

Exhibit “A”

PLAN FOR THE NORTH BROAD BUSINESS IMPROVEMENT DISTRICT



Introduction

The North Broad Renaissance, or NBR (the legal name of which is the Avenue North Renaissance), is a non-profit organization whose primary role is to provide communication and information to City administrators and City Council, neighborhood and community groups and others who are (or may) do business or development or other activities on North Broad, from City Hall to Germantown Avenue. In partnership with community stakeholders, the organization is revitalizing the community, creating opportunities for businesses and residents, and improving the economic power and overall quality of life along North Broad Street. To enhance and sustain the services it provides, NBR is now pursuing the potential to create a business improvement district (BID) along the North Broad Street corridor.

In accordance with the requirements of the Community and Economic Improvement Act of 1998, NBR hereby proposes the following Plan for the BID. This Plan represents the work of North Broad Street property and business owners within the proposed District and the Steering Committee of the proposed Neighborhood Improvement District Management Association (a newly formed board of directors of NBR), all of whom have been involved in the development of this Plan, and who now request that the North Broad Business Improvement District (NBBID), as proposed by this Plan, be established by City Council.

The Plan for the District includes: the proposed Boundaries and Service Area of the District; a map of the District (Exhibit A-1); a list of properties to be included in the District and subject to District assessment (Exhibit A-2); the proposed improvements, projects and/or programs to be operated by the management association during the life of the District; a proposed budget for all five fiscal years of the North Broad BID operations, expected to commence July 1, 2020 (Exhibit A-3); and a detailed description of revenue sources for financing all proposed improvements, programs and services which includes the method of assessment. In addition, attached to this Plan are bylaws for the proposed NBBID management structure (Exhibit A-4).

1. Name

The name of the business improvement district is the North Broad Business Improvement District (NBBID).

2. District Boundary and Service Area

The District Boundary and Service Area of the NBBID, depicted in the map attached as Exhibit A-1, includes all taxable (for real estate purposes) commercial properties (defined as properties used for any for profit activity involving trade or commerce in general, including residential units that are rented to tenants for profit) fronting both sides of North Broad Street from the north side of Spring Garden Street to the south side of Indiana Avenue (excluding the 2700-2900 blocks on the west side of the street), beginning with 510 North Broad Street and continuing to 2929 North Broad Street. In addition to North Broad Street, the District Boundary and Service Area would include 1300 Fairmount Avenue; 1406 Ridge Avenue; 1408 Ridge Avenue; 1363 W. Seltzer Street; 1361 W. Silver Street; and 1362 W. Silver Street.

3. Addresses

The addresses on the attached Exhibit A-2 correspond to the boundaries of the District. A list of properties proposed to be assessed was compiled with the assistance of the Philadelphia Office of Property Assessment. This list has been reviewed and accepted by NBR. This list shall be definitive as to whether a property is within the boundaries of the District.

4. Programs and Services

The NBBID will undertake 6 core sets of activities as delineated below, including Cleaning and Safety; Maintenance and Greening; Marketing and Communications; Business Attraction, Retention, and Development; Capital Improvements; and Personnel and Administration. All areas will be implemented with the oversight and participation of the Board of Directors of NBR and any committees established by the Board to provide guidance for the proposed work and input as to how these activities will be implemented.

Cleaning and Safety

- District Cleaning: NBBID will assume responsibility for cleaning and beautifying the District by implementing programs that may include:
 - A continuation of the manual sidewalk sweeping program
 - Additional trash and recycling receptacles

- Public Safety: NBBID will work to keep the district safe for residents, employees, and visitors with programs including but not limited to:
 - Assistance for connecting businesses with any available grants for public safety improvements
 - Communication with the area registered community organizations (RCOs) and district police to address any general public safety needs
 - Support for district police and/or private security to increase safety around transit stops, high traffic areas, and other areas as needed

Maintenance and Greening

- NBBID will assume responsibility for maintaining and greening the District by implementing programs that may include:
 - Communication with construction site managers and property owners to ensure that sites are kept neat during renovation and the public right of way is left in good condition
 - Continued maintenance of greening elements maintained by NBR
 - Identification of additional areas for small greening elements and additional improvements when possible

