



ASSESSMENT
RENEWAL

BUSINESS SHOPPING DISTRICT OVERVIEW

- Public Act 146 was passed by the State Legislature in July 1992 creating Principal Shopping Districts
- Ad Hoc Citizens Committee formed to study feasibility of a Principal Shopping District
- Birmingham City Commission approved formation of PSD in September 1992
- Funded by special assessments on commercial properties only within the district boundaries
- Assessment hearings held in 1993, 1994, 1997, 2000, 2003, 2004, 2006, 2009, 2012, 2015 and 2018.



BIRMINGHAM SHOPPING DISTRICT

MISSION

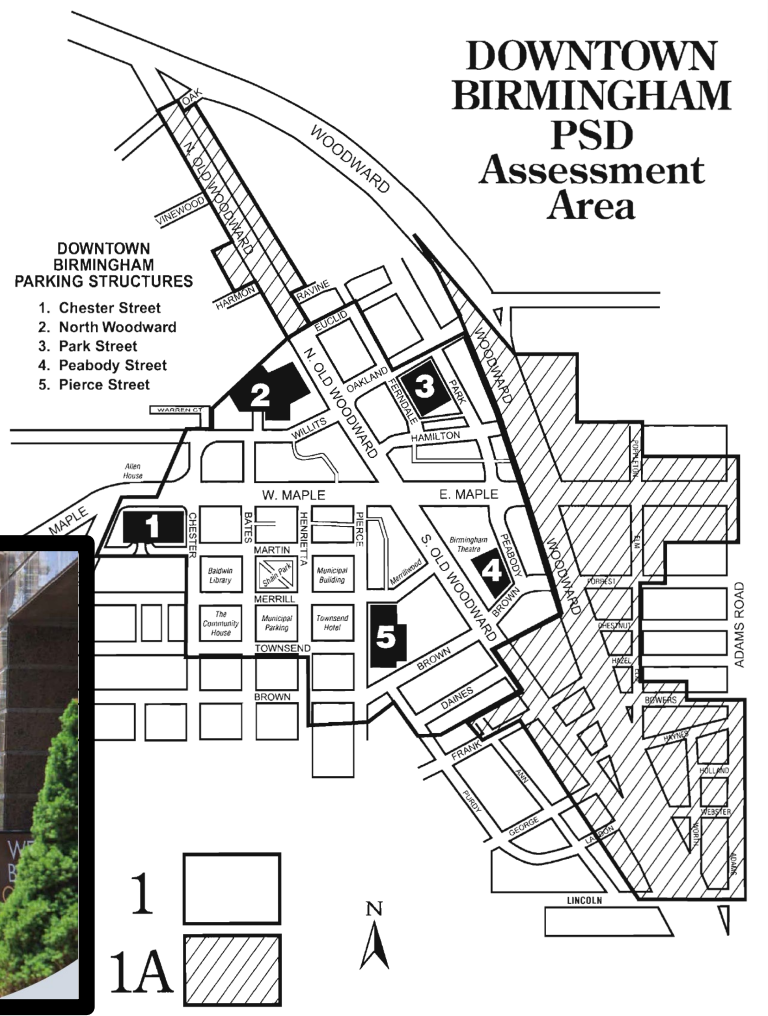
We strive to provide leadership in the marketing, advertising, and promotion of the Birmingham Shopping District. We actively work to promote a district that is active, attractive, clean, safe and pedestrian-oriented, and ensure that the entire district continues to serve as a center for business, service, social, cultural and community activities.



