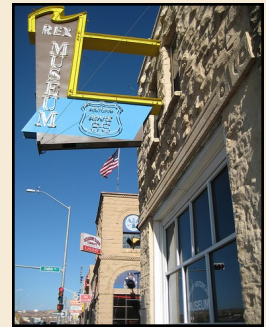


GALLUP BID

"Reinvesting in the Heart of Gallup"



G a l l u p B u s i n e s s I m p r o v e m e n t D i s t r i c t

GALLUP BID AT-A-GLANCE

Name: Gallup Business Improvement District (BID), Inc.

Location: Approximately 35 blocks bounded roughly by Historic Route 66 to the north, Hill Street on the south, the West Y at Eleventh Street on the west, and Cliff Drive on the east. (Map on inside)

Improvements:

The Gallup BID will provide improvements and services to commercial properties located within the central business district of Historic Downtown Gallup. BID services enhance but do not replace basic City services. BID improvements include initiatives to improve the business climate, physical appearance, sense of welcome, and overall marketability of downtown to attract new businesses, consumers and visitors. Improvements should contribute to security, convenience, efficiency and comfort for business owners and employees as well as local residents and visitors.

Cost: For the period July, 2009, through June, 2014, each tract of commercial property within the BID area shall be subject to annual property assessments in the amount of 1 percent of the assessed value of the property under the 2006 real property tax assessment done by the McKinley County Assessor's Office.

Operations: Gallup BID, Inc., a non-profit corporation, will operate the BID through a nine-member board of directors.

GALLUP'S BID: FULL SPEED AHEAD

In March 2009, the Gallup City Council passed the Gallup Business Improvement District (BID) Ordinance 2009-1 (the "BID Ordinance"), which established a special assessment district that includes more than 35 blocks at the heart of Historic Downtown Gallup.

Establishing the BID now provides a private-sector driven improvement and reinvestment program for downtown. Funding for the BID comes from a special assessment on business and commercial property owners within the BID boundaries. The funding collected will be matched by the City of Gallup dollar to dollar. All funding will be contracted to the newly formed Gallup BID, Inc., a non-profit organization,

Gallup BID, Inc., is governed by a nine-member board of directors appointed by the mayor of Gallup. Initial board members include Bill Keeler, Mary Jean Christensen, Steve Gurley, Mickey Menapace, James Rich, Archie Baca, Mike Enfield, Gerald Herrera, and Judi

Starkovich.

This group will be responsible for working in close conjunction with individual business owners and property owners throughout the BID to identify needed improvements and investments. A business plan was developed by Joyce Planning & Development and adopted by the BID Board, which highlights the need, the advantages, a management plan, and an initial list of potential improvements and investments.

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The City of Gallup has issued the first assessment to each property owner in the amount of 1% of the assessed value for said property under the 2006 real property tax assessment of said property as shown by the

assessment of said property done by the McKinley County Assessor's Office.

Property owners should have received a bill of scheduled assessment, which can be processed at the City Clerk's office. For more information to arrange payments please contact: **Alfred Abeita—(505) 863-1254**

The BID Board is eager to move ahead with this innovative program to improve the heart of Gallup, NM. For more information or for copies of the BID Ordinance and BID Business Plan, please go to: <http://www.gallupbid.com/>



What is a Business Improvement District (BID)?

A designated area within a city deemed by city officials and the public to need renovation and improvement in order to promote improved utilization and commercial activities that will positively impact property owners and the general public.

W h y D i d W e E s t a b l i s h t h e B I D ?

To take advantage of legislation that enables the City to create a funding mechanism through a private-sector driven non-profit to provide incentives and tools for both the public and private sectors to make renovations and improvements.

These tools could include infrastructure improvements, col-

laborative marketing, signage, lighting, a revolving loan fund for façade and sign improvements, and on and on.

Any projects determined to be in the public's best interest and prioritized by the BID board can be implemented. A BID is an economic development tool to create jobs, improve the community's wellness,

increase business opportunities and entrepreneurship, provide housing opportunities and other supportive community facilities and campaigns.





Former Representative John Pena: "Goes to Bat for the BID"

In the 2008 NM Legislation Session, Representative John Pena convened Governor Bill Richardson to invest \$150,000 for the Governor's state-wide capital outlay to improve Gallup's downtown. Even though the at that time the Gallup BID was still being formalized, Rep John Pena, former Gallup Mayor, understood that if you keep the heart alive, so goes the rest of the body.

