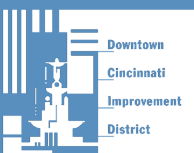


THE DOWNTOWN
CINCINNATI IMPROVEMENT DISTRICT

SERVICES PLAN + BUDGET



2022-2025

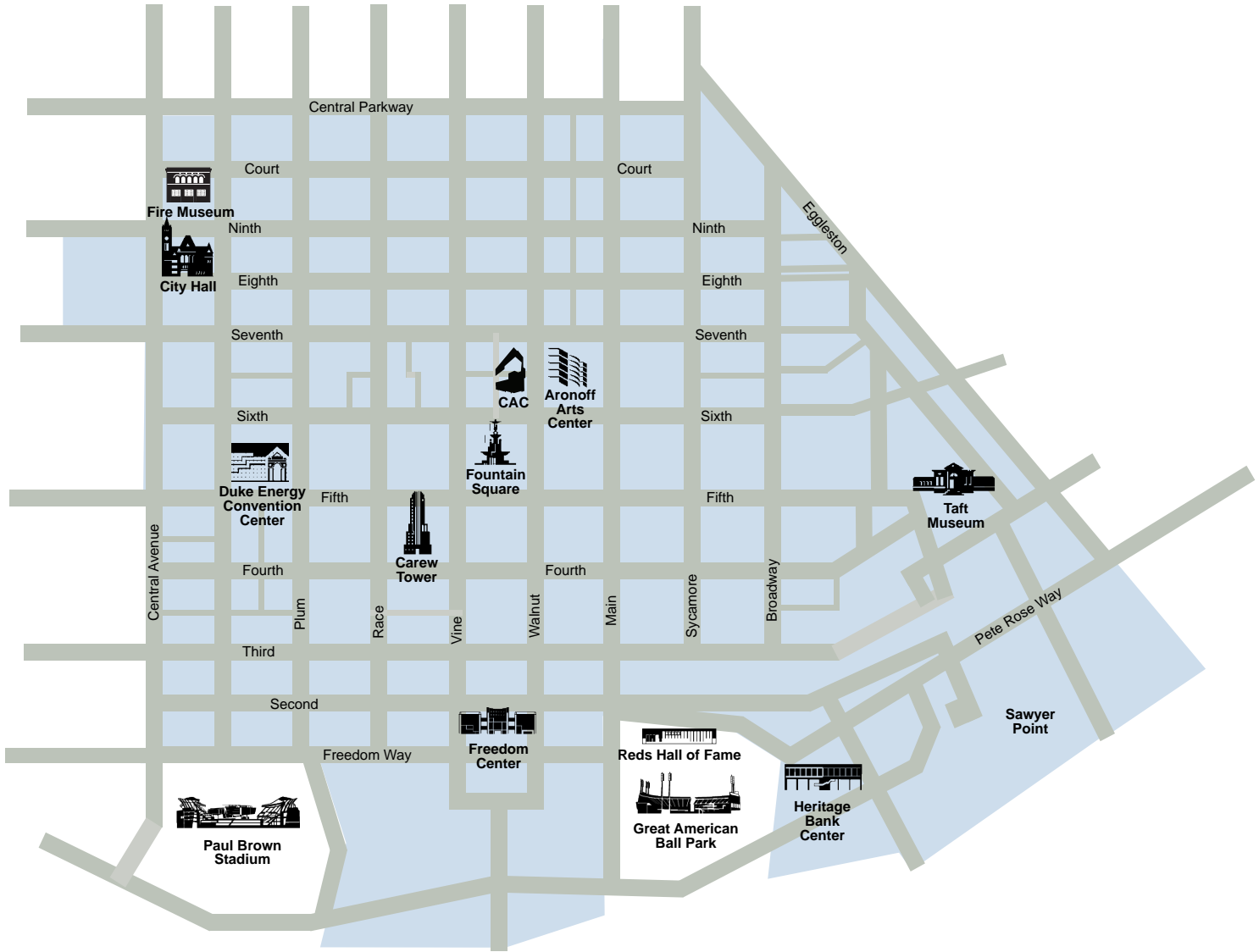


OVERVIEW

CREATING A CLEAN, SAFE, AND WELCOMING ENVIRONMENT DOWNTOWN

This brochure is designed to provide information about the Downtown Cincinnati Improvement District (DCID), and the 2022-2025 Services Plan and Budget. For the Services Plan and Budget to be approved, state statute requires signatures from property owners representing at least 60% of the front footage OR 75% of the assessed value inside the Downtown Cincinnati Improvement District.