Marketing and Communications

- NBBID will help promote and market the District with activities including but not limited to:
 - Branding for the NBBID district
 - NBBID website that will include relevant information such as a NBBID business directory, available properties for rent or sale, transportation options, construction alerts, and special events
 - Promotion of the District through available mechanisms such as internet-based platforms and other marketing opportunities
 - Special events that may include the expansion of existing events and new events to build more interest in the District from residents, employees, students, and visitors
 - Initiatives to contribute to the sustainable growth of the neighborhood and provide opportunities to strengthen the community
 - Partner with other outlets and businesses to maximize resources

Business Attraction, Retention, and Development

- NBBID will offer support to existing businesses with the goal of increasing stability and growth, improving the economic climate of the District and employment opportunities, and working to recruit new businesses through the following programs:
 - A market analysis to identify opportunities for new businesses in the District

- A business attraction program to attract new businesses—with a particular focus on retail, technology, arts and culture, health and service-oriented businesses—as well as additional employment opportunities to the District, including items such as marketing materials for available properties, a maintained list of available properties, and additional professional support to implement the program
- A business retention program to help existing businesses remain stable and grow through items such as training, communication, connection to business development programs, and helping businesses connect to private and public funding opportunities
- Communication with the real estate community and development of opportunities for potential tenants and investors to visit available properties

Capital Improvements

- Public Realm Improvements: NBBID will work with government agencies to manage improvements to the public right of way in need of maintenance and improvement with activities that may include:
 - Production and installation of banners
 - Maintenance of the North Poles
 - Design and engineering of attractive median barriers to protect the North Poles

Personnel and Administration

All NBBID’s programmatic work will be conducted in a transparent manner with opportunities for input from members of the business, institutional, and residential communities. NBBID will also ensure that, when possible, local businesses have an opportunity to bid on work in the district, and that contractors are committed to hiring from the North Broad community.

- Personnel:
 - NBR Executive Director: NBBID will be overseen at the staff level by NBR’s existing Executive Director.
 - BID Manager: NBBID will be managed by a BID Manager, an employee of NBR, to ensure all proposed services are delivered in a timely and professional fashion, with the following responsibilities:
 - Manage all aspects of daily NBBID operation and oversee all programs and services provided in this plan
 - Supervise part-time staff and vendors
 - Act as an advocate for the district with elected officials and members of the public, private and non-profit sectors
 - When needed, create and coordinate volunteer committees from the NBBID community

- Identify and solicit additional sources of revenue
 - Implement the enabling ordinance and exercise the powers granted to the NBBID under state law
- Part-Time Administrative Staff: An assistant, also an employee of NBR, may be necessary to manage the assessment process and other administrative duties, as well as other projects as needed. NBBID will attempt to identify additional funding sources to add additional support staff positions and/or hours to increase the organization's capacity.
- Administration: NBBID will share existing office space currently occupied by NBR at 440 North Broad Street, a location that is easily accessible to property and business owners, where the organization will hold committee and Board meetings and manage all operations. Administrative and operational expenses will include items including but not limited to rent, utilities, office equipment and software, board and general liability insurance, legal and professional fees, professional development, office maintenance and security, and billing and accounting services. It is understood that additional costs may be incurred during the first year to purchase equipment and other fees associated with creating the NBBID infrastructure and that these costs will likely decline in subsequent years.

5. Budget

NBBID expects a first-year amount of \$816,000 in scheduled expenses, as set forth in Exhibit A-3 and further explained in Notes to Budget following the budget document, with budget amounts for subsequent fiscal years set forth in that document. Due to first-year expectations of achieving an eighty-eight (88%) collection rate, an allowance of approximately \$98,000 for non-payment is reflected in the budget shown in Exhibit A-3, with this estimated non-payment amount decreasing slightly in subsequent years.

Budget Increase

Beginning in year two, the budget document reflects a 3% annual increase in expense amounts to account for inflation, and corresponding increases in necessary revenues, from assessments, to cover such increased costs. The NBBID Board may choose to entertain no budget increase, or to adopt an increase of less than three percent over the adjusted total budget.

6. Funding

It is anticipated that the services proposed in this Plan will be funded by the annual assessment placed on eligible properties within the NBBID. NBBID will also work to bring additional resources to the District through other fundraising opportunities, including government and

private grants, special events, and other partnerships that will allow NBBID to make more positive improvements to the District.

