

# **Management Plan**

**For  
The Downtown Mobile  
Self-Help  
Business Improvement District**

**Mobile, Alabama**

**October 2019**

**Prepared by  
Urban Place Consulting Group, Inc.**

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# **DOWNTOWN MOBILE BUSINESS IMPROVEMENT DISTRICT MANAGEMENT PLAN**

## **Section 1 Why renew the Business Improvement District**

As per State Law, the District must be renewed after five years of operation.

*“Within 90 days after the adoption and approval of the fifth annual budget for any self-help business improvement district, the municipality shall set a hearing to determine whether the district should be continued, modified or terminated. At least 20 days before the hearing, notice of the date, place and time of the hearing shall be posted in at least three places within the district and mailed, along with the new District Management Plan to each real property owner who paid assessments to the district during the previous year.”*

This District Management Plan has been created to guide the operations of the Downtown Mobile Self-Help Business Improvement District for the period July 1, 2020 to June 30, 2025.

### **Stakeholder Outreach**

A Renewal Steering Committee was established to guide the creation of the District Management Plan. The committee was comprised of property owners, business owners, and public sector representatives. Over a period of five months four Renewal Committee meetings were held. Additionally, District property owners, District businesses and employees participated in an on-line survey of District issues. Additional outreach was conducted in the form of stakeholder meetings. The result of the community outreach was a refined purpose and vision for the District as well as the development of a new framework to guide the District work over the next five years.

### **Purpose of the District**

The purpose of the Business Improvement District is to:

- Ensure the vitality of the business, residential, and arts community in Downtown Mobile.
- Stabilize and increase property values.
- Attract new business investment to downtown while retaining existing businesses.

