

Downtown Troy Business Improvement District Organizational Plan

Prepared by



September 2008

In response to the desire of property owners to create a Downtown Troy Business Improvement District, the Troy City Council, at the March 6th, 2008 regular monthly Council Meeting, directed that the Troy Downtown Collaborative prepare a plan for the creation of such a District. The preparation of the District Plan is one of the requirements necessary to comply with New York State General Municipal Law Article 19-A, which provides for and governs Business Improvement Districts.

This plan, written by the members of the Troy Downtown Collaborative (TDC) provides a summary of the legal requirements, formation process, goals, programs, budget, and funding resources to establish and operate a Business Improvement District (BID) in Downtown Troy. It includes input from property owners, business owners and residents that have been active in improving properties, attracting tenants, and undertaking programs to enhance the physical and economic environment within the district.

The TDC intends to cultivate the economic growth and development of the Downtown Troy community by creating an increasingly inviting, dynamic and sustainable environment that celebrates the City's history while building towards its future.

The following pages summarize the action plan to achieve the above objectives. The plan describes the services to be provided and specific actions to be achieved by the BID. The proposed BID is not the delivery of simple services, but a comprehensive private management plan of economic activity and physical public space.

It is our belief that the basis for economic success in an urban environment is consistent private control of appearance, marketing, and promotion.

TABLE OF CONTENTS

BID Overview	3
Rationale	3-4
Downtown Troy BID Boundaries	5
BID Map.....	6
Legal Requirements	7-9
Outline of Objectives.....	10
Marketing/Member Services.....	10
Special Events	10-11
Business Development and Retention.....	11
Public Services/Beautification.....	12
Proposed Budget and Objective Breakdown.....	13
Marketing/Member Services.....	13-14
Special Events	15-16
Business Development and Retention.....	16-17
Public Services/Beautification.....	18-19
BID Board of Directors and District Management Association	20
Funding and Expenditure Plan.....	21-22
Funding Sources	21
BID Assessment	21
Additional Funding	22
Capital and Operating Budgets	23-25
BID Properties, Assessment Calculations, and Dissolution	26
BID Property Listing	27-34

Downtown Troy BID Overview

What is a BID?

A Business Improvement District is a public/private partnership in which property and business owners make a collective contribution to the maintenance, development and promotion of the commercial district. BIDs are grassroots, community driven organizations that require legislative authorization to be established.

The purpose of a BID is to improve conditions in a specific area, attract and retain businesses and enhance the district experience for anyone who lives, works or visits Downtown Troy. Working independently, achieving these goals is difficult if not impossible. Joining together, the possibilities are limitless. A BID enables stakeholders to decide which services meet the district's unique needs, and ensures that a consistent financial base is in place.

Rationale

- ❖ The most basic principle of a sanctioned Business Improvement District is that it guarantees financial resources are applied consistently to the area for which it is intended, without diversion or competition with other municipal government obligations.
 - The Downtown Troy BID will guarantee financial resource that are predictable, sustainable and of sufficient scale to make tangible improvements in the target area.
 - BID services and programs are underwritten by a special five percent tax assessment collected from commercial property owners defined by the boundaries of the District. This special assessment is generated only from the City tax charge, and does not include school taxes.
 - Additional funding for BID operations will be provided through private and institutional donations, federal, state and local grants, and fundraising. The Troy BID expects that funds raised through the special assessment will be leveraged approximately 2 to 1.
- ❖ BIDs are founded on the principles of entrepreneurial management: they are non-bureaucratic, flexible, and aimed at devising effective solutions to district specific problems.
 - The Downtown Troy BID will be business-community based. The primary stakeholders, business and property owners, will provide oversight and direction.
 - A Board of Directors comprised of business and property owners will govern the Downtown Troy BID. This board will be democratically elected by its peers.

- Daily operations of the Downtown Troy BID will be managed by a formal association. Initiatives will be determined and executed by the business community.
- Although a BID can serve a crucial role in filling gaps in government services, the Troy Business Improvement District does not intend to take over mainstream functions of the City of Troy, but rather aims to supplement them.
- ❖ Business and property owners in a Business Improvement District have a fundamental, vested interest in increasing retail sales, expanding property tax base and accelerating community growth.
 - The Downtown Troy BID will work to capture a greater share of Capital District retail sales to increase the long-term financial benefits of the City of Troy and Rensselaer County.
 - Establishment of a Downtown Troy BID will encourage further investment in Troy, expand the tax base, generate new revenues, and recruit private sector employers for the betterment of the entire community.
 - The Troy BID is eager to create an eighteen-hour downtown, providing memorable destinations and activities for consumers, as well as greater economic return for retail and commercial business owners.