7. Time for Completion of Proposed Services

The first fiscal year for NBBID will begin on January 1, 2024. All services and programs included in this Plan will commence during the first year of District activity and continue throughout the life of the Ordinance for five years, until December 31, 2028.

8. NBBID Management

North Broad Renaissance will be the Neighborhood Improvement District Management Association (NIDMA) for NBBID, which will operate NBBID in accordance with the ordinance incorporating this Plan and the Community and Economic Improvement Act of 1998. As such, NBR will be authorized to exercise all powers granted by the Act, the ordinance authorizing the establishment of the District, the bylaws of NBR, and those general powers, rights and obligations granted to or placed upon Pennsylvania nonprofit corporations.

9. NBBID Board of Directors

NBBID will be overseen by NBR's Board of Directors. NBR's bylaws call for its business and affairs to be managed under the direction of a Board. In accordance with Section 6(d)(4) of the Community and Economic Improvement Act, as the NIDMA for the NBBID, NBR's Board must include a representative of property owners located in the NBBID, business owners located in the NBBID, and institutions located in the NBBID. Institutional members may appoint a designee to represent them. NBR's bylaws will be amended to include the requirement for this representation. In addition, the NBR Board of Directors will appoint an Advisory Committee to the NBR Board of Directors to provide input into programming activities for NBBID. This Advisory Committee will consist of a diverse membership of additional property owners, business owners, and institutions. See the attached Statement of Agreement and NBR bylaws in Exhibit A-4.

10. Cost-Sharing Formula

Properties Subject to the Assessment

All taxable (for real estate purposes) commercial properties within the District as described in Section 2 (defined as properties used for any for-profit activity involving trade or commerce in general, including vacant commercial and industrial zoned parcels and residential properties that are rented to tenants for profit) shall be subject to the NBBID assessment. Single-unit

owner-occupied residential and other non-profit or government owned tax-exempt properties or units located within the District boundaries will not be assessed.

Neither vacancy nor non-use of a property qualifies a property for exemption from paying the NBBID assessment under any circumstance. Any property within the District on the list of properties in Exhibit A-2 that is not subject to the NBBID assessment, but which at a subsequent date converts to a usage that is subject to NBBID assessment, shall become subject to that assessment in the next NBBID fiscal year. Conversely, any property currently subject to the NBBID assessment which is converted to an exempt purpose may petition the NBBID Board to be designated exempt with such exemption to commence with the next NBBID fiscal year.

Method of Assessment

- Real property will be assessed using the property value assessment of such property using the following formula:
 - Dividing the OPA Market Value of the property for that tax year by the total OPA Market Value for all properties in the district that are subject to the NBBID assessment;
 - Multiplying that result by the total amount listed as the Total Amount Billed for the District shown in Exhibit A-3;
 - The result is the property's annual assessment.

- In performing this calculation, the OPA Market Value of multi-unit properties which contain an owner-occupied unit(s) used as a residence or entity that is exempt for the purposes of property taxes will receive an adjustment to the OPA Market Value of their property and the amount of the adjustment also will be excluded from the OPA Market Value of all properties in the district that are subject to the NBBID assessment.

- For determining the property value assessment of each property and the total value of all properties subject to assessment based on the assessed value of the property, the certified OPA values used by the City of Philadelphia for issuing Real Estate tax bills in June prior to the commencement of the NBBID's fiscal year for billing beginning on January 1 will be used. All assessments on NBBID affected real properties will be based on assessed value without regard to any tax abatements that may be associated with a particular property.

- In any given year, property owners have the right and ability to appeal the OPA assessment to OPA or the Board of Revision of Taxes (BRT), and to reduce their City real estate assessment. The NBBID's policy will be to re-calculate the annual charge and allow an adjustment to the current year charge, or if the charge has already been paid, to allow a

credit against the property's next annual NBBID charge, if the certified assessed value of the property is reduced on appeal to OPA or the BRT. To be eligible for the reduction or credit, the NBBID must receive written notification of an appeal from the property owner in the year in which the appeal is filed, in addition to a copy of the initial application and final decision of OPA or the BRT for a reduction of the property value for which the assessed charges apply.

Collection and Property Liens

Each assessment authorized pursuant to this ordinance is collectable. On the first of each month, beginning with October 1 of the year in which the assessment is due and continuing thereafter until the assessment is paid, NBR has the authority to charge 1.5% per month on any unpaid assessment or unpaid portion of an assessment.