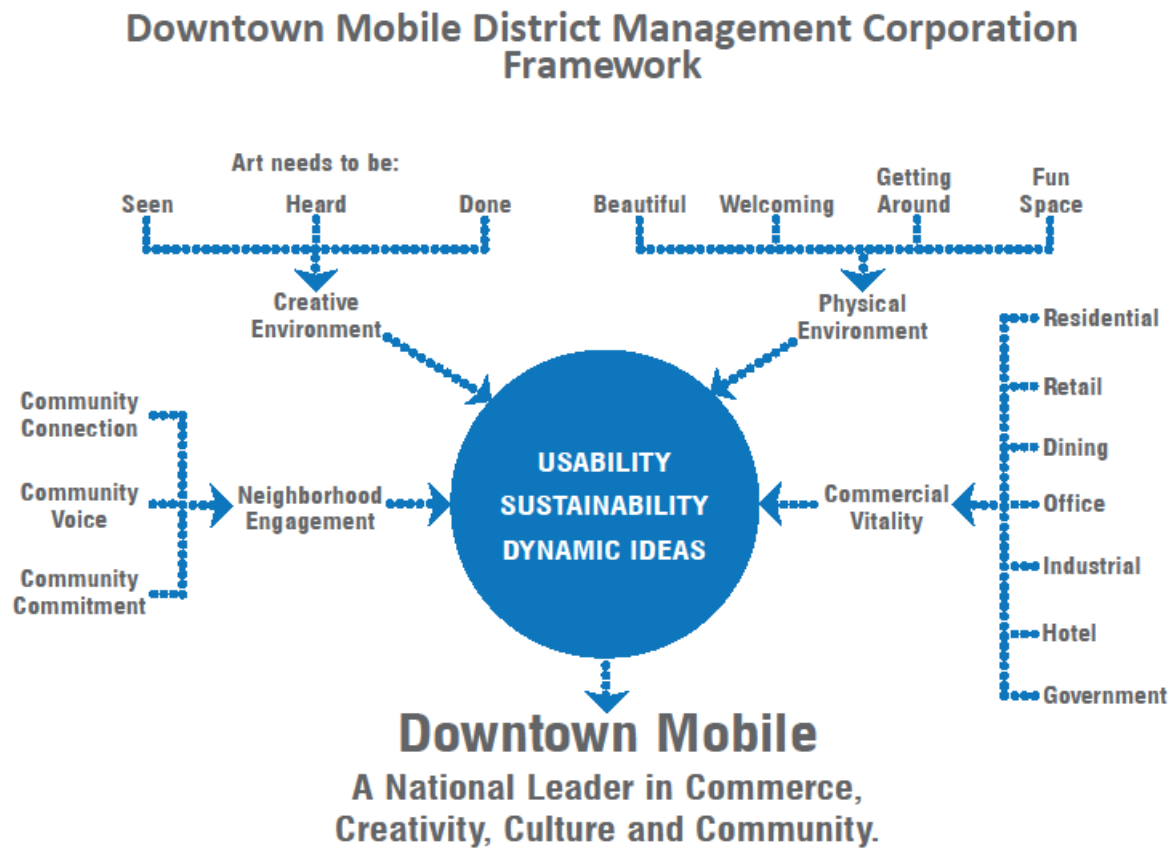
## Vision for Downtown

As a part of the 2015 renewal, the Renewal Committee defined the vision for downtown Mobile in the year 2020. As part of the current renewal effort, the committee agreed to write a new vision looking ahead to 2025.

The Renewal Committee's vision is that:

***Downtown Mobile will be a National Leader in Commerce, Creativity, Culture, and Community.***

As part of the process to set goals and a vision for 2025 the Renewal Committee created a new guiding framework. This framework clearly defines the work areas for the next five years and illustrates the path to achieving the goals and fulfilling the the 2025 vision.



In order to achieve the vision, the committee agreed that Downtown Mobile must:

- Have active, positive, street level uses on all of its major streets.
- Be known as a place that is very walkable, both day and night, and in which pedestrians have priority over automobiles.
- Be known as a place where women, families, children, and their pets feel comfortable and are using the downtown on a daily basis.

- Be a place that is alive both during the week and weekends, with a high number and diverse range of events and activities.
- Be a place that has plentiful residential opportunities at all levels.
- Be a place that has vibrant and productive industrial and recreational activity on its waterfront.
- Be a place that is known for its creative scene.
- Be a neighborhood with a strong sense of community.
- Be a place that is fun, active, and joyful.
- Be a place that provides jobs and economic opportunity.
- Be a place that celebrates its history and unique culture.
- Be a center for North American and regional corporate headquarters.

In addition to the vision elements above, the committee defined additional goals that when accomplished will be a measure of success for Downtown Mobile in the year 2025. These goals are defined for each program area that is funded by BID assessment dollars.

## **PHYSICAL ENVIRONMENT**

### Beautiful

- Reduce the number blighted buildings by 50%.
- Encourage enforcement of property maintenance standards.
- Reduce the number empty shopfronts by 50%.
- Hanging Baskets (pilot program)
- Spectacular Holiday lighting
- Dauphin Street will have at least one spectacular, signature block.
- Reduce Plastics & Litter distributed by restaurants and businesses.
- Develop topiary installations (pilot program).
- Increase the number of beds planted by 20% over five years.
- Add 1 gateway planting per year.

### Welcoming

- Clean and Safe Program will be invigorated through additional programs and higher visibility.
- Downtown's sidewalks will be weed-free year-round.
- Install Gateway art that marks the BID boundaries.
- Highly visible crosswalks at key intersections
- Twinkle lights in trees -> more light installations
- Sidewalk Dining will be attractive, safe, pleasant, and plentiful.
- Visitor Information Cart/Kiosk will be set up in the core.
- Bienville Square will be an active, welcoming public space.

### Getting Around/Mobility

- Advocate for and educate about good, walkable urban street design.

- Advocate for 100% of the sidewalks in the BID that are cracked and deteriorating to be replaced with concrete pathways, new or restored granite curb, and flagstone paver accents.
- Advocate for pedestrian scaled lighting (LoDa Cast iron lamp post and luminaire) to continue up Royal, St. Joseph, Conception, Jackson, Joachim, and Claiborne streets and westward on Government, Conti, St. Francis, St. Michael, and St. Louis streets.
- Advocate for clear and multi-channel communication/information for visitors regarding parking options.
- Advocate for, and education of, excellence in historic preservation and walkable urban design principles.
- Advocate for a reduction in the number of one-way streets by converting them to two-way travel patterns.
- Educate on the importance of all commercial parking lots being in compliance with the masking requirements of the Downtown Development District code.
- Educate on the importance of increased, well-marked, and improved on-street parking.