He understood that improvements are needed to help uplift and support the downtown business community. The Governor was convinced and threw his support and funding into the following

appropriation:

The appropriations language targets these funds to capital improvements:

\$150,000 to plan, design and construct mainstreet improvements including landscaping, gateway features, lighting and bicycle and walking trails in Gallup in McKinley County.

The Gallup BID has been working hard to access this funding for priority projects in the downtown area. After some issues with transferring the monies from McKinley County to the City of

Gallup, the Gallup BID feels that its partner and fiscal agent are in good shape to make real investments in downtown.

Several priority projects have been discussed and prioritized. The Gallup BID board has moved quickly, working with the City of Gallup to contract with DePauli Engineering & Surveying to spend a portion of this appropriation, since the Governor is calling a special session to balance the State budget and targeting unused capital outlay dollars for reversion.



First Round of BID Improvements Underway

One of the main themes of the Gallup BID Board is to get busy and get visible. The Gallup BID wants to make an immediate impact and create a "buzz" both with contributing members and Gallup area residents.

In response to this push, the Gallup BID prioritized projects within their business plan to create a short list of first round marquee projects. With support from the City of Gallup, the Gallup BID has taken advantage of the \$150,000 appropriation by con-

tracting a small portion to DePauli Engineering & Surveying to create a site plan and design for the following projects:

1. **Gateway Welcome signs at the borders of Downtown Gallup;**
2. **Signage at eight strategic locations;**
3. **Plans to extend lighting on Coal Avenue to the West Y;**

4. **Map and provide cost estimate for bronze plaques, benches, and bike racks.**

DePauli Engineering & Surveying will be responsible for the site plans and cost estimates, while the artistic content will be provided under another contract.

Business Plan: Major Themes

As discussed on the previous a Gallup BID business plan was put together to specify the direction, goals, and major themes of the organization. A complete list of all suggested improvements is provided in Appendix C of the Business Plan, but the major themes of the improvements are:

- Place Identity;
- Walkability; and
- Commercial Development.

Place Identity

In the case of Historic Downtown Gallup, the local character already is rich with heritage significance that should be protected. Improvements should be planned to retain the town center's individuality and distinctiveness. Suggested improvements that could contribute to or enhance Historic Downtown Gallup's place identity include: **Gateways, Historic Preservation, Courthouse Square Development, Public Art**

Walkability

Walkability defines how friendly the area is to walking. Suggested improvements targeted to improving walkability include: **Pedestrian Safety, Street Furniture, Parking, Traffic Calming on Route 66, Housing Options, Alley Improvements, Cleanup, Graffiti Mitigation, Lighting, Public Inebriation Response, Safety Ambassadors**

Commercial Development

The four primary objectives of commercial development strategies are to:

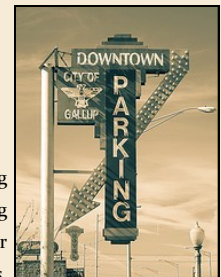
- maintain existing businesses;
- expand existing businesses;
- start up new businesses; and
- recruit businesses from outside to relocate to or expand within the BID.

Improvements targeted to these objectives

include strategies for enhancing the competitive edge for existing businesses through customer service training for employees, providing incentives such as

"Gallup Bucks" for business owners to increase their customer base, supporting business owners by increasing pedestrian traffic, and opening up opportunities for business expansion. Building new hotel accommodations and higher density residential options in Historic Downtown Gallup can increase pedestrian traffic and contribute to the utilization of BID businesses.

Suggested improvements that support commercial development within the BID include: **Marketing and Advertising, Signage, Events, Business Retention and Expansion Program, Business Policies, Customer Service Training, Public Policy Issues**





What are the benefits to property owners within the BID boundaries?

The special BID assessment will create a City-matched funding mechanism for public and private improvements within the BID that will benefit property and business owners. This is the only assessment that property owners will ever pay that is matched dollar to dollar and returns value directly into your property and businesses. It also provides opportunities for the public and private sectors to form partnerships and agreements for specific developments, which would otherwise not be allowed because of the State of NM's anti-donation laws. BID improvements include initiatives to improve the business climate, physical appearance, sense of welcome, and overall market-

ability of downtown to attract new businesses, consumers and visitors. Improvements will contribute to security, convenience, efficiency and comfort for business owners and employees as well as local residents and visitors. The BID members will gain from beautification, improved access and parking, lighting, traffic calming, joint marketing campaigns for Downtown, PR capacity and tools, and a Director, who can coordinate events, activities, and happenings.

