



Downtown Macon Business Improvement District (BID)
July 7, 2017 to June 30, 2023
District Plan
Macon-Bibb County, Georgia

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Prepared pursuant to the State of Georgia City Business Improvement District (BID) Act to establish a Business Improvement District in downtown Macon for the BID Property owners.



I. Summary

Developed by a coalition of downtown property and business owners in cooperation with NewTown Macon, Inc., the Downtown Macon Business Improvement District (the “BID”) will improve and convey special benefits to commercial properties located within the Central Business District. The BID will finance new supplemental services, including safety ambassadors and image enhancement programs above and beyond those currently provided by local government. This approach has been used successfully in other downtowns to improve image, attract new customers, increase sales, improve occupancy, and increase property values.

The BID is based upon the benefit assessment district concept, which provides for an assessment on real and personal property to be raised within a specific geographic district with the proceeds going directly back to the district to provide enhanced services that benefit the district and the properties located within the district boundaries. Under Georgia law, a BID is a very flexible tool to provide enhanced services and activities, including safety, maintenance, marketing, business recruitment, retention, and special events, in addition to those provided by local government.

The advantages of the BID include:

- the ability to provide a wide range of services to include safety, maintenance, marketing, promotion, business recruitment, and retention;
- the ability for those who pay the BID assessment to design, create, and govern the BID by through a Board of Directors of property owners that supervise operations, review activity reports, and approve and monitor the annual budget; and,
- the ability to partner with NewTown Macon, Inc., an existing 501(c)(3) non-profit, private sector, management organization of dedicated professionals that has received numerous awards of excellence.

II. Downtown Macon BID Boundaries

A. Area Defined

The BID boundaries compose most of the Central Business District as established by Macon-Bibb Planning and Zoning Commission at the time of the institution of the district. The BID boundaries were selected for the following reasons:

- The BID includes the heart of downtown Macon, it is the Central Business District as well as the civic and cultural center.
- The BID respects boundaries established by past downtown planning efforts.
- Through the BID formation process, property and business owners within the boundaries have



evidenced an interest in being a part of a Business Improvement District.

B. Specific Boundaries

The specific boundaries of the BID District (“District”) are defined by the contiguous parcels specified in the District Map (“District Map”) attached to and made part of this District Plan as Exhibit “A.” A Parcel List (“Parcel List”) of the parcels contained in this District at the time of the creation of the District is also attached as Exhibit “B,” but where the map differs from the Parcel List, the Map shall control.

1. Boundary Description

Notwithstanding the previous definition of the previous boundaries, the BID District begins at the center point of the intersection of Walnut Street and Martin Luther King Jr. Boulevard and proceeds in a southeasterly direction to the intersection of Walnut Street with the property line for parcel R0730403OC 16, commonly known as 250 Martin Luther King Jr. Boulevard. The border of the District proceeds in a southwesterly direction along said parcel line making a right angle at the terminus of the parcel line at the adjoining parcel. The District border proceeds in a northwesterly direction along said parcel line to the intersection with Fifth Street. At the intersection of the parcel line of parcel R0730403OC 16 and Fifth Street, the District border proceeds in a southwesterly direction along the centerline of Fifth Street. At the centerpoint of the intersection of Fifth Street and Plum Street the District border turns at a right angle to proceed in a northwesterly direction along the centerline of Plum Street. The District border proceeds to the centerpoint of the intersection of Plum Street and Broadway Lane, at which point the border turns at a right angle and proceeds along the centerline of Broadway Lane in a southwesterly direction until the intersection of Broadway Lane and Plum Street Lane. At the centerpoint of the intersection of Broadway Lane and Plum Street Lane, the District border turns at a right angle and proceeds in a northwesterly direction along the centerline of Plum Street Lane until the intersection of Plum Street Lane and Third Street. At the centerpoint of the intersection of Plum Street Lane and Third Street, the District border turns at a right angle and proceeds in a northeasterly direction along Third Street to the centerpoint of the intersection of Third Street and Plum Street. At the centerpoint of the intersection of Third Street and Plum Street, the District border turns at a right angle and proceeds in northwesterly direction along the centerline of Plum Street until the intersection of Plum Street and Second Street Lane. At the intersection of Plum Street and Second Street Lane, the District border turns at a right angle and proceeds along the centerline of Second Street Lane in a southwesterly direction to the intersection of Second Street Lane and Plum Street Lane. At the centerpoint of the intersection of the intersection of Second Street Lane and Plum Street Lane, the District border turns at a right angle and proceeds in a northwesterly direction along the centerline of Plum Street Lane to the intersection of Plum Street Lane and First Street Lane. At the centerpoint of the intersection of Plum Street Lane and First Street Lane, the District border turns at a right angle and proceeds in a northeasterly direction along the centerline of First Street Lane to the intersection of First Street Lane and Plum Street. At the centerpoint of the intersection of First Street Lane and Plum Street, the District border turns at a right angle and proceeds in a northwesterly direction along the centerline of Plum Street until the intersection of Plum Street and First Street. At the centerpoint of the intersection of Plum Street and First Street, the District border turns at a right angle and proceeds in a southwesterly direction along the centerline of First Street until the intersection of First Street and Plum



