property owners representing at least 30% of the total linear foot frontage. Once sufficient support is determined through the

petition process, the City Council will hold a public hearing to establish the BID through ordinance.

2) In Nebraska, the second phase of BID formation requires a Board of Equalization hearing to authorize use of an assessment levy.

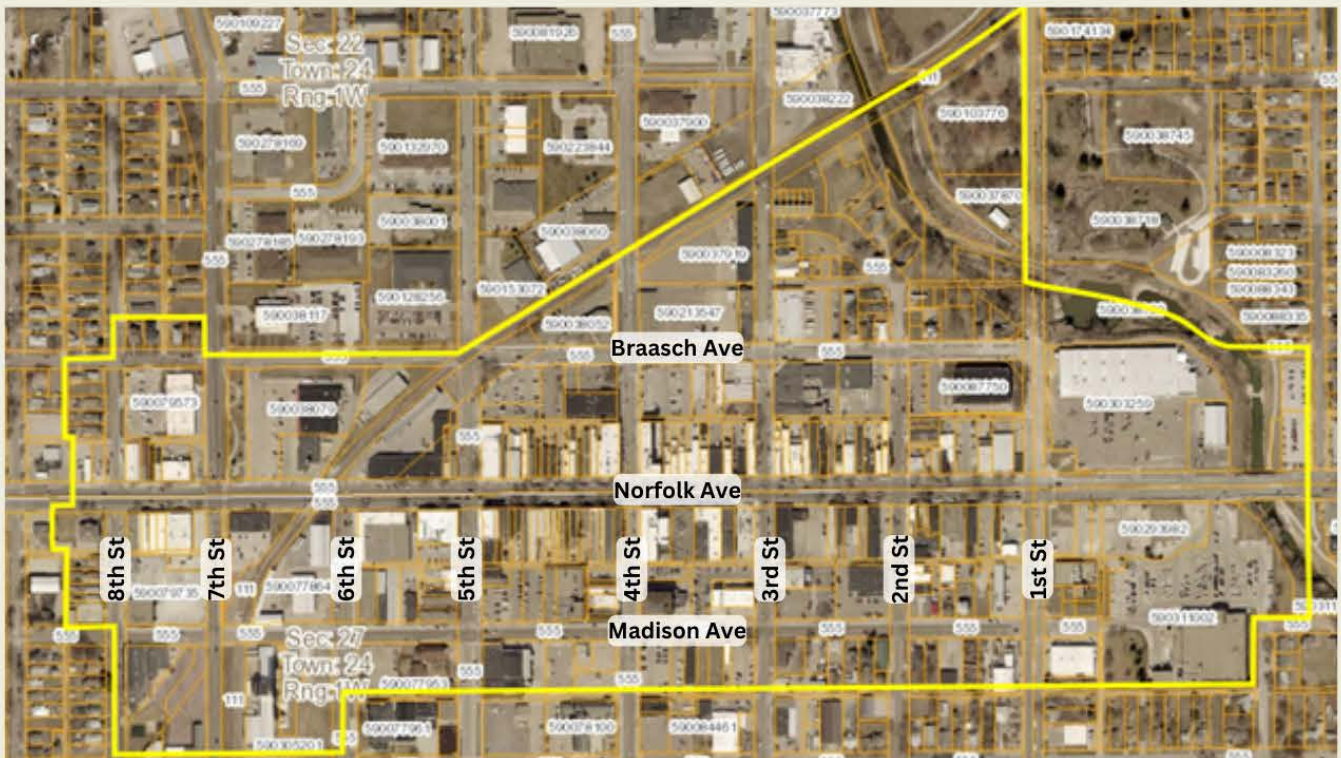
The amount of each assessment shall be adopted by the City Council sitting as a board of equalization. Notice of the hearing on the proposed assessment shall be given to the landowners by publication. The notice shall provide the date, time, and place of hearing to hear any objections or protests by landowners in the BID as to the amount of assessment made against their property.