#### Fun Space

- Construct an artfully designed playground for children.
- Seek development of a “playground” for adults, e.g. rooftop restaurant.
- Develop a playful game program in public spaces.
- Install public art that is playful.
- Create 5 new Instagram-feature spots.
- Develop a library cart in Bienville Square (pilot program).

### **CREATIVE ENVIRONMENT**

#### Seen

- Encourage murals and public art – 1 installation/year.
- Promote visual arts/galleries of downtown.

#### Heard

- Encourage and organize regular concerts of various descriptions.
- Develop an organized busker program.

#### Done

- Encourage an Indie Film Scene.
- Create a “Fun Team” that coordinates small daily activities and events.
- Coordinate a park-based “Reading Room” with MPL.
- Support and educate promoters of events downtown that benefit the downtown community.
- Establish artist studio/maker space with USA and/or ACAC.
- Creative Arts District offering location incentives

## COMMERCIAL VITALITY

- Residential
  - 500 new units
- Retail
  - Recruit 1 regional or national retailer/year.
  - Recruit a Walk-in medical clinic.
- Dining
  - Increase the number of people dining downtown. Increase restaurant utilization.
  - More dining options Sunday evening will be available.
- Office
  - Achieve a 10% vacancy rate in Class A & B rated office properties.
  - Increase the number of Downtown workers by 15%.
- Industrial
  - Recruit a Distillery.
  - Support the construction and opening of Innovation PortAL.
- Hotel
  - Improve hotel guest experience in downtown.
  - Increase hotel occupancy at a minimum 2% per year.
  - Increase ADR at 2% per year.
- Government
  - Retain and expand public sector presence in downtown.
  - Provide leadership on the redevelopment of the Civic Center area.

### Survey of Downtown Stakeholders

Responses to the latest organizational survey of Downtown Mobile stakeholders were also used as a guide to build the Management Plan. The following is a summary of some of the survey results. A similar survey was conducted in 2014. Where possible, the answers to similar questions from each survey are compared.

Why do you come to Downtown Mobile?

	<b>2014</b>	<b>2019</b>
1. Restaurants and Dining Options	88%	90%
2. Night Life and Bars	56%	61%
3. Special Events	73%	75%
4. Arts & Culture	79%	66%
5. Work	42%	49%
6. Shopping	40%	44%
7. Overall Experience	37%	66%
8. Safe & Clean	72%	86%

How would you rate the District's programs?

	<b>Great + Important</b>
• Flowers & Beautification	97%
• Litter Collection	99%
• Marketing/Newsletters	94%
• Hospitality Team	83%
• Advocacy/Public Policy	92%
• Economic Development	94%
• Events	94%

This Management Plan was created to fulfill the vision of becoming a ***National Leader in Commerce, Creativity, Culture, and Community***. The Plan works to reinforce the successful existing programs of the District, while also implementing new programs to meet new goals in the areas of creativity and community.



## **Section 2 District Improvement and Activity Plan**

### **Process to Establish the Improvement and Activity Plan**

Through a series of Renewal Committee meetings beginning in February of 2019 through June of 2019, District property owners collectively determined the priority for improvements and activities to be delivered by the Business Improvement District (BID).

The services and activities of the BID are tailored to meet the specific needs identified by the local business community that will continue funding the BID. Among the benefits are:

- Maintaining a cleaner, safer, and more attractive business district.
- Helping to maintain and increase property values, improving sales and occupancy rates, thereby increasing the community's overall tax base.
- Ensuring a stable and predictable resource base to fund supplemental services and programs.
- Providing non-bureaucratic and innovative management for the business district.
- Responding quickly to market changes and community needs.
- Developing a stable environment and distinct identity for the business district, making it more competitive with surrounding retail and business centers.
- Leveraging other resources, including money, services, and people.

### **2020/2021 Operating Budget Improvement and Activity Plan**

In developing the District Improvement and Activity Plan, the Renewal Committee was guided largely by the vision for downtown in 2025, the goals set by the committee, and a recognition that maintaining current investment in downtown and attracting new investment to downtown should be a high priority. The BID work programs are defined in these four broad areas:

#### **PHYSICAL ENVIRONMENT COMMERCIAL VITALITY CREATIVE ENVIRONMENT NEIGHBORHOOD ENGAGEMENT**

Focusing on these four areas allows the Downtown Mobile District Management Corporation to have flexibility to react to issues that change from year to year. The focus of each of these areas is described in general terms below.