In addition to the assessment and any interest penalties, any fees for actual costs associated with filing the lien shall be added to principal and interest to cover costs associated with the filing of the lien.

11. Duties and Responsibilities

The specific duties and responsibilities of the City of Philadelphia and NBR with respect to the District are as follows:

- The City will be responsible for maintaining the same level of municipal programs and services within the District after its designation as a neighborhood improvement district as before such designation. The City will also be responsible for applying liens on properties for non-payment of property assessment fees as set forth in the Act at 53 P.S. § 18107(a)(10).
- NBR shall fulfill all duties and responsibilities of a Neighborhood Improvement District Management Association (NIDMA) as set forth in the Act (53 P.S. § 18101 et. seq.). In its capacity as the NIDMA, NBR shall submit an annual audit of all income and expenditures to the Department of Community and Economic Development and to City Council within 120 days after the end of each fiscal year, and submit a report, including financial and programmatic information and a summary of audit findings, to City Council and to all assessed property owners located in the District, as required by the Act at 53 P.S. § 18109. In addition, NBR shall be responsible for collecting all assessment fees levied within the District.

12. Written Agreement

A written agreement will be signed by the City and North Broad Renaissance containing the following provisions:

- The respective duties of the City and NBR with respect to the District as set forth in Section 11 above;
- The City's agreement to maintain within the District the same level of municipal programs and services that were provided within the District before its establishment;
- A "sunset provision" under which the agreement will expire on June 30, 2025, and not be renewed unless the District is continued beyond that date pursuant to reenactment of the ordinance establishing the District; and
- NBR's agreement to be responsible for the collection of all property assessment fees levied within the District and the City's agreement to file any necessary liens for nonpayment of property assessment fees as set forth in the Act at 53 P.S. § 18107(a)(10)

13. In-Kind Contributions

NBBID will allow for and encourage tax-exempt property owners to provide in-kind or financial contributions to the District if not assessed, in lieu of a property assessment fee.

14. Voting Requirements

The negative vote of at least one-third (1/3) of the affected property owners within the District, or the negative vote of affected property owners within the District whose property valuation, as assessed for taxable purposes, amounts to at least one-third (1/3) of the total property valuation of property owned by affected property owners located within the District proposed in the final plan, shall be required to defeat the creation of the proposed District by filing objections to the clerk for the governing body of the municipality within forty-five (45) days of presentation of the final plan.

