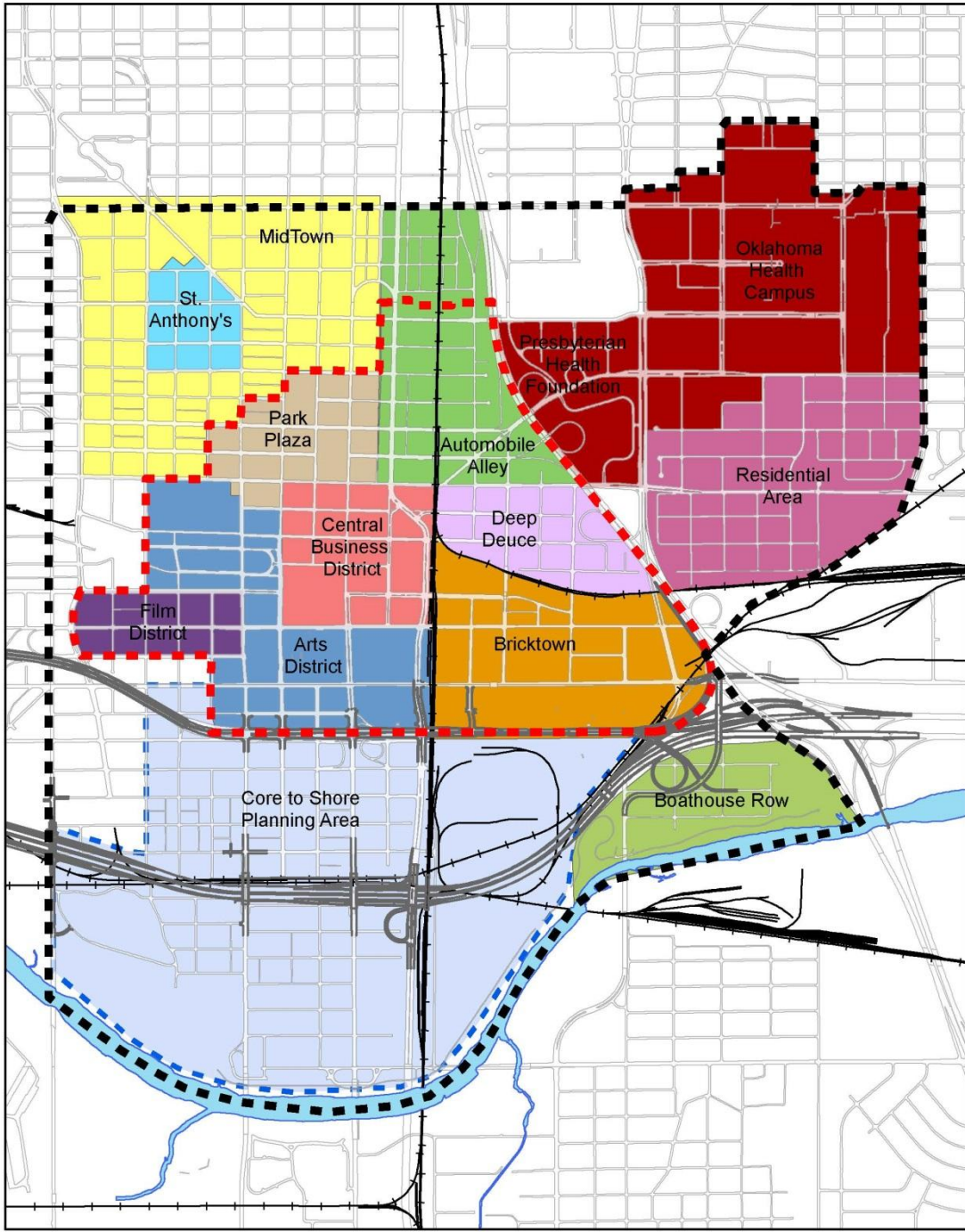


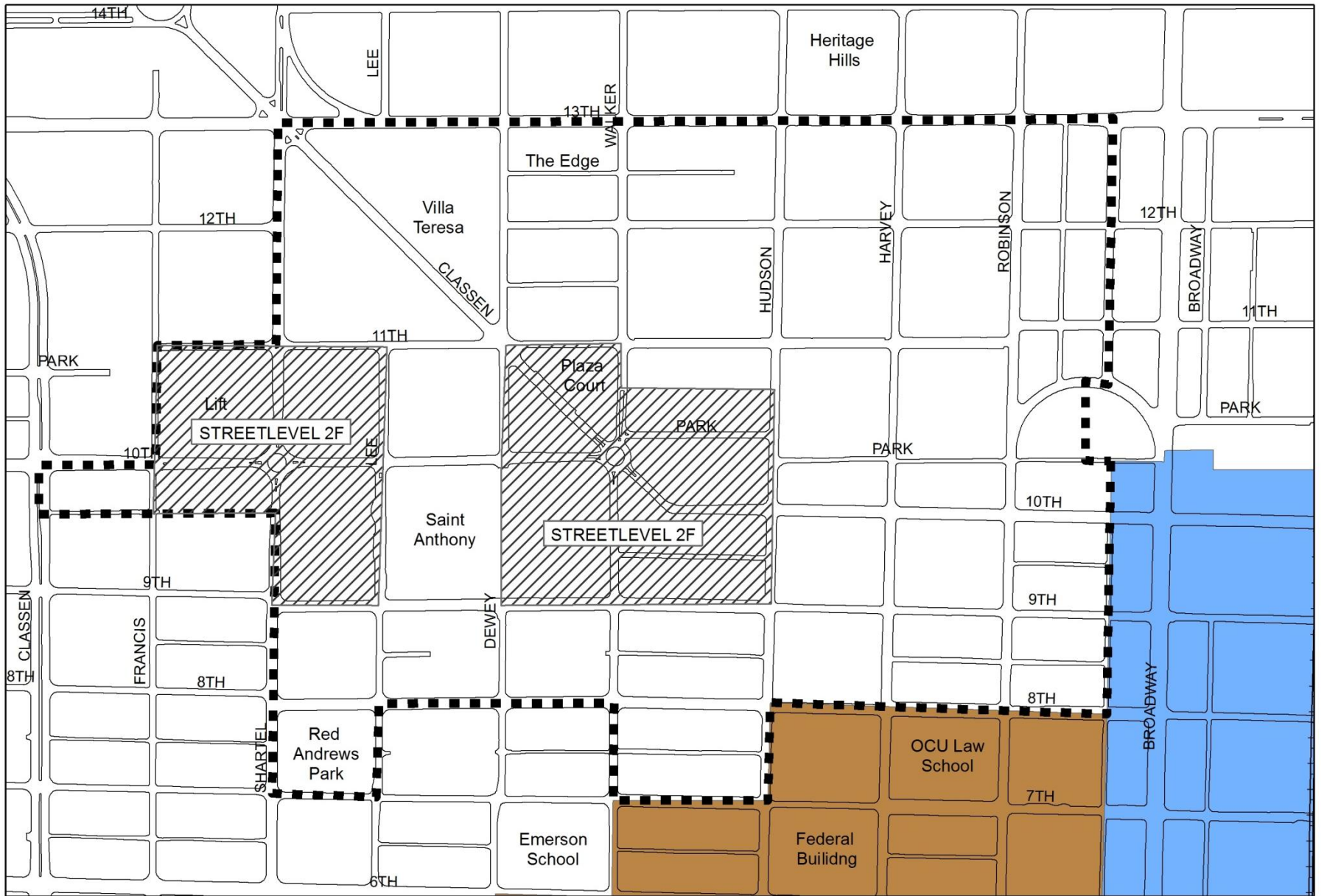
DOWNTOWN  
OKC BUSINESS  
IMPROVEMENT  
DISTRICT

MIDTOWN  
INTRODUCTION

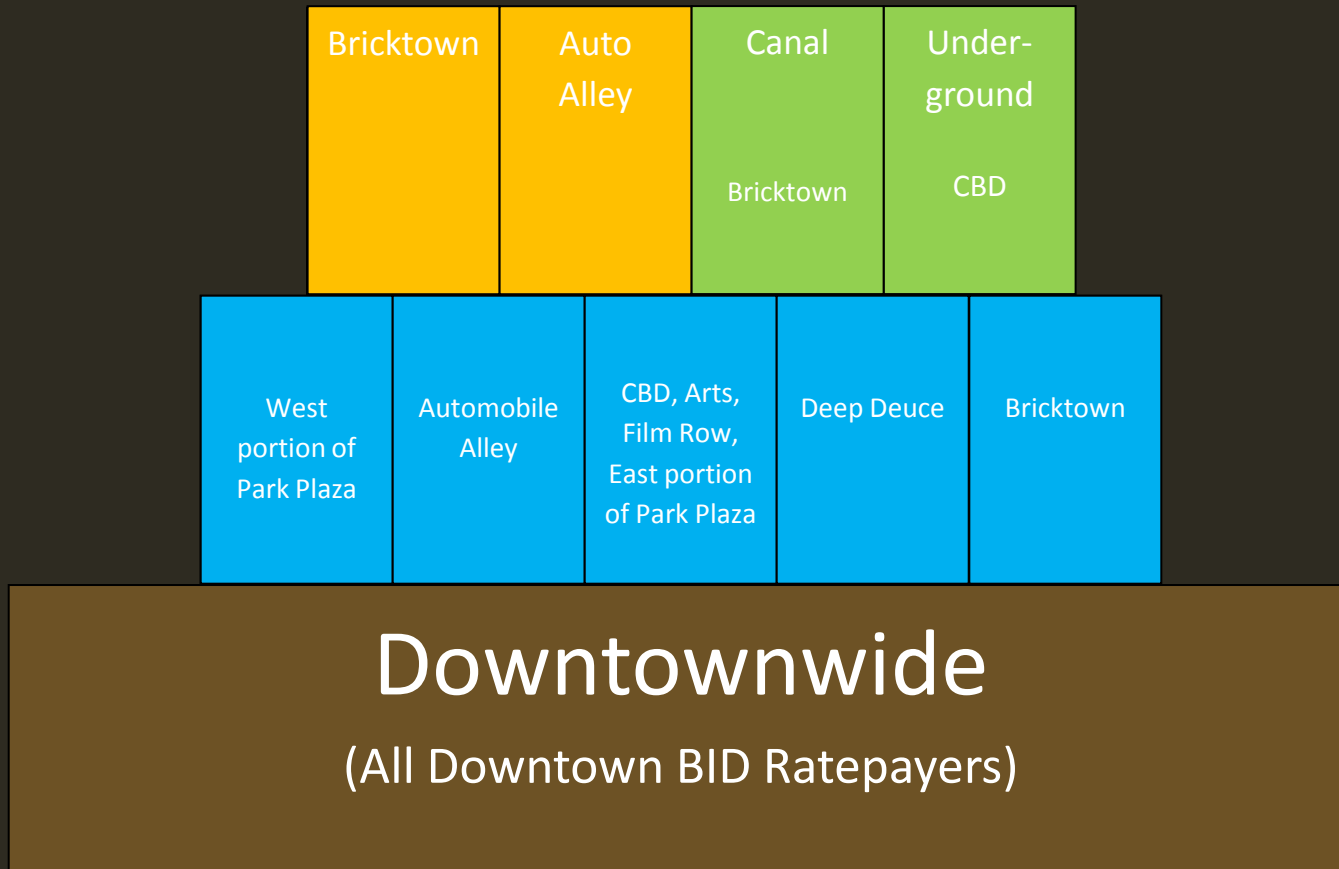








# CURRENT BID SERVICE LEVELS



# LEVEL 1: DOWNTOWNWIDE

- Portion of DOKC staff salaries and administrative expenses
  - Allows for management of other service levels
- Marketing of downtown area
- Event production
- Clean and Safe Programs
  - Downtown Guides Program
  - Migratory Bird Control
- Special projects
  - Community Basketball Court

