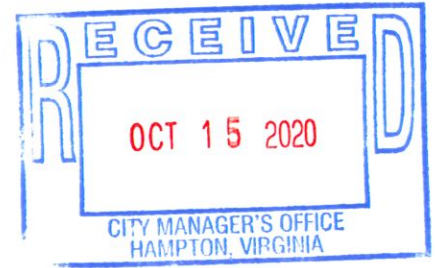




October 15, 2020

Hampton City Council Members
City of Hampton
22 Lincoln Street
Hampton, Virginia 23669



RE: Renewal of the Downtown Hampton Business Improvement
Real Estate Surtax Ordinance

Dear Members of Hampton City Council:

During the Downtown Hampton Development Partnership Board of Directors meeting held August 26, 2020, a resolution was unanimously passed requesting the Hampton City Council renew the Downtown Hampton Business Improvement District's Ordinance, File Number: 10-0443, with Enactment Number: 1099. Consistent with prior renewal notification protocol for the BID, a letter was sent to all members of the Business Improvement District on September 14, 2020, advising them of the action taken by the Board of Directors. The letter recommended any property owner with questions or concerns involving the renewal of the ordinance to contact our Executive Director, Stephen Mallon. Enclosed for your information is a copy of the owner notification letter, and Resolution.

The Downtown Hampton Development Partnership has established new operating processes and procedures that are demonstrating substantial progress. We greatly improved our overall marketing strategy to include a redesign of our website and eNewsletter, significantly enhanced social media presence and digital advertising campaigns, and a more focused approach to how we handle print advertising. Staff has also been actively engaged with its stakeholders, City staff, and third-party consultants to identify, quantify, and prioritize the improvement of, and investment in, Downtown Hampton's public and private infrastructure. The outcome of this collaborative effort will deliver a qualified, quantified, and prioritized list of short, medium and long-term infrastructure projects required to stimulate and attract additional private investment in the district.

Recently, and due to the COVID-19 pandemic, DHDP has responded to the needs of the district with economic stimulus grants for our retail and restaurant businesses and increased our investment in enhanced marketing support. We also continue to pursue creative solutions that will result in improved quality of life of our residents, the downtown workforce, and initiatives that attract visitors to our restaurants, retail business and waterfront.

We acknowledge the pandemic's impact has created an increasingly competitive business attraction environment, making it critically important to focus appropriate resources to retain and expand our existing businesses. By doing so, we will help maintain a solid foundation, which will support attraction of new businesses to the District, and further interest in private investment in residential development.

Therefore, we respectfully request City Council renew the referenced ordinance with no increase in the current tax rate of \$.20 per \$100.00 of assessed value, for a second ten-year term, ending June 30, 2031. We further request that said approval occur during the Council's November 12, 2020 meeting, following the second public hearing on this issue.

Sincerely,

Richard Bagley, President

cc: Mary Bunting, City Manager, City of Hampton, VA
Stephen M. Mallon, Executive Director, DHDP

710 Settlers Landing Road • Hampton, Virginia 23669 • Phone 757-727-1271 • Fax 757-727-1255
www.downtownhampton.com



September 14, 2020

Downtown Hampton Property Owner:

During the Downtown Hampton Development Partnership (the BID) monthly Board of Directors meeting held August 26th, a resolution was passed requesting the Hampton City Council renew the BID for a ten-year term. Therefore, a request will be sent to City Council in mid-October, asking for their approval of said renewal request.