The District includes all property within the boundaries of Eggleston Avenue on the east, Central Parkway on the north, Central Avenue on the west (including the Centennial buildings), and the river on the south (excluding the two stadiums).



OHIO RIVER

The District provides funds that are used to carry out a Services Plan, which is executed by a contractor selected to provide the services. Since its inception, DCID has contracted with Downtown Cincinnati Inc. (DCI) – a subsidiary of Cincinnati Center City Development Corp. (3CDC) since 2019 – to carry out the Services Plan. The organization is focused on making Cincinnati’s urban core a vibrant, dynamic metropolitan center valued as the heart of the region.



ENVIRONMENT

CLEAN, SAFE, WELCOMING, AND BEAUTIFUL

The following services will be provided as part of DCI's Clean & Safe and Beautification efforts:

GOAL: Improve safety and perception of safety downtown

Approach

- Provide daily on-site support to the Cincinnati Police Department (CPD) by strategically deploying a trained Ambassador staff to serve as a highly visible street presence throughout the District.
- Enhance police presence in the District, when necessary, by funding special CPD details for targeted areas, such as Government Square, Fountain Square, Piatt Park, etc.
- Support the Ambassador program and CPD by facilitating Sector Groups made up of key stakeholders in the District, Virtual Block Watch email communications, partnership with Downtown Residents Council, property owners and managers, and other programs to maintain a positive environment for downtown workers, visitors and residents alike.
- Oversee the GeneroCity 513 initiative, delivering coordinated outreach to help individuals who have been driven to panhandling, including those facing unfortunate circumstances like homelessness, addiction and mental illness. Utilizing a multi-faceted approach, help connect panhandlers to social service agencies, and provide strategic case management to the most visible homeless persons in the District.
- Address public safety issues such as lighting, blighted buildings, etc. through partnerships with the City, County, and others, handling tasks if possible and advocating in cases where another entity must complete the task (e.g., City streetlight replacement).

Evaluation

- Crime statistics, as provided by the Cincinnati Police Department
- Monthly reporting of total lights out in the District and number replaced each month
- Monthly tracking of number of safety/business checks by ambassadors
- Monthly GeneroCity 513 updates, including numbers of encounters with panhandlers and homeless individuals and outcomes (e.g., securing housing, finding full-time employment, entering a shelter, etc.)

GOAL: Improve the aesthetics of Downtown through beautification efforts

Approach

- Facilitate partnerships among retailers, restaurants and property owners to enhance and optimize storefronts, lighting and maintenance.
- Develop comprehensive program for flowerpots, flower baskets, and tree replacements, and take the lead in implementing the program, working in conjunction with the City, Cincinnati Park Board, Urban Forestry, Keep Cincinnati Beautiful, and other partners.

Evaluation

- Tracking total number of planters maintained in the District
- Tracking number of trees/plantings added to District
- Tracking number of beautification projects closed out monthly

GOAL: Enhance appearance of streets, sidewalks and public spaces

Approach

- Deliver Ambassador services to maintain and enhance the appearance of the public realm via the various detailed cleaning services and specialty projects, including:
Litter abatement, weed abatement, leaf and debris removal, sticker removal, trash bag removal/trash receptacle clean-ing, pressure washing/hosing, detailed graffiti removal, tree well clean-outs, paver/masonry work, alley cleanup, painting (e.g., street poles meters, utility boxes, etc.)
- Provide intensive targeting of specific areas with high traffic or public safety concerns, such as Government Square, Piatt Park, the Downtown Public Library, Court Street, Convention Center, Aronoff Center, and the Banks.
- Partner with City of Cincinnati and Hamilton County to coordinate and leverage sanitation/cleaning services provided by the City in an effective and efficient manner, and address built-environment issues (e.g. sidewalks, benches, bikeways, news racks, etc.).
- Provide Ambassador Services 24/7 through the utilization of a third-shift program, as necessary.