Street Lane. At the centerpoint of the intersection of First Street and Plum Street Lane, the district border turns at a right angle and proceeds in a northwesterly direction along the centerline of Plum Street Lane until the intersection of Plum Street Lane and Forsyth Street, including parcel Q0740567OC72 8 A, commonly known as 818 Forsyth Street. At the centerpoint of the intersection of the southwest parcel boundary of parcel Q0740567OC72 8 A and Forsyth Street the District border turns and proceeds in a westerly direction along the centerline of Forsyth Street until the intersection of Forsyth Street and Spring Street. At the centerpoint of the intersection of Forsyth Street and Spring Street, the District border turns and proceeds in a northeasterly direction along the centerline of Spring Street until the intersection of Spring Street with the northeast parcel line of parcel Q0740554OC72 5A, commonly known as 634 Spring Street. At the intersection of Spring Street with the northeast parcel line of parcel Q0740554OC72 5A, the District border turns in a southeasterly direction following the parcel line of said parcel until the intersection of the parcel line with the adjoining parcel, Q0740630OC72 6AA, commonly known as 851 Forsyth Street. The District Border continues in a southeasterly direction, encompassing both parcel Q0740554OC72 5A and parcel Q0740630OC72 6AA until the intersection of the parcel line of Q0740630OC72 6AA with High Place. At the centerpoint of the intersection of the parcel line of parcel Q0740630OC72 6AA with High Place, the District border turns and proceeds in a northeasterly direction along the centerline of High Place to the intersection of High Place and Poplar Street (also known as Washington Avenue). At the centerpoint of the intersection of High Place and Poplar Street, the District border turns and proceeds in a southeasterly direction along the centerline of Poplar Street to the intersection of Poplar Street and New Street. At the centerpoint of the intersection of Poplar Street and New Street, the District border turns at a right angle to proceed in a northeasterly direction along the centerline of New Street until the intersection of New Street and Cherry Street Lane. At the centerpoint of the intersection of New Street and Cherry Street Lane, the District border turns at a right angle and proceeds in a northwesterly direction to the intersection of Cherry Street Lane and Spring Street Lane. At the centerpoint of the intersection of the intersection of Cherry Street Lane and Spring Street Lane, the District border turns at a right angle and proceeds in a northeasterly direction along the centerline of Spring Street Lane to the intersection of Spring Street Lane and Cherry Street. At the centerpoint of the intersection of Spring Street Lane and Cherry Street, the District border turns at a right angle and proceeds in southeasterly direction along the centerline of Cherry Street to the intersection of Cherry Street and New Street. At the centerpoint of the intersection of Cherry Street and New Street, the District border turns at a right angle and proceeds in a northeasterly direction along the centerline of New Street to the intersection of New Street and the southwest parcel line of Q0740222OC69 1E, commonly known as 363 New Street. At the intersection of New Street and the southwest parcel line of Q0740222OC69 1E, the District border turns at a right angle and proceeds in a northwesterly direction along the parcel lines of said parcel returning along the northeasterly parcel line of parcel Q0740222OC69 1E to the intersection of the parcel line with Mulberry Street Lane, encompassing said parcel within the District. At the intersection of the parcel line of parcel Q0740222OC69 1E and Mulberry Street Lane, the District border turns at a right angle and proceeds in a southeasterly direction along the centerline of Mulberry Street Lane to the intersection of Mulberry Street Lane and New Street Lane. At the centerpoint of the intersection of Mulberry Street Lane and New Street Lane, the District border turns at a right angle and proceeds in a northeasterly direction along the centerline of New Street Lane to the intersection of New Street Lane and Walnut Street. At