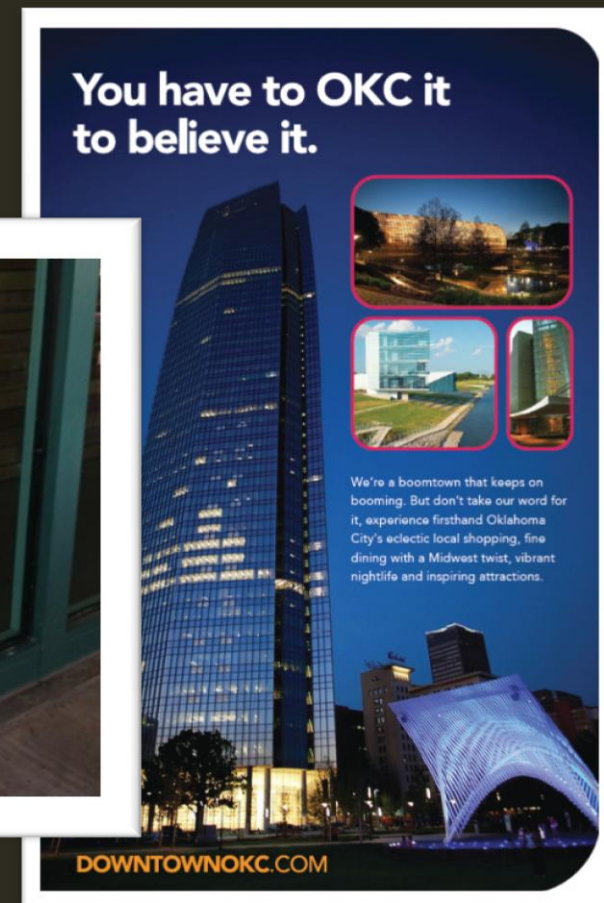
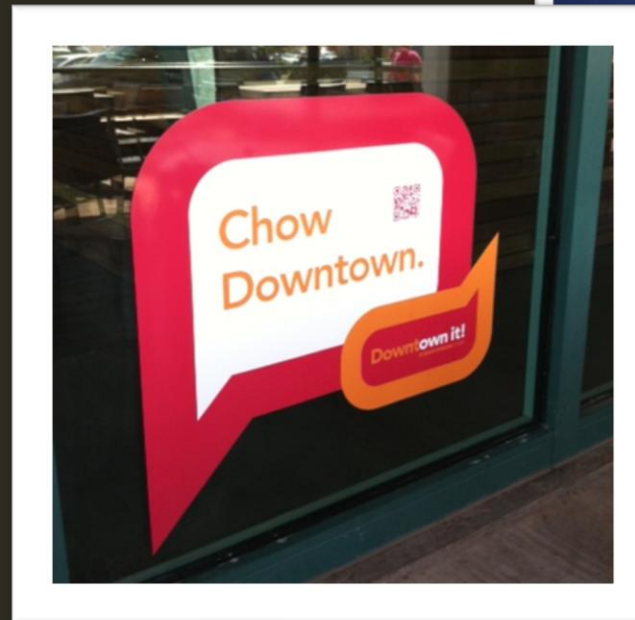


# LEADERSHIP AND ADVOCACY

- Subdistrict Board Support
  - Automobile Alley, Bricktown, Deep Deuce, Film Row
- Stakeholder Representation
  - Quiet Zone
  - MAPS 3 Streetcar Committee
- Strategic Planning
  - Downtown Residents Survey
  - Park Avenue Retail Study
  - Downtown Development Framework
- Additional Funding Sources
  - ODOT Walkability Grant
  - Canal TIF Funds
  - Underground TIF Funds

# MARKETING AND PROMOTION

- The BID, via DOKC, is responsible for the general promotion of downtown Oklahoma City as a great place to live, work, eat, shop, start a business, and to be entertained.
- Social Media
- Website creation and content management
- E-newsletters
- Retailers Meetings
- Sponsorships
- Advertising