#### **Physical Environment**

Physical Environment encompasses the clean and safe programs that are provided by the Crewe of Regents (safe team) and the Crewe of Stewards (clean team). Physical Environment is broader than just clean and safe and also includes parking, lighting, events, and public art, basically anything that contributes to the downtown user's experience. The approach is to consider all of the elements that contribute to the user's downtown experience and develop programs to proactively improve the total

experience. Physical Environment is focused on providing a welcoming place that is beautiful, easy to walk about, and provides a pleasurable experience for a very diverse audience.

### **Commercial Vitality**

Commercial Vitality encompasses programs that are targeted to the recruitment and retention of business investment in downtown. Commercial Vitality is broad and includes focusing on economic development in seven areas:

- Residential
- Retail
- Dining
- Office
- Industrial
- Hotel
- Government

It also includes advocacy on development/zoning issues, public infrastructure (such as street and sidewalk design), incentive programs, and programs to attract new residential investment in downtown - basically anything that contributes to improving the economic vitality of downtown.

### **Creative Environment**

Mobile has always been a place with a special history of creativity and celebration. The work in this area is to develop Downtown Mobile into a vibrant center for art, culture, and creativity. Art/culture is defined broadly and needs to be seen, heard, and done.

Programs and events in this work area will be developed to expand access to art, music, dance, theater, and other creative endeavors. The role of the BID will be to partner with organizations to facilitate the quantity, quality, and diversity of creative presentations in Downtown Mobile. An additional goal of this work is to enhance the creative community through the location of additional creative workshops and studios in downtown.

### **Neighborhood Engagement**

Neighborhood Engagement is all about increasing the sense of community in downtown. Since 2015, 166 new residential units, representing approximately 246 new residents, have been built in downtown. An additional 504 are either under construction or in the development pipeline, representing an estimated 840 new residents.

Programs in this work area will be developed to increase the community connections between residents, businesses, and property owners. Working with the community, the BID will endeavor to strengthen the voice of the downtown stakeholders. The goal of the work in this area is to not only increase the sense of community in downtown, but to increase the personal commitment of business owners, workers, and residents to downtown. One measure of success will be an increase in volunteerism and sense of ownership within the downtown community.

The total BID improvement and activity plan budget for 2020/2021 is projected at **\$2,002,500**. Private property assessment revenue is projected at **\$1,076,500 or 53.76% of the BID Budget**. Every dollar of assessment income is leveraged by \$0.86 of additional income. The balance of the District revenue is generated from government in-lieu fees, earned income, and program revenue. Management staff expenses and support services are allocated to program costs depending on the position and the type of work actually performed. The budget is made up of the following components:

## **MARKETING AND COLLABORATION**

It is important to not only provide the services needed in the District, but to tell the story of improvements in the District. Many of the communication and marketing programs currently in place are produced with non-assessment funds, but are developed and implemented by District personnel. These programs will continue and will be enhanced.

In addition, new programs and new methods will be developed to tell the rich story that is Downtown Mobile. A main goal of Marketing and Collaboration is to reinforce the Commercial Vitality work, Neighborhood Engagement work, and Creative Environment work. To tell the story of why Downtown Mobile is a good environment for investment, whether that investment is a commercial building, a residence, a business, or a creative endeavor.

The communication and marketing program is woven through all four of the work focus areas. The budget for communication products and personnel is spread within the budgets of each of the four focus areas.

## **PHYSICAL ENVIRONMENT      \$1,005,000    51% of the Budget**

### **SAFETY**

#### **Downtown Mobile Hospitality Program (Crew of Regents)**

The District hospitality/safety program's mission is to support the police department, property owners, and tenants in overall crime prevention efforts and reduction in neighborhood street disorder, while offering a customer service orientation to pedestrians. They provide highly visible neighborhood presence and are intended to supplement, not supplant, individual building security and the Mobile Police Department. Through daily foot and vehicle patrols of the District, the Regents work to deter aggressive panhandling and other unsuitable behavior. They handle a myriad of quality of life problems including: drinking in public, urinating in public, indecent exposure, trespassing, and scavenging.

The Regents respond to calls to the District Hotline, a phone number used by visitors who need motorist aid (gas, jump starts, car unlocks and flat tire repair) or visitor information. They perform goodwill gestures such as helping lost persons, conducting tours, and escorting office workers to parking.