the Intersection of New Street Lane and Walnut Street, the District border turns at a right angle and proceeds in a northwesterly direction along the centerline of Walnut Street to the intersection of Walnut Street and Spring Street Lane. At the centerpoint of the intersection of Walnut Street and Spring Street Lane, the District border turns at a right angle and proceeds in a northeasterly direction along the centerline of Spring Street Lane to the banks of the Ocmulgee River. At the intersection of Spring Street Lane and the banks of the Ocmulgee River, the District border turns and proceeds along the banks of the Ocmulgee River in a southwesterly direction to the point at which Second Street intersects the bank of the Ocmulgee River. At the at which Second Street intersects the bank of the Ocmulgee River, the District border turns and proceeds in a southwesterly direction along the centerline of Second Street to the point where Second Street crosses Riverside Drive. At the centerpoint where Second Street crosses Riverside Drive, the District border makes a right turn and proceeds in a southeasterly direction along the centerline of Riverside Drive to the intersection of Riverside Drive and Second Street Lane. At the centerpoint of the intersection of Riverside Drive and Second Street Lane, the District border turns at a right angle and proceeds in a southwesterly direction along the centerline of Second Street Lane to the intersection of Second Street Lane and Walnut Street. At the centerpoint the intersection of Second Street Lane and Walnut Street, the District border makes a right turn and proceeds in a southeasterly direction along the centerline of Walnut Street to the point of beginning.

C. Boundary Adjustments

Following the creation of the BID, the BID Governing Board ("BID Board") may recommend adjustments to reduce the proposed BID boundary, as allowed now and or in the future by state law. No additional property will be added to expand the proposed BID boundary, unless affected property owner(s) file a petition requesting to be added and the area is approved by County Commission for inclusion, as prescribed by state law.

III. Characteristics

A. Value

Based on the tax digest at the time of the creation of the District, the District contains \$160,866,625 in real property value and \$25,041,136 in personal property assessed value, for a total of \$185,907,761.00 in taxable property assessed value. This value excludes property that is exempt from taxation or lower in value than the minimum exemption value.

B. Number

Based on the tax digest at the time of the creation of the District, the District contains 595 individual taxpayers.

C. Size

The District contains approximately 95 acres of land.



D. Formation

At the time of formation of the District, NewTown Macon, Inc. received and conveyed to Macon-Bibb County consent forms from property owners representing \$96,272,512.00 in real and personal property. \$96,272,512.00 equals 51.79% of \$185,907,761.00; therefore, the requisite consents of taxpayers owning at least 51% of the total taxable property (assessed value within the proposed BID) consented to the creation of District as required by the laws of the State of Georgia. The petitions from taxpayers representing the value required and described above are attached and made a part of this District Plan as Exhibit "C."

E. County Services

In instituting the District, Macon-Bibb County agrees that existing County services will continue to be provided within the BID District at the same level as before the BID was created. BID services will be in addition to existing County services.

F. Duration

The District will have a six-year life, beginning on July 1, 2017 and continuing until June 30, 2023. Before the conclusion of the District, the District may be renewed, extended or recreated according to the laws of the State of Georgia governing BIDs that are in effect at that time.

IV. BID Operating Assumptions

A. Safety Ambassadors

The mission of Downtown Macon Safety Ambassadors will be to improve both the perception and reality of safety and make downtown streets more hospitable by supporting law enforcement agencies, property owners and businesses in crime prevention efforts while offering excellent customer service to downtown patrons.