DOWNTOWN BIRMINGHAM PSD Assessment Area

DOWNTOWN BIRMINGHAM PARKING STRUCTURES

1. Chester Street
2. North Woodward
3. Park Street
4. Peabody Street
5. Pierce Street



BIRMINGHAM SHOPPING DISTRICT COMMITTEE OVERVIEW

Business Development

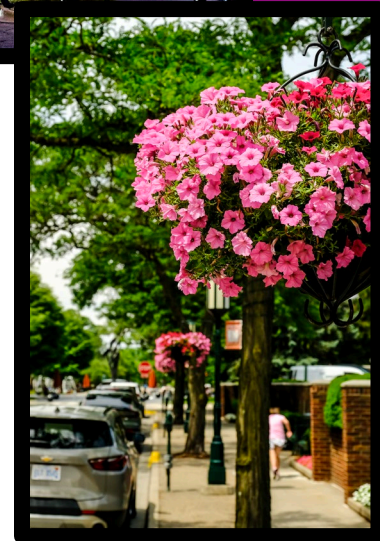
- Conduct retail recruitment – current retail occupancy 99%
- Maintain property inventory and vacancy listings, prepare new business reports
- 31 new businesses added to BSD in 2021 alone, including notable national retailers
- Promote Birmingham in retail trade publications, brokers, prospective retailers
- Conduct tenant mix studies
- Provide resources to existing businesses (marketing and promotion, merchant meetings, monthly newsletters etc.)



BIRMINGHAM SHOPPING DISTRICT COMMITTEE OVERVIEW

Maintenance/Capital Improvements

- 214 hanging flower baskets
- 31 Flower Planters
- BSD and City fund holiday lighting throughout downtown
- Snow removal for 10 miles of sidewalks
- Sidewalk power washing
- Window washing in construction zones



BIRMINGHAM SHOPPING DISTRICT COMMITTEE OVERVIEW

Marketing & Advertising

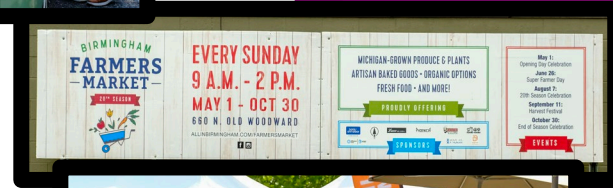
- Produce seasonal videos, a holiday gift guide and other print materials to promote shopping, dining and events in Birmingham
- Promote BSD and events via media campaigns including broadcast, radio, digital, social media, billboards and more, totaling over 29 million impressions in the past year
- BSD has been successful at shifting focus as needed due to large construction impacts, COVID-19 Pandemic



BIRMINGHAM SHOPPING DISTRICT COMMITTEE OVERVIEW

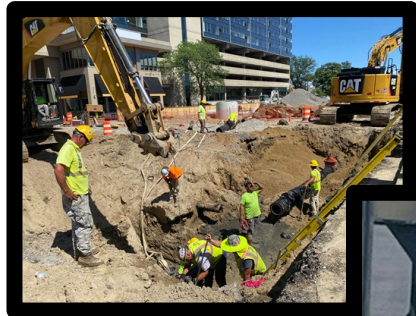
Special Events

- Day on the Town sidewalk sale
- Movie night series in Booth Park
- Small Business Saturday, holiday shopping
- Winter Markt and tree lighting attract an average of 16,000 visitors
- Santa House
- Restaurant Week
- Birmingham Cruise Event
- Birmingham Farmers Market in its 20th season attracting an average of 2000 visitors per week



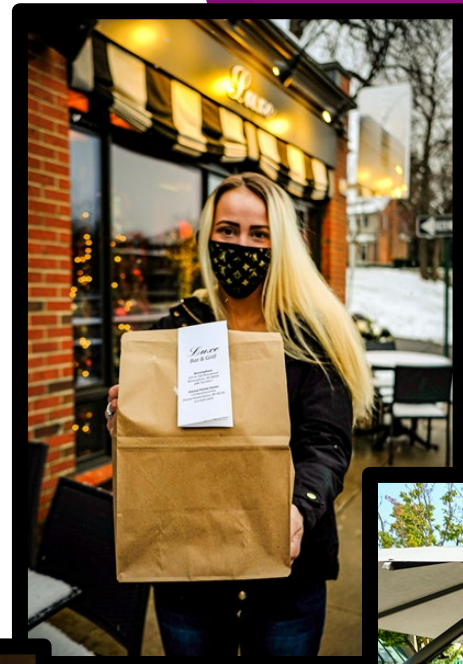
Downtown Construction Assistance

- Birmingham Bucks incentives during Phase II - Maple Road
- Birmingham Bucks incentives during Phase III - S. Old Woodward
- Signage and marketing to retain customers during construction
- Leased private parking for public use during construction