# EVENTS



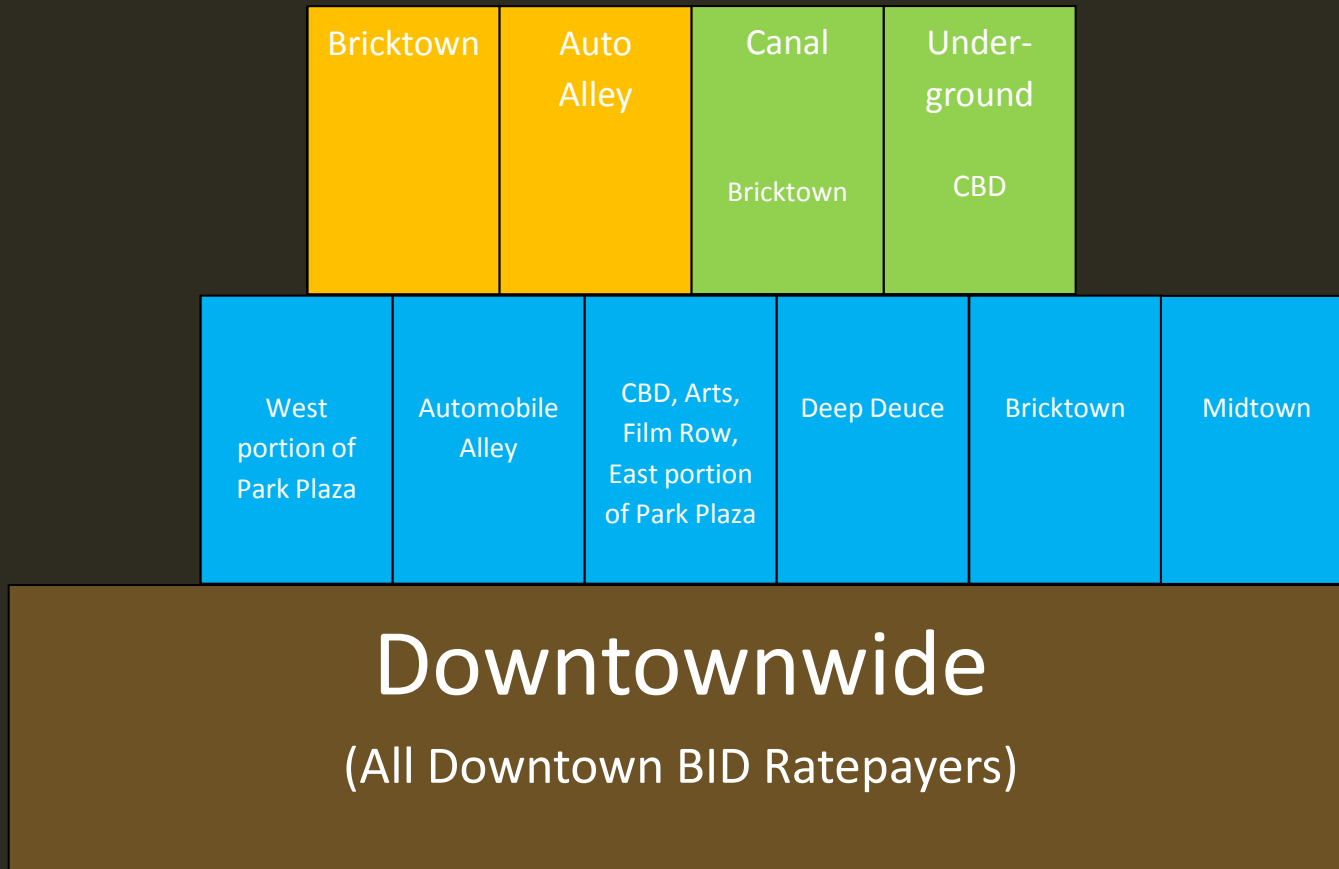
- The BID produces about 15 events per year
- The BID also sponsors more than 20 downtown events each year
- DOKC helps produce events for other districts outside the BID for a management fee (Example: 6 Degrees of Bacon)
- If Midtown joins the BID, event production will be included in the list of benefits
- Currently assist with Midweek in Midtown promotion