What other incentives are possible for property owners in the BID?

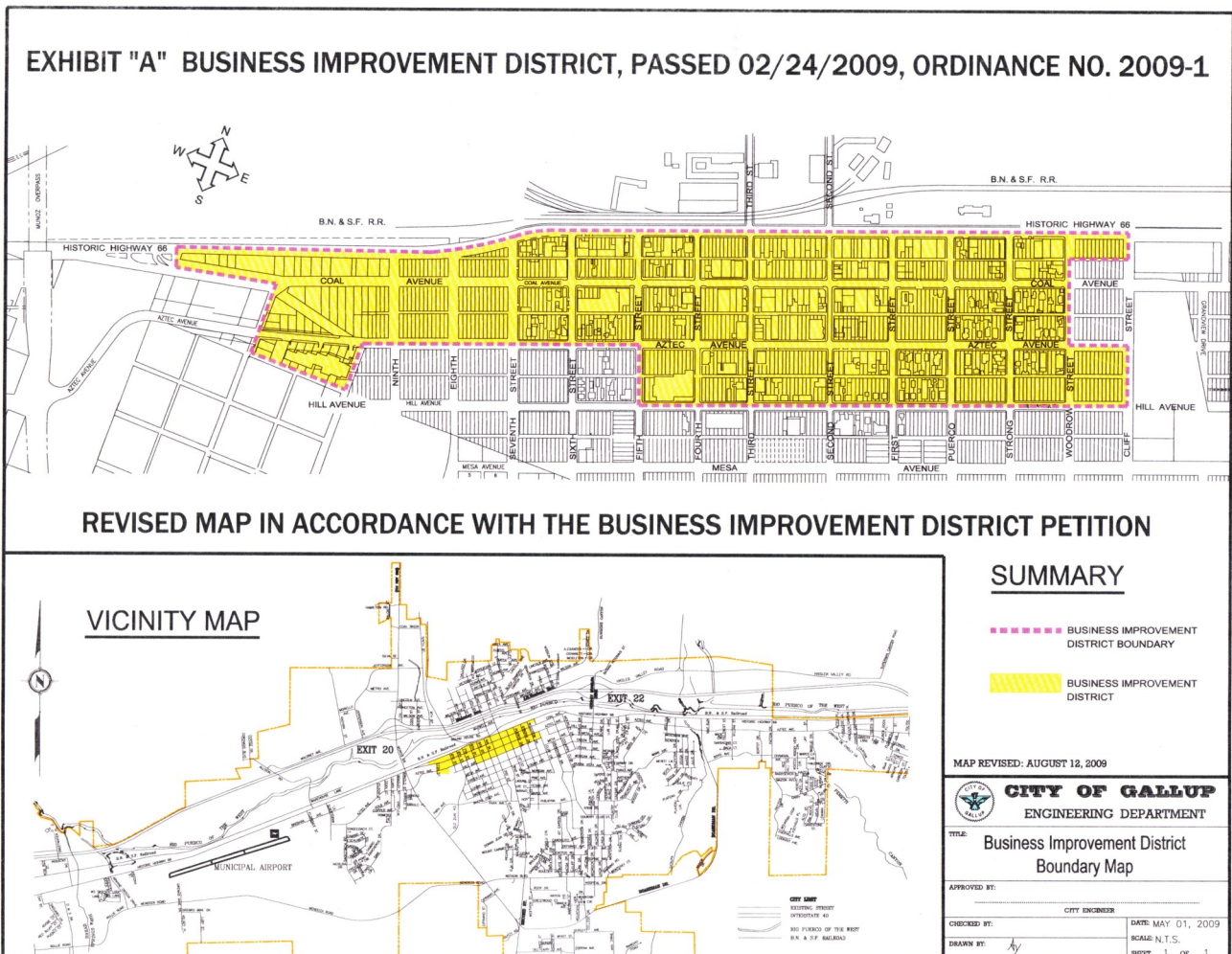
Establishing Arts and Cultural Districts and/or State/National Historic Districts. An Arts and Entertainment District can provide property tax

abate-ments, sales tax exemptions, and sales tax option funding. Federal tax credits up to 20 percent of the rehabilitation costs would directly impact a property owner in a Historic District—and a state tax credit of up to \$25,000 (and 50 percent of approved expense) would also apply. The rehabilitated building must be a certified historic structure that meets National Parks Service (NPS) standards.