Evaluation

Utilizing advanced field technology systems, track the quality and frequency of the following:

- Ambassador Services – daily tracking of detailed cleaning services (e.g., litter abatement, graffiti removal, etc.)
- Specialty Projects – time to complete, before/after pictures, and total projects completed
- Public Services – monthly reporting of open work orders



COMMUNITY ENGAGEMENT

Marketing and Stakeholder Services

The following services will be provided as part of DCI's Marketing, Retail Development, and Stakeholder Services efforts

GOAL: Produce free events to increase vibrancy of Downtown, resulting in positive activity for businesses, residents and visitors.

Approach

- Produce free, family-friendly holiday events to increase traffic to downtown businesses during the holiday season.
- Produce free events throughout the warmer months, such as a street performance program, free yoga classes or lunchtime gatherings in downtown parks and civic spaces, to engage community members and stakeholders and create a positive environment throughout the District.
- Produce and promote family-friendly free events at Fountain Square all year long, including concerts, markets, and more during the summer months and an ice rink in the winter months.

Evaluation

- Tracking attendance estimates at holiday events.
- Tracking attendance estimates at free events throughout the year.

GOAL: Engage with key stakeholders and partners to maintain and promote downtown as a vibrant hub of regional activity.

Approach

- Generate positive, accurate media coverage about downtown Cincinnati through strategic media relations by activating a seasonal news calendar and integrating a vibrant, clean, safe and welcoming message.
- Monitor all media coverage to ensure positive and accurate coverage of downtown.
- Meet regularly with members of media to establish relationships.
- Support thriving residential community by marketing downtown as an exciting option for renters, owners, and developers.
- Participate in Downtown Residents Council.
- Maintain and enhance downtowncincinnati.com website with consistent updates.
- Maintain database of all businesses open and operating in downtown Cincinnati, which can be used to create strategic marketing pieces, such as guides, maps, etc.
- Produce effective and inclusive social media messaging.
- Maintain regular communication with key stakeholders via meetings, annual reports and weekly emails.
- Leverage resources and coordinate messages through partnerships with the City, County and key civic organizational leadership including CVB, RTN, Cincinnati Regional Chamber, OTR Chamber, local universities and young professional groups.
- Regularly communicate with downtown marketing professionals from partner organizations to nurture cross-promotional opportunities and develop ongoing marketing strategy.
- Leverage partnerships and proactively exchange information with real estate practitioners, developers, current downtown residents, and other residential recruitment/retention leaders.
- Deliver a comprehensive data profile of downtown through compilation and publication of information, including but not limited to:
 - Annual State of Downtown report
 - Quarterly parking survey
 - Serve as a resource and information 'connector' for current and prospective business owners, property owners, residents, developers, and other stakeholders.
 - Communicate with property owners/managers regarding tenant issues
 - Develop reports and communications to share with property owners that provide progress updates on work toward goals in all service areas.

Evaluation

- Tracking media coverage (Potential Reach and Ad Value Equivalency) of Downtown Cincinnati.
- Tracking pageviews on downtowncincinnati.com.
- Tracking followers/likes on DCI social media platforms.
- Tracking effectiveness of email marketing campaigns via open rates and click-through rates.
- Tracking proactive outreach to key stakeholders, including downtown property owners and large-scale property managers.
- Tracking and responding to all stakeholder questions, comments, concerns, and requests.
- Completing reports and surveys highlighting the progress of downtown.

GOAL: Provide support for current and potential downtown businesses to aid with overall retail development in Downtown Cincinnati.

Approach

- Develop comprehensive retail attraction program with efforts that focus on the redevelopment of key spaces in the District.
- Control or secure outdated or vacant street-level retail spaces through a master leasing program, enlivening the district by finding new tenants to fill these spaces.
- Implement and promote a Downtown Gift Card program, provided the Board and merchants find the program beneficial and cost-effective.
- Address issues/concerns of businesses currently located in the District.
- Connect with new Downtown businesses to provide information about downtown and DCI services.
- Leverage partnerships with various agencies and civic groups to provide growth and location opportunities for current and potential businesses in the CBD, including small, minority-owned, and women-owned businesses.
- Proactively work with and exchange information with business recruitment leaders, building owners, and commercial real estate brokers in an effort to assist businesses in the CBD (including expansions, relocations, and retention).

Evaluation

- Tracking new retail spaces brought online and vacant retail spaces master leased and filled
- Tracking gift card sales
- Tracking and responding to all questions, comments, concerns, and requests from business owners and prospective business owners
- Tracking under-utilized property/street-level commercial space in downtown Cincinnati to evaluate potential for reactivation



FREQUENTLY ASKED QUESTIONS

What is a Special Improvement District (SID)?

