



City of Bloomington Common Council

Legislative Packet

Special Session

immediately followed by

Committee of the Whole Discussion

22 June 2011

*Please consult the 15 June 2011 [Legislative Packet](#)
for legislation and background material.*

Office of the Common Council
P.O. Box 100
401 North Morton Street
Bloomington, Indiana 47402

812.349.3409

council@bloomington.in.gov
<http://www.bloomington.in.gov/council>



Packet Related Material

Memo

Agenda

Calendar

Notices and Agendas:

- **Notice of Special Staff-Council Internal Work Session on the Review of the Growth Policies Plan** on Wednesday, June 22nd at 5:00 p.m. in the Council Chambers
- **Notice of the Special Session to Consider the Annual Tax Abatement Report** on Wednesday, June 22nd at 7:30 p.m. in the Council Chambers (immediately preceding the Committee of the Whole)

Reports from the Mayor at the Special Session on June 22nd

- **Annual Tax Abatement Report (Covering Activity in 2010)**
 - Memo to Council from Danise Alano-Martin, Director of the Department of Economic and Sustainable Development; Report
Contact: Danise Alano-Martin at 349-3418 or alanod@bloomington.in.gov

Legislation for Consideration at the Committee of the Whole on June 22nd:

- **Ord 11-06** An Ordinance Approving the Issuance of Bonds of the Bloomington Redevelopment District, Acting in the Name of the City of Bloomington, Indiana, in an Amount Not to Exceed \$13,670,000 to Finance Acquisition of Real Estate and Construction of Certain Improvements in the Downtown Economic Development Area
- **App Ord 11-04** Authorizing an Additional Appropriation of Proceeds of City of Bloomington, Indiana, Redevelopment District Tax Increment Revenue Bonds of 2011 and Any Investment Earnings Thereon (To Spend Approximately \$13.67

Million To Acquire And Develop Approximately 12 Acres Of Land In The Downtown Economic Development Area)

Please see the [15 June 2011 Council Legislative Packet](#) for the legislation, supporting material and summary for the foregoing items.

- **Res 11-10** Authorizing a Grant Under the Bloomington Investment Incentive Fund - Re: \$25,000 to Buskirk-Chumley Theater for Improvements at 114 East Kirkwood Avenue
 - EDC Res 11-04; Memo to Council from Danise Alano-Martin (Director), Adam Wason (Assistant Director for Small Business and Sustainable Development) and Miah Michaelsen (Assistant Director for the Arts), Department of Economic and Sustainable Development; BIIF Application Check List and Overview; BCT Application Brochure; BIIF Operating Policies and Guidelines

Contact:
Danise Alano-Martin at 349-3418 or alanod@bloomington.in.gov
Adam Wason at 349-3418 or wasona@bloomington.in.gov
Miah Michaelsen at 349-3418 or michaelm@bloomington.in.gov

Minutes from Regular Session:

- June 1, 2011

Memo

Reminder: Staff-Council Internal Work Session Scheduled for Friday, June 24th in the McCloskey Room

Three Meetings on Wednesday, June 22nd:

- 1) A Special Internal Work Session on Review of the Growth Policies Plan (5:00 p.m.)**
- 2) A Special Session to Consider the Annual Tax Abatement Report (7:30 p.m.) &**
- 3) The Usually Scheduled Committee of the Whole**

The Council will meet for a Special Staff-Council Internal Work Session on Wednesday, June 22nd at 5:00 p.m. to discuss the upcoming review of the Growth Policies Plan.

The Council also voted to hold a Special Session before the Committee of the Whole that evening to consider the *Annual Tax Abatement Report*. The materials associated with the *Report* are included in this packet.

Lastly, there is the Committee of the Whole next Wednesday where three pieces of legislation will be discussed. The first two pertain to the purchase and financing of 12 acres of land in the downtown from IU. The information regarding this initiative can be found online as indicated previously in this memo. The third item is a Bloomington Investment Incentive Fund (BIIF) grant to Buskirk-Chumley Theater. The material regarding the grant can be found in this packet and is summarized herein.

Reports from the Mayor – Annual Tax Abatement Report

Danise Alano-Martin, Director of the Department Economic and Sustainable Development, is scheduled to present the Annual Tax Abatement Report (*Report*) to the Council next Wednesday night at a Special Session immediately preceding the Committee of the Whole. This Special Session gives the department more time to prepare the *Report*, while still giving the Council time to review it within the statutory timeframe. Unless you disagree with this scheduling, we will continue to hold this extra meeting in future years and add it to the Annual Schedule.

Each year statute and local Tax Abatement Program: General Standards¹ (*Local Standards*) require recipients of tax abatements to file CF-1 forms with the legislative body showing whether the project is providing the benefits which were promised at the time the petitioner sought the abatement. Due to a change in State law in 2005, the deadline for submitting CF-1s for improvements to real estate and for the installation of new manufacturing equipment are now all on the same date (May 15th).

Danise gathers and reviews the CF-1s, files her report with the Economic Development Commission and presents its recommendations to the Council in time for the Council to pursue statutory procedures to terminate abatements, should the underlying circumstances justify that decision. This year, the *Report* recommends that *all but one* of the recipients be found in substantial compliance.

¹ The General Standards were revised in January, 2011 with the adoption of Res 11-01.

The *Report* is to the Economic Development Commission and Common Council and summarizes the status of the active and recently-inactive tax abatement projects. It is attached to this packet and includes:

- Introduction to Tax Abatements (slides 1-5);
- Table of Contents (slide 6);
- One sheet summary of each project which is accompanied by photos (slides 7-64);
- List of two abatements that have expired (slide 65);
- List of one abatement recommended for rescission (slide 66);
- List of four projects where not all of the CF-1s have been received (slide 67); and
- Summary of the economic impact of these projects (slides 68-71).

My memo below briefly explains tax abatements, summarizes the process for reviewing these projects and highlights some projects that were previously discussed by the Council or that may not have fully met their targets this year. *Please note that the Meeting Memo for next week's Regular Session will offer the Council an order for your deliberations as well as a menu of motions from which to choose.*

Tax Abatement – A Reduction in Property Tax Liability for Properties Not Susceptible to Normal Growth and Development

Tax abatements are a reduction of tax liability on real and personal property that applies to increased assessed valuation due to new investment. (I.C. 6-1.1-12.1 et seq.) Prior to awarding a tax abatement, the Council must make a determination (in the form of designating an Economic Revitalization Area [ERA] and, in some cases, an Economic Development Target Area [EDTA]) that the site would not develop under normal market conditions. Although this is a difficult determination to make, it serves as a check on each abatement and as a way providing that these incentives will be used for investments would not otherwise occur. Please note that the period of abatement may run from 1 to 10 years and the amount of the abatement is determined by a sliding scale that runs from 100% to 0%.²

² A note for future years: House Enrolled Act 1007 (PL 173 of 2011) authorizes local entities to grant up to three years of 100% abatement in certain very limited circumstances (involving occupation of large, vacant buildings and the investment of at least \$10 million) and also authorizes local entities to use alternative methods for determining the duration and amount of property tax abatements.

Typical Commitments - Standard of Review (Substantial Compliance)

Along with making a determination regarding the distressed nature of the site, statute and *Local Standards* require the Council to find that the benefits asserted by the petitioner are reasonable and probable and justify, in totality, the granting of the abatement. As a general matter, the nature of benefits sought by the City are set forth in the *Local Standards* and, for individual projects, are found in the Application and Statement of Benefits. They principally relate to:

- the amount of investment (as measured by the estimated assessed valuation of the improvements) with the goal of enhancing the tax base; and
- the number of jobs retained and created by the project, and the size of the resulting payroll with the goal of creating permanent, full-time, living wage jobs.

Along with these principal benefits, the *Local Standards* invite petitioners to offer other benefits that provide significant positive contributions to the overall economic vitality and quality of life in the City. In reviewing the benefits in the *Report*, you will see ones that evolved over time prior to the adoption of the new *Local Standards* in January. They include, but are not limited to:

- the number of affordable dwelling units that have been set aside for low-to-moderate income households. (*Please note that these units are usually in the form of subsidized rental units, but may include owner-occupied housing*);
- encouraging housing in the downtown area (*which, for decades, was not occurring at the rate or in the manner desired by the City*);
- rehabilitating a historic property in accordance with Secretary of Interior standards;
- the use of higher quality materials; and
- a commitment to provide a certain level of indigent care.

The Annual Tax Abatement *Report* gives the Council an opportunity to review projects in order to determine whether they are in substantial compliance with the commitments made at the time of the abatement. The Council must act within 45 days of the deadline for filing the CF-1s if it intends to exercise its power to rescind a tax abatement.³

³ IC 6-1.1-12.1-5.9

As noted above, the Council may rescind the tax abatement and terminate the deduction only if it finds that the property owner has not substantially complied with the commitments made at the time of the abatement.

According to statute, the decision to terminate the tax deduction should be made only when you conclude the tax payer has not made reasonable efforts to meet its commitments and was not prevented from complying with the terms of the abatement due to factors beyond its control.⁴

Report Recommends Substantial Compliance for All But One Project

The *Report* recommends that *all but one* of the projects be found in compliance with the terms of their abatement. The following chart covers projects with some issues previously discussed by the Council and some issues possibly raised by the CF-1s:

<u>Report</u>	<u>Tax Payer</u>	<u>Site/Name of Project</u>	<u>Legislation</u>
Slide 22	Hopewell Renewal	1400 West 6 th Street	<u>Res 96-14</u>

Issue: This project is in the last year of its abatement. It had three components: an apartment building for persons with HIV/AIDS, an apartment building for persons with mental disabilities, and 12, 2-story attached town homes for first-time home buyers. The apartment buildings were completed and occupied soon after the abatement was approved. Within the last two years, the last of the duplexes was finally constructed. The CF-1s have not been received and no tax abatements have been sought this year. Alano-Martin mentions that some units are rentals, which does not comply with the terms of the abatement.

⁴ The local General Standards give the following examples of grounds for terminating a tax abatement: 1) Failure to comply with any terms set forth in the Memorandum of Agreement; 2) An incomplete, inaccurate, or missing CF-1; 3) Petitioner vacates the City of Bloomington during the term of abatement; 4) Fraud on the part of petitioner; and 5) Initiation of litigation with the City of Bloomington.

- Slide 49 **Landmark Medical, LLC** 550 Landmark Avenue (Landmark Business Center) Res 99-27
- Slide 63 **Rogers Property Management, LLP (IMA East)** 2605 East Creek's Edge Drive Res 06-02

Issue: The benefits of these projects included the construction of new medical facilities, the retention of 285 existing jobs (271 at Landmark and 14 at Creek's Edge), the creation of 165 new jobs (121 at Landmark and 44 at Creek's Edge), and the provision of uncompensated health care to indigent community members. The *Report* indicates these projects more than met the investment, job, payroll and indigent care targets. The latter amounted to about \$2.4 million at Landmark and about \$247,00 at Creek's Edge in 2010 *along with a significant amount of other donated services and other community benefits listed in the supplement to the CF-1.*

- Slide 54 **Metropolitan Printing, Inc** 720 South Morton Street Res 99-31

Issue: The property owner intended to invest a total of \$2.475 million for improvements in real estate and the acquisition of new manufacturing equipment and to create six to eight new jobs. The total investment exceeded projections. However, the property owner was unable to create new jobs and, in fact, reduced the work force from 55 to 32 employees. The *Report* found the property owner was making good-faith efforts to meet these commitments given trying market conditions.

- Slide 56 **B& L Sheet Metal and Roofing** 1301 N. Monroe St. Res 99-41

Issue: This property owner intended to invest \$220,000 in real estate, \$183,000 in machinery and add 10 new jobs to the 33-employee operation. While the investment targets were met or exceeded, it appears that the overall work force this year is 33, which merely matched the number of existing employees at the time of the abatement. The material attached to the CF-1 indicates that "total employment levels were down ... as a result of the slow down in the economy, but are expected to come back as construction demand improves." This is the last year of the abatement.

Slide **Lockerbie** 500 N. Walnut St. Res 01-02
(none)

Issue: This project was intended to be a downtown, owner-occupied residential project. No CF-1s have been filed (which isn't unusual with owner-occupied properties) in this last year of the abatement. While the developer invested more than was estimated in the project, the *Report* does not indicate whether the units are owner-occupied. In the past, Alano-Martin has mentioned that it would be difficult to exclude properties occupied of children who rented from their parents while attending IU. She also has acknowledged problems defining and implementing the concept of "owner-occupied."

Slide 58 **Marlin Real Estate** 1600 West Bloomfield Road Res 02-22
Holdings, LLC
(formerly Richland
Development Group)

Issue: This property changed ownership a few years ago. Alano-Martin ascertained that ProLogic Redemption Solutions (which took over the coupon business), an accountant, a dentist and a real estate office occupy the space. The initial property owner committed to invest \$3.7 million in the project, retain 30 positions, and create 30 new positions. The *Report* indicates that the investment estimate was exceeded, but the employment and payroll numbers were not.