Troy BID Boundaries and Map

The Troy Business Improvement District will encompass Troy's Downtown Business District and several secondary areas. All commercial properties within the BID boundary are included within the BID unless otherwise noted:

North: River Street from Hoosick to Federal Street. Federal Street from River Street east to Fifth Avenue; south to Grand Street; east to Sixth Avenue.

Properties bordering the south side of Federal Street are included, those on the north side are excluded; properties bordering the south side of Grand Street are included, those on the north side are excluded.

East: Sixth Avenue from Grand Street to Congress Street; east to 8th Street;

All properties bordering Sixth Avenue are included.

South: 8th Street at Congress Street west to 3rd Street at Ferry Street, then north to Congress Street, then west to the Hudson River;

Properties bordering the south side of Ferry Street, between 8th Street and 3rd Street, are included; properties bordering the east side of Third Street are included, properties on the west side are excluded; properties bordering the north side of Congress Street between Third Street and the Hudson River are included, properties on the south side are excluded.

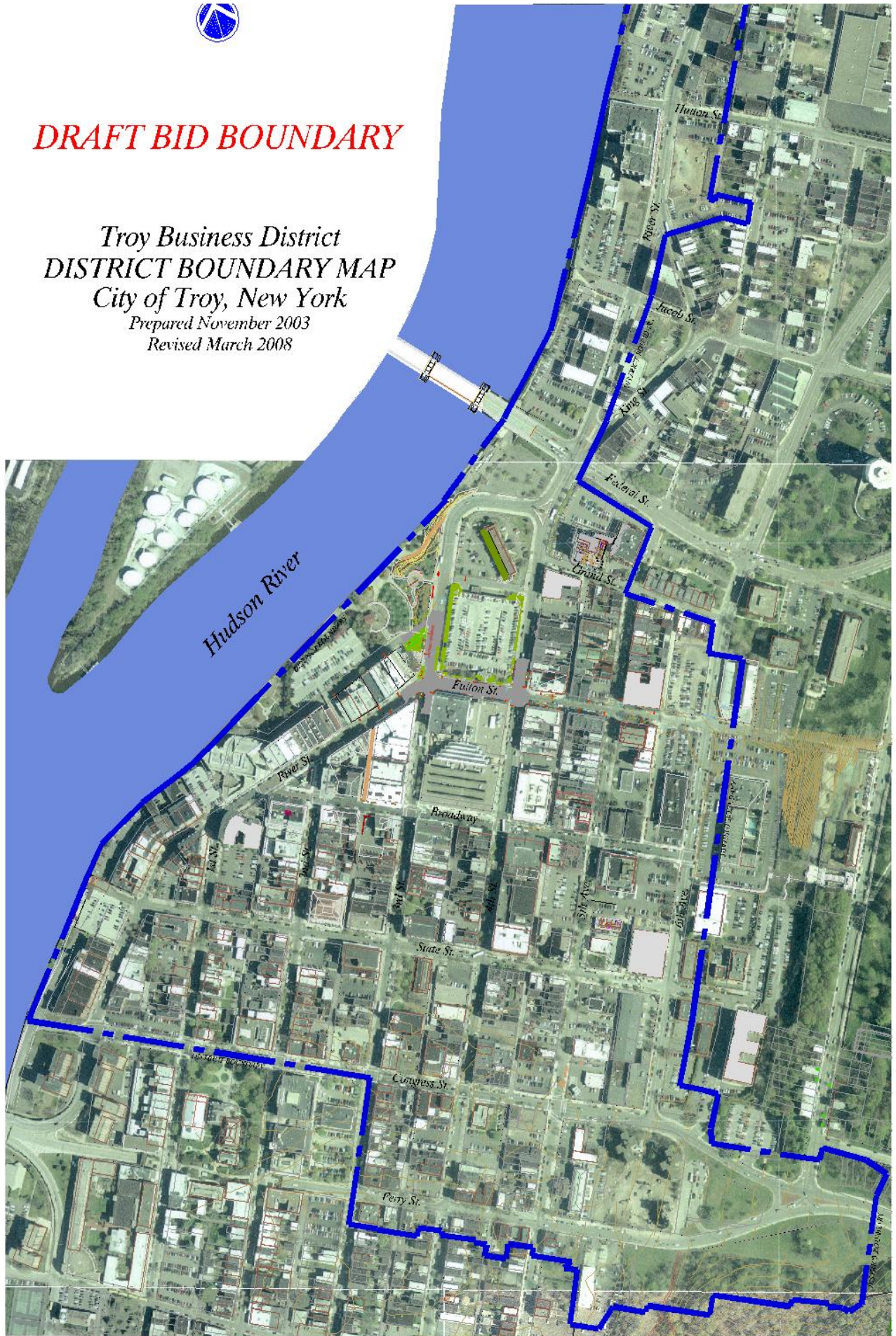
West: The Hudson River from Congress Street to Hoosick Street at the Collar City Bridge.