They patrol assigned routes evenly, covering all property daily on designated routes within the district. They are professional, assertive, friendly, courteous, people-oriented individuals in excellent physical condition. The Regents complete 40 hours of customized classroom district training and field training.

### **Integration with the Mobile Police Department**

The Downtown Mobile Business Improvement District hospitality team works closely with Mobile Police Department officials.

## **MAINTENANCE**

### **Business Improvement District Clean Team (Crew of Stewards)**

The Crew of Stewards is responsible for the daily maintenance needs of the District to present a consistently clean, orderly, and beautiful appearance for residents and visitors. In order to effectively address the many maintenance issues in the Business Improvement District, a multi-dimensional approach will consist of the following elements:

**Sidewalk Litter Removal:** Uniformed, radio equipped Stewards sweep litter, debris, and refuse from sidewalks throughout the district.

**Graffiti Removal:** Painters remove graffiti at the ground level by painting, using solvent, and/or pressure washing. The district will maintain a zero tolerance graffiti policy. The goal of the district is to remove tags within 24 hours of receiving approval from the property owner or other appropriate authority.

**Weed Abatement:** Weeds are regularly controlled and removed before they become unsightly.

**Paper Sign and Handbill Removal:** Paper signs and handbills taped or glued on public property, utility boxes, and poles are removed by hand or when necessary by pressure washing.

## **LANDSCAPE PROGRAMS**

Additional seasonal plantings of colorful flowers supplementing those already planted by the City will continue. The BID Services Horticulture Team plants and maintains 200 flower beds throughout downtown, with the 60 beds on Dauphin Street changed three times a year.

## **PUBLIC SPACE PROGRAMMING**

In order to continually enhance the user experience in Downtown Mobile, public space programming will continue in the next five years. Both Bienville Square and Cathedral Square will continue to be active public spaces. Programs will also be developed to activate other public spaces throughout the district.

**COMMERCIAL VITALITY** **\$296,000** **15% of the Budget**

In order to address the major issues of vacant storefronts and vacant office space, a proactive recruitment and retention program will continue. It is critical to the success of downtown to continue programs and develop new programs that support professional real estate brokers and attract new businesses and tenants to downtown.

Programs will also be continued to retain and improve the current businesses in downtown. Efforts in the area of Commercial Vitality will include working with the City and property owners to facilitate ever smoother permitting, inspection, and zoning processes. Successful residential programs that began in 2015 to increase multifamily and single family residential units will be continued.

New strategies are being developed to reduce office vacancy as well as increase light manufacturing/maker jobs in downtown. Economic development resources will be invested in both of these areas.

**NEIGHBORHOOD ENGAGEMENT** **\$195,000** **10% of the Budget**

In order to increase the sense of community in downtown it is important to increase the community connections between residents, businesses, and property owners. Programs are being developed to reach out to the downtown stakeholders and increase their involvement in, and commitment to, the downtown community. Working with the community the BID will help strengthen the voice of the downtown stakeholders.

**CREATIVE ENVIRONMENT** **\$200,000** **10% of the Budget**

Programs will be developed to expand access to art, music, dance, theater, and other creative endeavors. The BID will work to locate creative workshops and studios in downtown. The role of the BID will be to partner with organizations to facilitate the quantity, quality, and diversity of creative presentations in Downtown Mobile. Included in this area is the annual meeting and luncheon.

**OFFICE EXPENSE/ADMINISTRATION** **\$256,500** **14% of the Budget**

The office expense budget is for non-labor overhead expenses and includes rent, insurance, audit and legal fees, and other office related expenses as well as capital.

### **Section 3 Downtown Mobile Business Improvement District Boundary**

#### **Overall District Boundary**

The Downtown Mobile Business Improvement District consists of all property defined as being within the following boundaries. The District encompasses approximately 79 blocks. There is no change to the current District boundary for 2015 to 2020. (See map for further detail and Exhibit B for list of parcels within the BID District)