Expired Tax Abatements (Slide 65)

Madison Park Various properties in 300 and 400 Res 91-18
Homeowners Association block of S. Madison Street

Ferguson, Seeber & 114-116 N. Walnut (KP Building) Res 99-20
Cassady

Unfinished Projects

None

CF-1s Not Received (Slide 67)

The *Report* indicates that the following property owners did not file a CF-1:

<u>Report</u>	<u>Tax Payer</u>	<u>Site/Name of Project</u>	<u>Legislation</u>
Slide 22	Hopewell Renewal	1400 Block of West 6 th Street	<u>Res 96-14</u>
Slide 40	Evergreen Village	Various (but not all) properties in 2100 block of Susie Street	<u>Res 06-13</u>
Slide (None)	Lockerbie Condominium Project	500 North Walnut	<u>Res 01-02</u>

Comment: These are all either condominium or affordable, single family housing projects where the individual owners must file the CF-1. It isn't unusual for them to forget to file a CF-1 or file an incomplete CF-1. This is particularly so in regard to affordable housing projects.

Non-Compliance

There is one project where the *Report* recommends rescission of the tax abatement. Please note that this will require a motion on Wednesday night, a letter explaining the Council's intention to rescind the abatement, a subsequent resolution (typically at the August meeting) formally rescinding it and formal notice to the recipient of this action.

	<u>Tax Payer</u>	<u>Site/Type of Abatement</u>	<u>Legislation</u>
Slide 66	Woolery Ventures, LLC	2200 W Tapp Road <i>Real Estate</i>	<u>Res 04-01</u>

Issue and Recommendation: The *Report* indicates that the petitioner intends to develop the property, but hasn't made much progress (other than some landscaping and aesthetic improvements) since the approval in 2004. Given the lapse of time and the prospect that the project will change, the *Report* recommends rescission with the opportunity for the petitioner to reapply when ready.

Economic Impacts

As a result of past requests from the Council, the *Report* provides some economic impacts of the tax abatements, including the amount of investment (\$204.4 million), number of jobs retained (343) and created (767), size of the payroll for the retained (\$20.5 million) and newly created jobs (\$37.7 million), and change in assessed valuation (which went from \$6.4 million to \$103 million).

Recent Changes in State Law Offer Tax Abatements within the City Without Review by the Common Council

The *Report* evaluates current tax abatement projects authorized by the City of Bloomington, but does not address another form of tax abatement within the City enacted by the General Assembly that are generally not reviewed by the Common Council. These are tied to our Urban Enterprise Zone (which, at this time, is set to expire in 2017) and offers a 100% deduction of taxes for a period of either five or ten years for eligible investments within an Enterprise Zone for the purchase, construction and rehabilitation of buildings as well as the purchase and retooling of equipment. (I.C. 6-1.1-45) You may recall that the Council does, in fact, review a subset of the latter abatements which fall within one of our TIF districts.

Resolution for Committee of the Whole

Res 11-10 – Authorizing a \$25,000 Grant from the Bloomington Investment Incentive Fund (BIIF) to the Buskirk-Chumley Theater for Physical Improvements to the Ticket Office and Concession Area at 114 East Kirkwood Avenue

Res 11-10 joins two other items for discussion at the Committee of the Whole next Wednesday. It brings forward the second grant under the Bloomington Investment Incentive Fund (BIIF) after the Operating Policies and Procedures were amended last December (with the adoption of **Res 10-18**). This grant is for \$25,000 grant and would go to the Buskirk-Chumley Theater (BCT) for physical improvements to the ticket office and concession areas at 114 East Kirkwood Avenue, which is located within the Bloomington Entertainment and Arts District (BEAD).

BIIF Matching Grant Program – Eligibility, Preliminary Approvals, and Additional Terms

Applicant: The BIIF offers four loan programs and one grant program. The grant program is available to non-profits which:

- Are engaged in a retail or commercial activity as a primary purpose (including performance venues, galleries and retail shops); and
- Operate a social enterprise where at least one social or environmental goal is of equal importance to the traditional commercial or other business goals.

Eligibility: The BCT is a non-profit (501[c][3]) organization which has been operating the theater space on behalf of the City since 2001. It promotes and sells tickets for events held within the theater and elsewhere in the community, sells concessions and merchandise, and serves as the Downtown Visitor Center.

Usage of Funds: The grant may be used for qualified capital improvement costs including the acquisition of land or buildings; construction, expansion or renovation of buildings; purchase of eligible equipment or inventory; and, improvements to infrastructure.

Eligibility: The project will renovate and provide equipment for the ticket office and concession area of this City-owned building.

Additional Terms and Limitations: Grants are also subject to the following additional terms and limitations:

- No more than \$50,000 in grants may be awarded in any one calendar year -
 - *Eligibility:* This will be the second \$25,000 grant this calendar year.
 - *Please note that some members of the BIIF Review Committee and Economic Development Commission, which includes Councilmember Satterfield, had concerns about considering any more grants without a plan for replenishing the capital lost by these grants. Note that Councilmember Satterfield wants to see a solid effort to bring this up as a budget item this July and believes that without additional funds, it is unlikely that any new grants will be recommended the by the BIIF Review Committee in the future.*

- The grant may not amount to more than \$25,000 and more than 50% of the cost of the project –
 - *Eligibility:* This grant is for \$25,000 and amounts to about 28% of the total project cost of \$90,000. The other funds are coming from Bloomingfoods (\$20,000), Oliver Winery (\$20,000), Upland Brewing Co (\$10,000), Bloomington Community Foundation (\$10,000) and Sysco, Inc. (\$5,000).
- An organization is eligible for one grant in every five years –
 - *Eligibility:* The BCT has not received a BIIF grant, but building itself last benefited from a \$25,000 grant in 1999 (Res 99-25) to renovate the façade and restore the marquee.
- Grant funds are in lieu of a loan –
 - *Eligibility:* BCT has not received a loan from the City for this project.

Preliminary Approvals: In accordance with program procedures this grant was reviewed and recommended for funding by the BIIF Review Committee by a vote of 4-1 (which occurred on May 18th and included Councilmember Satterfield as Council appointee to the EDC) and the Economic Development Commission by a vote of 3-1-1 (which occurred on May 25th).⁵

- *Please see Additional Terms and Limitations - \$50,000 Limitation on Grants per Year (above) for concerns about not replenishing the fund.*

Subsequent Steps Should Council Approve the Grant. In the event the Council approves the grant and the City verifies the availability of funds, BCT would need to execute a funding agreement with the City and comply with all the terms and conditions set forth in the BIIF Operating Policies and Guidelines approved in Res 10-18.

Evaluation Criteria

The Operating Policies and Procedures set forth general evaluation criteria that apply to grants and loans but may be waived if the waiver furthers the purpose of the program or the criteria is not applicable to the proposal. Here, in brief, are those evaluation criteria:

- **Strength of business plan or proposal** including either the extent sustainability goals equal traditional business goals or the extent the proposal enhances the Bloomington as an arts and cultural destination.

⁵ Due to an extended discussion on recapitalization the EDC did not vote on their Res 11-04 until June 10th which passed by a vote of 3-0-0.

- **Jobs created as a result of the project;**
- **Overall impact on the economic vitality of the community;**
- **Priority given to:**
 - **Retaining or attracting enterprises providing permanent jobs;**
 - **Supporting social enterprises and NFPs contributing to the economic vitality of the community;**
 - **Furthering the BEAD strategic plan and the sustainable development policies of the City.**
- **Nature and extent of equity participation of the principal owner(s);**
- **Leveraging of City funds to garner other funds or capital;**
- **Nature and extent of security/guarantees;**
- **Credit history;**
- **Increases or decreases in tax base as a result of the project (applicable to the loans, not grants);**
- **Nature and extent of other City or State incentives going to the project (e.g. tax abatements);**
- **Compliance and compatibility with the City Unified Development Ordinance and policies of the Historic Preservation Commission; and**
- **Public benefit of any relocation.**

Summary of Operations and Governance

The BCT has been operating the Buskirk-Chumley Theater on behalf of the City since 2001. It has a staff of three ⁶ and a volunteer board of seven members.⁷

The theater has 600 seats and can be used for live performances and the showing of films. The brochure provided by the applicants indicates that the BCT mission is to “manage this historic venue in a fiscally responsible manner, providing a quality, accessible performance space for the use of the entire community.” It has a budget of about \$554,000 in 2011 with revenues slightly exceeding expenditures. It performs four primary functions:

- First, it works with promoters to bring performances and events to the theater. Most of these events are sponsored by promoters, but a few, premier acts are arranged by BCT under its BCT Presents series. Its latest strategic plan⁸ sets as

⁶ The staff includes an Executive Director, Danielle McClelland, Marketing Director, Maarten Bout, and Box Office Manager, Sally Meyer, along with a Facilities Director/Project Advisor from the City, Dave Williams, and work-study assistants.

⁷ The board includes a former City Controller (Tom Guevara) and a current Council member (Tim Mayer).

⁸ These plans are a set every three years and each projects five years into the future.

a long term goal renting the facility for 250 days a year, with 200 public events and an average of 400 patrons per show. Last year, the theater was rented for 167 days.

- Second, it works with promoters to promote and sell tickets for events in other venues in the community. These venues include the Bloomington Playwrights Project, Twin Lakes Sports Complex (for the Bleeding Heartland Roller Girls), Rhino's, among others.
- Third, it sells merchandise and concessions through its ticket office and concession area. Please note that the current strategic plan identifies off-site ticket sales and the sale of merchandise and concessions as areas of recent and potential growth; and
- Fourth, it serves as the Downtown Visitor Center "provid(ing) information on arts and cultural amenities to out-of-town visitors, new residents and the continually changing Indiana University population."

Summary of Project

This \$90,000 project will renovate the ticket office and concession areas on the east side of the main entrance and would be done during the slow time of July and August. In brief, the changes would:

- Expand and bring the ticket counter in the box office toward the street to attract customers from the sidewalk and provide better service to customers who both come or call in for information. New equipment will include a large digital display screen listing what tickets are on sale, a computer terminal for public access, speakers, and a video feed from the auditorium.
- Add merchandise and display areas for the "sale of CDs, DVDs, books, and assorted regional gift items that appeal to visitors". The combination of these first two improvements are projected increase revenue for the box office from \$74,000 to \$92,000 per year;
- Create a permanent enclosed concession area with a credit card point-of-sale system, a keg and cooler for drinks, popcorn machines, sink, dishwasher, storage space and retail window into the lobby. Please note that currently the concessions are set up in the lobby for events and taken down afterwards, creating more work and impairing the movement to those attending these events. These improvements are projected to increase concession income from about \$18,000 to \$24,000 per year;
- Add a curving step and handrail to provide a safer and more inviting transition between the box office and lobby; and

- Provide new signage, carpeting, shelving and cabinetry consistent with the Art Deco interior.

Rationale for Support

The Memo to the Council emphasizes that the box office “serves as the primary ticketing location for the BCT,” sells tickets on behalf of 80 other organizations, and acts as the Downtown Visitors Center (with support from the Convention and Visitors Bureau and Downtown Bloomington, Inc). It also says that the grant will help develop the arts sector of our economy and serve an “important anchor in the BEAD” which offers a “unique product ... and will positively impact both the artistic community and the local economy.”

**NOTICE AND AGENDA
BLOOMINGTON COMMON COUNCIL
SPECIAL SESSION & COMMITTEE OF THE WHOLE
7:30 P.M., WEDNESDAY, 22 JUNE 2011
COUNCIL CHAMBERS
SHOWERS BUILDING, 401 N. MORTON ST.**

I. ROLL CALL

II. AGENDA SUMMATION

III. APPROVAL OF MINUTES FOR: June 1, 2011 (Regular Session)

IV. REPORTS FROM THE MAYOR

1. Annual Tax Abatement Report

Asked to attend: Danise Alano, Director of Economic and Sustainable Development

V. ADJOURNMENT

(and immediately reconvene for)

COMMITTEE OF THE WHOLE

Chair: Isabel Piedmont-Smith

1. Ordinance 11-06 An Ordinance Approving the Issuance of Bonds of the Bloomington Redevelopment District, Acting in the Name of the City of Bloomington, Indiana, in and Amount Not to Exceed \$13,670,000 to Finance Acquisition of Real Estate and Construction of Certain Improvements in the Downtown Economic Development Area

Asked to Attend: Danise Alano-Martin, Director of Economic Development
Margie Rice, Corporation Counsel
Bond Counsel, Hans Steck, Bingham McHale
Financial Advisor, Eric Baugh, London Witte

2. Appropriation Ordinance 11-04 Authorizing an Additional Appropriation of Proceeds of City of Bloomington, Indiana, Redevelopment District Tax Increment Revenue Bonds of 2011 and Any Investment Earnings Thereon (To Spend Approximately \$13.67 Million to Acquire and Develop Approximately 12 Acres of Land in the Downtown Economic Development Area)

Asked to Attend: Danise Alano-Martin, Director of Economic Development
Margie Rice, Corporation Counsel
Bond Counsel, Hans Steck, Bingham McHale
Financial Advisor, Eric Baugh, London Witte
Mike Trexler, Controller