The accompanying map delineates the boundaries as described above.



DRAFT BID BOUNDARY

*Troy Business District
DISTRICT BOUNDARY MAP
City of Troy, New York
Prepared November 2003
Revised March 2008*



Legal Requirements

New York State General Municipal Law, Article 19-A, Section 980 establishes the legality of BIDs, the formation, powers, plan requirements, organization, and other stipulations required. Key provisions include:

- The local district Plan
- District boundaries and the district map
- The district management organization
- Establishment and definition of the district
- Funding and expenditure plan
- Municipal legislative approval
- Review and approval by New York State Comptroller

According to Article 19-A of the General Municipal Law, the Troy BID Plan is required to:

- 1) Gain approval of the owners of commercial properties included in the proposed district.
- 2) Be approved through passage of a local municipal ordinance by the Troy City Council.
- 3) Obtain formal review and sanctioning by the State Comptroller.

Prior to the creation of this document, the Troy Downtown Collaborative (TDC) polled affected business and property owners through a series of public meetings to gauge community support for a BID. In addition to the public meetings, members of the TDC visited BIDs around New York State to understand the pro's and con's of established entities, elicited opinions of additionally effected property owners, as well as supporters and opponents of the previously failed 2003 BID effort.

As is stated in Article 19-A, Section 980-e, titled Notice and Hearing, the TDC is submitting this plan to the City Clerk seeking legislative approval. Notice of this proposal will be mailed to owners of property within the district, and their tenants. The TDC is asking that the Troy City Council hold a public hearing on the proposed formation of the Business Improvement District. According to the New York State law, "Any owner of real property deemed benefited and therefore within the District, objecting to the plan, must file an objection at the office of the municipal clerk within 30 days of the conclusion of the hearing on forms made available by the clerk."

The BID shall not be approved by the members of the District if:

"Owners of at least 51 percent of the assessed valuation of all the benefited real property situated within the boundaries of the district proposed for establishment or extension, as shown upon the latest completed assessment roll of the municipality."

-OR-

"At least 51 percent of the owners of benefited real property within the area included in the district proposed for establishment or extension, so file their objections, the District will not be established or extended."

If the plan is approved by property owners, the TDC will seek City Council approval through Local Law. Within 20 days of legislative approval, the plan will be sent for review by the New York State Comptroller.

New York State Law Article 19-A specifically outlines activities a Business Improvement District may provide for district improvements located on or within municipally or district owned or leased property that will restore or promote business activity in the district:

- Construction and installation of landscaping, planting, and park areas.
- Construction of lighting and heating facilities.
- Construction of physically aesthetic and decorative safety fixtures, equipment and facilities.
- Construction of improvements to enhance security of persons and property within the district.
- Construction of pedestrian overpasses and underpasses and connections between buildings.
- Closing, opening, widening or narrowing of existing streets.
- Construction of ramps, sidewalks, plazas, and pedestrian malls.
- Rehabilitation or removal of existing structures as required.
- Removal and relocation of utilities and vaults as required.
- Construction of parking lot and parking garage facilities.
- Construction of fixtures, equipment, facilities and appurtenances as may enhance the movement, convenience and enjoyment of the public and be of economic benefit to surrounding properties such as: bus stop shelters; benches and street furniture; booths, kiosks, display cases, and exhibits; signs; receptacles; canopies; pedestrian shelters and fountains.

A BID may also provide for the operation and maintenance of any district improvement, as well as provide additional maintenance or other additional services required for the enjoyment and protection of the public and the promotion and enhancement of the district whether or not in conjunction with improvements authorized by this section, including:

- Enhanced sanitation services.
- Services promoting and advertising activities within the district.
- Marketing education for businesses within the district.
- Decorations and lighting for seasonal and holiday purposes.
- Services to enhance the security of persons and property within the district.

- Enter into contracts to provide for the construction of accessibility improvements adjacent to public areas by businesses within the district which will increase access from public areas to such businesses for persons with disabilities and the general public and assist businesses in meeting requirements for removal of architectural barriers in existing facilities, pursuant to the Americans with disabilities act of 1990, as amended (P.L. 101-336).

