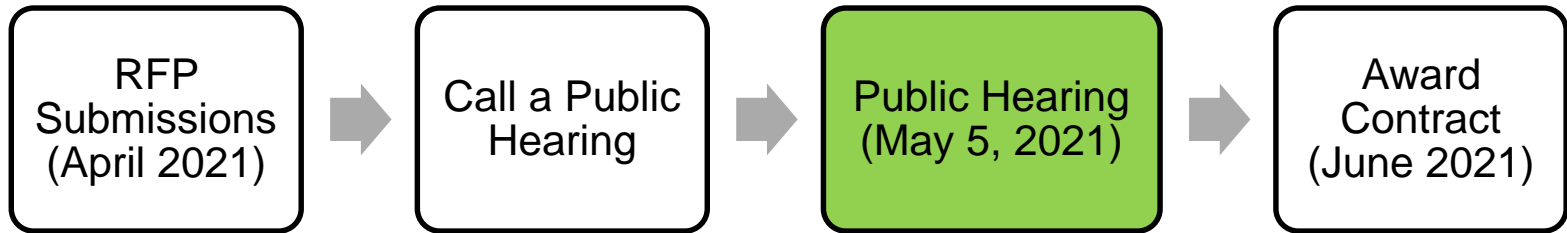




# **Public Hearing: Downtown Municipal Service District Services**

**May 5, 2021**

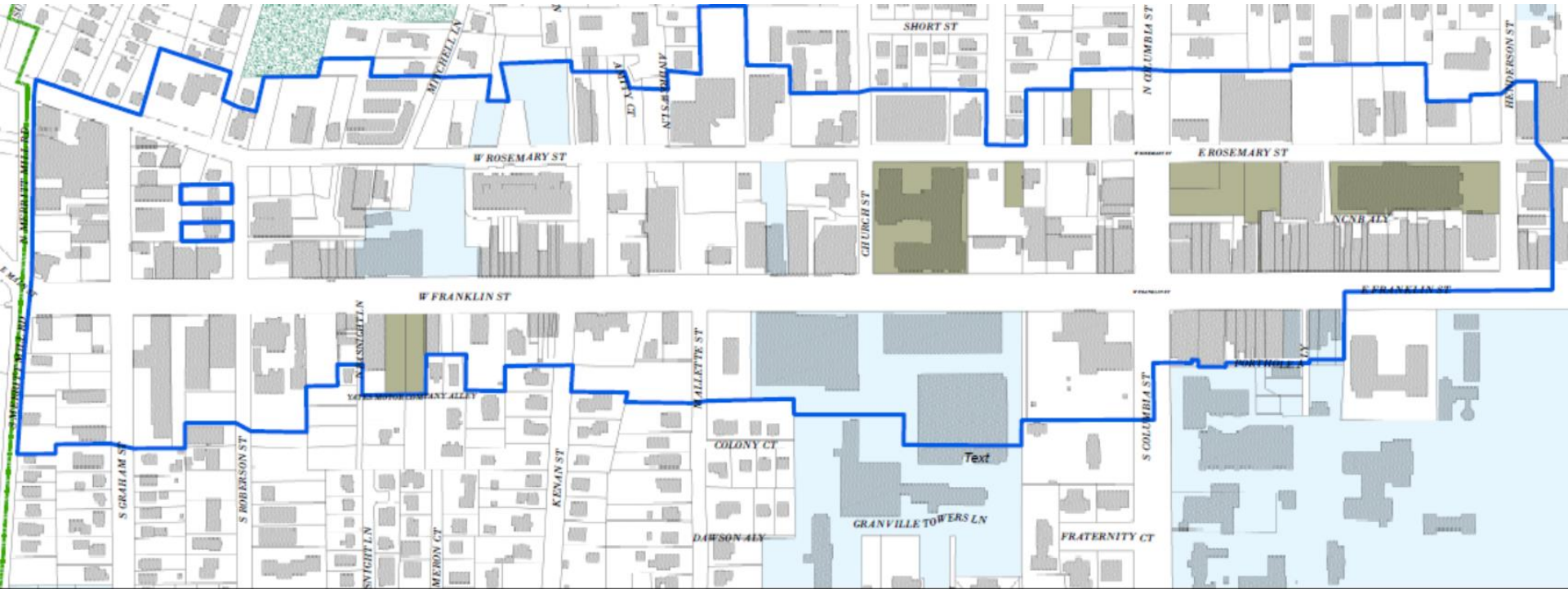
# Where is this in the process?



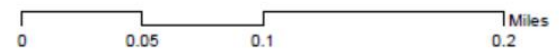
# Recommendation

- Open the public hearing
- Receive public comment for 24 hours after the close of the hearing
- Offer feedback on vendor proposal for services

# Downtown Service District



- Legend**
- Downtown Service District
  - Chapel Hill City Limits
  - Parcels
  - UNC Property



Created April, 2021  
Town of Chapel Hill GIS & Analytics  
G:\ArcGIS\New\_Home\Planning\Downtown Partnership\  
Downtown\_service\_dist\_2021.mxd

# Background

- Town established downtown service district with dedicated tax rate in 1989
- Revenue funds programs and improvements that support downtown businesses, property owners
- A portion of these funds help pay for an outside agency to provide services to the district

# Background (cont.)

- Current contract in place since July 2016, expires June 2021
- Must follow State requirements when contracting with a private agency to provide services to a Municipal Service District (MSD)

# North Carolina General Statute 160A-536

- Solicit Input
- Use a “Bid” Process for selection
- Specify Scope of Services
- Hold a Public Hearing
- Limit Contract to 5 years

# Town Process to Comply with NC GS 160A-536



- February 24: Budget Public Forum
- April: Request for Proposals
- May 5: Public Hearing
- July 1: Performance Agreement (Renew annually up to 5 years)



# Selection Process

- Request For Proposals published April 1, 2021
- RFP sought qualified organizations to provide services that promote, maintain and enhance the Town's Downtown MSD
- Submission deadline April 19, 2021

# RFP Response

- One response:  
Chapel Hill Downtown Partnership (CHDP)
- CHDP was founded in 2004, has performed these services since its inception



# Proposed Contract



- One-year performance agreement based on the plan outlined in CHDP's proposal
- Renewable annually, up to four additional years (five years total)

# Proposed Contract (cont.)

- Performance measures and annual reporting requirements
  - Economic Development
  - Marketing
  - Programming
  - Communications & Organization



# Fiscal Impacts/Resources

- Up to \$220,000 estimated available in FY2021-22

# Recommendation

- Open the public hearing
- Receive public comment for 24 hours after the close of the hearing via email to [mayorandcouncil@townofchapelhill.org](mailto:mayorandcouncil@townofchapelhill.org)
- Offer feedback on vendor proposal for services