Why should I support the BID?

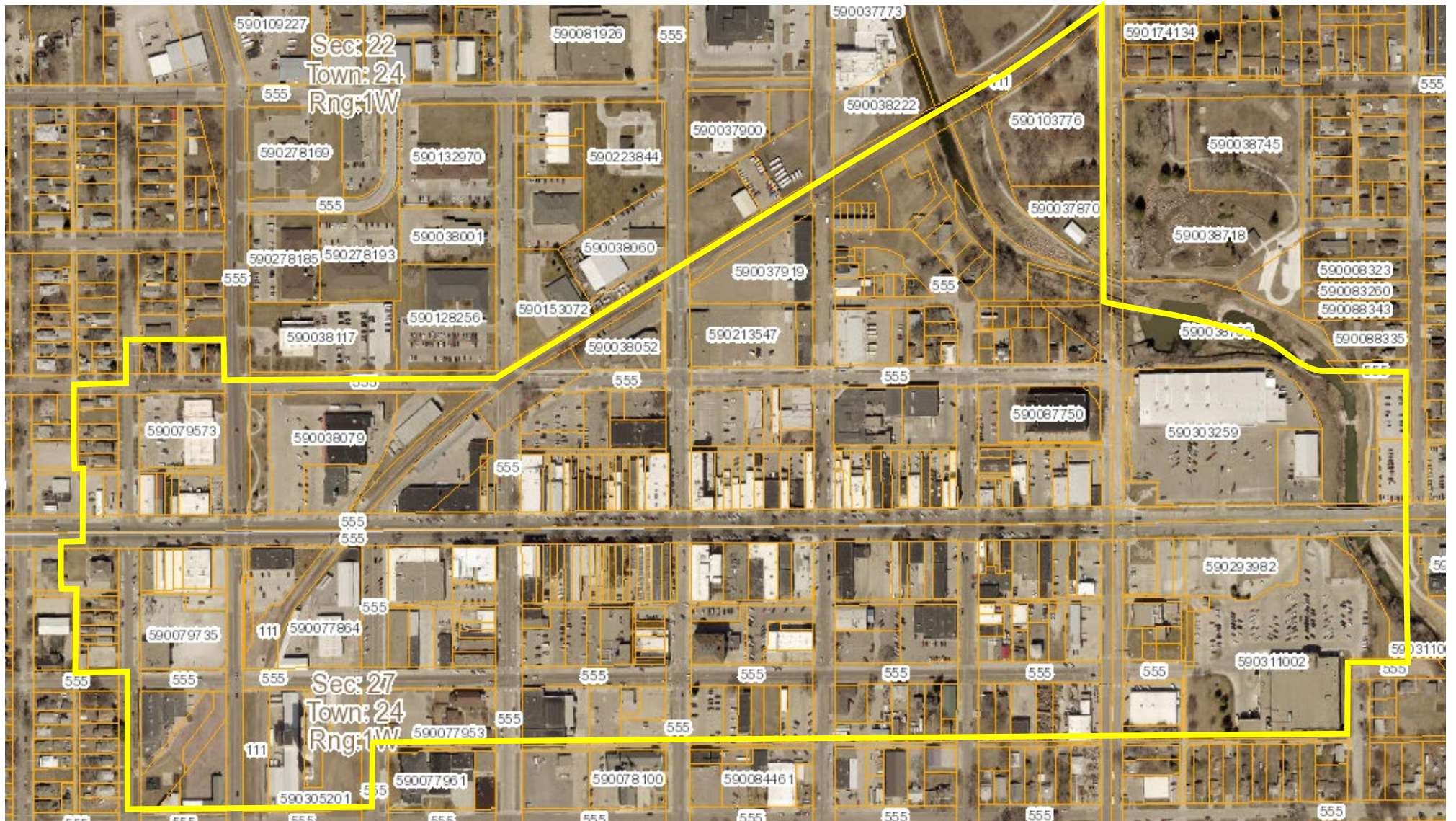
Studies show that BIDs positively affect property values, sales, and occupancy rates. BID assessments go entirely to the BID, focusing on improving downtown for the benefit of the properties, customers, tenants, and visitors. Moreover, a reliable funding stream helps to ensure that management programs are consistently delivered and professionalized.