OUTLINE OF OBJECTIVES

The New York State General Municipal Law, Article 19-A outlines the parameters under which a Business Improvement District exists, and the public improvements it can undertake. The Downtown Troy BID intends to carry out a broad range of activities consistent with the following objectives:

Marketing and Member Services

Special Events

Business Development and Retention

Public Services/Beautification

❖ Marketing and Member Services

- Promoting Downtown Troy
 - Partner with City branding campaign to create marketing and collateral that will promote Downtown Troy locally, regionally and nationally
 - Maintain comprehensive Downtown Troy website, updating weekly
 - Create and distribute quarterly Downtown newsletter highlighting events and news
 - Media communications and public relations assistance for new business, special events, ongoing activities, and innovative growth
- Member Services
 - Organize and coordinate retailer programs and promotions
 - Set up business to business networking events
 - Create District-wide gift certificate program

❖ Special Events

- Manage and grow existing events in collaboration with original organizers
 - Troy Night Out
 - River Street Festival
 - Chowderfest
 - Troy Pig Out

- Formulate new image events and festivals
 - Restaurant week
 - Summer outdoor concert series
 - Downtown worker events
 - Outdoor markets
 - Antique road show

- Vending, Street, and Public Market Coordination

❖ **Business Development and Retention**

- Business Retention and Improvement
 - Arrange collaborative advertising among members, utilizing branding campaign
 - New business mentor program
 - Small business self-help and educational programs
 - Government codes and standards education
 - Business loan program in collaboration with City and Rensselaer County

- New Business Development
 - Provide central location (BID office) to be a resource center new businesses considering Downtown opening
 - Create and maintain database of available commercial space for rent or lease
 - Retain resource library of available grant funding, special loan programs, etc.
 - Partner with local college and university business incubator projects
 - Utilize a business development kit for potential investors, new businesses and developers
 - Identify needs in the retail landscape, and work with local agencies, organizations, and government entities to find solutions
 - Actively pursue new business to fill specific need niches

❖ **Public Services/Beautification**

- Streetscape improvements consistent with Troy's architectural heritage
 - Street banners
 - Hanging flowers
 - Tree and flower planting
 - Tree well beautification
 - Holiday decorations
 - Public art installations/exhibitions

- Security
 - Increase surveillance with BID "neighborhood watch"
 - Point of communication between Community Police and BID members

- Maintenance
 - Supplemental sidewalk sweeping and cleaning
 - Establish a Downtown recycling program
 - Provide additional litter and recycling receptacles and signage
 - Supplement snow removal
 - Curb cuts

- Government/Interagency liaison
 - Business advocacy

Proposed Budget and Objective Breakdown

The following is a specified layout of what the TDC proposes the Troy Downtown BID establish as an expenditure plan. All future expenses will be dictated at the direction of the BID Board of Directors.

1.0- Marketing and Member Services

1.1- The Downtown Troy BID will set out to promote and market Downtown Troy in a fashion that has not existed in its past. By partnering with the City of Troy and the Troy Redevelopment Foundation branding campaign, the BID will create marketing and media collateral to promote Downtown across the region, New York State, and the country.

Resource Requirements:

Capital:	\$0	
Operating:	\$5,000	One-time start up cost for design of business cards, letterhead, logo, marketing brochures, quick-reference BID map.
	\$7,500	Printing costs

1.2- The Downtown Troy BID will maintain a Downtown Troy website – www.visittroyny.com - that will prove to be a clearinghouse for businesses throughout the District, providing directions, hours of operation, restaurant menus, real estate for lease or sale, special event information, parking regulations, etc. The BID intends to take advantage of the branding campaign to design and host the site. The BID will be responsible for continually updating the information on the site, and will be the main site administrator.

Resource Requirements:

Capital:	\$0
Operating:	\$0

1.3- The creation and quarterly distribution of a BID newsletter will highlight ongoing events and news, upcoming openings, and progression of initiatives. The newsletter will be distributed electronically and traditionally in printed format.

Resource Requirements:

Capital:	\$0	
Operating:	\$660	Electronic e-mail newsletter
	\$3,000	Printed letter and distribution

1.4- BID staff will assist new businesses in promotion of grand openings, raise awareness of special and ongoing events and pitch news stories to media outlets, generating contacts interested in unique urban business growth, and act as a goodwill ambassador to those visiting Troy.