COVID -19 Pandemic Assistance

- Provided personal protection equipment to BSD businesses
- Worked with City on grants for businesses for PPE and relief measures
- Established Buy and Fly spaces for curbside pickup
- 12 Days of Takeout
- Distributed PPE, heaters, propane, igloos and other outdoor dining structures and equipment obtained through City -awarded County, State and Federal grants



HISTORY OF BSD RATES & ADJUSTMENTS



BIRMINGHAM SHOPPING DISTRICT
HISTORY OF RATES
1993 TO PRESENT

Fiscal Year	District 1		District 1A	
	1st Floor	All Other Floors	1st Floor	All Other Floors
2021-2022	\$ 0.4940	\$ 0.3460	\$ 0.2470	\$ 0.1730
2020-2021	\$ 0.4940	\$ 0.3460	\$ 0.2470	\$ 0.1730
2019-2020	\$ 0.4940	\$ 0.3460	\$ 0.2470	\$ 0.1730
2018-2019	\$ 0.4940	\$ 0.1960	\$ 0.2470	\$ 0.0950
2017-2018	\$ 0.4940	\$ 0.1960	\$ 0.2470	\$ 0.0950
2016-2017	\$ 0.4940	\$ 0.1960	\$ 0.2470	\$ 0.0950
2015-2016	\$ 0.4940	\$ 0.1960	\$ 0.2470	\$ 0.0950
2014-2015	\$ 0.4940	\$ 0.1960	\$ 0.2470	\$ 0.0950
2013-2014	\$ 0.4940	\$ 0.1960	\$ 0.2470	\$ 0.0950
2012-2013	\$ 0.4940	\$ 0.1960	\$ 0.2470	\$ 0.0950
2011-2012	\$ 0.4940	\$ 0.1960	\$ 0.2470	\$ 0.0950
2010-2011	\$ 0.4940	\$ 0.1960	\$ 0.2470	\$ 0.0950
2009-2010	\$ 0.4940	\$ 0.1960	\$ 0.2470	\$ 0.0950
2008-2009	\$ 0.4940	\$ 0.1960	\$ 0.2470	\$ 0.0950
2007-2008	\$ 0.4800	\$ 0.1900	\$ 0.2400	\$ 0.0920
2006-2007	\$ 0.4660	\$ 0.1860	\$ 0.2330	\$ 0.0900
2005-2006	\$ 0.4660	\$ 0.1860	\$ 0.2330	\$ 0.0900
2004-2005	\$ 0.4440	\$ 0.1770	\$ 0.2220	\$ 0.0860
2003-2004	\$ 0.4230	\$ 0.1690	\$ 0.2120	\$ 0.0820
2002-2003	\$ 0.3846	\$ 0.1538	\$ 0.1924	\$ 0.0770
2001-2002	\$ 0.3716	\$ 0.1486	\$ 0.1859	\$ 0.0744
2000-2001	\$ 0.3608	\$ 0.1443	\$ 0.1805	\$ 0.0722
1999-2000	\$ 0.3503	\$ 0.1401	\$ 0.1752	\$ 0.0701
1998-1999	\$ 0.2653	\$ 0.1061	\$ 0.1326	\$ 0.0522
1997-1998	\$ 0.2575	\$ 0.1030	\$ 0.1288	\$ 0.0508
1996-1997	\$ 0.2500	\$ 0.1000	\$ 0.1250	\$ 0.0490
1995-1996	\$ 0.2500	\$ 0.1000	\$ 0.1250	\$ 0.0490
1994-1995	\$ 0.2500	\$ 0.1000	\$ 0.1250	\$ 0.0490
1993-1994	\$ 0.2500	\$ 0.1000	\$ 0.1250	\$ 0.0490