Will the effectiveness of the BID be reviewed?

In year five, the BID shall undertake a formal review to evaluate the overall effectiveness of downtown services and determine if any adjustments will be made to the Operating Plan. The Nebraska BID statute allows for the disestablishment of a BID. A BID may be disestablished by the City Council following notice to property owners and a public hearing to consider the matter.



Downtown Norfolk Business Improvement District (BID) Map



Operating Plan: Downtown Norfolk Business Improvement District

<p>Summary</p>	<p>A Business Improvement District (BID) shall be formed in downtown Norfolk, Nebraska, with the primary goals of:</p> <ol style="list-style-type: none"> 1. Professionalize the management, marketing, and maintenance of downtown; 2. Create financial resources to enhance the marketing and improvement of downtown. <p>The initiative to form the BID is led by a coalition of downtown property owners and businesses, in collaboration with the City of Norfolk. After more than a decade of positive change in downtown Norfolk, the BID is seen as a tool to help the area continue to be prosperous and vital. To evaluate the feasibility of the BID, an extensive stakeholder engagement process, including a community-wide survey, was conducted in late 2022 and into the spring of 2023 and created the downtown Norfolk Management Plan.</p> <p>The BID shall be funded by an assessment on downtown property square footage, with higher rates concentrated along Norfolk Avenue. The BID shall be managed by a board of affected property and business owners and shall complement resources and services provided by the existing Vehicle Parking District (VPD).</p>								
<p>Boundaries</p>	<p>The BID shall be largely contiguous with the existing VPD. A map of the BID is attached.</p>								
<p>BID vs. VPD</p>	<p>While the VPD and BID both provide resources for downtown improvements, they fund very different activities:</p> <ul style="list-style-type: none"> ● VPD: Parking lot maintenance, streetscape, lighting, financial support to the Downtown Norfolk Association (DNA) for marketing and public relations. ● BID: Downtown manager and operations 								
<p>Downtown Manager</p>	<p>The downtown manager shall communicate, plan, and serve as the primary point of contact for downtown activities. The manager shall report to the DNA board of directors which will provide day-to-day oversight of the assessment funds on behalf of the BID.</p>								
<p>BID Budget</p>	<p>The annual budget is \$75,000 for fiscal year one of the BID (October 1, 2024-September 30, 2025). The BID board of directors will make a final determination on annual expenditures within the following categories:</p> <table border="1" data-bbox="418 1434 1412 1581"> <thead> <tr> <th>Budget Category</th> <th>Year One Budget</th> </tr> </thead> <tbody> <tr> <td>Downtown Manager</td> <td>\$ 60,000</td> </tr> <tr> <td>Office & Operations</td> <td>\$ 10,000</td> </tr> <tr> <td>Communications & Contingency</td> <td>\$ 5,000</td> </tr> </tbody> </table> <p>The BID budget will be supplemented with an additional \$21,000 provided by the existing VPD to support marketing and public relations.</p>	Budget Category	Year One Budget	Downtown Manager	\$ 60,000	Office & Operations	\$ 10,000	Communications & Contingency	\$ 5,000
Budget Category	Year One Budget								
Downtown Manager	\$ 60,000								
Office & Operations	\$ 10,000								
Communications & Contingency	\$ 5,000								
<p>BID Assessments</p>	<p>A benefit analysis has been conducted to determine a fair and equitable method for allocating BID costs to property. Building square footage shall be assessed, with the following annual assessment rates based on proximity to Norfolk Avenue, with properties located closer to Norfolk Avenue paying a higher rate.</p>								