Resource Requirements:

Capital: \$0
Operating: \$0 (Function of Executive Director)

1.5- Working with retailers to establish district-wide programs and promotions will help bring new visitors downtown and capture a greater share of capital district retail dollars. By organizing the efforts in a succinct manner, it will garner a new level of interest and excitement, and join the retail community together to solidify downtown Troy as a walkable shopping destination.

Resource Requirements:

Capital: \$0
Operating: \$0 (Function of Executive Director)

1.6- Setting up business to business networking events will strengthen the business community, and encourage local businesses to support one another.

Resource Requirements:

Capital: \$0
Operating: \$1,500 Three networking events per year

1.7- The creation of a district-wide gift certificate program will allow the Downtown Troy BID to compete in an area that shopping centers have dominated for years. Organizing a united front that consumers can benefit from will have a positive effect on each business inside the boundaries of the District. This program will be thoroughly researched and explored within the first three years of the BID's formation, to determine its feasibility.

Resource Requirements:

Capital: \$0 (further research needed)
Operating: \$0

2.0- Special Events

2.1- Since 2004, the City of Troy has witnessed the development of a series of events that brings more than 100,000 people annually to the proposed Downtown Troy BID. Managing these events in collaboration with the original organizers, the BID will ensure long-term sustainability and growth, increasing Downtown Troy's visibility to different segments of the community.

The annual cost of holding the monthly Troy Night Out, Rockin' on the River summer concert series, River Street Festival in June, Troy Pig Out in July, and ChowderFest in September exceeds \$80,000. These events are currently funded through City coffers, private donations, and sponsorship dollars from local and national companies. The TDC expects that within one year of the formation of the BID, these events will be self-sufficient through sponsorship dollars.

By employing full-time staff dedicated to growing and planning the annual events, the Downtown business community will be assured that thousands of people experience the City of Troy's historic, urban environment, and encourage their regular return.

Resource Requirements:

Capital:	\$0	
Operating:	\$80,000	Annual River Street Festival, Rockin' on the River, Troy Pig Out, ChowderFest, Troy Night Out. Costs to be offset through sponsorship dollars.

2.2- The formation of the above events has proven that there is always an audience for new and fresh ideas. To capitalize on this momentum, the Downtown Troy BID will introduce new and innovative events aimed at capitalizing on the workforce, burgeoning restaurant scene, and unique business districts. A restaurant week, lunch-time events for local employees, flea markets, and antique road shows are some of the initiatives the BID will pursue after its inception.

Resource Requirements:

Capital:	\$0
Operating:	\$3,000

2.3- Creating a vibrant streetscape not only involves filling vacant store fronts, but also peppering street corners and parks with appropriate street vendors. The Downtown Troy BID will work to entice high quality vendors for fairs and festivals and develop the rules regulations that govern them.

Resource Requirements:

Capital: \$0
Operating: \$0 (Function of Executive Director)

3.0 Business Development and Retention

3.1- Many effective advertising vehicles are often too expensive for small businesses to entertain, while the affordable ad size makes too small an impression to measure results. When small businesses advertise separately, with no recognition of their proximity to one another, they are neglecting what sets Troy apart from its neighboring cities. The Downtown Troy BID will help to organize collaborative advertising that will exposes businesses to new customers and present a more consistent image of the district, utilizing the tools provided in the branding campaign.

Resource Requirements:

Capital: \$0
Operating: \$0 (Function of Executive Director)

3.2- One of Troy’s most treasured resources is its people. When starting a new business in Troy, the advice and support of a trusted mentor is priceless. The BID will match new entrepreneurs with an appropriate, established business owner within the district who will volunteer their experience and encouragement in an effort to increase new business retention.

Resource Requirements:

Capital: \$0
Operating: \$0 (Function of Executive Director)

3.3- The Downtown Troy BID will host monthly education programs utilizing the knowledge and expertise of BID members. These programs will focus on business strategies in Downtown Troy, and will include subjects such as visual merchandising, accounting, hiring practices, real estate planning, etc.

Resource Requirements:

Capital: \$0
Operating: \$300 Refreshments

3.4- The historic architecture in Downtown Troy is one of its finest qualities. The BID will work with business owners to improve adherence to government codes and standards inside the historic district and offer guidance through planning and zoning approvals.

Resource Requirements:

Capital: \$0
Operating: \$0 (Function of Executive Director)

3.5- The BID office will provide a central location for potential new businesses considering a Downtown Troy location. It will give entrepreneurs the ability to talk with BID leaders, ask for advice and discuss economic conditions and retail vibrancy. The BID office will maintain a database of available commercial space for rent or lease, as well as a resource library of available grant funding and special loan programs.