# DOWNTOWN GUIDES PROGRAM

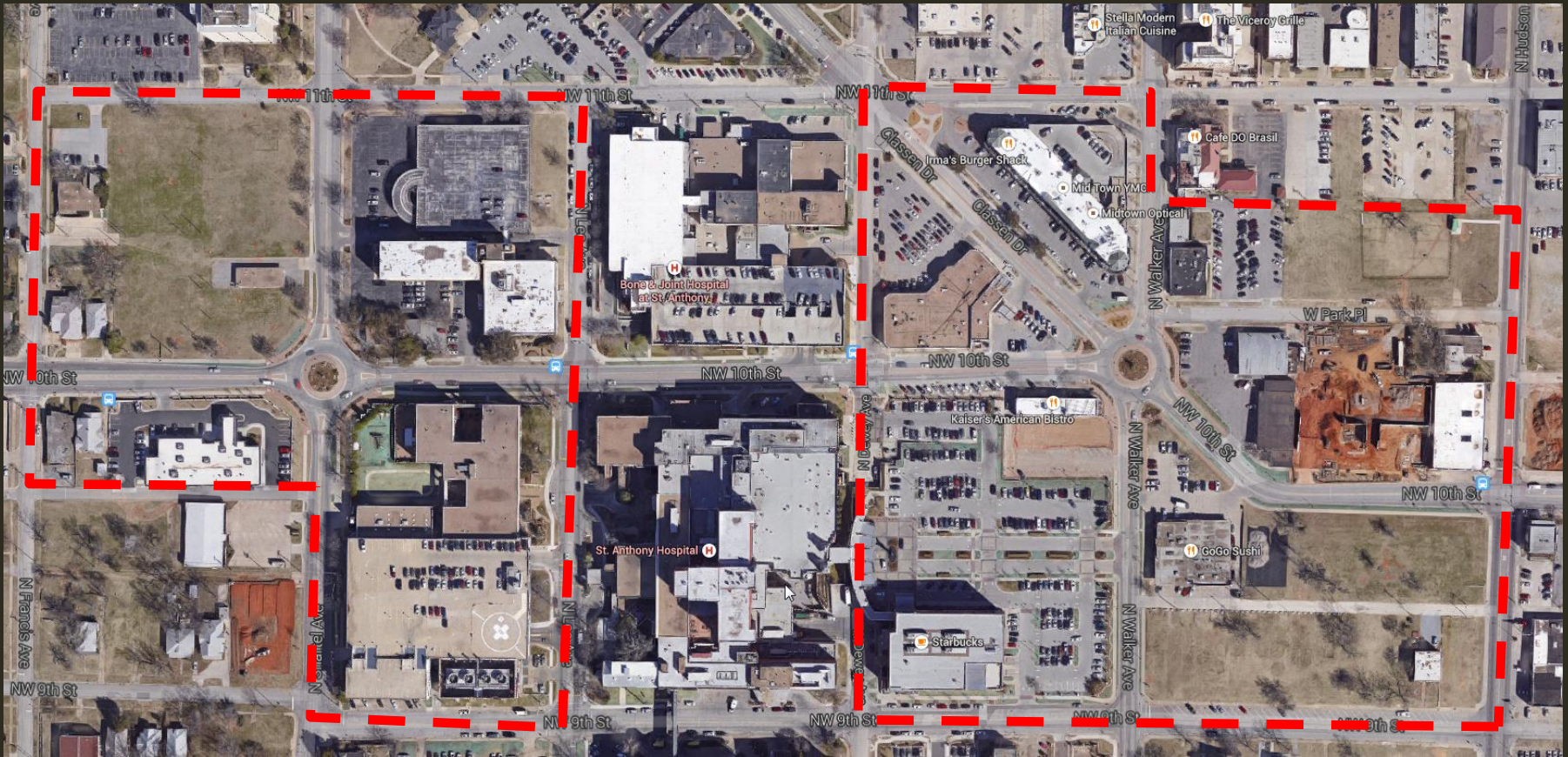
- Will give information and directions and provide recommendations for attractions, entertainment, retail and dining to downtown visitors
- Will be out on weekends, busy nights, and attend major downtown events



# BID SERVICE LEVELS WITH MIDTOWN



# LEVEL 2: STREET LEVEL MAINTENANCE



10<sup>th</sup> and Shartel

10<sup>th</sup> and Walker

# LEVEL 2: STREET LEVEL MAINTENANCE

Shared Landscape Maintenance

Street Vacuuming

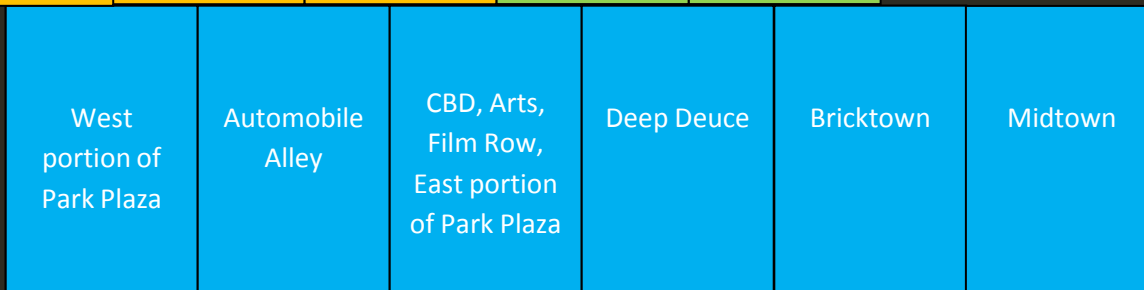
Pedestrian trashcans

- Purchase and install
- Ongoing Maintenance

Power-washing as needed



# BID SERVICE LEVELS WITH MIDTOWN



**Downtownwide**  
(All Downtown BID Ratepayers)

# LEVEL 3: MIDTOWN SPECIFIC FUNDS

To be approved by Midtown Association Board annually

Budgeted at \$75,000

Items could include:

