



**SAMPLE MEETING NOTICE AND COMMENT SOLICITATION FORM  
REGARDING ESTABLISHMENT OF A BUSINESS IMPROVEMENT DISTRICT**

Last Updated: 6/13/2008

TO: Jane Doe

FROM: NYC Business Improvement District Steering Committee

The NYC Merchants' Association is proposing to create a Business Improvement District (BID) in the NYC neighborhood.

Insert name of steering committee group and neighborhood.

Business Improvement Districts (BIDs) have delivered a range of services in over 59 New York City neighborhoods to improve the business climate and quality of life. A BID in NYC will improve the cleanliness of our streets and sidewalks, invest in the restoration and development of our park, and launch a much needed façade improvement program.

Describe the value of a BID in this district.

The proposed district includes all properties fronting Appleton Avenue from Laurel Lane to Pine Street, including all of the street frontage facing Willow Park. Under the BID program, property owners and taxpayers of record would be charged a special assessment to generate funds to support activities including:

Describe the exact boundaries of the district, and the specific program components.

- Street maintenance services, 10 hours a day, Mondays through Saturdays, and 6 hours a day, Sundays. Street maintenance includes street sweeping, garbage bagging and the maintenance of lampposts and street furniture
- Public safety services 6 hours a day Mondays through Sundays
- Promotional and event marketing, including the production of 'Big NYC,' a three-day arts and cultural festival to promote shopping and cultural groups in the district
- A capital improvement project to repair the historic fountain in the middle of Willow Park

By law, no current city services such as policing or sanitation will be reduced as a result of the BID's services.

The steering committee proposes an annual operating budget of \$250,000 to carry out the services and program listed above. The committee has developed a formula to calculate the assessment for each property within the district. This formula is based on a contribution of approximately \$.005 per dollar of assessed value for all class a commercial property in the district. For example, a property with an assessed value of \$500,000 would be charged \$2,500 per year.

Clearly state the budgeted assessment, assessment formula, and an example of a single property assessment based on that formula.

Note that only the property owners of Class A commercial property will be billed the special assessment. However, if you are a commercial tenant in a Class A commercial property, your landlord may be entitled to pass this assessment along to you if such a pass-along is allowed in your lease. We encourage you to review your lease regarding this point.

Clearly state who must pay the assessment. Explain the rights and responsibilities of tenants.

The NYC Department of Finance will be charged with the collection of special assessments and will forward these funds to the BID's District Management Association (DMA), the entity responsible for managing the BID and delivering the planned services. The DMA will be a not-for-profit corporation, whose board of directors will include property owners, merchants, residential tenants located in the proposed district, and City elected officials.

The NYC Merchants' Association has already notified property owners and tenants about the plan for a proposed business improvement district through an initial mailing on December 15, a public notice in the NYC Gazette on January 5 and a public discussion and review on January 12. In addition, we presented our proposed plan to Community Board 15 at its meeting on February 1. Based on that outreach effort, we have tailored the plan to more closely reflect the priorities of the community at large. You are invited to attend another public informational meeting at P.S. 101 on February 25 at 6 p.m., at which time the plan for the creation of the BID will be discussed.

Describe the outreach effort that has taken place to date. Inform reader of any additional upcoming meetings.

As we finalize our outreach effort, we are very interested in answering any questions that you may have regarding the proposed BID for Appleton and knowing your level of support. Please complete the section below and return it to:

NYC Department of Small Business Services  
District Development  
110 William Street, 7th Floor  
New York, NY 10038  
FAX: (212) 618-8991

If you have further questions about the proposed business improvement district, you may contact:

NYC BID Projectleader  
(212) 555-5555

← Include both contact information for the steering committee sponsor, as well as the SBS contact.

or our representative at the NYC Department of Small Business Services:

Eddy Eng  
(212) 513-6413

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Name:

Property Address:

Telephone:

I am a:

- ☐ Property Owner  
☐ Commercial Tenant  
☐ Resident

I support the formation of a business improvement district in Appleton:

- ☐ Yes  
☐ No

Additional comments:

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Signature:

Date: