



**City Of Richmond, Virginia
Office of the City Clerk**

Request to Withdraw Legislation

Paper Number: Ord. No. 2020-131

Chief Patron: President Cynthia Newbille

Introduction Date: May 26, 2020

Chief Patron Signature: Per email request.

For Office Use Only

Attestation: *Candice Reid* 6/10/2020

Effective Date: June 10, 2020

From: [Braxton, Lisa - Clerk's Office](#)
To: [Braxton, Lisa - Clerk's Office](#)
Subject: FW: YOUR RESPONSE REQUESTED: Withdrawal of ORD. 2020-131 - Work Plan and Budget for Downtown Special Service and Assessment Districts
Date: Wednesday, June 10, 2020 10:12:42 AM
Attachments: [Request to Withdraw Form - 2020-131 Clerk Signed and Dated.pdf](#)

From: Newbille, Cynthia I. - City Council
Sent: Wednesday, June 10, 2020 8:47 AM
To: Reid, Candice D. - Clerk's Office <Candice.Reid@richmondgov.com>
Subject: Re: YOUR RESPONSE REQUESTED: Withdrawal of ORD. 2020-131 - Work Plan and Budget for Downtown Special Service and Assessment Districts

Ms Reid

This email constitutes confirmation of my desire to withdraw ORD 2020-131.

Many thanks.

Cynthia Newbille

Sent from my iPhone

On Jun 9, 2020, at 11:40 AM, Reid, Candice D. - Clerk's Office
<Candice.Reid@richmondgov.com> wrote:

President Newbille:

Deputy CCOS Meghan Brown informed me upon inquiry that ORD. 2020-131 needs to be withdrawn now that new version, ORD. 2020-139, has been introduced. Please confirm by reply to this email that you are withdrawing ORD. 2020-131, so staff can get the form processed and notice of withdrawal issued. I have attached the old ordinance for your reference. Thank you.

Candice Reid
City Clerk
[Office of the City Clerk](#)
900 E. Broad St., Ste. 200
Richmond, VA 23219
O: (804)646-5621
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<Ord. No. 2020-131.pdf>

INTRODUCED: May 26, 2020

AN ORDINANCE No. 2020-131

To approve the Work Plan and Budget for the fiscal year ending Jun. 30, 2021, for the provision of services in the Downtown Richmond Special Service and Assessment Districts.

Patron – President Newbille

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: JUNE 22 2020 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That the Work Plan and Budget for the fiscal year ending June 30, 2021, for the provision of services in the Downtown Richmond Special Service and Assessment Districts and their overlay districts, as attached to this ordinance, are hereby approved.

§ 2. This ordinance shall be in force and effect upon adoption.

AYES: _____ NOES: _____ ABSTAIN: _____

ADOPTED: _____ REJECTED: _____ STRICKEN: _____



Richmond City Council

The Voice of the People

Richmond, Virginia

Office of the Council Chief of Staff

Council Ordinance/Resolution Request

TO Haskell Brown, Interim Richmond City Attorney

THROUGH Lawrence Anderson, Council Chief of Staff

FROM Joyce L. Davis, Council Policy Analyst
Office of the Council Chief of Staff

COPY Cynthia Newbille, 7th District Council member
Tabrica Rentz, Interim Deputy City Attorney
Meghan Brown, Deputy Council Chief of Staff
Sam Patterson, 7th District Liaison

DATE May 15, 2020

PAGE/s 1 of 2

TITLE: Approval of Annual Budget and Work Plan FY 20-21 for services in the Downtown Richmond Special Service and Assessment Districts

RECEIVED

By Elyse Steele at 4:40 pm, May 15, 2020

This is a request for the drafting of an **Ordinance** **Resolution**

REQUESTING COUNCILMEMBER/PATRON

Council member Cynthia Newbille

SUGGESTED STANDING COMMITTEE

Finance Committee

ORDINANCE/RESOLUTION SUMMARY

Ordinance to approve the Work Plan and Budget for the fiscal year ending June 30, 2021 for the provision of services in the Downtown Richmond Special Service and Assessment Districts.

BACKGROUND

The patron requests an ordinance to approve the Work Plan and Budget for the fiscal year ending June 30, 2021, for the provision of services in the Downtown Richmond Special Service and Assessment Districts. Attached is the FY 21 budget and Work Plan.

Venture Richmond is under contract with the City to manage the Downtown Special Assessment Districts and submits an annual Work Plan and Budget to City Council. Upon approval of this plan, by ordinance, Venture Richmond will implement programs for the Service Districts, through June 30, 2021. Venture Richmond provides management of the Clean and Safe Program, provides marketing services; produces various downtown events; is the property manager for the Riverfront Overlay District; and provides a variety of services including the canal cruises.

Fiscal Impact

The City provides a contribution to the Venture Richmond program annually. It is used to pay for the Clean & Safe program managed by Venture Richmond. The City originally agreed to outsource the Downtown sidewalk cleaning program to Richmond Renaissance (now Venture Richmond) as part of 50/50 partnership between the City and Downtown property owners/businesses who agreed to increase their Special Service District Tax Rate from \$0.03/\$100 of assessed value to \$0.05/\$100. The City has also previously provided funding for the support for the riverfront, festivals and events, marketing and promotion; for a total of \$1,165,000.

The Mayor's proposed FY 21 budget includes \$1,165,000 in Non-Departmental funds for Venture Richmond. Venture Richmond also receives special funds from the following sources for FY 21. The Downtown Special Service District programs are funded by property owners in the General District and the Riverfront Overlay District.

FISCAL IMPACT STATEMENT

Fiscal Impact Yes No

Budget Amendment Required Yes No

Estimated Cost or Revenue Impact

Funding is expected to be included in the FY 21 proposed and adopted budgets.

Attachment/s Yes No

Richmond City Council Ordinance/Resolution Request Form/updated 12.22.08/srs

Venture Richmond Special Assessment District Management

Work Plan and Budget FY 2020-2021

Venture Richmond represents the merger of Richmond Renaissance, River District Alliance, Richmond Riverfront Corporation and City Celebrations. Venture Richmond is under contract with the City of Richmond to manage the Downtown Special Service and Assessment Districts. It is also under contract to manage, operate and maintain the Downtown Riverfront which includes the Canal Walk and Canal Cruise operations, Brown's Island and the Belle Isle parking lot.

PROGRAM EVALUATION

The Service District programs were established in 1990 and are supported by the City of Richmond Administration, City Council and the Downtown business community. The FY 2020-2021 Work Plan and Budget continues to support the recommendations from a comprehensive evaluation of the Service District programs in 2006. The evaluation included: a VCU Metro Poll Telephone Survey of residents in the region to determine the community perceptions of Downtown Richmond; an online opinion survey for Downtown property owners, residents and businesses who pay the Special Assessment; and focus group discussions with the Downtown neighborhood organizations and Venture Richmond committees.

There is strong support for the Service District programs, in fact, 82% of the tax payers, who filled out the online survey, believed we should continue to provide enhanced services, such as Clean & Safe and marketing, for Downtown.

CLEAN & SAFE

The Downtown Special Assessment District continues to enjoy remarkable success, helping to transform a historic downtown into a thriving, vibrant area which is emerging as a key tax base driver for the City.

In accordance with the applicable Ordinance that formed the basis of the public-private partnership and imposed a \$.05/100 special assessment on District property owners for enhanced services. The City of Richmond's share of this public-private partnership is \$700,000 annually for the outsourcing of Downtown sidewalk cleaning. Private sector

support from the property owners via the special assessment is over \$2.2 million and greatly exceeds the “City share” and continues to escalate.

The goals of the Downtown Clean and Safe Program include the following:

- **Enhance the cleanliness of Downtown** - Venture Richmond has contracted with minority owned Community Business Group to provide sidewalk cleaning services, weeding, leaf collection, steam cleaning homeless waste spots and other cleanliness related services in the districts. The Clean and Safe team provides an **enhanced sense of safety** on the streets and operates seven days a week. Funds (\$700,000) previously used by the City to provide sidewalk cleaning services Downtown are transferred and outsourced to Venture Richmond to help fund this program.
- **Beautify Downtown** - Venture Richmond will continue to work with the City of Richmond to beautify the Downtown district. This fills a void that some active civic associations would otherwise provide, but is not provided by the City on a consistent basis. Venture Richmond oversees and maintains the Broad St planters, the Grace Street Beautification program, the 3rd and 5th Street Gateways and 124 hanging baskets along Broad St. and in Shockoe Slip.
- Beautification Program developed in partnership with Lewis Ginter Botanical Garden, Maymont and the City. Venture Richmond contracts to provide the ongoing watering and maintenance for these beautification projects. Additional beautification projects overseen, funded and maintained by Venture Richmond include the Broad St. mo-hawk medians, the 12th and Canal St. median and 14th and Dock St. median.
- Enhance the **feeling of safety** Downtown by providing enhanced cleaning, additional eyes and ears on the street, beautification services that exceeded normal City standards, and handling the difficult problem areas that require constant attention.

NEIGHBORHOOD PROGRAMS

To work with the Shockoe Slip and the Broad/Grace Consumer Districts to support specific programs that benefit those neighborhoods, such as capital improvement and beautification projects, neighborhood marketing initiatives, and events.

It should be noted that no City funds are used for these programs. These consumer districts had an extra tax assessment in the past, and the remaining balance of those funds is being used for these programs.

DOWNTOWN MARKETING

In addition to our ongoing marketing and promotional efforts for Downtown and the Riverfront Canal Cruises, Venture Richmond will continue to lead the RVA Branding initiative, which has helped unify the region. We have distributed hundreds of thousands of RVA bumper stickers to residents to enhance pride in Downtown and the City.

We are bringing more attention to the residential and commercial development boom that is underway downtown, through highly creative marketing strategies which include the Downtown Development Forum and Development Update magazine. The Development Update Magazine is an important tool for the City's Economic Development initiative. We continue to expand our website, redesigned in 2019, that promotes Downtown and includes an interactive map highlighting more than 200 downtown restaurants and dozens of historic sites and attractions.

DOWNTOWN EVENTS

To support major community festivals produced by Venture Richmond, such as the Richmond Folk Festival, 2nd Street Festival, Friday Cheers, and Dominion RiverRock.

DOWNTOWN INITIATIVES

To provide funding for new Venture Richmond Downtown initiatives that support enhanced services, economic development, riverfront improvements, placemaking or other programs aligned with our strategic plan. We are also working with the City and others on how to leverage Venture Richmond's time and talents to further support the economic development of Downtown.

RIVERFRONT DISTRICT

To support Riverfront programs, property management and improvements. Venture Richmond is under contract with the City to manage and maintain city-owned Canal Walk, Brown's Island and the Belle Isle parking lot. In addition to the Riverfront Overlay District's assessed funds, the City provides \$200,000 for their share of the operating costs and the General District supports the Riverfront with \$85,000.

To fund the development and implementation of programs and property management for Richmond's Riverfront Overlay Districts. The annual work plan for this area includes:

- Maintain Tredegar Green as a public open space
- Continue to enhance the level of maintenance, landscaping, and improvements of the Canal Walk corridor, Brown's Island, Bayscape

Area – Haxall Headgate Park, Tredegar Green and all of the leased areas;

- Facilitate interest in Richmond Riverfront development opportunities and provide assistance to developers and tenants;
- Coordinate private covenant and Riverfront design guideline compliance and Architectural Review Committee reviews of riverfront projects;
- Coordinate continuous improvements along the canal and riverfront area;
- Maintain and enhance the “botanical makeover” of the Canal Walk from Reynold’s east towards the Floodwall, working in partnership with Lewis Ginter Botanical Garden and corporate volunteers.
- Continue site management role and active leasing of Brown’s Island and Turning Basin event venues.
- Secure renewal or replacement of all business package, workers compensation, marine liability and general liability insurance policies.
- Annual upkeep of the historic interpretations
- Operate and market the Riverfront Canal Cruises
- Implement the Brown’s Island Improvement Plan to assist the City of Richmond in implementing recommendations from the 2012 Richmond Riverfront Plan that will make Brown’s Island a safer and more effective event venue and a more attractive and accessible public park

MANCHESTER

Over the past year or so, Venture Richmond has responded to property and business owners in Manchester who are interested in having enhanced services in the area. The property owners want the Clean and Safe program to clean the sidewalks and pick up leaves and litter in the area, especially on Hull St. and the Mayo bridge. They want sidewalks and tree wells weeded and kept weed free. They want their neighborhood beautified, marketed and promoted like the rest of Downtown, because they see Manchester as a part of Downtown. In order for this to happen, property and business owners are interested in expanding and extending the General District Special Service and Assessment District, that is managed by Venture Richmond, to Manchester.

Manchester is one of, if not *the* fastest growing neighborhood in the city. The private sector has invested over \$700 million in the development in the neighborhood and more is in the pipeline, adding over 4,600 residential units (completed or underway). There are new restaurants and new commercial spaces as well.

Manchester is generating new tax revenues for the City and, as the property and business owners consider funding enhanced services, they are asking the City to reinvest some of those revenues back into the neighborhood.

With an expansion of the current General District Special Service and Assessment District, the property and business owners would pay \$0.05/\$100 of assessed value for enhanced services, just like the property owners in the rest of Downtown. In turn, they have requested that the City be an annual 50/50 funding partner and contribute \$300,000 for 2021. With the support of, and encouragement from, Ellen Robertson, the Mayor included \$300,000 in his budget for the City's share of enhanced services in Manchester. City Council is scheduled to review and amend between now and May.

Venture Richmond has been working to assist the district property and business owners in the district, as well as with the neighborhood organizations, in their efforts to gain support for the plan. The property owners that have been involved in the initial discussions include SunTrust Mortgage, UPS Freight, Thalhimer RE, Robin Miller, Rick Gregory/Lynx Properties, WVS/Fountainhead, Monument Companies, The Hanson Company, W. M. Jordan Company, Guy Blundon, Genesis Properties, Charles Macfarlane, Sam McDonald, Jeremy Connell, Nick Cametas, BringitbackRVA, Manchester Alliance, Hull Street Merchants Association, Hull Street Action, Old Manchester Lofts Owners group, and more.

As a condition to the continuation of the Agreement for the Provision of Services in the Downtown Richmond Special Service and Assessment Districts dated December 31, 1996, as modified, amended and assigned (the "Services Agreement") and to secure Venture Richmond's performance under the Services Agreement, Venture Richmond granted to the City (as defined in the Services Agreement) a lien on substantially all of the assets of Venture Richmond.

**Venture Richmond - Service Districts
Consolidated Budget
Budget FY 2020-2021
as of 2/25/2020**

FY 20-21 Budget					
	Consolidated Service District Total	General District	Riverfront	Shockoe Slip	Broad/Grace
Projected Income (July 1, 2020-June 30, 2021)					
Interest Income - Service Districts	651	651			
Prior Years Fund Balance Carried Forward	54,706		5,000	24,283	25,423
Assessed Funds (General District)	1,700,245	1,700,245			
Assessed Funds (General District- Manchester)	-				
Assessed Funds (City account balance/carryover)	-				
City Share - Clean & Safe & Riverfront & Manchester	900,000	700,000	200,000		
Assessed Funds (Riverfront)	444,918		444,918		
Contributions	100,000		100,000		
Riverfront-Other Revenue (earned and General District)	359,447		359,447		
Projected Total Income - FY 2020-2021	3,569,967	2,400,896	1,109,365	24,283	25,423
TOTAL Income	3,569,967	2,400,896	1,109,365	24,283	25,423
Expenses (July 1, 2020-June 30, 2021)					
Audit	5,000	5,000			
Clean & Safe Landscaping & Beautification	162,000	162,000			
Clean & Safe Contract Services	904,700	904,700			
Depreciation - Clean & Safe Equipment	46,992	46,992			
Insurance	6,364	6,364			
Bank Fees	210	210			
Downtown Marketing	244,921	244,921			
Legal	6,000	6,000			
Neighborhood Programs	49,706				
Downtown New initiatives (Econ. Dev., Riverfront, etc.)	120,000	120,000			
Placemaking	30,000	30,000			
Manchester	-				
Program Management	327,263	327,263			
General Administration Allocation	137,447	137,447			
GD support to Richmond Folk Festival	200,000	200,000			
GD support to Friday Cheers	50,000	50,000			
GD support to 2nd Street Festival	75,000	75,000			
GD support of Riverfront	85,000	85,000			
Riverfront (management, maintenance, operations, etc.)	1,109,365		1,109,365		
TOTAL EXPENSES	3,569,967	2,400,896	1,109,365	24,283	25,423
NET INCOME - June 30, 2021	-	-	-	-	-

Notes to FY 2020-2021 budget

- * Use of fund balance from Shockoe Slip Consumer District & Broad/Grace Consumer District
- ** Clean & Safe equipment is a purchase using funding from previous tax years, amortized over 4 years

From: Rentz, Tabrica C. - City Attorney
Sent: Friday, May 22, 2020 12:01 PM
To: Fore, Barbara L. - City Attorney <Barbara.Fore@richmondgov.com>
Subject: FW: O&R Approval

This should suffice as an approval for our records.

Tabrica C. Rentz

Acting Deputy City Attorney
Office of the City Attorney
900 East Broad Street, Suite 400
Richmond, Virginia 23219
(804) 646-6642
(804) 646-6653 (FAX)

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From: Brown, Meghan K. - Council Chief of Staff Office
Sent: Friday, May 22, 2020 12:00 PM
To: Fore, Barbara L. - City Attorney <Barbara.Fore@richmondgov.com>
Cc: Rentz, Tabrica C. - City Attorney <Tabrica.Rentz@Richmondgov.com>
Subject: RE: O&R Approval

Yes, I approved

Meghan K. Brown
Deputy Council Chief of Staff
Office of the Chief of Staff
RICHMOND CITY COUNCIL

From: Fore, Barbara L. - City Attorney
Sent: Friday, May 22, 2020 11:59 AM
To: Brown, Meghan K. - Council Chief of Staff Office <Meghan.Brown@richmondgov.com>
Cc: Rentz, Tabrica C. - City Attorney <Tabrica.Rentz@Richmondgov.com>
Subject: O&R Approval – Venture Richmond Work Plan

Meghan,

Did you approve this O&R? I can't seem to find an approval email from you on this one.

Thanks!

Barbara L. Fore
Senior Paralegal
Office of the City Attorney

Governance & Finance

900 E. Broad Street, Suite 400

Richmond, VA 23219

Phone: 804-646-3711; Fax: 804-646-5743

barbara.fore@richmondgov.com