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September 24, 2021

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Hello Maureen,

CHAIRMAN OF THE BOARD

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I am pleased to present to you the proposed petition for our proposed Newmarket Business Improvement District.

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We understand that you will bring this to the Boston City Council where they will, in committee, schedule a public hearing as soon as possible.

We also understand that prior to that hearing you will certify the signatures on the petition.

Included in the attached binders are the petition signature pages of more than 51% of the assessed property owners in the proposed district and more than 60% of the real property owners in the proposed district.

Also, attached to each signature sheet is a copy of the petition which includes a map of the district, the detailed boundaries of the district and the BID's proposed improvement plan.

We will be submitting additional signed petition sheets to you within the next few weeks, prior to the public hearing.

Please let me know if you have any questions or require additional information.

I am really looking forward to working with you on this and on bringing the BID to fruition after 2+ years of work on the part of many property owners, City officials and our staff.

Thank you for all of your help!

Sincerely,

Susan L. Sullivan
Executive Director
Newmarket Business Association
617-233-7565
suesullivan@newmarketboston.org

FAQ

IF WE FORM A BID, IS IT FOREVER? CAN WE DISSOLVE A BID IF THINGS DON'T WORK OUT?

Once a BID is established, all property owners are required to participate in the BID. Every five years, property owners vote to renew the BID. If a majority of the property owners vote to dissolve the BID, it will be disbanded. A BID can be dissolved at any time by a vote of 51% of the real property owners or the owners of 51% of the assessed valuation within the district.

HOW MUCH DOES IT COST?

The BID's steering committee determines the budget and priority supplemental programs and services it will provide in the District. The steering committee also determines a fee structure that is fair and equitable to all members of the BID. Each BID has its own unique fee structure that is appropriate for their municipality and is developed as part of the planning process of forming a BID.

WE PAY TAXES – WHY SHOULD WE PAY MORE FOR SERVICES? ISN'T THAT THE CITY'S RESPONSIBILITY?

This is the most common question from property owners who believe that the BID services should be the responsibility of the municipality. The simple answer is that BIDs provide supplemental services over and above those commonly offered by the municipality. The BID fee is an investment in a property that will yield tangible and intangible results through increased property values, stable tenancy, greater business activity and improved perceptions of the District as a place to shop, visit, live or work.

The majority of BIDs demonstrate a solid return on investment over time. By investing in the BID, property owners and municipalities leverage the municipal resources available for programs offered within the District. BIDs encourage property owners to become active members of the District community by making investments that benefit their properties and enhance the District for all who use it.

WHY SHOULD PROPERTY OWNERS BE MANDATED TO PARTICIPATE?

The purpose of a BID is to encourage a sense of community amongst property owners. The BID allows the burden and the benefits of the BID to be shared equitably. Services like enhanced security and trash removal have a greater impact if implemented consistently throughout the district rather than piecemeal. All property owners, businesses, residents, and visitors in the District benefit from services.

WHO ACTUALLY CONTROLS THE BID?

The BID is controlled and financed by the property owners in the District. A Board of Directors representing the property owners oversees the execution and management of the BID Business Plan. The Board of Directors make personnel, program and budget decisions within the scope of the plan approved by the BID members.

HOW DOES THE CITY PARTICIPATE IN THE BID?

The municipality participates by providing both financial support and/or in-kind services. Most BIDs have a Memorandum of Understanding with the municipality that spells out the relationship with the BID, the baseline services provided by the municipality and a "baseline plus" agreement that outlines how the municipality will participate in the BID as a property owner within the District.

WHAT ARE THE PROPOSED BOUNDARIES FOR THE BID AND HOW ARE THEY ESTABLISHED?

BID boundaries are not limited to zoning constraints or traditional definitions of districts or neighborhoods. Geographic and physical barriers often create a natural ending point to the District. District boundaries can also be determined by land use, owner interest, or other commonly agreed upon criteria. Ultimately, BID boundaries are established by a consensus of property owners in the proposed District.