DHDP continues to make incremental progress toward positive outcomes by providing a degree of overall management of the downtown area, with a constant focus on the betterment of the core physical infrastructure and economic revitalization in the District. To this end, the DHDP members and staff continuously engage with City staff, outside consultants, and downtown stakeholders, proactively pursuing initiatives that will bring new and sustainable economic improvement to downtown. A sampling of recent economic development activity in Downtown Hampton includes, but is not limited to:

- Construction commencing in October on Virginia Tech's new Seafood Agricultural Research Extension Center located on the Hampton River behind the Virginia Air and Space Center.
- Renovation and repurposing the former Virginia National Guard Armory on King Street into a fabulous entertainment, brewery, distillery, and dining venue, The Vanguard.
- Shamin Hotel's nearing completion of their investment in the purchase and renovation of the Hampton Marina Hotel, slated to become a Tapestry Hotel by Hilton property.
- WVS Companies mixed-use project on Settlers Landing Road with 159 apartment units and 18,000 square feet of commercial spaces slated for construction start in October. WVS is also planning several more projects to include for sale residential units.
- New owner/occupant of 47 West Queen's Way currently renovating the 16,000 square foot three story facility and will bring a new law firm with approximately 30 new jobs.
- New Owner conducting renovation of the Fishman Building
- DHDP and Hampton's Economic Development Authority continue to issue façade improvement grants toward owners' efforts to enhance their properties economic vitality.

- DHDP has enhanced its marketing and communication effort specifically creating a more robust social media presence and user-friendly website to market existing businesses and to attract new business and residents to Downtown.

The combined private investment of these projects exceeds \$80.0 million dollars and confirms the public and private entities efforts are achieving positive outcomes.

As you are aware, the current COVID-19 Pandemic has created unprecedented challenges for each person in our community, and quite frankly around the world. When combined with an increasingly competitive business environment, uncertainty rises, but so does the opportunity to distinguish our community with positive results. Therefore, DHDP will continue to pursue initiatives that will generate renewed interest with the commensurate public and private investment necessary to deliver a transformative atmosphere in which to live, work, and thrive in Downtown Hampton.

Thank you for your continued support, and should you have any questions regarding the renewal of the Downtown BID, please contact our Executive Director, Stephen Mallon at (757) 727-1271.

Sincerely yours,

DOWNTOWN HAMPTON DEVELOPMENT PARTNERSHIP, INC.



Richard Bagley
President

**RESOLUTION TO RENEW BID TAX ORDINANCE
DOWNTOWN HAMPTON BUSINESS IMPROVEMENT DISTRICT
HAMPTON, VIRGINIA**

WHEREAS, the City of Hampton, Virginia (the "City") has created a business improvement district pursuant to Code of Virginia §15.2-2400 *et. seq.* for the Downtown area of the City of Hampton called the Downtown Hampton Business Improvement District (the "Downtown BID");

WHEREAS, the Downtown BID consists of all commercial properties (excluding all manufacturers, residential properties, and multifamily dwellings) within certain boundaries, as those boundaries are further set forth in Non-Coded Ordinance No. 816 adopted by the Hampton City Council on November 8, 1995 (the "BID Boundary Ordinance");

WHEREAS, the purpose of the Downtown BID is to address common issues, such as, but not limited to, marketing, business retention, expansion and recruitment, physical infrastructure improvements, enhanced security, and property development and redevelopment (the "BID Purposes");


WHEREAS, a special tax on commercial properties within the Downtown BID is necessary and appropriate to provide the financing for BID Purposes;

WHEREAS, the current special tax is levied annually at the rate of twenty cents (\$.20) per one hundred dollars (\$100.00) of assessed value of commercial properties subject to real estate taxation within the boundaries of the Downtown BID (the "BID Tax");

WHEREAS, pursuant to the BID Boundary Ordinance, the City contracts with the Downtown Hampton Development Partnership, Inc. ("DHDP"), a Virginia non-stock corporation in good standing, to operate and manage the Downtown BID; and


WHEREAS, DHDP would like the City to renew the special tax levied annually at the rate of twenty cents (\$.20) per one hundred dollars (\$100.00) of assessed value of commercial properties subject to real estate taxation within the boundaries of the Downtown BID (the "BID Tax");

NOW, THEREFORE, in consideration of the benefits that may be derived from the renewal of the BID Tax, the Board of Directors of the Downtown BID unanimously voted to request the City's approval of a Ten (10) year renewal of said BID Tax.

By: 

Richard Bagley, President

Date: 9-22-20

By: 

Terry Sears, Secretary

Date: 9-22-20