Resource Requirements:

Capital: \$0
Operating: \$0 (Function of Executive Director)

3.6- The Downtown Troy BID will work with the City of Troy, Rensselaer County, and the Rensselaer County Regional Chamber of Commerce to develop a business kit for potential investors, new businesses and developers.

Resource Requirements:

Capital: \$0
Operating: \$0 (Function of Executive Director)

3.7- BID management will work with local agencies, organizations and government leadership to find solutions, enhance communication and fill needs in the business community.

Resource Requirements:

Capital: \$0
Operating: \$0 (Function of Executive Director)

3.8- BID staff will actively pursue new business to fill specific need niches Downtown and recruit retail that will benefit the Business Improvement District as a whole.

Resource Requirements:

Capital: \$0
Operating: \$0 (Function of Executive Director)

4.0 Public Services/Beautification

4.1- The Downtown Troy BID intends to make a number of tangible streetscape improvements consistent with Troy’s architectural heritage. This will include street banners, hanging flowers, tree and flower plantings, tree wells, and improved holiday decorations. The Downtown Troy BID will work closely with City government to improve the lighting downtown, and overall walkability.

The BID will also develop and maintain a bench memorial program, which will allow citizens to purchase benches through the BID, in memoriam or celebration, and choose from approved locations for placement by the City.

Resource Requirements (flowers):

Capital:	\$4,890	Bracket hardware and installation (30/1st yr, 30/2nd yr). 60 Brackets are already installed in the BID boundaries
Operating:	\$4,500	First year (90 baskets total at \$50 each)
	\$9,000	Annually (total of 120 baskets at \$75 each)

Resource Requirements (capital streetscape improvements):

Capital:	\$30,000	Over three-year period- benches, bicycles racks, kiosks, tree wells, etc.
Operating:	\$0	

4.2- The BID will organize a district-wide neighborhood watch that will increase surveillance, and promote open lines of communication with the Troy Police Department. The neighborhood watch will provide an alert system through e-mail to district members.

Resource Requirements:

Capital:	\$0	
Operating:	\$0	(Function of Executive Director)

4.3- Appearance is an important factor in attracting patrons and economic investment to Downtown Troy. The BID Plan places considerable emphasis on cleaning and investing in streetscape improvements to make Downtown Troy more attractive and inviting.

The Downtown Troy BID will employ a minimum of one dedicated employee who will serve as a district maintenance worker. The main functions of this employee will be picking up litter, planting and weeding, hanging seasonal decorations and assisting with snow removal (curb cuts) throughout the district. This individual will also serve as a sidewalk ambassador for the district, giving directions, recommendations and making visitors feel welcome.

In 2007, the TDC resumed sidewalk cleaning operations with equipment originally purchased through funding from the Rensselaer County Industrial Development Agency. The machine is a Tennant model ATLV 4300, a choice option among Business Improvement Districts striving to keep downtown public spaces clean and free of litter and debris.

This program will operate through 2008 with funding donated from TDC members, and resume operations in the spring as a BID operation. The sidewalk vacuum is capable of operating throughout all months of the year.

Resource Requirements:

Capital:	\$0	ATLV 4300 area vacuum machine (donated)
Operating:	\$18,720	Employee (\$9/hour @40 hours/week)
	\$7,000	Fuel, employee uniform, minor repairs and parts
	\$1,000	Annual machine service contract

The BID will also work with the City to purchase additional trash receptacles, replacing those in poor condition and adding to areas in need. In an effort to become a greener city, the Troy BID will work with the City government to institute a district wide recycling program.

Resource Requirements:

Capital:	\$27,000	45 steel trash receptacles, over a three-year period.
Operating:	\$0	City will empty receptacles as part of regular downtown refuse pickup. Receptacles will be painted and fixed as part of annual Earth Day Cleanup.

4.4- Maintaining an open, working relationship with the government of the City of Troy will be integral in effectively completing the ambitious plan set forth in this document. The Troy BID will act as a government liaison and advocate for district members in City matters. Services provided by the BID will be supplemental to existing City services. BID programs that involve the installation of streetscape improvements will rely on a collaborative relationship with the City workforce to ensure cost efficiency.

Resource Requirements:

Capital:	\$0	
Operating:	\$0	(Function of Executive Director)

BID Board of Directors and the District Management Association

In accordance with New York State law, the activities of the Downtown Troy BID will be guided by a District Management Association (DMA). The District Management Association is the formal name of the legal, not-for-profit entity that is the BID. The DMA will be governed by a Board of Directors, representative of the commercial property owners and business tenants within the District.