Beginning at the intersection of Bearegard Street and Water Street head south along Water Street to the intersection of Church Street. Turn west on Church Street to the intersection with Conception Street, at Conception, turn south to Monroe Street to Claiborne Street to the intersection with Civic Center Drive. Turn west on Civic Center Drive to the intersection with Lawrence Street. Turn north on Lawrence Street to Government Street, turn west on Government to Cedar Street, turn north on Cedar to St. Francis Street, turn east on St. Francis to Hamilton Street, turn north on Hamilton to St. Anthony Street, turn east on St. Anthony to Jackson Street, turn north on Jackson to the north property line of parcel #02-29-06-40-0-002-042, turn east along the north parcel lines of parcel numbers 02-29-06-40-0-002-042, 02-29-06-40-0-002-041, 02-29-06-40-0-002-040, 02-29-06-40-0-002-039, 06-40-0-002-053, 02-29-06-40-0-002-047.01, to Conception Street, turn north on Conception Street to Adams Street, turn west on Adams to Jackson Street, turn north on Jackson Street to Bearegard Street, turn east on Bearegard Street to the point of beginning at the intersection of Bearegard Street and Water Street.

**Reserved for map**

## Section 4 Assessment Methodology

### Assessment Methodology

Downtown Mobile Business Improvement District property owners and business owners have emphasized that the assessment formula for the Business Improvement District must be fair, balanced, and have a direct relationship to benefits received.

The recommended methodology for the Downtown Mobile Business Improvement District is to use Fair Market Value, as determined by the county assessor, as the only assessment vehicle. In order to more accurately reflect the benefits received by properties, it was determined that four assessment levels based on each parcel's total value will be used. Depending on total value, each parcel's assessment will be calculated based on the assessment rates below:

- Level One: \$1 to \$1 million in Fair Market Value
- Level Two: Over \$1 million to \$10 Million in Fair Market Value
- Level Three: Over \$10 million to \$20 million in Fair Market Value
- Level Four: Over \$20 million in Fair Market Value

### Calculation of Assessments

The preceding methodology is applied to a database that has been constructed by the District Property Owners and their consultant team. The process for compiling the property database includes the following steps:

- Property data was first obtained from the Assessor's Office.
- A site survey was undertaken to verify selective data.
- A list of parcels to be included within the BID is provided as Exhibit B.

Based upon the methodology as set forth above, property data compiled by the Business Improvement District property owners and the Business Improvement District budget, 2020-2021 year assessments are established.

Assessment per	Level One	Level Two	Level Three	Level Four
Dollar of total Market Value	\$0.0045	\$0.0037	\$0.003	\$0.0005

### Examples of Calculation

**Fair Market Value = \$560,000**

Assessment Level One     $\$560,000 \times .0045 = \$2520$

**Total Parcel Assessment Per Year    \$2520**



**Fair Market Value = \$2,500,000**

Assessment Level One first \$1M of value \$1,000,000 X .0045 = \$4,500

Assessment Level Two over \$1M to \$10M \$1,500,000 X .0037 = \$5,550

**Total Parcel Assessment Per Year \$10,000**

**Fair Market Value = \$22,000,000**

Assessment Level One first \$1M of value \$1,000,000 X .0045 = \$4,500

Assessment Level Two over \$1M to \$10M \$9,000,000 X .0037 = \$33,300

Assessment Level Three over \$10M to \$20M \$10,000,000 X .003 = \$30,000

Assessment Level Four over \$20M \$2,000,000 X .0005 = \$1,000

**Total Parcel Assessment Per Year \$68,800**

**Annual Budgets**

Budgets and assessments will be reviewed each of the five years of the BID term by the District Management Corporation Board of Directors. Prior to approval by the board of directors each annual budget will be publicly advertised and a public hearing on the budget will be held as provided for in State Law. Over the term of the five years property values could change which may result in a change in the total property assessment paid. Any annual budget surplus or deficit may be rolled into the following year’s budget. Assessments will be set accordingly by the Downtown Mobile District Management Corporation Board of Directors.

Budgets may vary on an annual basis, without a change in assessment rates, due to changes in individual properties that cause a change in the amount of assessed value within the district. For example, as a new building is completed and the revised market value of that property is included in the BID, the budget may increase and additional programs may be developed to meet increased needs or the budget may stay the same and assessment rates may be lowered.

Increases or decreases to the assessment rate will be determined by the Downtown Mobile District Management Corporation Board of Directors on an annual basis as part of the budget and public hearing process as defined by State Law. Increases in the assessment rate, if any, may not exceed 5% in any given year.