A Special Improvement District (SID) is a private, not-for-profit organization established under state law. A SID is a mechanism through which property owners assess themselves to provide funding for extended services aimed at the economic enhancement of the area. The need for such services has arisen as traditional U.S. cities have faced competition from shopping malls, out-of-town business/shopping centers and other new business districts. The experience of more than 1,000 existing SIDs throughout the United States has demonstrated the effectiveness of this mechanism in addressing the present economic and social challenges of urban development.

What is the Downtown Cincinnati Improvement District?

The Downtown Cincinnati Improvement District (DCID) is a SID that includes all property within the boundaries of Eggleston Avenue on the east, Central Parkway on the north, Central Avenue on the west (including the Centennial buildings), and the river on the south (excluding the two stadiums). Property owners located within the District decide what kind and what level of downtown management services they need and exert direct control over the delivery of those services.

What is the Services Plan?

The Downtown Cincinnati Improvement District Services Plan outlines the services and activities to be funded by the assessment paid by the property owners in the District. The first DCID Services Plan was approved in 1997 by a majority of owners and outlined the activities funded from 1998-2001. The Downtown Cincinnati Improvement District, and its accompanying Services Plan, has since been renewed five times for the years 2002-2005, 2006-2009, 2010-2013, 2014-2017, and 2018-2021. Owners choose to renew the District, and the Services Plan, at the conclusion of each term, and may revise the services and the budget to meet the changing needs of the District for the following term.

Does everyone in the District have to pay the assessment?

If the owners representing 60% of the front footage OR 75% of the assessed value in the District sign the enclosed petition, then everyone in the District will receive an assessment for their required portion.

How will I pay the assessment?

District assessments will be collected by the Hamilton County Auditor's Office. Notification that your assessment is due will appear as part of your semi-annual property tax bill.

Why does Downtown Cincinnati need coordinated management and marketing services?

Suburban properties, including office parks and shopping malls, are developed, managed, and marketed by a single ownership group or management company. By contrast, ownership of downtown buildings and land is divided among 600+ individuals and companies with no coordinated management to advocate for their interests, provide common services, or promote downtown as a product and destination. The Downtown Cincinnati Improvement District works to meet the expectation that owners have for a safe, vibrant, and economically successful business district. As directed by the owners, it does this by accomplishing such tasks as providing enhanced safety patrols, training and dispatching greeters, promoting downtown as a destination, and gathering and disseminating pertinent data on downtown's progress.

What safeguards exist to ensure property owners benefit from the services?

The assessment term is four years and its renewal is determined by the property owners of the District. The property owners of the District elect their own board of trustees, individuals who own property or represent property owners within the District. Elections are held every four years to coincide with the start of a new Services Plan. The next election is in October 2021. This elected board of trustees is responsible for the governance of the Downtown Cincinnati Improvement District. Owners may appeal to their board of trustees regarding any issue in the District. The board will make every effort to address the legitimate concerns of all property owners. In the event that a majority of property owners believe the District is not providing sufficient benefit, state statute provides a mechanism for the District to be terminated at any time.

How is the assessment calculated?

By state statute, the special improvement district assessment must be apportioned equitably among all property owners within the service delivery area. Seventy-five percent of the cost is based upon the assessed value of your property, and 25% according to its front footage. Front footage, as defined by Ohio Revised Code 1710.01, is all real property located in the District that abuts upon any street, alley, public road, place, boulevard, parkway, park entrance, easement, or other existing public improvement within the District. The formula equally distributes the burden among large and small properties.

BUDGET

The Services Plan for 2022-2025 leverages resources, creates and sustains partnerships, and provides services fundamental to a vibrant, vital core of the city and the region. These services fall into four categories: Safe & Clean; Communications & Marketing; Stakeholder Services; and Events. This combination of services and activities helps maintain and enhance property owners' investment in the future growth and development of "everybody's neighborhood"—downtown Cincinnati!