- Midtown Special Projects
- Additional Area Planning
- Midtown Marketing
- Holiday Decorations
- Event Sponsorship
- Event Related Security
- Board Administrative Support

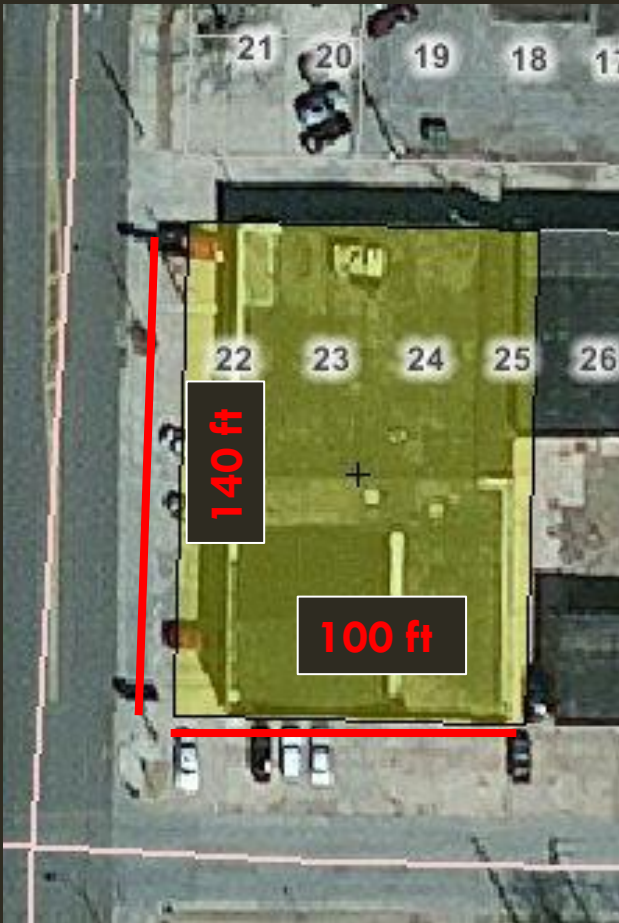
# PEER DISTRICT COMPARISON

	Automobile Alley	Midtown	Bricktown	Total BID with Midtown
<b>Total Properties</b>	140	291	135	1,374
<b>Total Assessed Value</b>	\$4,900,000	\$10,446,326	\$16,300,000	\$107,153,263
<b>Total Frontage</b>	24,000 ft	56,000 ft	25,000 ft	219,748 ft
<b>Sub-district Factors</b>	100% Assessed Value	67% Assessed Value 33% Frontage	33% Assessed Value 67% Frontage	N/A
<b>Downtownwide</b>	\$68,000	\$150,000	\$151,000	\$1,091,000
<b>Street-level Maintenance</b>	\$25,000	\$25,000	\$80,000	\$278,000
<b>Sub-district Specific</b>	\$57,000	\$75,000	\$135,000	\$267,000
<b>Amenities</b>	NA	NA	\$120,000	\$295,000 *
<b>TOTAL Assessments</b>	<b>\$150,000</b>	<b>\$250,000</b>	<b>\$486,000</b>	<b>\$1,997,575 *</b>

\* Includes items not shown



# SAMPLE ASSESSMENT



## 1. Districtwide – \$535.78

Value:  $\$28,138 \times 0.0071 = \$199.78$

Frontage:  $240 \text{ ft} \times \$1.40 = \$336$

## 2. Street-level – \$0

Not in street-level zone

## 3. Midtown – \$247.86

Value:  $\$28,138 \times 0.0048 = \$135.06$

Frontage:  $240 \text{ ft} \times \$0.47 = \$112.80$

**Total = \$783.64**

# RESIDENTIAL AND NON-PROFIT ASSESSMENTS

## Apartments

- Pay at normal rate

## Non-apartment residential units

- $0.0001 \times$  downtown-wide budget
- 2014-15 = \$94.12 per unit

Non-profits are assessed only on frontage

Churches are not assessed in the Downtown BID



# BID ADVISORY BOARD

- Meets 5 to 6 times per year
- Approves annual BID Budget before forwarding on to City Council
- Comprised of representatives from each character district