Exhibit A-1: Maps of North Broad Business Improvement District

Full NBBID Service Area



Detail of Northern Portion of NBBID Service Area



Detail of Central Portion of NBBID Service Area



Detail of Southern Portion of NBBID Service Area



Exhibit A-2: List of Affected Properties

510	N	BROAD	ST	827	N	BROAD	ST	1432	N	BROAD	ST
523	N	BROAD	ST	828	N	BROAD	ST	1438	N	BROAD	ST
545	N	BROAD	ST	830	N	BROAD	ST	1501	N	BROAD	ST
600	N	BROAD	ST	832	N	BROAD	ST	1518	N	BROAD	ST
619	N	BROAD	ST	834	N	BROAD	ST	1520	N	BROAD	ST
630	N	BROAD	ST	836	N	BROAD	ST	1522	N	BROAD	ST
631	N	BROAD	ST	839	N	BROAD	ST	1524	N	BROAD	ST
639	N	BROAD	ST	842	N	BROAD	ST	1526	N	BROAD	ST
642	N	BROAD	ST	844	N	BROAD	ST	1528	N	BROAD	ST
645	N	BROAD	ST	846	N	BROAD	ST	1600	N	BROAD	ST
655	N	BROAD	ST	847	N	BROAD	ST	1700	N	BROAD	ST
660	N	BROAD	ST	858	N	BROAD	ST	1801	N	BROAD	ST
665	N	BROAD	ST	859	N	BROAD	ST	1901	N	BROAD	ST
667	N	BROAD	ST	900	N	BROAD	ST	1942	N	BROAD	ST
676	N	BROAD	ST	901	N	BROAD	ST	1944	N	BROAD	ST
678	N	BROAD	ST	905	N	BROAD	ST	1946	N	BROAD	ST
679	N	BROAD	ST	906	N	BROAD	ST	1948	N	BROAD	ST
680	N	BROAD	ST	907	N	BROAD	ST	1952	N	BROAD	ST
681	N	BROAD	ST	911	N	BROAD	ST	2000	N	BROAD	ST
683	N	BROAD	ST	915	N	BROAD	ST	2002	N	BROAD	ST
684	N	BROAD	ST	918	N	BROAD	ST	2004	N	BROAD	ST
685	N	BROAD	ST	922	N	BROAD	ST	2006	N	BROAD	ST
687	N	BROAD	ST	925	N	BROAD	ST	2008	N	BROAD	ST
689	N	BROAD	ST	931	N	BROAD	ST	2010	N	BROAD	ST
699	N	BROAD	ST	933	N	BROAD	ST	2012	N	BROAD	ST
704	N	BROAD	ST	935	N	BROAD	ST	2014	N	BROAD	ST
714	N	BROAD	ST	1200	N	BROAD	ST	2016	N	BROAD	ST
716	N	BROAD	ST	1201	N	BROAD	ST	2020	N	BROAD	ST
718	N	BROAD	ST	1208	N	BROAD	ST	2022	N	BROAD	ST
800	N	BROAD	ST	1214	N	BROAD	ST	2024	N	BROAD	ST
801	N	BROAD	ST	1216	N	BROAD	ST	2034	N	BROAD	ST
802	N	BROAD	ST	1220	N	BROAD	ST	2100	N	BROAD	ST
804	N	BROAD	ST	1221	N	BROAD	ST	2109	N	BROAD	ST
806	N	BROAD	ST	1227	N	BROAD	ST	2131	N	BROAD	ST
808	N	BROAD	ST	1231	N	BROAD	ST	2152	N	BROAD	ST
810	N	BROAD	ST	1248	N	BROAD	ST	2156	N	BROAD	ST
812	N	BROAD	ST	1250	N	BROAD	ST	2158	N	BROAD	ST
813	N	BROAD	ST	1300	N	BROAD	ST	2200	N	BROAD	ST
814	N	BROAD	ST	1310	N	BROAD	ST	2201	N	BROAD	ST
818	N	BROAD	ST	1314	N	BROAD	ST	2205	N	BROAD	ST
820	N	BROAD	ST	1324	N	BROAD	ST	2207	N	BROAD	ST
822	N	BROAD	ST	1326	N	BROAD	ST	2213	N	BROAD	ST
826	N	BROAD	ST	1428	N	BROAD	ST	2216	N	BROAD	ST