3. Resolution 11-10 Authorizing a Grant Under the Bloomington Investment Incentive Fund - Re: \$25,000 to Buskirk-Chumley Theater for Improvements at 114 East Kirkwood Avenue

Asked to Attend: Danise Alano-Martin, Director of Economic Development
Representative of Petitioner



**City of Bloomington
Office of the Common Council**

To: Council Members
From: Council Office
Re: Calendar for the Week of 20-25 June 2011

Monday, 20 June 2011

12:00 noon Bloomington Entertainment and Arts District Advisory Committee, McCloskey
3:00 pm Interlocal Study Group on 3-1-1, Council Chambers
5:00 pm Utilities Service Board, Board Room, 600 E Miller Dr
5:30 pm Bicycle and Pedestrian Safety Commission, Hooker Room
6:00 pm Food Policy Council, McCloskey

Tuesday, 21 June 2011

11:30 am Plan Commission Work Session, Kelly
4:00 pm Bloomington Community Farmers' Market, Madison St, Between 6th & 7th St
4:00 pm Board of Park Commissioners, Council Chambers
4:00 pm Board of Public Safety, McCloskey
5:00 pm Community and Family Resources Commission, Hooker Room
5:30 pm Animal Control Commission, McCloskey
5:30 pm Board of Public Works, Council Chambers

Wednesday, 22 June 2011

4:00 pm Dr. Martin Luther King, Jr. Birthday Commission, McCloskey
5:00 pm Common Council Growth Policies Plan Workshop, Council Chambers
6:30 pm Metropolitan Planning Organization Citizens Advisory Committee, McCloskey
7:30 pm Common Council Special Session *immediately followed by a* Committee of the Whole, Council Chambers

Thursday, 23 June 2011

9:00 am Emergency Management Advisory Committee, Council Chambers
12:00 noon Monroe County Suicide Prevention Coalition, McCloskey
12:00 noon Bloomington Platinum Biking Task Force, Hooker Room

Friday, 24 June 2011

12:00 noon Economic Development Commission, Hooker Room
12:00 noon Common Council Internal Work Session, McCloskey

Saturday, 25 June 2011

8:00 am Bloomington Community Farmers' Market, Showers Common, 401 N. Morton

Posted and Distributed: Friday, 17 June 2011



City of Bloomington
Office of the Common Council

NOTICE

COUNCIL-STAFF INTERNAL WORK SESSION

MEMBERS OF THE COUNCIL WILL MEET
WITH PLANNING STAFF TO DISCUSS THE
GROWTH POLICIES PLAN

WEDNESDAY, 22 JUNE 2011
5:00 PM
COUNCIL CHAMBERS, ROOM 115
CITY HALL, 401 N. MORTON

Because a quorum of the Council will be present, this meeting constitutes a meeting of the Council under the Indiana Open Door Law.

This statement is provides notice that this meeting will occur and is open for the public to attend, observe, and record what transpires.

Posted: Friday, 17 June 2011



City of Bloomington
Office of the Common Council

NOTICE OF SPECIAL SESSION

THE COMMON COUNCIL HAS VOTED TO HOLD A
SPECIAL SESSION ON
WEDNESDAY, 22 JUNE 2011

THIS MEETING WILL HELD AT 7:30 PM,
IN COUNCIL CHAMBERS – ROOM 115
401 N. MORTON STREET
AND
WILL BE IMMEDIATELY FOLLOWED BY THE
COMMITTEE OF THE WHOLE PREVIOUSLY SCHEDULED
FOR THIS EVENING

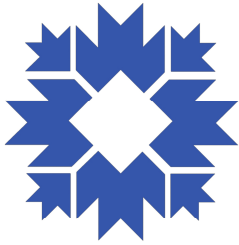
Date and Posted: Friday, 17 June 2011

401 N. Morton Street • Bloomington, IN 47404

City Hall

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council@bloomington.in.gov



CITY OF BLOOMINGTON
economic & sustainable development

MEMORANDUM

To: City of Bloomington Common Council
CC: Dan Sherman, Regina Moore
From: Danise Alano-Martin, Director
Date: June 13, 2011
Re: Tax Abatement Program, 2010 Activity Summary

Attached please find the 2010 Activity Summary of Tax Abatements for your acceptance. The Economic Development Commission accepted the report in their meeting on June 10, 2010 and recommended it be forwarded to the City of Bloomington Common Council.

The summary is intended to provide a comprehensive description of the Council's abatement portfolio. Each year, property owners receiving a tax abatement must file a Compliance with Statement of Benefits (CF-1) with the City Clerk (as well as the County Auditor). The CF-1 provides an update of the status of the abated project (whether real estate property or personal property, or both) and allows the Common Council to compare the actual values of the investment/improvement to the property with the value of the investment/improvement estimated on the original Statement of Benefits Form (SB-1). If the project included new job creation then the property owner may also list job creation and salary information.

The CF-1 provides a snapshot of the project and the abatement criteria and is therefore limited in that it does not necessarily show real growth or fluctuations in activity throughout a year or from year to year.

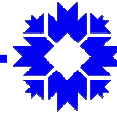
No new abatements were approved under this program since our last report to you on June 23, 2010. All but one abatement is being recommended for a finding of substantial compliance. One abatement, approved via Council Resolution 04-01, is being recommended for rescission as the project has not commenced. Due to the lapse in time, the project parameters undoubtedly will be revised by the developer. If a new or updated project is proposed, the developer would be able to reapply under the City's new Tax Abatement General Standards. In order to rescind this abatement, the Council would make a motion to declare the intent to rescind and hold a hearing at a future Council meeting to take the action.

I look forward to presenting this report to you with additional background and details at the June 22, 2011 City Council meeting.

Tax Abatement Program

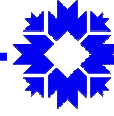
2010 Activity Summary

Report to
Common Council
June 22, 2011
Economic Development Commission
June 10, 2011



Tax Abatements

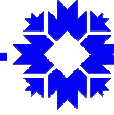
- IC 6-1.1-12.1: Real and personal property
- IC 6-1.1-10-44: Enterprise IT equipment
- Phase-in of new property taxes
 - All or part of **new** assessed value exempted from paying property tax
 - Reduction of tax liability on **added** assessed value (AV) only
- Sliding scale from 100% to **no** exemption on the new AV



Real Property Schedule

Year of Deduction	1	2	3	4	5	6	7	8	9	10
1 Year Deduction	100%									
2 Year Deduction	100%	50%								
3 Year Deduction	100%	66%	33%							
4 Year Deduction	100%	75%	50%	25%						
5 Year Deduction	100%	80%	60%	40%	20%					
6 Year Deduction	100%	85%	66%	50%	34%	17%				
7 Year Deduction	100%	85%	71%	57%	43%	29%	14%			
8 Year Deduction	100%	88%	75%	63%	50%	38%	25%	13%		
9 Year Deduction	100%	88%	77%	66%	55%	44%	33%	22%	11%	
10 Year Deduction	100%	95%	80%	65%	50%	40%	30%	20%	10%	5%

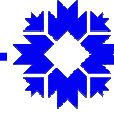
IC 6-1.1-12.1-4



Personal Property Schedule

Yrs	1	2	3	4	5	6	7	8	9	10	11
1	100%										
2	100%	50%									
3	100%	66%	33%								
4	100%	75%	50%	25%							
5	100%	80%	60%	40%	20%						
6	100%	85%	66%	50%	34%	25%					
7	100%	85%	71%	57%	43%	29%	14%				
8	100%	88%	75%	63%	50%	38%	25%	13%			
9	100%	88%	77%	66%	55%	44%	33%	22%	11%		
10	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	

IC 6-1.1-12.1-4.5



Tax Abatements

- Tool under local control (City authorizes, County administers)
- Private investment, job creation
- Increase tax base
- City of Bloomington 2010 Guidelines:
 - Capital investment (↑ AV); New FT, living wage jobs
 - Other qualifying criteria:
 - Quality of Life and Environmental/Sustainability
 - Affordable Housing
 - Community Service
 - Community Character

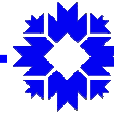
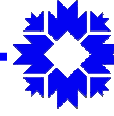
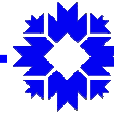


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Residential Development Projects



East Third Street Properties, Inc.
1239, 1249, 1251 Miller Dr. & 1721, 1725, 1731 Highland Ave.
Resolution: 95-03

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 10 years

Estimated New Investment: \$450,000
Estimated New Employment: NA
Estimated New Salaries: NA

Benefits: 1721, 1725, 1731 Highland Ave. is low income housing through HOME program.

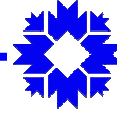
Compliance

Summary: The project is complete and the units are occupied by income-eligible renters. HAND verified compliance

Actual New Investment: NR
Actual New Employment: NA
Actual New Salaries: NA

Current Assessed Value: \$670,100
Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

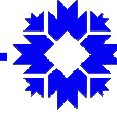
This abatement is in year 10 of 10.



**East Third Street Properties, Inc.
Affordable Rental Homes**



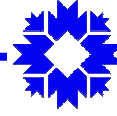
Department of Economic & Sustainable Development



**East Third Street Properties, Inc.
Affordable Rental Homes**



Department of Economic & Sustainable Development

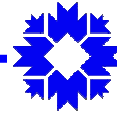


**East Third Street Properties, Inc.
Affordable Rental Homes**



**East Third Street Properties, Inc.
Affordable Rental Homes**

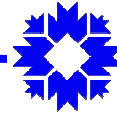




**East Third Street Properties, Inc.
Affordable Rental Homes**



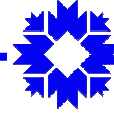
Department of Economic & Sustainable Development



**East Third Street Properties, Inc.
Affordable Rental Homes**



Department of Economic & Sustainable Development



Habitat for Humanity
410, 412, 414 N. Hay Street
Resolution: 95-11

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 10 years

Estimated New Investment: \$87,000
Estimated New Employment: NA
Estimated New Salaries: NA

Benefits: Construction of three single-family homes to be sold to low-income families.

Compliance

Summary: The project is complete and all homes were sold to low-income families. HAND verified compliance.

Actual New Investment: \$105,000
Actual New Employment: NA
Actual New Salaries: NA

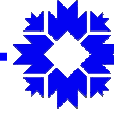
Current Assessed Value: \$284,700
Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

This abatement is in year 9 of 10.



Habitat for Humanity





Habitat for Humanity



Department of Economic & Sustainable Development



CFC, Inc. – Bicycle Apartments

200-216 S. Madison St.

Resolution: 95-30

Statement of Benefits

Type: Real Estate Improvements

Length of Abatement: 10 years

Estimated New Investment: \$1,195,000

Estimated New Employment: 40

Estimated New Salaries: \$576,000

Benefits: 66 efficiencies and 12 one bedroom apartments including 1 office and 1 laundry/maintenance unit.

Compliance

Summary: The project is complete and 100% occupied. HAND verified affordability compliance.

Actual New Investment: \$1,400,191

Actual New Employment: 40

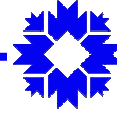
Actual New Salaries: \$576,000 (temporary)

Current Assessed Value: \$1,575,700

Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

This abatement is in year 10 of 10.

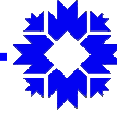
Department of Economic & Sustainable Development



**Bicycle Apartments
Affordable and Market-Rate Apartments**



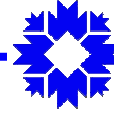
Department of Economic & Sustainable Development



**Bicycle Apartments
Affordable and Market-Rate Apartments**



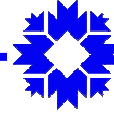
Department of Economic & Sustainable Development



**Bicycle Apartments
Affordable and Market-Rate Apartments**



Department of Economic & Sustainable Development



**Hopewell Renewal (various owners)
1400-block W. 6th Street
Resolution: 96-14**

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 10 years

Estimated New Investment: \$1,145,000
Estimated New Employment: NA
Estimated New Salaries: NA
Benefits: Construction of 2 new apartments- one for people with HIV/AIDS and the other for people with emotional disabilities (Cornerstone owned and managed); and construction of 6 structures with 12 two-story attached town homes for first-time homebuyers.

Compliance

Summary: The project is complete. The two Cornerstone apartment buildings are currently occupied as intended. Some homes were sold as intended, others are now rentals.

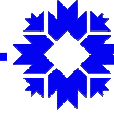
Actual New Investment: NR
Actual New Employment: NA
Actual New Salaries: NA
Current Assessed Value: \$991,300
Remarks: No CF-1s were filed for rental properties and no abatement was applied to those properties. Staff recommends substantial compliance.

This abatement is in year 10 of 10.

Department of Economic & Sustainable Development



Hopewell Renewal



Lockerbie Court Condominiums, LLC

500 N. Walnut Street

Resolution: 01-02

Statement of Benefits

Type: Real Estate Improvements

Length of Abatement: 10 years

Estimated New Investment: \$2,700,000

Estimated New Employment: 1

Estimated New Salaries: \$10,000

Benefits: New 4-story brick and limestone building constructed downtown with 17 residential condominium units and parking garage.

Compliance

Summary: The project is complete and the building is occupied.

Actual New Investment: \$4,400,000

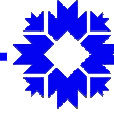
Actual New Employment: NA

Actual New Salaries: NA

Current Assessed Value: \$5,135,000

Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

This abatement is in year 9 of 10.



Lockerbie Court Condominiums, LLC
Market-Rate, Condominium Units



All Natural Properties, Inc.
1403, 1405 W. 6th Street
Resolution: 01-06

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 10 years

Estimated New Investment: \$140,000
Estimated New Employment: NA
Estimated New Salaries: NA
Benefits: Construction of two downtown 3-bedroom, 2-bath, affordable housing units that are set aside for low-to-moderate income renters for 20 years.

Compliance

Summary: The project is complete and both units are occupied by low-income renters. HAND verified compliance.

Actual New Investment: \$176,000
Actual New Employment: 1
Actual New Salaries: \$30,000
Current Assessed Value: \$147,800
Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

This abatement is in year 8 of 10.



All Natural Properties, Inc.



Renaissance Rentals, LLC

3068 – 3090 Covenanter Drive

Resolution: 02-18

Statement of Benefits

Type: Real Estate Improvements

Length of Abatement: 10 years

Estimated New Investment: \$520,322

Estimated New Employment: NA

Estimated New Salaries: NA

Benefits: Construction of 12-unit apartment building with 11 affordable, handicapped accessible unit.

Compliance

Summary: The project is complete and the affordable units are occupied by low-income renters. HAND verified compliance.

Actual New Investment: \$520,332

Actual New Employment: NA

Actual New Salaries: NA

Current Assessed Value: \$447,600

Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

This abatement is in year 7 of 10.



Renaissance Rentals, LLC



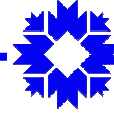
Department of Economic & Sustainable Development



Renaissance Rentals, LLC



Department of Economic & Sustainable Development



**The Kirkwood
Market-Rate Apartments**



Department of Economic & Sustainable Development



Kirkwood & Madison, LLC (The Kirkwood)
314 W. 4th Street
Resolution: 03-02

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 10 years

Compliance

Summary: The project is complete and all units are occupied.

Estimated New Investment: \$12,000,000

Estimated New Employment:
3 permanent, 130 temporary

Estimated New Salaries:
\$71,000 permanent,
\$6,000,000 temporary

Benefits: Construction of 59 unit residential apartments downtown with underground parking.

Actual New Investment: \$15,100,000

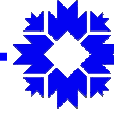
Actual New Employment: 3

Actual New Salaries: \$109,000

Current Assessed Value: \$6,763,600

Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

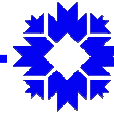
This abatement is in year 7 of 10.



**The Kirkwood
Market-Rate Apartments**



Department of Economic & Sustainable Development



B & L Rentals, LLC
718, 720 & 722 W. Kirkwood
Resolution: 03-22

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 10 years

Estimated New Investment: \$100,000

Estimated New Employment: NA

Estimated New Salaries: NA

Benefits: Renovation of Queen Anne 2 story housing with 3 apartments in the West Kirkwood ERA.

Compliance

Summary: The project is complete.

Actual New Investment: \$100,000

Actual New Employment: NA

Actual New Salaries: NA

Current Assessed Value: \$304,900

Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

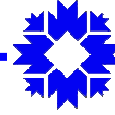
This abatement is in year 6 of 10.



B & L Rentals



Department of Economic & Sustainable Development



Habitat for Humanity
1010, 1018, 1026 W. 14th St.
Resolution: 05-09

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 5 years

Estimated New Investment: \$174,000
Estimated New Employment: NA
Estimated New Salaries: NA
Benefits: Construction of three 1,200 square foot 3-bedroom homes to be sold to low-income families.



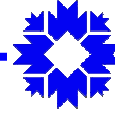
Compliance

Summary: The houses are complete and occupied as intended.

Actual New Investment: \$180,600
Actual New Employment: NA
Actual New Salaries: NA
Current Assessed Value: \$235,900
Remark: The project is in substantial compliance.



Department of Economic & Sustainable Development



Habitat for Humanity
1034, 1042 W. 14th Street
Resolution: 05-11

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 5 years

Estimated New Investment: \$160,000
Estimated New Employment: NA
Estimated New Salaries: NA
Benefits: Construction of two single-family homes to be sold to low-income families.

Compliance

Summary: The project is complete and all homes were sold to low-income families. HAND verified compliance.

Actual New Investment: NR
Actual New Employment: NA
Actual New Salaries: NA
Current Assessed Value: \$166,500

Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.



Habitat for Humanity





Evergreen Village
Various Property Owners
on Susie Street & Rockport Road
Resolution: 06-13

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 5 years

Estimated New Investment: \$1,919,791
Estimated New Employment: NA
Estimated New Salaries: NA
Benefits: The 12 housing units will be LEED certified and affordable, with a 30 year affordability covenant.

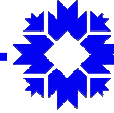
Compliance

Summary: Project is complete. 11 of 12 homes have been sold to income-qualified homeowners.

Actual New Investment: \$1,966,977
Actual New Employment: NA
Actual New Salaries: NA
Current Assessed Value: \$1,684,700

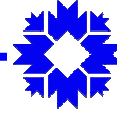
Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

These abatements are in year 2 of 5.



Evergreen Village

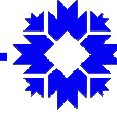




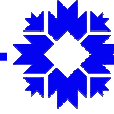
Evergreen Village



Department of Economic & Sustainable Development



Mixed-Use Projects



Mary & Daniel P. Friedman
252 N. Walnut Street (Omega Building)
Resolution: 00-07

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 10 years

Compliance

Summary: The project is complete and the residential portions are occupied.

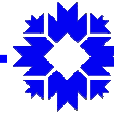
Estimated New Investment: \$2,100,000
Estimated New Employment: 1
Estimated New Salaries: \$10,000-\$13,000

Actual New Investment: \$2,100,000
Actual New Employment: NA
Actual New Salaries: NA

Benefits: Construction of four-story mixed-use building on downtown vacant lot. Building contains 13 apartments and two commercial spaces.

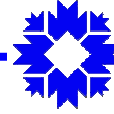
Current Assessed Value: \$2,333,700
Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

This abatement is in year 10 of 10.



Omega Building
Mixed Use, Market-Rate Apartments





B & L Rentals, LLC
612 & 614 W. Kirkwood
Resolution: 03-21

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 10 years

Estimated New Investment: \$155,000
Estimated New Employment: 2
Estimated New Salaries: \$40,000
Benefits: Construction of a 2 story building with office, 2 bed room apartments, and a detached garage.

Compliance

Summary: The project is complete and both the units are occupied.

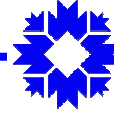
Actual New Investment: \$230,000
Actual New Employment: 4
Actual New Salaries: \$245,500 with commissions
Current Assessed Value: \$231,200
Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

This abatement is in year 6 of 10.

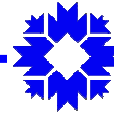


B & L Rentals





Commercial Projects



Morton Street Properties 555 North Morton Street (formerly Hirons Investments, LLC) Resolution: 99-13

Statement of Benefits
Type: Real Estate Improvements
Length of Abatement: 10 years

Compliance
Summary: The project is complete.

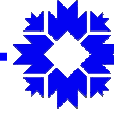
Estimated New Investment: \$2,700,000
Estimated New Employment: 30
Estimated New Salaries: NA
Benefits: Renovation of existing 20,000 sqft buildings, an 8,000 sqft new construction, parking space for 100 vehicles and landscaping.

Actual New Investment: \$3,900,000
Actual New Employment: 108
Actual New Salaries: \$4,696,000
Current Assessed Value: \$2,991,400
Remarks: Morton Street Properties purchased the building in 2008. Solution Tree (the new owner), Hirons, and CallNet all occupy the space.

Staff recommends a finding of substantial compliance with the Statement of Benefits.

This abatement is in year 9 of 10





Landmark Medical, LLC
550 Landmark Avenue (Landmark Business Center)

Resolution: 99-27

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 10 years

Compliance

Summary: The project is complete. In 2010, this facility provided \$2,404,865 and SIRA provided \$1,950,000 in uncompensated health care. IMA in total provided \$11,346 in staffing support for indigent health care; \$190,820 in donated services to high school athletes; and \$171,360 in donated services to incoming IU athletes. In addition, IMA physicians and nurse practitioners have volunteered 543 hours in providing support to VIM.

Estimated New Investment: \$9,231,231
Estimated New Employment: 121
Estimated New Salaries: \$6,900,000
Benefits: New Outpatient Treatment facility for Internal Medicine Associates (IMA), SIRA, and INC.

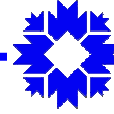
Actual New Investment: \$12,000,000
Actual New Employment: 261
Actual New Salaries: \$10,709,362
Current Assessed Value: \$10,334,000
Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

This abatement is in year 10 of 10.



Landmark Business Center
Internal Medicine Associates





Richard Dean Groomer
1000 W. Kirkwood
Resolution: 03-27

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 10 years

Estimated New Investment: \$60,000
Estimated New Employment: 5
Estimated New Salaries: NR
Benefits: Construction of a 2,100 square foot one-story building to be used as commercial space. The project is in the West Kirkwood ERA.

Compliance

Summary: The project is complete.

Actual New Investment: \$67,250
Actual New Employment: 5
Actual New Salaries: NR
Current Assessed Value: \$186,500
Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

This abatement is in year 6 of 10.



Richard Dean Groomer





Richard Dean Groomer



Department of Economic & Sustainable Development



Metropolitan Printing Service

720 S. Morton Street

Resolution: 99-31

Statement of Benefits

Type: Real Estate Improvements & New Manufacturing and Equipment

Length of Abatement: 10 years

Estimated New Investment:

RE \$225,000

PP \$2,250,000

Estimated New Employment: 6-8

Estimated New Salaries: \$137,280

Benefits: 6- color 40" Komori printing press and pre-press equipment required, new press pit, new HVAC, and electrical improvements.

Compliance

Summary: The project is complete. The company has struggled in recent years and has lost employment.

Actual New Investment:

RE \$225,000

PP \$2,522,686

Actual New Employment: 0

Actual New Salaries: 0

Current Assessed Value: \$200,000

Remarks: Actual investment has exceeded estimates. Additional employees have not been hired. The property owner is making a good faith effort to maintain employment and staff recommends a finding of substantial compliance with the Statement of Benefits.

This abatement is in year 10 of 10.



Metropolitan Printing Service



Department of Economic & Sustainable Development



B & L Sheetmetal & Roofing

1301 N. Monroe St.

Resolution: 99-41

Statement of Benefits

Type: Real Estate Improvements

Length of Abatement: 10 years

Estimated New Investment:

RE \$220,000

PP \$183,000

Estimated New Employment: 10

Estimated New Salaries: \$250,000

Benefits: Improvements on building and real estate.

Compliance

Summary: The project is complete with actual investment exceeding estimates and hiring fluctuating with seasonal work.

Actual New Investment:

RE \$220,000

PP \$228,520

Actual New Employment: 7

Actual New Salaries: \$250,000

Current Assessed Value: \$481,800

Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

This abatement is in year 10 of 10.



B & L Sheet Metal & Roofing



Department of Economic & Sustainable Development



Marlin Real Estate Holdings (MRHC,LLC)
(Formerly Richland Development Group) 1600 Bloomfield Road
Resolution: 02-22

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 10 years

Estimated New Investment: \$3,350,000
Estimated New Employment: 30
Estimated New Salaries: \$11/hr (approx. \$686,400)

Benefits: Construction of a 26,000 square foot corporate office building.



Compliance

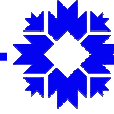
Summary: The project is complete and

Actual New Investment: NR
Actual New Employment: 27
Actual New Salaries: \$35/hr (approx. \$509,600)
Current Assessed Value: \$4,340,300

Remarks: The building is now occupied by ProLogic Redemption Solutions, a dental office, a real estate office and an accountant. ProLogic intends to grow its coupon redemption business in this location.

This abatement is in year 7 of 10.

Department of Economic & Sustainable Development



Cook Pharmica
1300 S. Patterson Dr.
Resolution: 04-08

Statement of Benefits

Type: Real Estate Improvements

Length of Abatement:

RE 10 years
PP 10 years

Estimated New Investment:

RE \$19,000,000
PP \$17,200,000

Estimated New Employment: 200

Estimated New Salaries: \$9,455,920

Benefits: Renovation of "Building 2" at the Indiana Enterprise Center. This 430,000 sq ft building was built in 1965. Renovation of exterior and 100,000 sq. ft. of interior for use by a new company to develop and research in contract pharmaceuticals.

Compliance

Summary: Real estate and equipment improvements are complete.

Actual New Investment:

RE \$112,000,000
PP \$37,996,461

Actual New Employment: 351

Actual New Salaries: \$21,173,488

Current Assessed Value:

RE \$42,507,700
PP \$15,349,800

Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

The RE abatement is in year 5 of 10.
The PP abatement is in year 4 of 10.



Cook Pharmica





Cook Pharmica



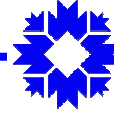
Department of Economic & Sustainable Development



Cook Pharmica



Department of Economic & Sustainable Development



Rogers Property Management, LLP
IMA East (2605 E. Creek's Edge Drive)
Resolution: 06-02

Statement of Benefits

Type: Real Estate Improvements
Length of Abatement: 10 years

Compliance

Summary: The project is complete. This facility's personnel provided \$247,855 in uncompensated healthcare in 2010. IMA further participates: Indigent Medication Programs, Cardiopulmonary Rehab at YMCA and IU Health-Bloomington Hospital, donated services for high school athletes and new IU athletes (e.g., physicals, echocardiograms), Volunteers In Medicine and numerous boards and commissions.

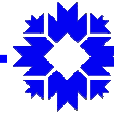
Estimated New Investment: \$4,021,250
Estimated New Employment: 22
Estimated New Salaries: \$1,285,901
Benefits: Construction of an outpatient treatment facility for Internal medicine Associates (IMA, INC). Petitioner targets a minimum of \$200,000 in uncompensated services to the community annually over the abatement period.

Actual New Investment: \$9,000,000
Actual New Employment: 78
Actual New Salaries: NR (2009: 64 employees at \$2,428,00)

Current Assessed Value: \$6,256,300

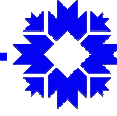
Remarks: Staff recommends a finding of substantial compliance with the Statement of Benefits.

This abatement is in year 5 of 10.



IMA East
2605 East Creek's Edge Drive
Resolution 06-02





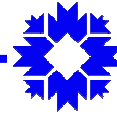
Expired Abatements in 2010

Res. 91-18

Madison Park Homeowners Association,
Various at 300- and 400-block S. Madison St.

Res. 99-20

Ferguson, Seeber & Cassady
114-116 N. Walnut (KP Building)



Recommend Rescission: Res. 04-01 Woolery Ventures LLC

Statement of Benefits

Type: Real Estate Improvements

Length of Abatement: 10 years

Estimated New Investment:
\$4,200,000

Estimated New Employment: 45

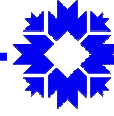
Estimated New Salaries: \$762,000

Benefits: Renovation of an abandoned limestone mill into a mixed use facility (42 apts/condos, 55-room hotel, recreational amenities) rehabilitated to the historic standards of the Secretary of Interior. Estimated completion date of 6/30/2005.

Compliance

Summary: The project remains incomplete with the exception of landscaping and other aesthetic improvements.

Remarks: The petitioner does intend to develop the historic property when feasible, but given the time lapse since approval and the likelihood that specifics of the project will change, staff and EDC recommend rescission at this time. The petitioner may choose to re-apply if and when a new project proposal is finalized.



CF-1s Not Received

Res. 96-14 ***Hopewell Renewal**, Various, 1400- block W. 6th St.

Res. 01-02 ****Lockerbie Condominiums**, 500 N. Walnut St.

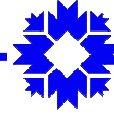
Res. 02-22 ****Marlin Real Estate Holdings**, 1600 Bloomfield Road

Res. 06-13 *****Various Evergreen Village Properties**

*partial project developed as rentals; do not fit abatement's specific eligibility, therefore no CF-1

**likely on file with Monroe County, working to obtain copies for City files

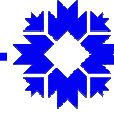
***two homes just recently sold, one house remains unsold



Economic Impacts

Progress toward new real and personal property investment estimates

Category	Proposed New Investment (SB-1)	Actual New Investment (CF-1)
Commercial RE	38,807,481	137,412,250
Commercial PP	19,633,000	40,747,667
Mixed Use	2,255,000	2,330,000
Residential	20,591,113	23,949,090
Total	\$ 81,286,594	\$ 204,439,007



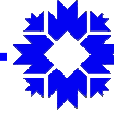
Economic Impacts

Progress toward new jobs/salary estimates

Proposed New Jobs	Proposed New Salaries	Actual New Jobs	Actual New Salaries
430	\$ 19,997,501	767	\$37,722,950
		Average Salary =	\$ 49,182

Figures exclude temporary jobs and corresponding salaries from construction.

Excludes unknown salary information from business leasing space in mixed-use developments, nonreported information and commissions/benefits.



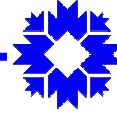
Economic Impacts

Total Jobs/Salaries (New and Retained Jobs)

Total Jobs (New and Retained)	Total Salaries (New and Retained)
1,110	\$ 58,255,650
	Average Salary = \$ 52,483

Figures exclude temporary jobs and corresponding salaries from construction.

Excludes unknown salary information from business leasing space in mixed-use developments, nonreported information and commissions/benefits.

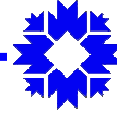


Economic Impacts

Total Jobs/Salaries (New and Retained Jobs)

Category	SB-1 Assessed Values (Before Project)	Current Assessed Values
Commercial RE + PP	5,561,860	82,447,800
Mixed Use	332,600	2,564,900
Residential	521,070	18,407,800
Total	\$ 6,415,530	\$ 103,420,500

Not all projects reported AV information.



Thank You!

RESOLUTION 11-10

**AUTHORIZING A GRANT UNDER THE BLOOMINGTON INVESTMENT
INCENTIVE FUND –**

**Re: \$25,000 to Buskirk-Chumley Theater for Improvements
at 114 East Kirkwood Avenue**

- WHEREAS, on March 5, 1986 the City of Bloomington Common Council has established the Bloomington Investment Incentive Fund (the “Fund”) by Ordinance 86-04;
- WHEREAS, procedures for the Fund require that an application for grants from the Fund be made to the Economic Development Commission of the City of Bloomington (“Commission”), and following a positive recommendation by the Commission’s Fund Review Committee and the Economic Development Commission as a whole, the application shall be forwarded to the Bloomington Common Council for approval by resolution; and,
- WHEREAS, the Buskirk-Chumley Theater filed a grant application through the Fund which has been approved by the Commission’s Resolution 11-04; and,
- WHEREAS, according to the application, the Buskirk-Chumley Theater intends to use the matching grant funds for capital improvements to their location at 114 E Kirkwood Avenue in downtown Bloomington so that they may renovate the box office and construct a new concessions area;

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE COMMON COUNCIL OF THE CITY OF BLOOMINGTON, MONROE COUNTY, INDIANA, THAT:

SECTION 1. A Bloomington Investment Incentive Fund Grant is awarded in the amount of twenty-five thousand dollars (\$25,000.00) to the Buskirk-Chumley Theater. The Controller of the City of Bloomington is hereby authorized to release funds in the amount specified and subject to the specific terms and conditions approved by the Economic Development Commission in its May 25, 2011 meeting and EDC Resolution 11-04 together with all terms and conditions contained in Resolution 10-18, and all terms contained in a grant agreement hereby authorized to be executed between the City of Bloomington and the Buskirk-Chumley Theater.

SECTION 2. This resolution shall be in full force and effect from the passage by the Common Council of the City of Bloomington and approval of the Mayor.

PASSED AND ADOPTED by the Common Council of the City of Bloomington, Monroe County, Indiana upon this _____ day of _____, 2011

SUSAN SANDBERG, President
Bloomington Common Council

ATTEST:

REGINA MOORE, Clerk
City of Bloomington

PRESENTED by me to the Mayor of the City of Bloomington, Monroe County, Indiana, upon
this _____ day of _____, 2011.

REGINA MOORE, Clerk
City of Bloomington

SIGNED and APPROVED by me upon this _____ day of _____, 2007.

MARK KRUZAN, Mayor
City of Bloomington

SYNOPSIS

This resolution approves and authorizes a grant from the Bloomington Investment Incentive Fund to the Buskirk-Chumley Theater for the purposes capital improvements to their facility at 114 E. Kirkwood Avenue in downtown Bloomington. The Buskirk-Chumley Theater is a 501(c)(3) arts-based organization looking to invest ninety thousand dollars (\$90,000) in capital improvements to better serve the community and their customers. The twenty-five thousand dollar (\$25,000) matching grant will assist with physical improvements to the box office and the construction of a new concessions area. It is also subject to all specific terms and conditions contained in the City of Bloomington's Economic Development Commission Resolution 11-04, as well as, the guidelines and procedures of Common Council Resolution 10-18.

**RESOLUTION 11-04
OF THE ECONOMIC DEVELOPMENT COMMISSION
OF THE CITY OF BLOOMINGTON, INDIANA**

WHEREAS, the City of Bloomington Common Council has established and approved the guidelines and procedures for administering the Bloomington Investment Incentive Fund (the "Fund") and the use of fund within the Fund; and,

WHEREAS, the Fund guidelines allow for making grants not to exceed \$25,000 to non-profit organizations that have commercial or retail activities as a primary purpose; have funds available to match the grant amount; and have not received a grant in the five-year period immediately preceding the grant disbursement; and,

WHEREAS, the Buskirk Chumley Theatre (BCT) is an Indiana not-for-profit corporation, with the primary purpose of providing an artist and entertainment venue for the community and,

WHEREAS, the BCT has filed an application for a grant through the fund which has been submitted to the Economic Development Commission for its approval and received a positive recommendation from the Fund's Review Committee; and,

NOW THEREFORE, BE IT RESOLVED THAT:

1. The Economic Development Commission of the City of Bloomington does hereby approve the Bloomington Investment Incentive Fund Grant Application in the amount of \$25,000 to the Buskirk Chumley Theatre; and
2. This approval is a commitment preceding the required approval of the City of Bloomington Common Council and the execution of a funding agreement and any other documents deemed necessary by the City of Bloomington regarding the grant; verification by the City of the availability of required matching funds; and compliance with all terms and conditions contained in Common Council Resolution 10-18 adopting amendments to the Fund;

APPROVED this 10 day of June, 2011.



Kurt Zorn, Vice-President
City of Bloomington Economic Development Commission



CITY OF BLOOMINGTON
economic & sustainable development

MEMORANDUM

To: Members of the City of Bloomington Common Council
CC: Margie Rice, Inge Van der Cruysse, Mike Trexler, Dan Sherman, Regina Moore
From: **Danise Alano- Martin**, Adam Wason, Miah Michaelsen
Date: May 25, 2011
Re: Resolution 11-10: to Approve Application and Authorize Grant from the Bloomington Investment Incentive Fund (Buskirk Chumley Theatre, Petitioner)

Business Investment Incentive Fund (BIIF) Grant Application – Buskirk Chumley Theatre

The Buskirk Chumley Theatre (BCT) submitted a grant application to the BIIF for the purpose of supporting planned renovations to the current box office space as well as the construction of a new concessions area at 114 East Kirkwood in the Bloomington Entertainment and Arts District (BEAD).

On May 18, 2011, the Economic and Sustainable Development (ESD) staff convened the BIIF Review Committee to review the application. The review committee voted to recommend approval by the EDC. The EDC on May 25, 2011 voted to support the grant application, and recommended Common Council approval.

Project Information

The proposed project for BCT Box Office renovations and the construction of a new concessions area have received enthusiastic support from private donors in the amount of \$65,000. Bloomingfoods, Oliver Winery, Upland Brewing Company, Sysco Food Services, and the Bloomington Community Foundation have all offered financial support to this project. Total project costs are \$90,000 with the remaining funds being requested from the Bloomington Investment Incentive Fund.

As part of the application materials submitted, detailed project costs are itemized. Also included are the overall project description and the increased positive financial impact this project will have on the overall performance of the BCT.

Rationale for Support

The BCT Box Office not only serves as the primary ticketing location for the BCT, but also serves over 80 other organizations in the sales of event tickets, while also serving as the Downtown Visitors Center with support of the Convention and Visitors Bureau and Downtown Bloomington Inc.

The project supported by this grant application aligns with the Administration's goals for development of the arts sector of our economy and as an important anchor in the Bloomington Entertainment and Arts District (BEAD). The goal of BEAD is to market Bloomington (particularly its arts and entertainment industry and products) as a destination for tourists and visitors. Completion of this project will enhance a unique product in BEAD and will positively impact both the artistic community and the local economy.

With the unanimous support of the review committee, the positive recommendation of the Economic Development Commission, we now request final approval of the Common Council.



**BLOOMINGTON INVESTMENT INCENTIVE FUND
NON-PROFIT MATCHING GRANT FUND
APPLICATION CHECKLIST**

1. Section 1.

Organizational Overview

- Contact information and 501(c)3 letter
- Staff information
- Governance Structure
- Product/service description
- Audience/market/constituency served
- Marketing strategy
- Organizational financial documentation
- Strategic Plan

Project Overview

- Project summary
- Identified need/opportunity
- Target audience/market/constituency
- Marketing for project
- Collaborators
- Energy/conservation efforts
- Project viability
- Budget narrative
- Impact

2. Section 2. Completed Loan Application

- General Information
- Proposal Finances & Readiness
- Signed Certification
- Signed Credit Report Authorization and Release

3. Attachment A. Project Readiness Documentation

- Matching funds secured
- Land or building purchase documentation
- Construction contract(s)
- Equipment/Inventory order information

4. Application Fee

- \$100.00 application fee payable to the City of Bloomington

5. Please submit above documents to:

City of Bloomington
Economic & Sustainable Development Department
P.O. Box 100
Bloomington, IN 47402

Contact: Miah Michaelson, Assistant Director for the Arts
Phone: 812-349-3418
Fax: 812-349-3520
Email: michaelm@bloomington.in.gov



**BLOOMINGTON INVESTMENT INCENTIVE FUND
NON-PROFIT MATCHING GRANT FUND
SECTION 1**

Organizational Overview

1. Description
 - a. Contact information – Legal name and full contact information for organization including FEIN. Attach copy of IRS 501(c) 3 determination letter.
 - b. Staff – Contact information and brief bios on relevant organizational staff; contact information and bios of all project management staff.
 - c. Governance Structure – 1-2 page narrative on organizational structure and function including list of all board members with affiliations. Include information on the frequency of meetings and summary of basic board functions (including financial functions).
 - d. Product, Service, or Outcome – 1-2 page description of product or service produced or outcomes sought.
 - e. Audience/Market/Constituency Served – 1-2 page narrative on audience for whom product/service/outcome is produced. Assess and differentiate organization from other similar providers in the marketplace. Include findings of previous or current market/audience/constituency analysis.
 - f. Marketing – Provide overview of organizational marketing strategy.
2. Financial – Current fiscal year budget and three (3) years previous of either audit or balance sheet and profit/loss statement.
3. Strategic Plan and mission statement – 1-2 page overview of organization's current strategic plan, mission, and outline other organizational planning efforts that may be in progress.

Project Overview

1. Description and Rationale
 - a. Project Narrative – A description of project to include the following:
 - i. Project Summary – 1-2 page narrative including development history, key staff, project specifics, role of project in strategic plan and timeline for implementation.
 - ii. Identified Need/Opportunity – What is the identified need, how does the project meet that need and how does the project align with current organizational and/or community planning.
 - iii. Target Audience/Market/Constituency – Identify and quantify the project audience including any increases in quantity or efficiency.
 - iv. Marketing – Outline marketing efforts for project, including timeline.
 - v. Collaborators – Describe any key collaborators on project.
 - vi. Energy/Conservation Efforts – Describe any energy or conservation efforts that reflected in your project as well as your organization.
 - b. Viability of project – Describe plans to ensure project's ongoing viability beyond the timeline of the current grant.
2. Financial
 - a. Budget narrative – Provide a narrative explanation for all items on project budget in Part 2 of the application. Indicate where costs are estimated and by what methodology. Indicate sources for all anticipated revenue
 - b. Impact – Describe the project's impact on the organization's financial health and growth.



**BLOOMINGTON INVESTMENT INCENTIVE FUND
NON-PROFIT MATCHING GRANT FUND
SECTION 2: Application – Part 1
GENERAL INFORMATION**

Rev. 2010

Please attach additional sheets if necessary.

Date of application:	5/11/11
Applicant name(s):	BCT Management, Inc./ Danielle McClelland
Applicant phone:	812.323.3022
Applicant address:	PO Box 1323 Bloomington, IN 47402
Applicant email:	director@buskirkchumley.org

If the applicant and or not-for-profit enterprise are not one and the same, please provide not-for-profit contact information.

Not-for-profit name:	
Phone:	
Address:	
Email:	

Total amount requested: \$25,000

Total project cost: \$90,000

Grant Eligibility: Please check one.

<input type="checkbox"/>	Organization with a retail or commercial activity as a primary purpose.
<input checked="" type="checkbox"/>	Organization that operates a social enterprise, in which at least one social or environmental goal is considered to be of equal importance to traditional commercial or other business goals.

Start-up date:	Feb 2001		
Type of incorporation:	501c3		
Incorporation date:	Feb 2001	State:	IN
Federal Tax ID #:	35-2146138	NAICS code:	711310

List the hours of operation for the organization.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9am-11pm	9am-11pm	9am-11pm	9am-11pm	9am-11pm	9am-11pm	9am-11pm

List the days and hours each principal owner will be at the business.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9am-5pm	9am-5pm	9am-5pm	9am-5pm	9am-5pm	9am-5pm	9am-5pm

1. Please list any insurance policies related to the organization currently in place (i.e. health plans, liability coverage, etc.)

State Auto (General Liability, Workers Compensation, Auto, Liquor Liability, Directors and Officers Liability)



BLOOMINGTON INVESTMENT INCENTIVE FUND
NON-PROFIT MATCHING GRANT FUND
SECTION 2: Application – Part 2
PROPOSAL FINANCES & READINESS

Project Budget: BCT BOX OFFICE/CONCESSIONS AREA RENOVATION

Description	BIIF Request	Other Source	Other Source	Total Line Item Cost
Permits	\$	\$ Define source:	\$ Define source:	\$ 369
Dumpster	\$	\$ Define source:	\$ Define source:	\$ 492
Demolition	\$	\$ Define source:	\$ Define source:	\$ 1,402
Walls & Bulkhead	\$	\$ Define source:	\$ Define source:	\$ 3,182
Drywall	\$	\$ Define source:	\$ Define source:	\$ 1,623
Floor Coverings	\$	\$ Define source:	\$ Define source:	\$ 1,805
Suspended Ceiling	\$	\$ Define source:	\$ Define source:	\$ 2,917
HVAC	\$	\$ Define source:	\$ Define source:	\$ 800
Electrical	\$	\$ Define source:	\$ Define source:	\$ 8,614
Plumbing	\$	\$ Define source:	\$ Define source:	\$ 2,000
Painting	\$	\$ Define source:	\$ Define source:	\$ 5,660
Doors	\$	\$ Define source:	\$ Define source:	\$ 1,458
				Continued at end of application

Project Readiness

Please answer questions below if applicable to your business and provide documentation as necessary in Attachment A.

For those sources of matching funds that are not already secured, please explain where your organization is at in the process.

We have secured \$65,000 in funding for the project from Bloomingfoods, Oliver Winery, Upland Brewing Company, Bloomington Community Foundation, and Sysco.

Has the land or building for this project been purchased or has an offer been made?

Yes No If so, when:

Provide further explanation if necessary.

Have construction contracts for this project been signed?

Yes No If so, when:

Provide further explanation if necessary. Christine Matheu has provided architectural drawings the renovation. BCTM is in negotiation with Miracle Construction for the construction contract.

Has equipment or inventory to be financed been ordered?

Yes No If so, when:

Provide further explanation if necessary. BCTM does not intend to finance any inventory or equipment. The complete project will be paid in cash.

Professional Support Personnel

(i.e. attorney, accountant, bank representative, etc.)

Name: Address: Phone: Occupation:

Name: Address: Phone: Occupation:

Name: Address: Phone: Occupation:

Name: Address: Phone: Occupation:

Name: Address: Phone: Occupation:



**BLOOMINGTON INVESTMENT INCENTIVE FUND
NON-PROFIT MATCHING GRANT FUND
CERTIFICATION**

The loan applicant herein certified that:

- To the best of the applicant’s knowledge and belief, the data presented in this loan application is true and correct, and is provided for the purpose of obtaining or maintaining credit.
- The purpose described in this application has been duly and legally authorized by the applicant.
- Upon approval of the funds requested, the applicant is willing and is duly and legally authorized to enter into a legally binding loan commitment and will comply with all of the provisions and conditions of any loan agreement.
- The applicant hereby authorizes the Loan Review Committee, its authorized agent and representatives, to investigate the applicant’s credit worthiness, credit capacity, or business affairs.
- The applicant hereby authorizes any person, business, and/or financial institution having information pertaining to the applicant’s credit worthiness credit capacity, or business affairs to release the same to the Loan Review Committee, its authorized agents or representatives.
- The applicant agrees to hold harmless the City of Bloomington, its officers, agents, and the City of Bloomington Loan Review Committee members and their respective organizations form liability as a result of actions and outcomes taken during or after the loan review process.
- I further certify that the individual(s) applying for the Business Investment Incentive Loan Fund are not in arrears on any payments, fees, charges, fines or penalties owed to the City of Bloomington, Indiana, including, but not limited to, City of Bloomington Utilities, Bloomington Transit, and any other City of Bloomington departments, boards or commissions.

Applicant

Co-applicant

Organization name:
BCT Management, Inc.

Organization name:

By (Applicant’s signature)

By (Co-applicant’s signature)

Printed name: Danielle McClelland

Printed name:

Title: Executive Director

Title:

Date: 5/11/11

Date:

Please return this completed application along with \$100.00 processing fee and appropriate attachments to:

City of Bloomington
Department of Economic & Sustainable Development
PO Box 100
Bloomington, IN 47402

Description	BIF Request	Other Source	Other Source	Total Line Item Cost
Concrete Step	\$	\$ Define source:	\$ Define source:	\$ 1,994
Handrail	\$	\$ Define source:	\$ Define source:	\$ 246
Crown molding	\$	\$ Define source:	\$ Define source:	\$ 3,870
Concession cabinets and tops	\$	\$ Define source:	\$ Define source:	\$ 5,578
Operable doors in wall	\$	\$ Define source:	\$ Define source:	\$ 4307
Structural issues for door openings	\$	\$ Define source:	\$ Define source:	\$ 1,469
Maps and brochure display racks	\$	\$ Define source:	\$ Define source:	\$ 2,248
Display monitor mounting	\$	\$ Define source:	\$ Define source:	\$ 226
Bookcases	\$	\$ Define source:	\$ Define source:	\$ 4,480
Retail display with chevron	\$	\$ Define source:	\$ Define source:	\$ 4,210
Ticket info display	\$	\$ Define source:	\$ Define source:	\$ 417
Base cabinet	\$	\$ Define source:	\$ Define source:	\$ 956
				continued

Description	BIF Request	Other Source	Other Source	Total Line Item Cost
Ticket counters	\$	\$ Define source:	\$ Define source:	\$ 10,165
Pilasters	\$	\$ Define source:	\$ Define source:	\$ 4,606
Molding	\$	\$ Define source:	\$ Define source:	\$ 517
Wood base	\$	\$ Define source:	\$ Define source:	\$ 649
Design time	\$	\$ Define source:	\$ Define source:	\$ 1,284
Metal trim on cabinets	\$	\$ Define source:	\$ Define source:	\$ 324
Popcorn machine	\$	\$ Define source:	\$ Define source:	\$ 2,000
Kegeerator	\$	\$ Define source:	\$ Define source:	\$ 3,275
Public access computer	\$	\$ Define source:	\$ Define source:	\$ 1,500
Speakers/wiring	\$	\$ Define source:	\$ Define source:	\$ 1,525
Dishwasher	\$	\$ Define source:	\$ Define source:	\$ 3,200
Desk chairs	\$	\$ Define source:	\$ Define source:	\$ 450
TOTAL GRANT REQUEST <i>Must not exceed 50% of total project cost. Total Request must not exceed \$25,000.</i>	\$ 25,000 27.7%	\$65,000 72.2%	Bloomingfoods Oliver Winery Upland Brewing Community Foundation Sysco, Inc.	TOTAL PROJECT COST: \$ 90,000



BIIF GRANT REQUEST

BCT MANAGEMENT, INC.

APRIL/MAY 2011

BIIF GRANT REQUEST

BCT MANAGEMENT, INC.

APRIL/MAY 2011

Artists are entrepreneurs, and none so much as performing artists. Putting on a show requires a tremendous amount of planning, budgeting, market assessment, strategy and finely tuned execution. Unfortunately, these are not skills that your average University theater program provides. Nor do you pick it up automatically while practicing in the garage with your band. Yet, by the time a performer or an organization of



performers have set their eye on performing at the Buskirk-Chumley Theater, they know something of this business called "promoting."

They also have heart. To fill 600 seats you have to take risks, and you have to believe in what you have to say.

BCT Management, Inc. is in the business of helping Bloomington promoters give us all the best show possible, as artists, and as business. We share resources. We accumulate information valuable to all promoters. We leverage the established's success for the benefit of the newcomer. We consolidate market and make the customer's experience as simple and accessible as possible.

We think we could do it better - with your help. Please see the following document for our

plan to improve the "jewel of downtown" in ways that will make better business for the 90 different promoters we collaborate with each year. We appreciate your consideration.

Danielle McClelland
Executive Director
BCT Management, Inc.

GOVERNANCE STRUCTURE

BCTM is directed by a volunteer Board of Directors which meets monthly, review programming, policy and financial information provided by the Executive Director.

The President, Vice-President, and Treasurer comprise the Executive Committee, and supervise the salaried Executive Director. They review check detail of expenditures each month. The Treasurer oversees the financial reporting to the full Board.

The Executive Director supervises a paid staff of seven employees and ten student interns.

BOARD OF DIRECTORS

Lynn Schwartzberg President
Independent Food Writer

Mark E. Need Vice-President
Associate Professor of Law

Director Elmore Entrepreneurship Law Clinic
Indiana University Maurer School of Law

Tom Guevara, Treasurer

US Department of Economic Development
Tim Mayer

City Council Member

Pam Davidson
Development Consultant

Jo Throckmorton

Owner, Blue Ace Media

Amanda Jordan

Editorial Director, Sunrise Greetings



CONTACT INFO / RELEVANT PROJECT STAFF

BCT MANAGEMENT, INC.