**Time and Manner for Collecting Assessments**

As provided by state law, the Business Improvement District assessment may either appear as a separate line item on annual property tax bills or may be billed separately by the Downtown Mobile District Management Corporation. If the Downtown Mobile District Management Corporation elects to separately bill the assessment, the Corporation shall set the procedures for billing and payment. By State Law, Business Improvement District assessments shall be enforceable by a lien on the real property.

**Sunset Provision**

Within 90 days after the adoption and approval of the fifth annual budget, the City, as set forth in State Law, shall set a hearing to determine whether the District should be continued, modified, or terminated.

### **Assessment of Possessory Interests (Beneficial User)**

As per State Law, “When record title to real property is vested in a public corporation or authority under a bond financing plan provided for by statute, the beneficial user of the real property in which title may ultimately be vested by purchase shall be deemed the owner of the real property.”

### **Publicly Owned Property**

Owners of public property benefit in the same manner and to the same extent as owners of private property. The Downtown Mobile District Management Corporation will negotiate with owners of public property to receive in-lieu payments based upon the same assessment rate schedule as applied to private property. The budget reflected in this document includes in-lieu payments from the City of Mobile, County of Mobile, and the Retirement Systems of Alabama.

### **Treatment of Owner Occupied Residential**

As per State Law, owner occupied, single family residential properties shall be exempt from the business improvement district assessment. In order to receive a residential exemption, property owners must apply in writing to the Downtown Mobile District Management Corporation. Each request must include the parcel number and such evidence as may be requested by the Downtown Mobile District Management Corporation in order to determine that the property qualifies to receive the owner occupied, single family residential exemption. Requests for exemptions must be filed between January 1 and April 30 of each year to receive an exemption for the forthcoming fiscal year. Property owners who fail to provide the required documents in support of a request for exemption prior to May 1 shall be invoiced for the full amount of the assessment and subject to the Downtown Mobile District Management Corporation’s collection procedures.

### **Assessment Policy on 501(c)(3) Organizations**

An owner of real property located within the Business Improvement District may reduce the amount of the assessment to be levied by fifty percent (50%) if all of the following conditions are met:

- a. The property owner is a non-profit corporation which has obtained tax exemption under Internal Revenue Code Section 501(c)(3).
- b. The class or category of real property is eligible for exemption, in whole or in part, from real property taxation.
- c. The property owner makes the request in writing to the BID between January 1 and April 30 each year, accompanied by documentation of the tax exempt status of the property owner and the class or category of real property.

If all of these conditions are met, the amount of the assessment to be levied shall be reduced by 50% in the year of request.

### **Eminent Domain**

As per State Law, “No self-help business improvement district or district management corporation shall have the power of eminent domain.”

## **Section 5 Business Improvement District Governance**

Consistent with Business Improvement District (BID) legislation throughout the nation, Alabama’s legislation establishes a governance framework that allows property owners who pay assessments to determine how the assessments are used. The following components are required within a governing structure.

### **Private Sector, District Management Corporation**

The “Downtown Mobile District Management Corporation,” a nonprofit corporation, incorporated under the Alabama Nonprofit Corporation Act, Chapter 3A of Title 10, Code of Alabama 1975 is designated by ordinance of the municipality to manage the day-to-day operations of the Downtown Mobile Business Improvement District. The governing board of the Downtown Mobile District Management Corporation, made up of District property and business owners, is responsible for setting the goals, policies, procedures, and annual budget for the Downtown Mobile Business Improvement District and overseeing their fulfillment. The By-Laws and Articles of Incorporation of the Downtown Mobile District Management Corporation are included as Exhibit A.

## **Section 6 Continuation of City Services**

Throughout the process to re-establish the Downtown Mobile Business Improvement District, business and property owners have voiced concerns that the City of Mobile maintains existing services at verifiable “baseline” service levels. As provided by State Law, a formal contract defining baseline level of service and providing that the municipality shall continue the same level of services in the district as provided prior to the creation thereof ensures that existing City services are enhanced and not replaced by new BID improvements and activities.

## **Section 7 Term of District**

The Downtown Mobile Business Improvement District (BID) is expected to be renewed and begin implementation of the management plan July 1, 2020 and continue in existence until June 30, 2025. Pursuant to state law, the BID will have a five-year life. In order to continue the BID beyond five years, a new management plan must be developed and a public hearing process conducted.