RATE CHANGES

- First floor rates have not been increased since 2008
- Second floor rates have not been increased since 2019
- High rates of inflation, supply issues, difficult employment market

RISING COSTS

Expenditures:

Personnel	222,935	298,000	380,000	389,500	399,200	409,200
Supplies	60,183	2,200	6,500	6,700	6,900	7,100
Contractual Services	743,933	756,000	821,400	841,900	862,900	884,500
DPS Maintenance	159,069	163,500	168,500	172,700	177,000	181,400
Total Expenditures	1,186,120	1,219,700	1,376,400	1,410,800	1,446,000	1,482,200

Inflation Assumptions

	2024	2025	2026
Personnel	2.5%	2.5%	2.5%
Supplies	2.5%	2.5%	2.5%
Contractual Services	2.5%	2.5%	2.5%
DPS Maintenance	2.5%	2.5%	2.5%

SUGGESTED RATE CHANGES 2023 - 2026



Financial Forecast									
Calendar Year Basis									
Recommended Rates:	District I	1st Floor \$.059, All Other Floors \$.042							
	District Ia	1st Floor \$.030, All Other Floors \$.021							
	Actual	Projected	Projected	Projected	Projected	Projected	Inflation Assumptions		
	<u>2021</u>	<u>2022</u>	<u>2023 (base)</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>
Revenues:									
Special Assessments	1,069,642	1,070,000	1,175,100	1,201,800	1,211,000	1,220,400			
Other Revenues	<u>220,199</u>	<u>216,000</u>	<u>225,000</u>	<u>228,400</u>	<u>231,800</u>	<u>235,300</u>	1.5%	1.5%	1.5%
Total Revenues	1,289,841	1,286,000	1,400,100	1,430,200	1,442,800	1,455,700			
Expenditures:									
Personnel	222,935	298,000	380,000	389,500	399,200	409,200	2.5%	2.5%	2.5%
Supplies	60,183	2,200	6,500	6,700	6,900	7,100	2.5%	2.5%	2.5%
Contractual Services	743,933	756,000	821,400	841,900	862,900	884,500	2.5%	2.5%	2.5%
DPS Maintenance	159,069	163,500	168,500	172,700	177,000	181,400	2.5%	2.5%	2.5%
Total Expenditures	1,186,120	1,219,700	1,376,400	1,410,800	1,446,000	1,482,200			
Change in Fund Balance	103,721	66,300	23,700	19,400	(3,200)	(26,500)			

BSD PROPOSED ASSESSMENT RATES



	District 1	
YEAR	1 st Story	2 nd Story
2021-22	\$.494 (49.4 cents/ sq. ft.)	\$.346 (34.6 cents/ sq. ft.)



2022-23	\$.553 (55.3 cents/sq. ft)	\$.388 (38.8 cents/sq. ft.)
IMPACT	\$494/yr to \$553/yr/ 1000 sq.ft.	\$346/yr to \$388/yr/ 1000 sq.ft.

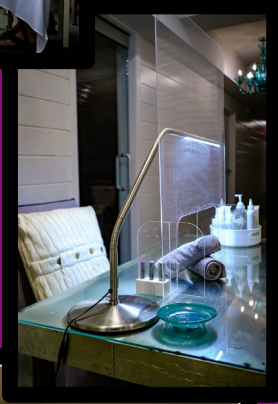
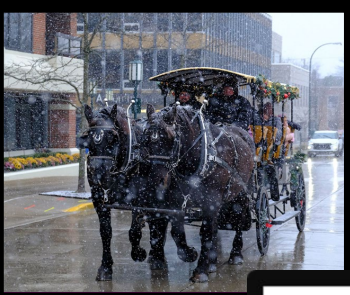
	District 1A	
	1 st Story	2 nd Story
	\$.247 (24.7 cents/ sq. ft.)	\$.173 (17.3 cents/ sq. ft.)