HOW IS A BID DIFFERENT FROM A BUSINESS ASSOCIATION?

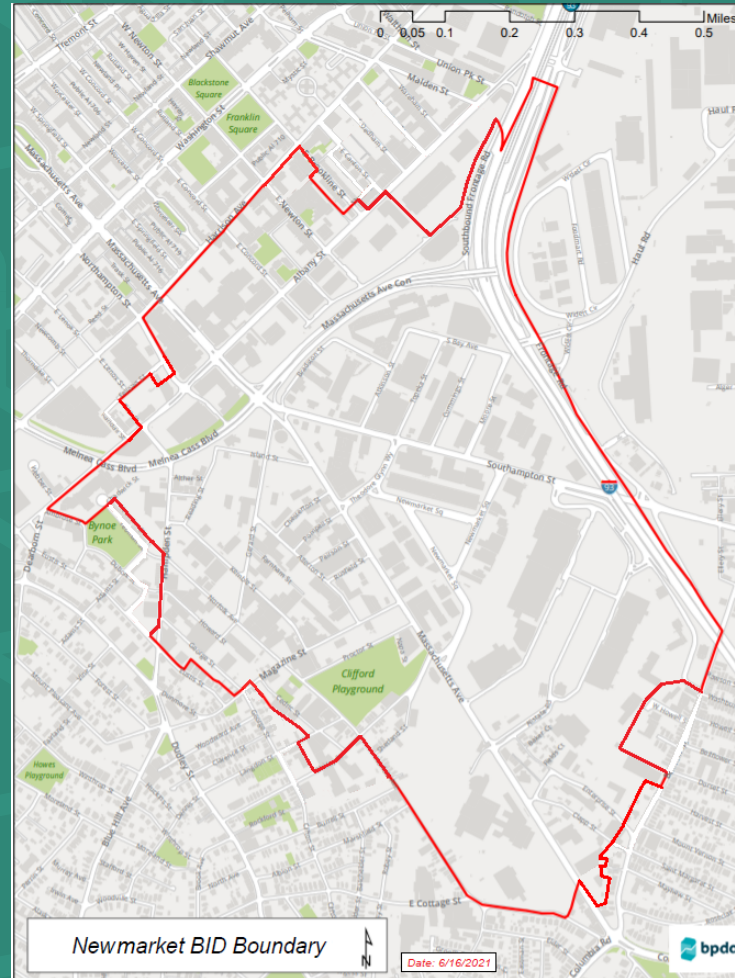
The BID is a legal mechanism for property owners to collectively purchase supplemental programs and services in a specific geographic area, establishing a dedicated revenue stream to execute the business plan approved by property owners in the BID. A business association is typically a voluntary organization that provides membership services.

WHY CONSIDER A BID IN ANY COMMUNITY?

Residents, visitors, customers, employees, business owners, and more comprise the Newmarket community and play an integral role in its success. When property owners collaborate with the municipality to leverage the District through a well-managed and sustained effort, the downtown becomes an economic driver for the overall community.

DO BIDS WORK?

For over 60 years BIDs have played a prominent role in municipalities throughout the country. They are so fully integrated into most major cities that multiple BIDs are commonplace, and policies and legislation are rarely modified. The International Downtown Association documents a proven track record of success that can be demonstrated through increased property values, improved tenancy, and an enhanced sense of community in BIDs in large and small cities across the country.



NEWMARKET BID BOUNDRIES

NEWMARKET BUSINESS IMPROVEMENT DISTRICT



Q&A

WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A Business Improvement District, or BID, is a legally established, contiguous geographic area within which property and business owners elect to make a collective contribution to initiate, manage, and finance supplemental services for the maintenance, development and promotion of their commercial district. There are currently BIDs in almost 1,000 towns and cities in the U.S., and thousands throughout the world.

YOUR SUPPORT IS IMPORTANT!