Buskirk-Chumley Theater

114 E Kirkwood Avenue
Bloomington, IN 47408

P.O. Box 1323
Bloomington, IN 47402

www.buskirkchumley.org

v (812) 323-3020

f (812) 323-3024

FEIN 35-2146138

Danielle McClelland

Executive Director

With 20 years of experience in the arts, Danielle has written, directed, produced, and performed in theaters across the country.

Founding Director

BCT Management, Inc. 2001-present

Program Director

Columbus Area Arts Council
Columbus, IN

Festival Coordinator

International Performance Art Festival Frontera Fest
Austin, TX

Co-owner

Howling Frog café and performance space
Portland, OR

Emerging Leader Award 2009

National Association of Performing Arts Presenters

director@buskirkchumley.org

(812) 323-3022

Dave Williams,

**Facilities Director, City of Bloomington
Project Advisor**

Maarten Bout

Marketing Director

A marketing strategist, catalyzing efforts for long-range vision realization, Maarten has worked in highly diverse arts organizations with a focus on process improvement and relationship management for optimal institutional effectiveness.

Associate Executive/Artistic Director

De Bezetting Speelt
Rotterdam, The Netherlands

David J Fraher Future Leaders Award 2010

Arts Midwest,
Minneapolis, MN

Fulbright Scholar to the US 2005-2006

Fulbright Center, The Netherlands

marketing@buskirkchumley.org

(812) 323-3020

Sally Meyer

Box Office Manager

A long term employee at the Theater, Sally has a unique relationship with promoters, customers and the arts community in Bloomington. She has helped BCT business grow significantly during her tenure.

Museum Education Representative

Mathers Museum of World Cultures
Bloomington, IN

Adjunct Faculty

IUPUI, Herron School of Art
Indianapolis, IN

Phi Beta Kappa, 2003

PRODUCT, SERVICE OR OUTCOME

BCT Management, Inc. (BCTM) is the private non-profit organization that operates the Buskirk-Chumley Theater on behalf of the City of Bloomington. Our mission is to manage this historic venue in a fiscally responsible manner, providing a quality, accessible performance space for the use of the entire community.

The Buskirk-Chumley Theater is a multi-purpose live performance and film facility that serves as the focal point of the Bloomington arts scene. Primarily a rental facility, 95% of events at the Theater are the result of a promoter partner's vision joined with the resources and service of the Buskirk-Chumley Theater and BCT Management, Inc.

BCTM serves two primary constituencies:

Promoter partners

Individuals, arts organizations, community organizations, City departments, University departments and centers, for profit promoters, and businesses who are presenting an event at the Buskirk-Chumley Theater or other venues in the community

Customers

Ticket buyers, patrons, visitors

The primary activities of the organization

Educate promoter partners about industry standards and process in event planning, ticket pricing, budgeting, marketing, and technical execution

Assist promoter partners in achieving professional standards and processes in event planning, ticket pricing, budgeting, marketing and technical execution

Act as a promoter for a limited number of highly visible, professional performances

Provide consistent professional service to customers on behalf of promoter partners through the BCT Box Office, House Management and Box Office services

Maintain an attractive, functional facility that increases the visibility and adds value to all performances

Further, BCTM leverages the visibility of the Theater to assist additional promoter partners through the BCT Box Office/Downtown Visitors Center.

The BCT Box Office/Downtown Visitors Center located in the East storefront of the Buskirk-Chumley Theater, serves as a centralized community ticketing and information center. Selling tickets for shows at the Buskirk-Chumley Theater and throughout the Bloomington area, the Box Office helps 90 different promoters reach their audience each year. These promoters do not have box offices of their own and thus do not have the ability to sell advance tickets without the BCT Box Office service.

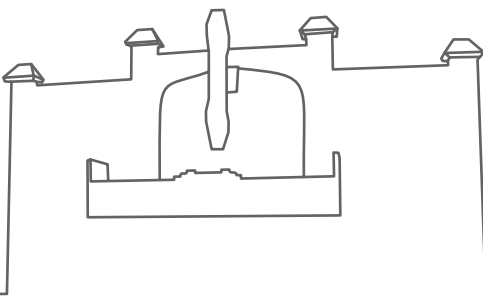
BCTM consolidates the technology and staffing resources necessary to operate this service and shares it equally among the various promoters. In addition, the Downtown Visitors Center provides information on arts and cultural amenities to out-of-town visitors, new residents, and the continually changing Indiana University population. Informational brochures, maps, and quick snacks are available to purchase in addition to tickets. This facility is operated in collaboration with Bloomington Convention and Visitors Bureau, Downtown Bloomington, Inc., and the Bloomington Entertainment and Arts District.

This centralized ticketing service allows for "one stop shopping" and provides those new to the community with a comprehensive look at what's happening around town at any given moment. It is unique in both location and visibility. A downtown landmark, easily identifiable by the large marquee on the front of the building, the Buskirk-Chumley Theater building is easy to find.

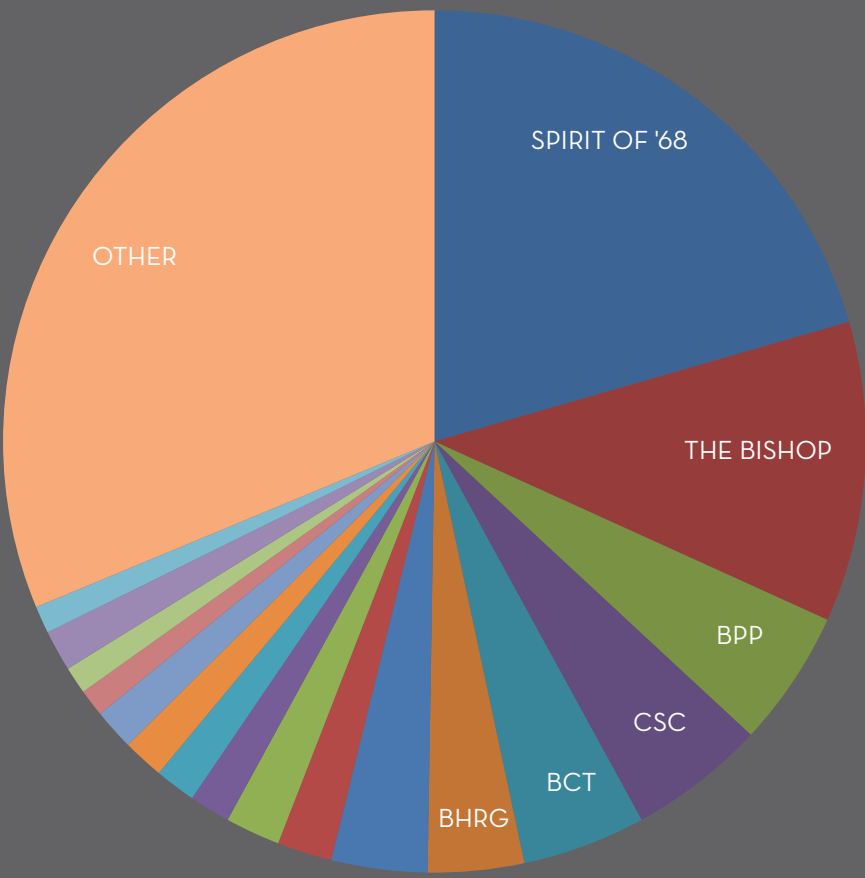
Opening Hours

11am-6pm	Monday - Friday
12pm-5pm	Saturday/Sunday
5pm-curtain	Show days

www.buskirkchumley.org



AUDIENCE/ CONSITUENCY SERVED



TOP PROMOTERS BY # OF EVENTS

Promoter	# of Events	Percentage
Spirit of '68	40	21%
The Bishop	22	11%
Bloomington Playwrights Project	10	5%
Cardinal Stage Company	10	5%
BCT Presents	9	5%
Bleeding Heartland Roller Girls	7	4%
Rhino's All Ages Club	7	4%
African American Arts Institute	4	2%
Judder Leinenbach	4	2%
Bloomingfoods and Ryder	3	2%
Porch Light Indiana	3	2%
Upland Brewing	3	2%
Youth Theatre Bloomington	3	2%
WFHB	2	1%
Arthur Murray Dance Studio	2	1%
Bloomington HS South	3	2%
Union Board	2	1%
Other	61	31%

DEMOGRAPHIC INFORMATION

5,716 Known Patrons

DEMOGRAPHIC INFORMATION

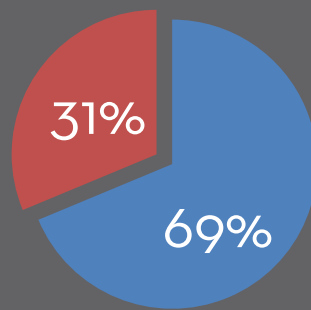
474-- Zip Codes	69%
Outside 474--	31%

SALES BY CHECK OUT OPTION

In house	Phone	Online
77%	5%	18%
26,056	1,743	5,983

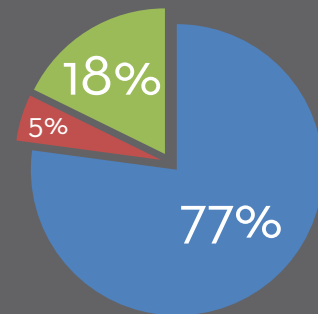
PATRON ORIGIN

■ 474-- Zip Codes ■ Outside 474--



SALES BY CHECK OUT OPTION

■ In house ■ Phone ■ Online



TICKETING SERVICE

Promoters renting the Buskirk-Chumley Theater

- All ticketed events at the BCT are ticketed through the BCT Box Office/ Downtown Visitors Center
- A limited number of tickets may be allocated to the promoter for sale at other locations or through another website
- The renter pays a \$50/performance service fee and 4% of all credit card transactions

Promoters of Off-Site Events

- Ticketing service is available for off-site events for a \$30/performance service fee, 4% of all credit card transactions, and \$0.05/ticket for all tickets over 100
- A limited number of tickets may be allocated to the promoter for sale at other locations or through another website

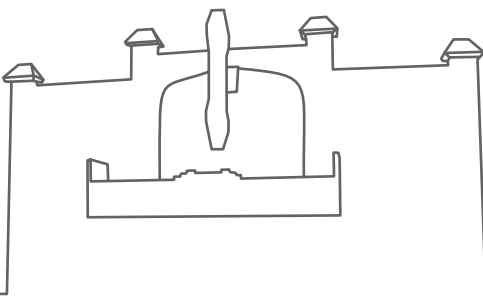
Ticket Buyers

- Patrons purchasing tickets over the phone or online are asked to pay a \$2/ticket convenience fee.

In 2010, the BCT Box Office sold over 33,700 tickets in the course of 11,609 transactions for 195 different events totaling \$591,917 in receipts. Fees paid by promoter partners equaled \$7,275. Convenience fees paid by ticket buyers equaled \$14,585.

Full Ticket & Patron Demographic Report 2010

Total ticket sales (combined BCT and off-site)			
Number of Tickets		33,782	
Gross Receipts	\$	591,917.50	
Transactions with Known Patrons		5,716	
Total Transactions		11,609	
Total Number Events*		195	
* Series counted as "1" Event			
BCT ticket sales - Rental			
Number of Tickets		18,533	55%
Gross Receipts	\$	302,698.50	51%
Number of Events		58	30%
BCT ticket sales - BCT Presents			
Number of Tickets		4,934	15%
Gross Receipts	\$	107,500.50	18%
Number of Events		10	5%
Off-site event ticket sales			
Number of Tickets		10,315	31%
Gross Receipts	\$	181,718.50	31%
Number of Events		127	65%
Number of Promoters		79**	
**Approximation (Partnered Promoters included)			
Top Promoters / Event (on- and off-site)			
Spirit of '68		40	21%
The Bishop		22	11%
BPP		10	5%
Cardinal Stage		10	5%
BCT Presents		9	5%
Bleeding Heartland Roller Girls		7	4%
Rhino's All Ages Club		7	4%
African American Arts Institute		4	2%
Judder Leinenbach		4	2%
Bloomingfoods and Ryder Film Series		3	2%
Porch Light Indiana		3	2%
Upland Brewing		3	2%
Youth Theatre		3	2%
WFHB		2	1%
Arthur Murray Dance Studio		2	1%
Bloomington HS South		3	2%
Union Board		2	1%
Other		61	31%
		195	100%
BCT Presents ticket sales			
Number of Tickets		2,951	9%
Gross Receipts	\$	83,841.50	14%
Demographic Information			
474-- Zip Codes		3,928	69%
Outside 474--		1,788	31%
Transactions with Known Patrons		5,716	49%
Transactions with Unknown Patrons		5,893	51%



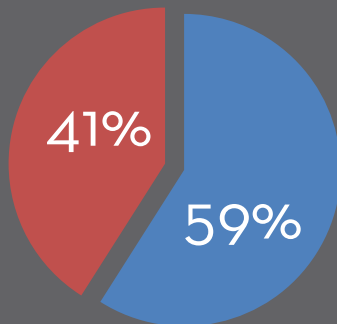
CONCESSION SERVICE

The Concessions Service, offered at all BCT events, includes customized snack mixes and locally-produced candy bars bearing the “Buskirk & Chumley” label, popcorn, sodas, water, and beer/wine. Drinks are \$2, snacks are \$3, beer/wine \$4.