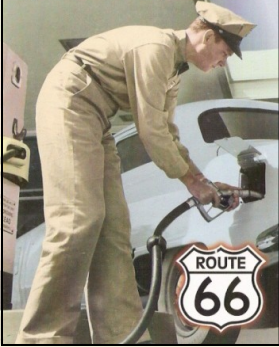
Have there been other successful BIDs?

Western cities that have used BIDs successfully to help revitalize their downtowns include Austin, Denver, Phoenix, Sacramento, Portland, Durango and Albuquerque.

MAP of the GALLUP BID



Get your Fill on...



GALLUP BID

“Reinvesting in the Heart of Gallup”

William Keeler, Chairman
108 E. Aztec Ave.
Gallup, NM 87301

Phone: (505) 722- 5608

NOTE: The Gallup BID, Inc. is actively working with the Northwest NM Council of Governments to contract day-to-day operations. We will inform all members of the BID as soon as this transition occurs.

General Description of the BID

The BID is a private sector initiative to promote the improvement of Gallup's downtown environment, financed by a self-imposed and self-governed assessment on commercial property within the BID boundaries. The BID encompasses about 35 blocks at the heart of Historic Downtown Gallup including the core business sector and the Route 66 corridor. The BID area is bounded roughly by Historic Route 66 on the north, Hill Street on the south, Cliff on the East and the West Y on Route 66 and Eleventh Street on the west.

In accordance with the BID Ordinance, the BID is governed and funds for BID services are managed by a nonprofit corporation, Gallup BID, Inc., a business league organized per state statute and city ordinance and operated in accordance with the New Mexico Nonprofit Corporation Act. Gallup BID, Inc., is dedicated to the revitalization of Historic Downtown Gallup. The Gallup BID, Inc., board of directors serves as the BID Management Committee to administer the BID, is responsible for the operation of the BID, and will serve the management functions required by the BID Ordinance.



Special Appreciation

We also want to salute the City of Gallup, McKinley County, and our Legislators for their vision, determination, and audacity to invest in improving downtown Gallup. From the Courthouse Square to the new Gallup Walkway, and from the Mural Project to the Veteran's memorial, the public sector has created first class venues and avenues for the people of Gallup to celebrate and commemorate what makes us "great". We look forward to continued partnership in developing a quality-of-place in Gallup's downtown.

Government helped provide a catalyst for new and expanded investment in Downtown Gallup, which the private sector has leveraged to:

- Improve facades and signs,
- Create new ventures and investments,
- Expand existing businesses, and
- Continue to bring value to downtown through our anchors: family-owned and hardworking businesses.

We wanted to thank all the business and property owners in downtown Gallup for investing in their dreams, giving their lives, and donating much more to the vitality of our city's core.

We understand that there are miles to go and that continuous improvement is just that a consistent journey to make Downtown Gallup a place where people come to work, live, play, shop, and visit. Furthermore, we understand that the current recession and economic downturn has changed the paradigm from thriving on America's mainstreets to surviving on America's mainstreets. The current "State of the Nation" forces all of us not only to work harder but starter to retain sales, customers, and employees.

The Gallup BID believes that the time has come to reinvest in ourselves, our businesses, and the heart of Gallup. We will overcome adversity by working together through innovation and building our core values and assets.

Support the Gallup BID as the vehicle!



The BID Board wants to take this opportunity to thank many of the shoulders it comes to stand on today.

First and foremost, for all of the groups, organizations, associations, and people who worked on creating a better, more vibrant and thriving downtown Gallup. It is with your spirit, hard work, and dedication to the beauty of Gallup and its people that we move forward. Many of you were the same men and women, who formed the Downtown Gallup Merchant's Association twenty-five years ago, and/or the Downtown Development Group who worked on the problem of declining business activity downtown in the 1980s and early 1990s. For these efforts we salute and depend on your wisdom