	Legal Address	Proposed Estimated Annual Assessment (per square foot of building)
	Norfolk Avenue	0.067
	1 st through 8 th Side Streets	0.053
	Madison, Braasch & other	0.040
	<p>Single family, owner-occupied homes shall not be included in the assessment. Residential properties that are considered income producing shall be assessed.</p> <p>The amount of each assessment shall be adopted by the City Council sitting as a board of equalization. Notice of the hearing on the proposed assessment shall be given to the landowners by publication. The notice shall provide the date, time, and place of hearing to hear any objections or protests by landowners in the BID as to the amount of assessment made against their property.</p>	
Changes in Assessments	Reassessments or changes in the rate of levy of assessments or taxes may be made by the City Council after notice and hearing as provided in Nebraska Revised Statutes Section 19-4030.	
BID Review	In year five, the BID shall undertake a formal review to evaluate the overall effectiveness of downtown services and determine if any adjustments will be made to the Operating Plan.	
Disestablish the BID	The Nebraska BID statute allows for the disestablishment of a BID. A BID may be disestablished by City Council following notice to property owners and a public hearing to consider the matter.	
Governance & Organization	<p>The BID shall be governed by a board of five property and business owners located within the boundaries of the BID. The BID board shall oversee the administration of the funds and contract with the DNA to oversee the day-to-day management of the downtown manager. The BID board shall meet quarterly to review the activities and expenditure report provided by the DNA.</p> <p>BID board members shall serve for specific terms as established in the bylaws. To fill vacancies on the board, the BID shall seek letters of interest from eligible stakeholders and submit nominations to the City Council for appointment. The City Council may accept and appoint the nominations or seek additional nominations from the BID. The initial BID board nominations shall be submitted to the City Council for appointment by the BID formation Steering Committee.</p> <p>The BID board shall contract with the DNA, a non-profit umbrella organization to oversee the downtown manager and the funds assessed by the BID. The DNA can further leverage assessment funds with charitable donations, sponsorships, and contracts. The DNA is intended to oversee the efficient delivery of services by the downtown manager. The DNA shall be governed by a set of standard bylaws and a board of directors comprised of five downtown stakeholders, two BID board representatives, and two VPD board representatives. Through the BID, the City shall enter into a multi-year agreement with the DNA to manage the BID assessment funds.</p>	



Downtown Manager

Definition:

This position is responsible for professionalizing the management, marketing, and maintenance efforts in the downtown, assisting with the coordination of the Business Improvement District (BID), Downtown Norfolk Association (DNA), Vehicle Parking District (VPD), and City of Norfolk staff therefore promoting economic growth, interest, and activities within the downtown.

The desired candidate should have a strong passion for community growth and downtown prosperity.

Key Responsibilities

Promotional Activities:

- Communicate with stakeholders, businesses, and special event planners
- Maintenance of theRiverPoint.com website and social media
- Creation of promotional materials

Event Coordination:

- Plan special events; including, but not limited to concerts, trick-or-treating, Sizzlin' Santa Dayz, and Hometown Holidays
- Serve as primary point of contact for activities in downtown
 - Be aware of all events planned in downtown

Administrative Support:

- Coordinate quarterly BID meetings and monthly DNA meetings
 - Prepare meeting agendas; budget monitoring
- Attend VPD monthly advisory board meetings
- Serve as liaison between downtown stakeholders and city departments to communicate priorities
- Attend City Council meetings as needed to represent downtown stakeholders

Community Advocacy:

- Support economic development initiatives and grant applications
- Educate downtown property owners of improvement grants and programs
- Monitor status and usage of properties in downtown
 - Communicate availability to proper channels
 - Address vacancies accordingly

Requirements:

- Degree or equivalent experience in relevant fields
- Proficiency in modern office methods, equipment, and software
- Strong communication and relationship-building skills
- Ability to work independently and handle multiple tasks efficiently

This position is overseen by the DNA board of directors.