2217	N	BROAD	ST	2334	N	BROAD	ST	2519	N	BROAD	ST
2218	N	BROAD	ST	2338	N	BROAD	ST	2520	N	BROAD	ST
2219	N	BROAD	ST	2340	N	BROAD	ST	2521	N	BROAD	ST
2220	N	BROAD	ST	2342	N	BROAD	ST	2523	N	BROAD	ST
2221	N	BROAD	ST	2344	N	BROAD	ST	2526	N	BROAD	ST
2222	N	BROAD	ST	2400	N	BROAD	ST	2527	N	BROAD	ST
2224	N	BROAD	ST	2401	N	BROAD	ST	2528	N	BROAD	ST
2226	N	BROAD	ST	2402	N	BROAD	ST	2530	N	BROAD	ST
2228	N	BROAD	ST	2404	N	BROAD	ST	2532	N	BROAD	ST
2229	N	BROAD	ST	2406	N	BROAD	ST	2536	N	BROAD	ST
2230	N	BROAD	ST	2408	N	BROAD	ST	2601	N	BROAD	ST
2231	N	BROAD	ST	2410	N	BROAD	ST	2622	N	BROAD	ST
2234	N	BROAD	ST	2412	N	BROAD	ST	2628	N	BROAD	ST
2235	N	BROAD	ST	2413	N	BROAD	ST	2634	N	BROAD	ST
2239	N	BROAD	ST	2414	N	BROAD	ST	2701	N	BROAD	ST
2241	N	BROAD	ST	2416	N	BROAD	ST	2709	N	BROAD	ST
2243	N	BROAD	ST	2418	N	BROAD	ST	2713	N	BROAD	ST
2245	N	BROAD	ST	2420	N	BROAD	ST	2741	N	BROAD	ST
2247	N	BROAD	ST	2422	N	BROAD	ST	2801	N	BROAD	ST
2249	N	BROAD	ST	2424	N	BROAD	ST	2805	N	BROAD	ST
2250	N	BROAD	ST	2426	N	BROAD	ST	2807	N	BROAD	ST
2251	N	BROAD	ST	2428	N	BROAD	ST	2809	N	BROAD	ST
2252	N	BROAD	ST	2431	N	BROAD	ST	2811	N	BROAD	ST
2253	N	BROAD	ST	2432	N	BROAD	ST	2813	N	BROAD	ST
2255	N	BROAD	ST	2434	N	BROAD	ST	2815	N	BROAD	ST
2256	N	BROAD	ST	2436	N	BROAD	ST	2817	N	BROAD	ST
2258	N	BROAD	ST	2438	N	BROAD	ST	2819	N	BROAD	ST
2260	N	BROAD	ST	2440	N	BROAD	ST	2821	N	BROAD	ST
2262	N	BROAD	ST	2442	N	BROAD	ST	2823	N	BROAD	ST
2300	N	BROAD	ST	2444	N	BROAD	ST	2825	N	BROAD	ST
2301	N	BROAD	ST	2446	N	BROAD	ST	2829	N	BROAD	ST
2304	N	BROAD	ST	2448	N	BROAD	ST	2831	N	BROAD	ST
2305	N	BROAD	ST	2450	N	BROAD	ST	2901	N	BROAD	ST
2310	N	BROAD	ST	2452	N	BROAD	ST	2917	N	BROAD	ST
2312	N	BROAD	ST	2454	N	BROAD	ST	2929	N	BROAD	ST
2314	N	BROAD	ST	2500	N	BROAD	ST	1300		FAIRMOUNT	AVE
2315	N	BROAD	ST	2501	N	BROAD	ST	1406		RIDGE	AVE
2316	N	BROAD	ST	2504	N	BROAD	ST	1408		RIDGE	AVE
2319	N	BROAD	ST	2506	N	BROAD	ST	1363	W	SELTZER	ST
2321	N	BROAD	ST	2508	N	BROAD	ST	1361	W	SILVER	ST
2326	N	BROAD	ST	2509	N	BROAD	ST	1362	W	SILVER	ST
2331	N	BROAD	ST	2515	N	BROAD	ST				
2332	N	BROAD	ST	2519	N	BROAD	ST				

Exhibit A-3: Five-Year Budget of NBBID

Revenue

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Amount Billed ¹	\$816,000	\$840,000	\$866,000	\$892,000	\$919,000
Anticipated Non-Payment ²	\$98,000	\$92,000	\$87,000	\$80,000	\$73,000
Anticipated Prior Year Payment ³	\$0	\$25,000	\$26,000	\$26,000	\$27,000
TOTAL ANTICIPATED REVENUE⁴	\$718,000	\$773,000	\$805,000	\$838,000	\$873,000

Expenses

	Year 1	Year 2	Year 3	Year 4	Year 5
Cleaning and Safety ⁵	\$198,000	\$213,000	\$222,000	\$231,000	\$241,000
Maintenance and Greening ⁶	\$86,000	\$91,000	\$95,000	\$99,000	\$104,000
Marketing and Communications ⁷	\$62,000	\$67,000	\$70,000	\$73,000	\$76,000
Business Attraction, Retention, and Development ⁸	\$106,000	\$114,000	\$119,000	\$124,000	\$129,000
Capital Improvements ⁹	\$71,000	\$76,000	\$80,000	\$83,000	\$86,000
Personnel and Administration ¹⁰	\$195,000	\$210,000	\$219,000	\$228,000	\$237,000
TOTAL ANTICIPATED EXPENSES	\$718,000	\$771,000	\$805,000	\$838,000	\$873,000

Notes to the Five-Year Budget:

1. Total assessments from all properties within the NBBID boundaries that are identified as income-generating and therefore subject to the NBBID assessment, including an anticipated 3% cost of living increase.
2. The percentage of assessments that NBBID does not expect to collect during the billing year. For budget purposes, NBBID will expect an 88% collection rate in year one, increasing by 1% each year to a 92% collection rate in year 5.
3. The amount of prior year assessment revenue NBBID anticipates collecting in subsequent years.
4. The total anticipated current and prior year assessment revenue for each year.
5. Items such as professional sidewalk cleaning, street cleaning, and public safety.
6. Items such as public space maintenance and greening.
7. Promotion and marketing of the district such as special events, on-line advertising, and other activities to promote the district.
8. Programs to support business recruitment and retention.
9. Improvements that may include sidewalk repair and façade improvements.
10. General office and administrative expenses associated with the management of NBBID, including but not limited to staff, office operation, legal and accounting services.