We will hire a team equivalent to three full-time positions at a rate equivalent to \$15/hour to serve as safety ambassadors for downtown Macon. These safety ambassadors will be trained to respond to most downtown needs and equipped with maps to assist downtown patrons with all matter of concerns or questions. We will also establish a formal relationship with the Macon-Bibb Sheriff's office, so that ambassadors can work directly with law enforcement as needed. The Downtown Macon Safety Ambassador program will provide the following services:

1. Concierge Services

Welcome and direct pedestrians to civic, shopping, and business destinations;

2. Correct Anti-Social Behavior

Deter disruptive street behavior, report public intoxication, and defuse potential conflicts;

3. Deter Nuisance Crimes

Identify, report and ensure prosecution of nuisance crimes such as vandalism, graffiti, drug use, and



panhandling;

4. Maintain Public Services

Monitor street lighting and other public services to ensure that streets remain bright and clean; and,

5. Respond to Constituent Concerns

Constantly look for new opportunities to maintain and increase commerce in the BID.

B. Clean Team:

The mission of Clean Team will be to present and maintain a world-class downtown experience for all downtown patrons.

We will hire a team equivalent to two positions at a rate equivalent to \$15/hour plus benefits to present an attractive, unique and memorable city experience to each and every downtown patron. The members of the clean team will be trained and equipped to correct and upgrade public resources such as sidewalks, street lights, landscaping, landscape features, street furniture, walls and doors and other aspects of the public realm experience for downtown patrons.

The Clean Team program will provide the following services:

1. Litter Control

Collect and dispose of any and all litter in downtown, monitor trash containers and enclosures, and ensure they are emptied as necessary;

2. Graffiti Removal

Remove or paint over graffiti on public and private visible surfaces in downtown with the goal that no piece of graffiti is in place for 24 hours before being removed;

3. Landscaping

Supplement existing public staff to maintain, upgrade and enhance the beauty of downtown landscaping elements;

4. Street Furniture

Monitor the condition of street furniture, perform regular maintenance, and develop a plan for purchasing, expanding, and correctly setting street furniture for maximum usage;

5. Minor Repairs

Perform minor repairs to public amenities on the spot.

C. Direct Program Costs

Direct program costs are all the expenses necessary to run the above such programs including licenses, legal support, tools, materials, uniforms, office supplies, professional fees (such as audit fees), insurance and other incidental administrative expenses.

Direct program costs do not contain any provision for training and administration for these staff, or



office space rental or utility expense for the same. Administration of staff and any needs for office space will need to be handled by the BID Board or contracted with a local partner.

D. Administration

1. Existing Non-Profit:

Georgia BID legislation allows the BID to contract with an existing downtown nonprofit corporation to administer and implement BID programs. The BID Board is authorized to select and monitor the performance of the nonprofit organization. This is common practice for BIDs throughout the nation.

Subject to the BID Board's decision, NewTown Macon, an existing 501(c)(3) non-profit organization, proposes to administer and implement BID programs. NewTown Macon offers an existing organization with a mission focused solely on the improvement of downtown to supplement the BID budget. Use of NewTown Macon will create cost efficiencies by leveraging the organization's existing administrative and management resources and capabilities with office and support services such as bookkeeping, office equipment and professional development and training for the staff and board of directors.

2. Administration:

To provide BID oversight and management, NewTown Macon will charge the actual cost share of services rendered plus 5% of cost as a management fee.

3. Bookkeeping/Audit:

The BID will require payroll services, bookkeeping, tax accounting, and an annual audit.

4. Real Estate:

The BID will share office space with its non-profit manager, NewTown Macon.

5. Insurance:

The BID will obtain and maintain adequate insurance, including liability insurance for the BID Board.

6. Contingency:

The BID budget will include contingency funds for unforeseen BID expenses, which may also be used as a program reserve.

E. Rights Reservation

Notwithstanding the assumptions outlined herein, the governing entity controlling the BID reserves the right to undertake any and all activities permitted to BIDs by the laws of the State of Georgia.