The law further states that the majority of members of the Board of Directors shall represent owners of commercial properties. Commercial tenants within the District will also be represented on the Board of Directors. In addition, the board will include an individual appointed by the Mayor, City Comptroller, and President of the Troy City Council.

The Board of Directors will be elected by the members of the district. BID members vote to elect directors in their respective classes – property owners vote for property owners, tenants for tenants. Board members will not receive a salary. Voting during board meetings will not be weighted - each Director will receive one vote, regardless of their District interests.

The Board of Directors has fiduciary responsibility and will hire an Executive Director to administer the BID on a day-to-day basis. In addition to other powers conferred on the DMA by law, it may make recommendations to the City Council with respect to any matter involving or relating to the District. The City Council may also license or grant to the DMA the right to undertake or permit commercial activities or other private uses of the streets or other parts of the District in which the City of Troy has any real property interest.

The BID will maintain donated street level office space within the district and the Executive Director will manage a team of interns, volunteer committee members, and maintenance employees. The donated space will save the BID approximately \$15,000 per year in rent.

The BID offices will maintain regular business hours of at least 40 hours per week.

Resource Requirements:

Capital:	\$ 4,500	One-time acquisition of equipment, furnishings, and signage
Operating:	\$ 50,000	Executive Director salary
	\$ 2,000	Annual utilities, insurance, etc.
	\$ 1,000	Annual office supplies and related expenses

Funding and Expenditure Plan

Programs to be carried out annually by the Downtown Troy BID will require funding sources of approximately \$200,000.

Funding Sources

During 2008, the Troy Downtown Collaborative has conducted the above activities on a smaller scale by raising funds through voluntary one-time donations. This has included the hiring of part-time TDC Executive Director, hanging of flower baskets, sweeping the sidewalks, and event planning the demonstrates the importance of a Business Improvement District in Downtown Troy. To ensure a sustainable financial base, the Troy BID must rely upon an annual financial commitment from property owners to fund programs.

BID Assessment

Base operating funds for the Troy BID will be provided by property owners within the BID boundaries that determine its programs. When the BID is approved the mechanism for implementing the assessment is put into place. Commercial property owners control this process, subject to state law.

The BID assessment will be based on each property's assessed value. This amount will be equal to 0.32 percent of the assessed value. This equates to approximately 5 percent of the City property taxes paid on each property. The BID assessment rate of 5 percent times City taxes will be capped. Please note that the assessment is only on City taxes and does not include school or county taxes.

By illustration, with a property owner paying \$1,000 per year in City taxes will pay \$50 per year to the BID; a property owner paying \$2,000 in City taxes would pay \$100 per year to the BID.

Based on current conditions, this formula will produce approximately \$84,000 in annual base revenues.

Additional Funding

Leveraging Property Owner Assessments

Establishment of the Downtown Troy BID in January 2009 will generate \$84,000 in base assessment revenues for the 2009 program year.

Event Sponsorship

The Troy Downtown BID will manage and create over 20 events per year. These events will be self-sufficient through the procurement of corporate sponsorship dollars and vendor fees. The BID expects to raise approximately \$80,000 per year in event sponsorships.

The Troy Redevelopment Foundation

A major key to the success of the Troy downtown BID, is the support of the Troy Redevelopment Foundation. The Troy Downtown Collaborative has received a commitment of \$50,000 annually from the Redevelopment Foundation, beginning in January 2009 through 2011.

Additional Sources

The first year plan requires a \$200,000 budget, including capital purchases. If a surplus is generated in grants or additional sponsorships, BID initiatives can be expanded upon, or funds will be carried over for the next program year.

Capital and Operating Budgets

The BID Plan does not entail any major capital projects for which bonds or other debt instruments would be required, and none will be issued. The operating plan, and capital and operating budgets, reflect relatively minor purchases to be made on a cash basis and will be subject to the operating budget and revenues of the District.

