

Over-the-Rhine South Special Improvement District

2021- 2024 Services Plan & Budget

Overview

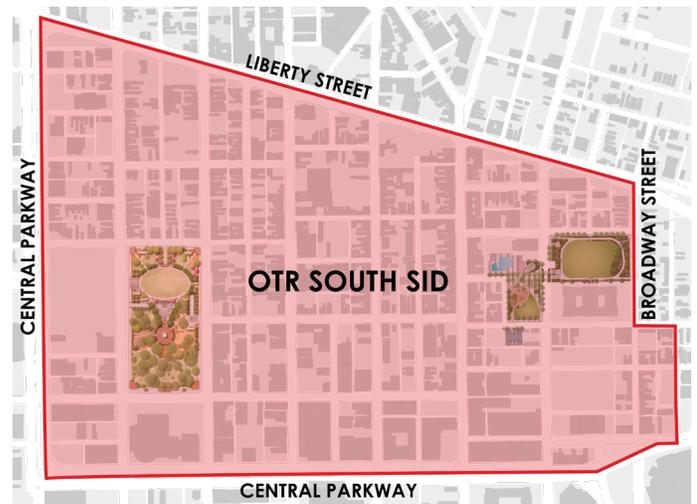
This brochure is designed to provide information about the Over-the-Rhine South Special Improvement District (OTR South SID), and the 2021-2024 Services Plan and Budget. For the Services Plan and Budget to be approved, state statute requires signatures from property owners representing at least 60% of the front footage **OR** 75% of the assessed value inside the Over-the-Rhine South Improvement District.

The District includes all property within the following boundaries:

- South of Liberty Street
- East of Central Parkway
- North of Central Parkway
- West of Broadway Street

Note: The boundary also extends east of Broadway Street, to Spring Street, from Central Parkway to E 13th Street.

The SID will choose a Service Provider to award a contract for the fulfillment of the Services Plan. The Service Provider that is selected will be required to provide employees a living wage and encouraged to hire residents from the neighborhood whenever possible.



Services

The following services will be provided as part of the OTR South SID Services Plan.

Goal: Enhance Appearance of Streets, Sidewalks, and Public Spaces

Approach

- Deliver Ambassador Services to maintain and enhance the appearance of sidewalks, curbs, and right-of-way via the following detail cleaning services:
 - Litter abatement; weed abatement; litter, leaf, and debris removal; sticker removal; short-dump garbage removal; trash bag removal/ trash receptacle cleaning; pressure washing/hosing
- Partner with City of Cincinnati Public Services to coordinate and leverage sanitation/cleaning services provided by the City in an effective and efficient manner
- Work closely with property owners and other partners to assess needs and ensure a clean, healthy, and litter-free environment
- Proactively work with City and County on built-environment issues (e.g. news racks, sidewalks, benches, bikeways, etc.)
- Complete various specialty projects as necessary:
 - Detailed graffiti removal; tree well clean-outs; paver/masonry work; alley cleanup; painting (e.g., street poles, meters, utility boxes, etc.); clean inside, under and around City trash cans, and replace liners
- Snow removal from sidewalks, beginning on main thoroughfares and gradually moving to the remaining service area

Evaluation

Daily tracking of cleaning services, including the following metrics:

- Litter collected
- Weeds removed
- Sticker/Graffiti removal
- Other categories, as agreed upon with OTR South SID Board

Specialty projects – time to complete, before/after pictures, and total projects completed

Public Services – monthly reporting of open work orders

Snow removal – daily tracking of snow removal by block

Services (cont.)

Goal: Improve Safety and the Perception of Safety in OTR South

Approach

- Provide extra eyes and ears for the Cincinnati Police Department (CPD) by strategically deploying a trained Ambassador staff to serve as a highly visible street presence throughout the District; ensure Ambassadors are properly trained to intervene when safety concerns arise, escalating issues to CPD when needed
- 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 OTR Community Council, property owners and managers, and other programs to maintain a positive environment for OTR South workers, visitors and residents alike
- Partner with the GeneroCity 513 initiative to deliver 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 OTR South.
- Address safety issues such as lighting, blighted buildings, etc. through partnerships with the City of Cincinnati, Hamilton County, and others, handling tasks if possible and advocating in cases where another entity must complete the task (e.g., City streetlight replacement)
- Develop various communications to inform key stakeholders about the safety of OTR South (e.g., monthly status reports, marketing campaigns, etc.)