V. BID COLLECTIONS AND ASSESSMENTS

A. Collections

The Downtown Macon BID is projected to collect for downtown services and activities \$371,806.13 for its first program year, beginning in 2017. An additional \$10,000.00 in contributions from exempt properties is anticipated, resulting in a total first year BID budget of \$381,806.13. Assessments are



subject to final verification by city and county tax assessors. Based on these projections, an initial line item budget is attached to and made part of this District Plan as Exhibit “D.” Initial budget projects are attached as an exhibit to this plan and summarized below:

<i>Item</i>	<i>Projected Cost</i>
Supervision	\$43,689.17
Ambassadors	\$119,787.50
Clean Team	\$79,858.33
Direct Expenses	\$138,471.13
Total Projected Expense	\$381,806.13

B. Methodology and Calculation of Assessments

Property and business owners and other downtown stakeholders have emphasized that an assessment formula for a Downtown Macon BID be fair, balanced, and commensurate with special benefits received. The proposed assessment methodology for the Downtown Macon BID is based upon the following parameters:

1. Initial Assessment:

The initial assessment will be an additional five (5) mills assessed on the value of the real and personal property set by the Macon-Bibb Tax Assessor each year.

2. Annual Budget Adjustments:

The BID’s Board may increase or reduce annual budget rates for the BID based on annual changes in the projected revenue. The BID Board, however, must adopt and maintain a balanced budget.

3. Maximum Rates of Assessment:

In no event will assessment rates for individual properties exceed five (5) mills for the initial authorization term of the BID.

4. Participation by Tax-Exempt Entities:

Under the Georgia BID statute, BID assessments apply only to "taxable property subject to ad valorem real and personal property taxation". For tax-exempt organizations (i.e. museums, government, churches, etc.) the BID Steering Committee is seeking voluntary contributions. The BID Board is authorized to withhold BID services from exempt properties that do not voluntarily contribute to the BID.

5. Participation by Residential Properties:

For the Downtown Macon BID, all owner-occupied residential property with homestead exemption will be exempt from BID assessments. Rental residential property is considered an income producing use and will be subject to the BID assessments.



6. Ratepayer Engagement:

The BID Board of Directors is authorized to conduct an annual satisfaction survey. The survey will be used to determine ratepayer satisfaction with existing services and priorities for new or improved services. An annual meeting for all ratepayers will be held each year. At the annual meeting, a proposed BID program budget will be presented for the subsequent year. Budget comments will be sought from ratepayers at the annual meeting and considered for incorporation into the final budget.

VI. BID GOVERNANCE

A. Mission

The BID is intended to provide a lasting foundation for an enduring and unified private sector voice in downtown Macon. The proposed BID governance and program management structure is intended to meet the following objectives:

- Avoid duplication with existing organizations that are currently working to promote and improve the central business district.
- Leverage limited resources and create cost efficiencies for existing and new services and programs.
- Strengthen downtown's influence for advocating for common issues and interests.

B. Board of Directors

Macon-Bibb County government delegates to the BID Board the power to govern the BID . The BID Board shall be composed of affected property and business owners. Duties of the BID Board shall include developing annual budgets, setting assessment rates, and monitoring the delivery of day-to-day services.

1. Number and Ownership

The board shall have seven (7) directors. With the exception of the ex officio members, all members of the BID Board must be ratepayers within the district at the time of election.



2. **Nomination, Appointment Process and Terms**

a) *Ex Officio*

(1) Mayor- The Mayor of Macon-Bibb County, or his or her designated representative will serve as a fully vested voting member of the BID Board. Should the Mayor designate a representative, such designated representative shall serve entirely at the Mayor's pleasure. This seat will transfer automatically with the office of the Mayor, even to interim office holders.

(2) NewTown- The Chair of the Board of NewTown Macon, Inc., its successors or assigns, or his or her designated representative will serve as a fully vested voting member of the BID Board. Should the Chair designate a representative, such designated representative shall serve entirely at the Chair's pleasure. This seat will transfer automatically with the office of the Chair, even to interim office holders.

b) *Nominations*

For the initial BID Board, NewTown Macon, Inc. will seek nominations from all taxpayers within the District and then develop a suggested nomination slate that meets the selection criteria set within this Plan. Thereafter, the BID Board will seek nominations from all taxpayers and then develop a suggested nomination slate that meets the selection criteria set within this plan. The slate will be presented to taxpayers at the annual meeting. A vote will be held on the slate.

c) *Elections*

Elections of BID Board will be decided at the BID annual meeting by the taxpayers who attend said meeting. An annual meeting will be held each year. NewTown Macon will call and coordinate the first meeting and collect, tally, and report the votes within ninety (90) days of the approval of the District by the Macon-Bibb Commission. Thereafter, the Board of Directors will coordinate the meeting and collect, tally, and report the votes at least thirty (30) days before the expiration of said Directors' term(s). The meeting will be open to all taxpayers within the then-current BID boundaries. Only taxpayers who attend the annual meeting will be afforded a vote.