	\$.277 (27.7 cents/sq. ft)	\$.194 (19.4 cents/sq. ft.)
	\$247/yr to \$277/yr/ 1000 sq.ft.	\$173/yr to \$194/yr/ 1000 sq.ft.

Birmingham has the highest commercial rents and land values in Michigan and is considered one of the most walkable downtowns in America

CNU Michigan Chapter



**KEEP THE
MOMENTUM
GOING**



Financial Forecast

Calendar Year Basis

Recommended Rates:

District I 1st Floor \$.059, All Other Floors \$.042

District Ia 1st Floor \$.030, All Other Floors \$.021

	Actual <u>2021</u>	Projected <u>2022</u>	Projected <u>2023 (base)</u>	Projected <u>2024</u>	Projected <u>2025</u>	Projected <u>2026</u>	Inflation Assumptions		
							<u>2024</u>	<u>2025</u>	<u>2026</u>
Revenues:									
Special Assessments	1,069,642	1,070,000	1,175,100	1,201,800	1,211,000	1,220,400			
Other Revenues	<u>220,199</u>	<u>216,000</u>	<u>225,000</u>	<u>228,400</u>	<u>231,800</u>	<u>235,300</u>	1.5%	1.5%	1.5%
Total Revenues	1,289,841	1,286,000	1,400,100	1,430,200	1,442,800	1,455,700			
Expenditures:									
Personnel	222,935	298,000	380,000	389,500	399,200	409,200	2.5%	2.5%	2.5%
Supplies	60,183	2,200	6,500	6,700	6,900	7,100	2.5%	2.5%	2.5%
Contractual Services	743,933	756,000	821,400	841,900	862,900	884,500	2.5%	2.5%	2.5%
DPS Maintenance	159,069	163,500	168,500	172,700	177,000	181,400	2.5%	2.5%	2.5%
Total Expenditures	1,186,120	1,219,700	1,376,400	1,410,800	1,446,000	1,482,200			
Change in Fund Balance	103,721	66,300	23,700	19,400	(3,200)	(26,500)			
Beginning Fund Balance	377,060	480,781	547,081	570,781	590,181	586,981			
Ending Fund Balance	480,781	547,081	570,781	590,181	586,981	560,481			

Birmingham Shopping District
 Financial Forecast
 Calendar Year Basis

Recommended Rates:

No Rate Increase

	Actual	Projected	Projected	Projected	Projected	Projected	Inflation Assumptions		
	<u>2021</u>	<u>2022</u>	<u>2023 (base)</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>
Revenues:									
Special Assessments	1,069,642	1,070,000	1,087,300	1,114,000	1,123,200	1,132,600			
Other Revenues	<u>220,199</u>	<u>216,000</u>	<u>225,000</u>	<u>228,400</u>	<u>231,800</u>	<u>235,300</u>	1.5%	1.5%	1.5%
Total Revenues	1,289,841	1,286,000	1,312,300	1,342,400	1,355,000	1,367,900			
Expenditures:									
Personnel	222,935	298,000	380,000	389,500	399,200	409,200	2.5%	2.5%	2.5%
Supplies	60,183	2,200	6,500	6,700	6,900	7,100	2.5%	2.5%	2.5%
Contractual Services	743,933	756,000	821,400	841,900	862,900	884,500	2.5%	2.5%	2.5%
DPS Maintenance	159,069	163,500	168,500	172,700	177,000	181,400	2.5%	2.5%	2.5%
Total Expenditures	1,186,120	1,219,700	1,376,400	1,410,800	1,446,000	1,482,200			
Change in Fund Balance	103,721	66,300	(64,100)	(68,400)	(91,000)	(114,300)			
Beginning Fund Balance	377,060	480,781	547,081	482,981	414,581	323,581			
Ending Fund Balance	480,781	547,081	482,981	414,581	323,581	209,281			