The total assessment of \$3,200,000 per year in 2022 and 2023, and \$3,400,000 per year in 2024 and 2025 is comprised of contributions from both private and public property owners. Individual and commercial owners make up about 80% of the total assessments, while the City of Cincinnati and Hamilton County contribute approximately

20%. Property assessments will be enhanced with Downtown Cincinnati Inc. supporter contributions, sponsorships and service contracts. DCI pursues service contracts to perform clean and safe services related to items that are in the DCID services area but are not specifically the responsibility of the DCID, such as cleaning the bus stops and streetcar stops. By pursuing these contracts, DCI is able to provide a consistent, high-quality level of service throughout the district. Additionally, DCI tries to supplement the DCID Services Plan to enhance service for programs like GeneroCity513 and events through other funding sources, such as municipal support and sponsorships.

The projections for the allocation of property assessments, which is subject to annual review and adjustment by the DCID Board, is listed below.

	2022-2023			2024-2025		
	DCID	DCI	Total	DCID	DCI	Total
REVENUE						
SPECIAL IMPROVEMENT DISTRICT ASSESSMENT	\$3,200,000		\$3,200,000	\$3,400,000		\$3,400,000
SPONSORSHIPS, GRANTS, CLEANING CONTRACTS, ETC.		\$498,000	\$498,000		\$514,000	\$514,000
TOTAL	\$3,200,000	\$498,000	\$3,698,000	\$3,400,000	\$514,000	\$3,914,000
EXPENSES						
ENVIRONMENT: CLEAN & SAFE	\$2,010,000	\$183,000	\$2,193,000	\$2,136,000	\$188,000	\$2,324,000
ENVIRONMENT: BEAUTIFICATION	\$130,000	\$22,000	\$152,000	\$138,000	\$23,000	\$161,000
ENVIRONMENT: GENEROCITY 513	\$268,000	\$175,000	\$443,000	\$285,000	\$180,000	\$465,000
SUBTOTAL CLEAN, SAFE, BEAUTIFUL	\$2,408,000	\$380,000	\$2,788,000	\$2,559,000	\$391,000	\$2,950,000
COMMUNICATIONS & MARKETING	\$99,000	\$-	\$99,000	\$105,000	\$-	\$105,000
STAKEHOLDER SERVICES	\$50,000	\$-	\$50,000	\$53,000	\$-	\$53,000
EVENTS	\$70,000	\$50,000	\$120,000	\$74,000	\$52,000	\$126,000
LEGAL, INSURANCE, COLLECTION FEES	\$177,000	\$-	\$177,000	\$188,000	\$-	\$188,000
PERSONNEL & OVERHEAD	\$337,000	\$-	\$337,000	\$358,000	\$-	\$358,000
RESERVE	\$59,000	\$68,000	\$127,000	\$63,000	\$71,000	\$134,000
TOTAL	\$3,200,000	\$498,000	\$3,698,000	\$3,400,000	\$514,000	\$3,914,000

STILL HAVE QUESTIONS?

For more information about the Downtown Cincinnati Improvement District Services Plan, please contact one of the members of the DCID Board of Trustees.



Officers

Chair & Office Class A Representative

Brian Banke
Senior Director, Facilities & Real Estate
The Procter & Gamble Company

Vice Chair & Diversified Property Representative

Jon Burger
Assistant Vice President & Director of Facilities,
Property and Construction Management
Eagle Realty Group

Secretary & Retail Representative

Charles DiGiovanna
Senior Vice President/Real Estate
Macy's Inc.

Treasurer & City of Cincinnati City Manager Representative

Paula Boggs Muething
Interim City Manager
City of Cincinnati

Trustees

Office Class B/C Representative

Gloria Samuel
Vice President and Project Leader for Workplace
Services
Fifth Third Bank

Diversified Property Representative

Nicholas Hodge
Vice President, Corporate Real Estate
The Kroger Company

BOMA Representative

Kristi Farris, RPA
Senior Real Estate Manager
CBRE, Inc | Property Management

Hamilton County Representative

Harry C. Blanton
Vice President
HCDC, Inc.

City of Cincinnati City Council Representative

Jeff Pastor
City Councilmember
City of Cincinnati

How Your Assessment is Calculated

$$\frac{\text{Property Owner Assessed Value}}{\text{Total DCID Contributors Assessed Value}} \times \text{Total District Budget} \times 75\% = \text{Assessed Value Charged to Property Owner}$$

$$\frac{\text{Property Owner Front Footage}}{\text{Total DCID Contributors Front Footage}} \times \text{Total District Budget} \times 25\% = \text{Front Footage Charged to Property Owner}$$

TOTAL Charge to Property Owner