(1) **By value**- Three (3) members of the BID Board shall be elected by the taxpayers of the district voting by the assessed value of the property they own within the district based on the most-recent tax digest adopted by Macon-Bibb County at the time of the vote. Votes will be weighted for each dollar of value owned by the taxpayer at the time of the vote. In the case of a tie, the Mayor of Macon-Bibb shall select the Director to serve.

(2) **By parcel**- Two (2) members of the BID Board shall be elected by the parcel owners within the district based on the most recent tax digest adopted by Macon-Bibb at the time of the vote. Votes will be weighted for each parcel owned by the taxpayer at the time of the vote. In the case of a tie, the Mayor of Macon-Bibb shall select the Director to serve.

3. Terms

The ex-officio members of the BID Board shall serve an unlimited term as long as they hold the respective office required to serve. The terms for the elected members of the BID Board shall be three (3) years from the date of election, with a maximum of two (2) consecutive terms. After an absence from the BID Board for one year, individuals will be eligible to serve based on the limit stated herein. Notwithstanding the afore-mentioned term limits, the five (5) initial elected members of the BID Board shall be elected and serve staggered terms, as follows:

- * The delegate with the most votes from the election by value, and the delegate with the most votes from the election by parcel shall, both, serve three-year terms;
- * The delegate with the second-most votes from the election by value, and the delegate with second-most votes from the election by parcel shall, both, serve two-year terms; and,
- * The delegate with the third-most votes from the vote by value shall serve a one-year term. As stated above, all terms for delegates elected after an initial delegate shall be for three years from the date of election.

4. Reporting

The BID Board will make a report to the public at least on an annual basis disclosing audited financial statements for all transactions and publicizing progress towards its goals to all ratepayers.