Property owners working collectively can leverage their resources and make strategic decisions on programs and services that will have a greater impact on their community than any individual owner can accomplish alone, as well as focus those resources with their intimate knowledge of the District and its issues to more accurately target solutions that municipalities might miss. With the implementation of the BID, property and business owners become the stewards of the BID's success and play an active role in helping to create a vibrant, sustainable Newmarket for the future.

WHY A BID FOR NEWMARKET?

For a number of years, Newmarket has been negatively impacted by many acute issues that make it difficult to conduct business, live, or work in the District. Some of these problems are ones that might be encountered anywhere in the city, such as traffic and parking, but we have also been overrun with significant safety concerns. While police have done much to help work through this persistent issue and the city is making incremental improvements, unless we take control of our own destiny, we cannot continue to persist under these conditions and hope that the environment improves.

A Business Improvement District would change the dynamics of Newmarket by allowing for local management, accountable to property owners and area stakeholders. It would create the resources necessary so that instead of asking the City for something more to be done, we can make it happen ourselves. Under this system, owners will collaborate to create a better business environment in which Newmarket is cleaner and more welcoming, traffic flows more freely, and customers and employees can get to work safely and easily.



STEERING COMMITTEE

GERRY DIPIERRO
RICHARD GEISSER
MICHAEL ROTHSCHILD
JAMES ENGLISH
JOHN SPURR, JR.

KERRY SPURR GALLAWAY
WILLIAM GAUSE
JEROME KYLLINGSTAD
JOHN MARSTON

VALEDA BRITTON
MICHAEL FELDMAN
JEFFREY PRANSKY
KRISTEN AHLMAN

DAVID NOYMER
BRIAN MALONEY
RICHARD FULHAM
WILLIAM JACOBSON

MOVING PEOPLE

TRAFFIC AND TRANSPORTATION

Creation of an immediate transit improvement in the form of a shuttle service, in addition to long term solutions to worsening traffic gridlock and lack of public transit availability.

Newmarket Shuttle Service

- o 24 hour shuttle service as necessary (planned 15 min. intervals) connecting all areas of Newmarket to Andrew Station (Red Line), Ruggles Station (Orange Line) and Newmarket Station (Fairmount Line)
- o Available to BID participants and their customers, employees and lessees

Traffic

- o Creation of a comprehensive independent traffic study of the area, including a management plan
- o Partnership with Boston Transportation Department to alter traffic patterns in order to achieve better district-wide traffic flow

Public Transit

- o Advocacy for rapid rail transit on the Fairmount/Indigo line
- o Advocacy for more efficient, on-time service from MBTA bus lines

A WELCOMING ENVIRONMENT

CLEAN STREETS

Daily upkeep of the Newmarket streets and the increased aid of those at-risk in the Newmarket area. This work will not decrease the level of City services but rather will supplement increased levels of these services (per MOU with the City).

Uniformed street ambassadors will provide:

- o Daily street/sidewalk cleaning (including sidewalk weed/trash removal, power washing, etc.)
- o Graffiti removal
- o Needle pick up
- o Snow Removal
- o Street outreach and collaboration with social service organizations and others to address issues of homelessness and substance abuse. This will decrease the levels of loitering & drug use and increase the access to services for those in need.
- o In addition, discussions are pending on potential sidewalk snow removal services.

SAFETY & SECURITY

24 hour private security to provide enhanced safety and security in the Newmarket BID area. This private security will not replace police presence or responsiveness in the area but will work to supplement the efforts of the local police. BID security will:

- o Provide rapid response to BID companies/property owners
- o Continuously patrol the Newmarket BID area and react and/or respond to illegal activity on private property
- o Work closely with the Boston Police Department to:
 - identify and remove drug dealers and others exploiting the vulnerability of those at risk in the area
 - minimize open drug use in the BID area
- o District-wide Surveillance Camera Program
 - The BID will contract with a video surveillance company that will phase in the installation of cameras (integrated with BPD system) throughout the District. The goal of this program will be to "have eyes on all streets in the District" within 5 years.