# BID BOARD REPRESENTATIVES

Automobile Alley – 3

Bricktown/Canal – 3

Central Business District/Underground – 4

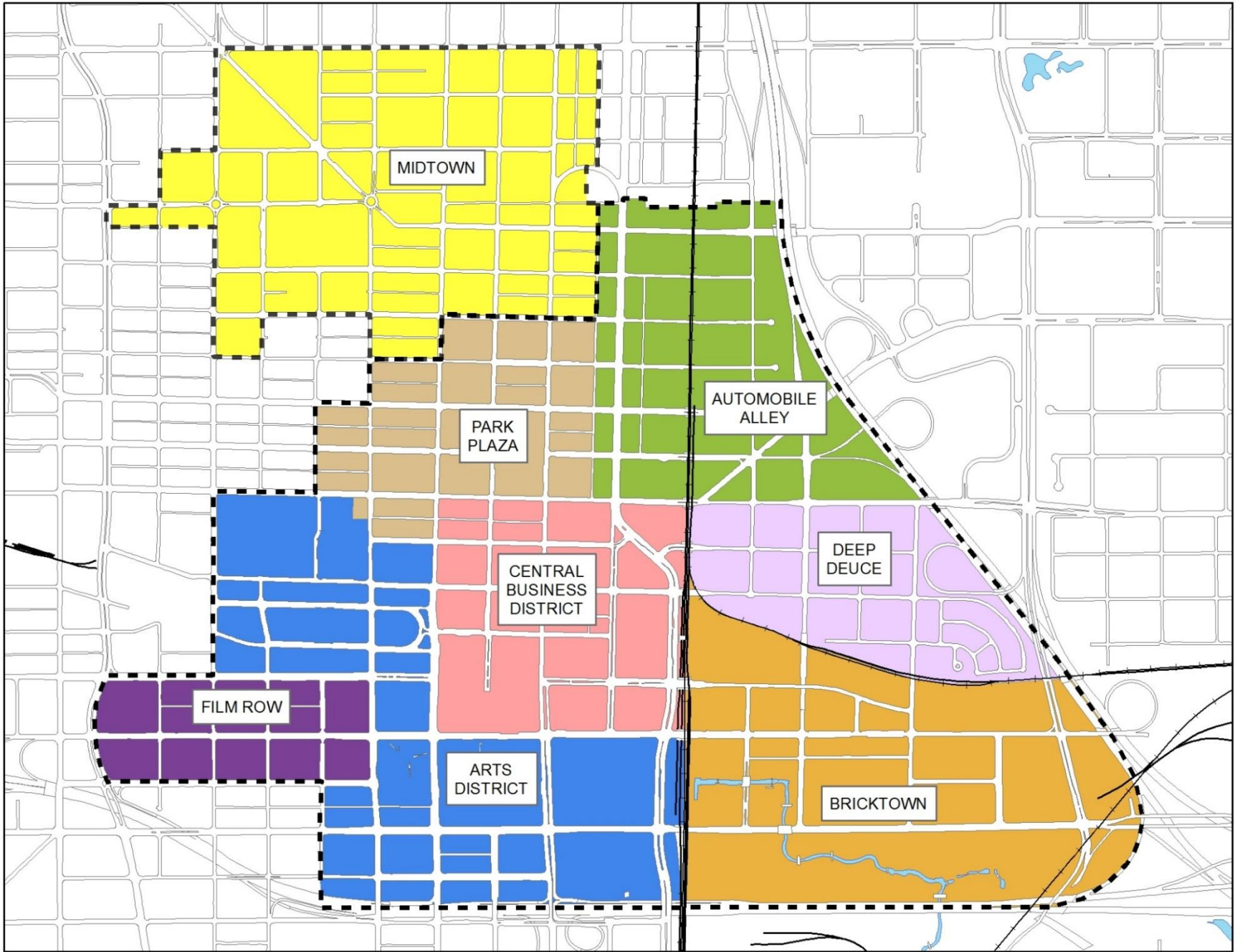
Deep Deuce – 2

Film Row – 2

Park Plaza – 2

Residential – 1 + Urban Neighbors President

Midtown – likely 2 to 3



# TIMELINE

April 2 and 8      Public Meetings

May 29              Mailed Out All Remaining Petitions

June 5                Finish Petition Drive

June 16 or 23      City Council Receives Petitions

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July 15                BID Board Approves Overall Budget

August 19            BID Board Meeting (As Needed)

September 1        City Council Sets Public Hearing for Year 6

September 29      City Council Holds Public Hearing and Reauthorizes for Year 6

Early October      City Treasurer Sends Out BID Bills for Year 6

# CONTACT INFORMATION

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