Evaluation

Crime statistics, as provided by the Cincinnati Police Department

Monthly reporting of total lights out in the OTR South district and number replaced each month

Monthly tracking of number of safety/business checks by ambassadors

Monthly outreach updates, including numbers of encounters and outcomes

Goal: Encourage Pride in Location and Space

Approach

- Facilitate partnerships among retailers, restaurants, and property owners to enhance and optimize storefronts, lighting, and maintenance
- Identify, address, and help develop solutions for issues of transportation and accessibility, both to and from, and within the District
- Lead beautification efforts in collaboration with Keep Cincinnati Beautiful, City of Cincinnati, Cincinnati Park Board, Urban Forestry, and other partners to increase tree canopy, flower planting (and maintenance), bus shelter maintenance, etc.
- Help improve front-line hospitality through briefings and other information on features and benefits of OTR South for visitors and residents

Evaluation

Tracking total number of planters maintained in OTR South District

Tracking number of trees/plantings added to District

Tracking number of beautification projects closed out monthly

Goal: Community Engagement and Stakeholder Relations

Approach

- Deliver additional Ambassador Services to connect with the general public and business owners in OTR South, including:
 - Engage the public with friendly greetings and respond to opportunities to provide directions, recommendations or assistance.
 - Check in with four to eight businesses per shift to engage business managers
 - Act as public safety escorts by meeting district workers, residents or visitors at their location and escorting them to their destination.
- Provide free events, such as a busking program, to engage community members and stakeholders and create a positive environment throughout the District.

Evaluation

Training hours for ambassador trainings, including customer service, certified tourism, safety/public engagement, and new business/district training

Tracking of:

- Stakeholder service requests
- Safety escorts and public interactions
- Safety/business checks by ambassadors

Budget

The total assessment of \$650,000 per year in 2021 and 2022, and \$700,000 per year in 2023 and 2024, is comprised of contributions from both private and public property owners. Property assessments will be supplemented by 3CDC and its Community Partners, which should generate \$125,000 annually.

The total annual budget to provide the services as outlined in the proposed Plan is \$775,000 per year in 2021 and 2022, and \$825,000 in 2023 and 2024. The allocation of these resources, subject to annual review and adjustment by the OTR South SID Board, is currently projected as follows:

	2021	2022	2023	2024
REVENUE				
Special Improvement District Assessment	650,000	650,000	700,000	700,000
3CDC and Community Partner Contributions	125,000	125,000	125,000	125,000
TOTAL	775,000	775,000	825,000	825,000

EXPENSES				
Environment: Clean & Safe	578,349	578,349	615,916	615,916
Environment: Beautification	27,990	27,990	29,760	29,760
Environment: GeneroCity 513	25,000	25,000	26,581	26,581
Stakeholder Services	15,000	15,000	15,948	15,948
Marketing	2,500	2,500	2,658	2,658
Events	18,000	18,000	19,138	19,138
Personnel	39,635	39,635	42,141	42,141
Overhead (Insurance, Legal, Accounting, etc.)	53,000	53,000	56,351	56,351
Reserve	15,526	15,526	16,508	16,508
TOTAL	775,000	775,000	825,000	825,000

Personnel expenses include support staff that is needed to carry out various accounting, human resources and communications tasks related to the services performed in the SID. Overhead expenses include Hamilton County's collection fee, insurance, legal services (including an annual audit of the OTR District and a 4-year compilation audit), and accounting services.

$\frac{\text{Property Owner Assessed Value}}{\text{Total OTR SID Contributors Assessed Value}}$	⊗	Total District Budget	⊗	75%	=	Assessed Value Charge to Property Owner
$\frac{\text{Property Owner Front Footage}}{\text{Total OTR SID Contributors Front Footage}}$	⊗	Total District Budget	⊗	25%	=	Front Footage Charge to Property Owner
						TOTAL Charge to Property Owner

FAQs

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 SID Services Plan?

The OTR South SID Services Plan outlines the services and activities to be funded by the assessment paid by the property owners in the District. These services can be changed at each new term to meet the changing needs of the District.

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 owning private property in the District will receive an assessment for their required portion. Public property – including any church property, or property of the federal or state government or a county, township, or municipal corporation – is exempt, unless the entity specifically requests that the property be included within the district, or unless the church is a member of the existing qualified nonprofit corporation creating the district at the time the district is created.

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.

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. This elected board of trustees is responsible for the governance of the OTR South SID – more specifically, for ensuring the Services Plan is being executed by the Service Provider. 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 more than 50% of property owners in the District, as determined by appraised value, believe that 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. Within the OTR South SID, plans call for 75% of the cost to be 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.

Questions?

For more information, visit:

www.OTRSouthSID.com

OR

Email us at OTRSID2020@gmail.com