Expenditures - 2009		
Marketing and Member Services		
Promotional and Marketing Materials		
design		\$5,000.00
printing		\$7,500.00
Bid Newsletter		
electronic		\$660.00
printing		\$3,000.00
Business to Business Networking Events		\$1,500.00
Special Events		
Operational Costs		\$80,000.00
New Event Start-up Funds		\$3,000.00
Business Development and Retention		
Educational Business Seminars		\$300.00
Public Services/Beautification		
Flower Basket Hardware - 30		\$4,890.00
Flower Baskets - 90		\$4,500.00
Benches, Bike Racks, Kiosks, Tree Wells		\$10,000.00
Garbage Cans - 15		\$9,000.00
Street Sweeper Fuel, Minor Repairs, Parts		\$7,000.00
Annual Street Sweeper Service Contract		\$1,000.00
Operations		
Office Equipment, Furnishings and Signage		\$4,500.00
Executive Director Annual Salary		\$50,000.00
Maintenance Employee - 40 hours per week		\$18,720.00
Annual Utilities, Insurance		\$2,000.00
Office Supplies		\$1,000.00
Total		\$213,570.00

Funding Sources		
BID Assessment		\$84,655.00
Troy Redevelopment Foundation		\$50,000.00
Special Event Sponsorship and Vendor Fees		\$80,000.00
Total		\$214,655.00

Expenditures - 2010		
Marketing and Member Services		
Promotional and Marketing Materials		
printing		\$7,500.00
Bid Newsletter		
electronic		\$660.00
printing		\$3,000.00
Business to Business Networking Events		\$1,500.00
Special Events		
Operational Costs		\$80,000.00
New Event Start-up Funds		\$3,000.00
Business Development and Retention		
Educational Business Seminars		\$300.00
Public Services/Beautification		
Flower Basket Hardware - 30		\$4,890.00
Flower Baskets - 120		\$9,000.00
Benches, Bike Racks, Kiosks, Tree Wells		\$10,000.00
Garbage Cans - 15		\$9,000.00
Street Sweeper Fuel, Minor Repairs, Parts		\$7,000.00
Annual Street Sweeper Service Contract		\$1,000.00
Operations		
Executive Director Annual Salary		\$50,000.00
Maintenance Employee - 40 hours per week		\$18,720.00
Annual Utilities, Insurance		\$2,000.00
Office Supplies		\$1,000.00
Total		\$208,570.00

Funding Sources		
BID Assessment		\$84,655.00
Troy Redevelopment Foundation		\$50,000.00
Special Event Sponsorship and Vendor Fees		\$80,000.00
Total		\$214,655.00

Expenditures - 2011		
Marketing and Member Services		
Promotional and Marketing Materials		
printing		\$7,500.00
Bid Newsletter		
electronic		\$660.00
printing		\$3,000.00
Business to Business Networking Events		\$1,500.00
Special Events		
Operational Costs		\$80,000.00
New Event Start-up Funds		\$3,000.00
Business Development and Retention		
Educational Business Seminars		\$300.00
Public Services/Beautification		
Flower Baskets - 120		\$9,000.00
Benches, Bike Racks, Kiosks, Tree Wells		\$10,000.00
Garbage Cans - 15		\$9,000.00
Street Sweeper Fuel, Minor Repairs, Parts		\$7,000.00
Annual Street Sweeper Service Contract		\$1,000.00
Operations		
Executive Director Annual Salary		\$50,000.00
Maintenance Employee - 40 hours per week		\$18,720.00
Annual Utilities, Insurance		\$2,000.00
Office Supplies		\$1,000.00
Total		\$203,680.00

Funding Sources		
BID Assessment		\$84,655.00
Troy Redevelopment Foundation		\$50,000.00
Special Event Sponsorship and Vendor Fees		\$80,000.00
Total		\$214,655.00

BID Properties and Assessment Calculations

Benefited Properties

Properties comprising the Troy BID will include all vacant parcels and properties in commercial use, and residential properties that are comprised of three or more dwelling units, whether or not they are owner-occupied.

In accordance with New York State law, governmental, non-profit, and other tax-exempt properties, regardless of their location within the BID boundaries, are relieved from making assessment payments.

Assessment Calculation

State law requires that the most recent valuation data be considered to derive an average assessment for each parcel comprising the BID. The City of Troy Assessor's Office has provided the most current property valuations.

The total BID assessment for all properties is \$84,655. As the table below indicates, the minimum BID assessment is \$4 per year, and the maximum is \$3,913. The average is \$252 per property per year. More than half of all property owners' assessments would be under \$120 per year.

Dissolution

In accordance with state law, the BID may be dissolved by the City Council or upon the written petition of (1) the owners of at least 51 percent or more of the total assessed valuation of all benefited real property included in the boundaries of the district and; (2) at least 51 percent of the owners of benefited real property within the area included in the district, subject to considering the recommendations of the district management association concerning any proposed dissolution.

In addition, based on the suggestion of Troy business owners, the Troy BID will be subject to a vote for renewal after three years by the BID business and property owners, to ensure the BIDs continued effectiveness.