BUSINESS GROWTH

The BID will further unite and serve the Newmarket community through:

- o Individual advocacy
- o District-wide advocacy
- o Advocacy for government-funded infrastructure improvements
- o Hosting networking events and business roundtables
- o Connecting businesses to resources
- o Working to maintain a business-friendly environment
- o Development and maintenance of regular profiles of district economic and business health

The BID will promote businesses in Newmarket with

- o District-wide marketing and branding
- o Active solicitation of new businesses
- o Marketing materials to support property owners, brokers, leasing agents and businesses in their efforts to recruit and retain tenants, retailers, employees, customers, etc.
- o Development of new business properties

NEWMARKET'S VOICE

ADVOCACY/POLICY/ADMINISTRATION

The primary goal of the BID is to provide advocacy and management to support the development goals of the District and maintain Newmarket as the jobs center of the city.

- o Provide a voice for district stakeholders on issues impacting the Newmarket area
- o Promote business activity and enhance property values
- o Improve and maintain infrastructure, safety, traffic, and all other day-to-day aspects of life in Newmarket



HOW IS THE BID FUNDED?

The BID is financed by annual fees collected from property owners. The Newmarket BID fee structure will be a tier of fees based on the assessed value of each commercial property. The proposed tier of fees is as follows:

- o Assessed value up to \$5 million -> .005 x assessed value
- o Assessed value between \$5 million and \$10 million -> .004 x assessed value
- o Assessed value between \$10 million and \$25 million -> .003 x assessed value
- o Assessed value between \$25 million and \$200 million -> .0008 x assessed value
- o Assessed value between \$200 million and \$500 million -> .0002 x assessed value

Properties that are owned by a non-profit entity with an assessed value less than \$200m will have the following tier of fees:

- o Assessed value up to \$1 million -> .0005 x assessed value
- o Assessed value between \$1 million and \$50 million -> .00125 x assessed value
- o Assessed value between \$50 million and \$100 million -> .0005 x assessed value
- o Assessed value between \$100 million and \$200 million -> .0009 x assessed value

Properties owned by a government entity and non-profit owned properties with assessed values over \$200m will negotiate MOUs with the BID and residential owner-occupied 1-3 family homes and residential land will not be assessed.

For all non-owner-occupied residential taxable properties, the BID assessment shall be an amount equal to:

- o .001 on the first \$25,000,000 or less of assessed property value
- o .0007 on the assessed property value > \$25 million and up to and including \$200 million

HOW IS THE BID MANAGED?

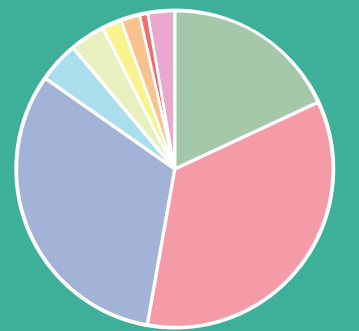
It is anticipated that the Newmarket Business Association's executive director and staff will become the initial administrative arm of the BID. The NBA has promoted the interests of the Newmarket area for decades, and is well-versed in both understanding the needs of the community

and the channels through which to achieve the District's aims. A board of directors representing property owners, businesses, residents, city and other key stakeholders within the District will make program and budget decisions and will hold management accountable to the needs and desires of the community.

BENEFITS OF A BID

A BID provides a way for property owners to collectively invest and coordinate improvements and supplemental services in Newmarket to enhance property values, generate more business activity and enhance the overall experience for anyone who lives, works, or does business in the area. Over 2000 BIDs exist throughout North America and the world, including two in Boston (the Downtown Crossing BID and the Greenway BID) and many more in Massachusetts. In towns and cities of all sizes and communities of all sorts, BIDs have demonstrated great success. Simply put... BIDs work!

NEWMARKET BID BUDGET



Safety & Security	\$645,000
Clean Streets	\$1,230,000
Transit & Transportation	\$1,130,000
BID Administration	\$150,000
Capital Development	\$120,000
Branding & Marketing	\$70,000
Opioid/Homeless Crisis Management	\$70,000
Advocacy	\$30,000
Contingency	\$95,000