Exhibit A-4: Statement of Agreement for North Broad Renaissance to be the NIDMA for the North Broad Business Improvement District (in lieu of Separate Bylaws)

Preamble

The purpose of this Statement of Agreement is to outline in detail the commitment of the North Broad Renaissance, or NBR (the legal name of which is the Avenue North Renaissance) to serve as the Neighborhood Improvement District Management Association (NIDMA) for the North Broad Business Improvement District (NBBID), defined by the Community and Economic Improvement Act (P.L. 1307, No. 174). This Statement, approved by the NBR Board of Directors, commits NBR to collecting assessments, providing services, and reporting to appropriate government authorities as prescribed by and required by the state statute governing Neighborhood Improvement Districts and as designated by the City of Philadelphia.

Purposes

As the NIDMA for the North Broad Business Improvement District, North Broad Renaissance shall:

- Assume and implement all powers granted to it by virtue of its designation by the City of Philadelphia as a Neighborhood Improvement District Management Association (NIDMA) as defined by the Community and Economic Improvement Act for the Service Area defined in Philadelphia City Ordinance number _____;
- Provide supplements to the municipal services of the City of Philadelphia;
- Maintain a safe, clean and vibrant commercial district for the benefit of the residents, users, and owners within the district, and to citizens of Philadelphia and the region;
- Create opportunities for the business and residential communities to come together to make improvements to the district;
- Develop and implement programs and services that ensure that North Broad Street continues to be a desirable place to live, work, shop, invest, and visit.

Boundaries

The Boundaries of the District include all taxable (for real estate purposes) commercial properties (defined as properties used for any for profit activity involving trade or commerce in general, including residential units that are rented to tenants for profit) fronting both sides of North Broad Street from the north side of Spring Garden Street to the south side of Indiana Avenue (excluding the 2700-2900 blocks on the west side of the street), beginning with 510 North Broad Street and continuing to 2929 North Broad Street. In addition to North Broad Street, the District Boundary and Service Area would include 1300 Fairmount Avenue; 1406 Ridge

Avenue; 1408 Ridge Avenue; 1363 W. Seltzer Street; 1361 W. Silver Street; and 1362 W. Silver Street.

Governance

The Board of Directors of the NBR agrees to assume full responsibility for the oversight and operation of the North Broad Business Improvement District. The Board of Directors of NBR will amend the NBR bylaws (attached) to revise Article 6 Section 6.1 to require that the Board composition include a representative of property owners located in the NBBID, business owners located in the NBBID, and institutions located in the NBBID to increase representation of NBBID to NBR’s Board. Institutional members may appoint a designee to represent them. These bylaws govern NBR as the NIDMA for the North Broad Business Improvement District, as permitted by Section 6 of the Community and Economic Improvement Act (P.L. 1307, No. 174).

Advisory Committee

The Board of Directors of NBR will amend the NBR bylaws to add Article 7 Section 7.5 Entitled North Broad Business Improvement District Advisory Committee. The Advisory Committee will have all the powers accorded other committees. The NBR Board of Directors will appoint the Advisory Committee to recommend programming feedback to the NBR Board of Directors. The Advisory Committee will meet at least three times annually to review the plan for the coming year, to monitor progress and results mid-year, and to evaluate the performance of the program at the end of the year.

A minimum of 80% of the Advisory Committee members will own property and/or own or operate a business in the District. Included will be a minimum of one property owner representing the portion of each of NBR’s employment districts that lie within the North Broad Business Improvement District (Tech District from Spring Garden Street to Poplar Street, Arts & Culture District from Poplar Street to Susquehanna Avenue, and Professional Service District from Susquehanna Avenue to Indiana Avenue).

Approval

This Statement of Agreement is approved, this day of (month, day, and year):

Signed

NBR Board Chair

NBR Board Secretary

Attest