Business Improvement District

Exhibit A- District Map

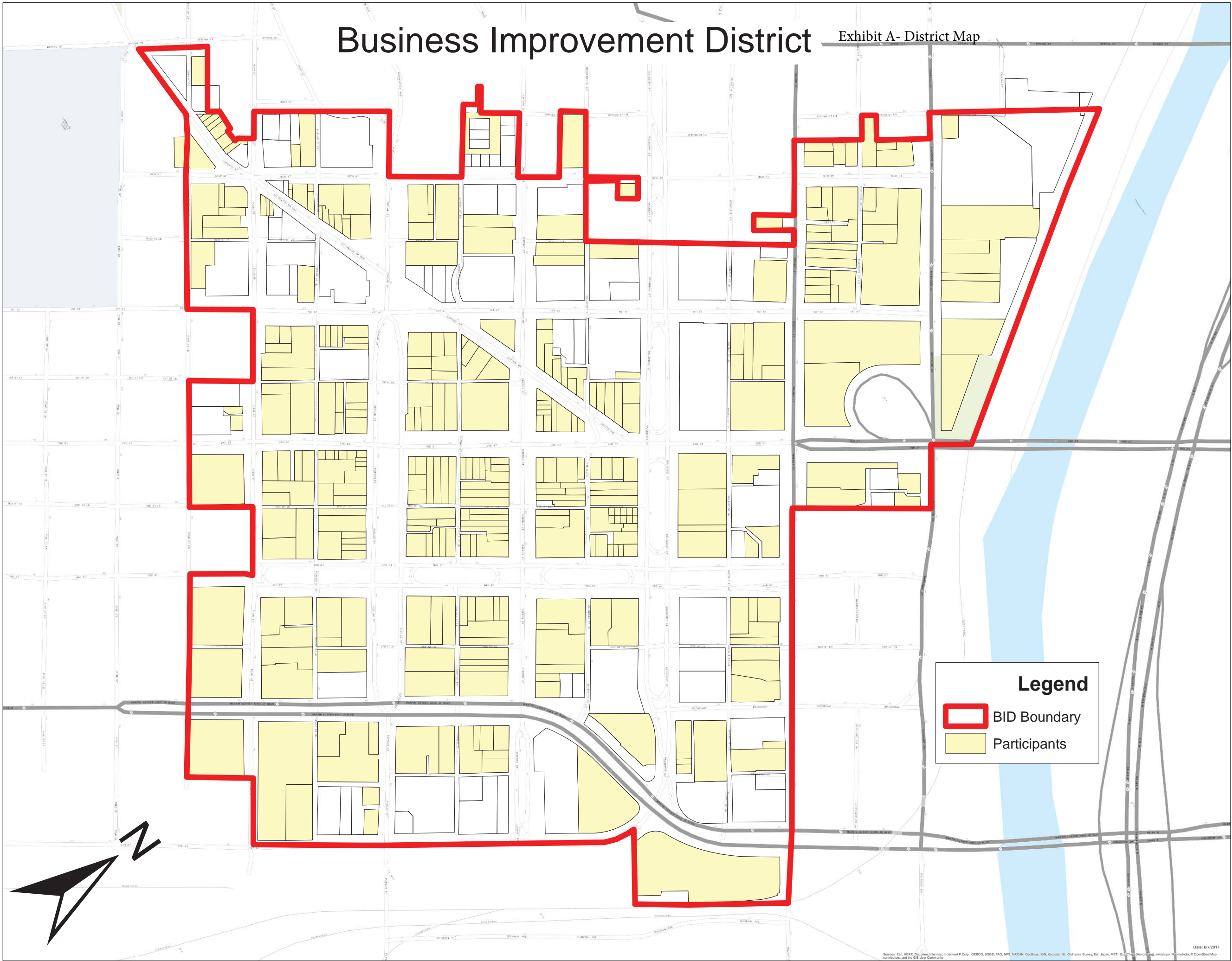


Exhibit D- Budget
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Downtown Macon Business Improvement District



	First Year Budget	YTD Budget	YTD Actual	YTD Variance \$	YTD Variance %	Notes
BID Involuntary Tax Revenue	\$371,815.52					
BID Voluntary Tax Revenue	\$10,000.00					
Other/miscellaneous income	\$0.00					
Income total	\$381,815.52					
Expense						
Salaries- Regular	\$190,000.00					
Salaries- Exempt	\$40,016.00					
Payroll tax	\$14,535.00					
Payroll processing	\$1,000.00					
Retirement	\$7,600.00					
Medical Insurance	\$37,440.00					
Bicycles & maintenance	\$4,000.00					
Dues, Publications & Subscriptions	\$500.00					
Outside services	\$750.00					
Meals & Entertainment	\$500.00					
License, Permits, Fees	\$1,500.00					
Legal fees	\$5,000.00					
Maintenance Materials	\$6,903.96					
Accounting fees/Audit	\$5,000.00					
Tools & Equipment	\$5,000.00					
Insurance	\$5,000.00					
Uniforms	\$1,200.00					
Other supplies	\$1,200.00					
Office equipment & software	\$500.00					
Telephone & Communication	\$3,600.00					
Postage and shipping	\$1,000.00					
Fuel	\$8,486.00					
Rent & Utilities	\$13,000.00					
Printing & Copying	\$2,500.00					
Bank charges	\$1,000.00					
Website & email	\$1,000.00					
Management fees	\$19,090.78					
Other/miscellaneous/contingency expense	\$4,484.39					5%
Expense total	\$381,806.13					
Operating Funds Summary	2015-2016 Budget	YTD Budget	YTD Actual	YTD Variance	YTD %	
Income	\$381,815.52	\$0.00	\$0.00	\$0.00	0.00%	
Expense	\$381,806.13	\$0.00	\$0.00	\$0.00	0.00%	
NET	\$9.40	\$0.00	\$0.00	\$0.00	0.00%	
Ending Fund Balance	#REF!	#REF!	#REF!	#REF!	#REF!	