Currently, only cash transactions are possible and this service consists of two temporary tables and a rolling keg refrigerator which is set up for each event in the main lobby of the Theater and removed after each show. Despite these limitations, in 2010, concession sales grossed \$40,721.

CONCESSION SALES

■ Beer/Wine ■ All other



GROSS SALES
\$40,721

BEER/WINE GLASSES SOLD
6,591

BEER WINE \$24,108
ALL OTHER \$16,613



MARKET

The BCT Box Office/Downtown Visitors Center is unique in both services offered and location. The only other arts event ticketing outlet in Bloomington is the Ticketmaster-controlled box office at the IU Auditorium which sells tickets only for large campus events. The BCT Box Office provides organizations and independent promoters who do not have their own storefront location with a personal, service-oriented customer interface at a fraction of the cost required to establish this on their own.

Ticketing service competition exists only in the form of ever-developing technology which makes it easier for organizations with a website to provide all necessary information and sell tickets through on-line systems. However, most ticket buyers want advance tickets, but not the fees associated with on-line services. They are often disgruntled with the fact that those fees are going to a non-local business, and even more frequently, have questions regarding the show that cannot be answered by a website or a remote call center.

The BCT Box Office offers patrons the opportunity for a face-to-face or live phone interaction with Box Office Staff seven days a week as well as the convenience of 24 hour a day availability through our online service. Staff are knowledgeable about the comprehensive arts scene and the cultural amenities of Bloomington and can direct patrons appropriately. The BCT Box Office offers promoters a service they cannot establish on their own, financial accountability with a local source, and quick settlement of their events.

However, ticket buyers are active all at the same time. An exciting announcement for a show, and the phone rings off the hook. A weekend of many high demand performances and the line at the ticket counter is quickly backed out the door. BCTM's largest challenge is capturing all of the potential sales that currently exist.

Competition for the BCT Concession Service is non-existent, as only food purchased from the Theater or the tenant BLU Boy Chocolate Café & Cakery is allowed in the Theater.

However, sales are limited by the number of patrons who can move through the concession line within the limited 30 minutes before the show and the 15-20 minute intermission. Maximizing sales in a short period of time is key to the success of any concession service. The current physical layout - that of a temporary set-up in the Theater lobby - prohibits this.



STRATEGIC PLAN

BCTM sets a five-year strategic plan every three years for a five year time frame. The 2012-2016 Plan is currently in process and an outline attached here. The renovation of the BCT Box Office/ Downtown Visitors Center and Concession Service area is at the core of the growth vision for the next five years.

BCTM's long term goal is to reach the upper limit of the Buskirk-Chumley Theater's capacity:

- 250 days of use
- 200 public events
- 400 patrons average/show

Nearing the capacity of the building with 167 public events last year (3.2/week,) BCTM is rapidly approaching the ceiling for potential rental revenue. Expansion to the limit of the space, through both number of rental days and the average number of attendees at each event is the immediate focus for the organization, but long term strategy must involve development of other revenue streams.

Two primary areas of recent growth are off-site ticket sales activity and concession sales. Though strong, these sales have been limited by technological or space restrictions which the planned renovation will eliminate. Further, small scale sales of event-related merchandise have shown promise, but require adequate display area in order to be fully instituted.

Growing current activity from 167 to 200 public events a year with an average attendance of 400 requires the capture of each and every interested ticket buyer.

If attendance increases, the possibility for increased concession sales exists.

If increased activity in the Box Office can be adequately serviced, the potential for additional merchandise sales is also increased.

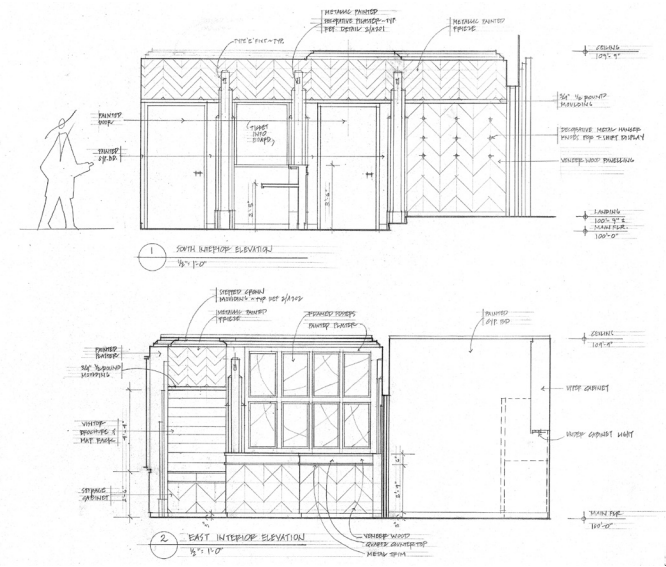
The fulfillment of a higher level of service to customers will result in more successful shows for promoter partners, insuring their ability to return as renters or ticket service users, with a higher profit margin for BCTM on each contract.



PROJECT OVERVIEW

BCTM respectfully requests a Business Investment Incentive Fund Grant in the amount of \$25,000 to assist in the renovation of the BCT Box Office/Downtown Visitors Center and Concession Service. The renovation will transform the current unappealing storefront into a shared-use space, establishing dynamic information/ticketing environment with attractive merchandise sales and a permanent Theater concessions area. These changes will enable BCTM to add merchandise sales to the business model, and more fully capitalize on the dual revenue centers of concessions and ticketing service, moving these operations from a position of annual net loss to annual net profit.

The renovation consists of structurally altering the space so that two distinct rooms are created:



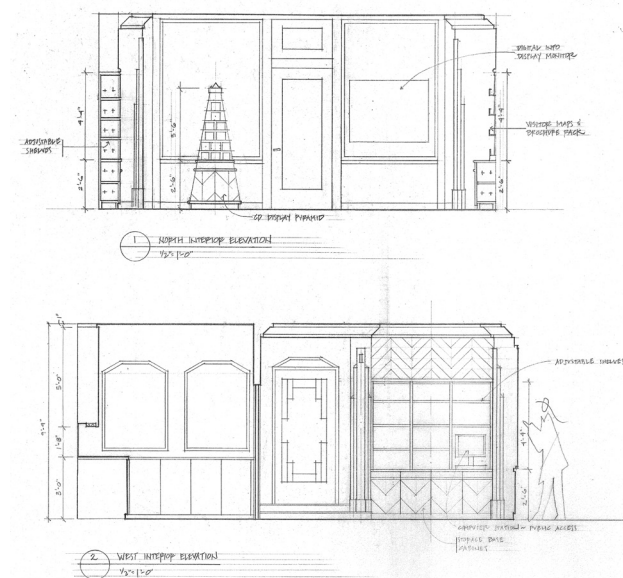
BCT Box Office/Downtown Visitors Center

The front half of the space will continue to serve as the BCT Box Office/Downtown Visitors Center, but with aesthetic, safety, and efficiency improvements. Improvements and expansion of the ticket counter area will allow for greater responsiveness to customers, both in person, and on the phone. The addition of merchandise display areas will enable the sale of CD's/DVD's/books and assorted regional gift items that appeal to visitors.

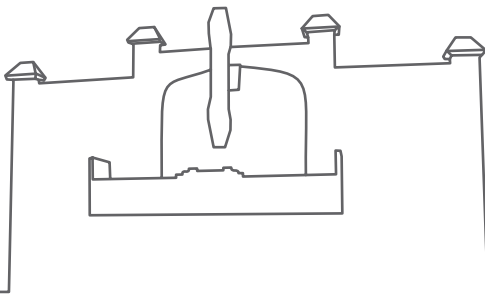
Concession Service

The back half of the space will be enclosed, creating a permanent Concession Service area installed with keg and other drink refrigeration, popcorn machine, storage space and pass through windows to the main lobby.

Architect Christine Matheu, who designed the original renovation of the Theater, has created an architectural



plan that continues the Art Deco themes of the building throughout the new areas and ensures the structural integrity of the building. Permanent refrigeration capacity would allow for beer taps, thus reducing product cost and waste. The new BCT Box Office/Downtown Visitors Center will have greatly improved visual impact - new signage, carpeting, a high quality ticket counter putting staff in close proximity to the main window, high quality shelving and product display, more efficient traffic flow, and increased safety at the entrance from the main lobby through the installation of a larger, more easily navigated step with a handrail.



Equipment upgrades

New equipment will be added to the spaces, increasing functionality, reducing waste, and increasing speed in service

Concession Service

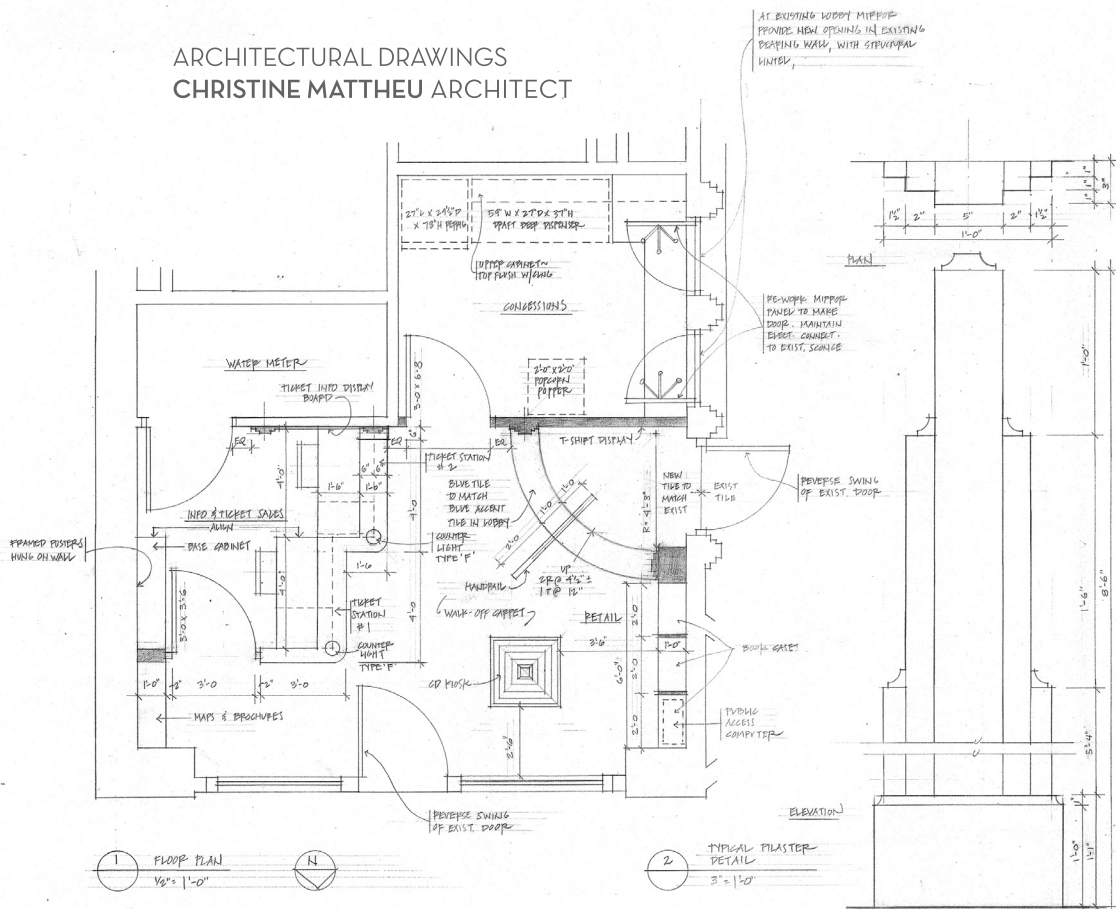
- credit card point of sale system
- keg dispenser/refrigerator
- professional grade popcorn machine
- hand sink
- dishwasher

Box Office

- large digital display screen for "On Sale Now" listing
- computer terminal for public access
- speakers for Box Office and lobby
- video feed from the auditorium

The renovation is planned for July-August 2011. BCTM has raised substantial funding for the project. A total of \$65,500 has been secured from Bloomingfoods, Oliver Winery, Upland Brewing Company, the Community Foundation, Sysco Foods, and CFC, Inc. Construction costs and equipment upgrades are estimated at \$90,000.

ARCHITECTURAL DRAWINGS CHRISTINE MATTHEU ARCHITECT



IDENTIFIED NEED/ OPPORTUNITY AND TARGET MARKET

BCT Box Office activity has steadily increased over the last three years. Concession sales have also steadily increased over the last three years. However, both business areas are hindered by higher than necessary costs and loss of potential business due to inefficiency in the physical space. Lack of attractive display area has limited the capacity for additional merchandise sales, yet event-related merchandise has sold well and at high profit when available.

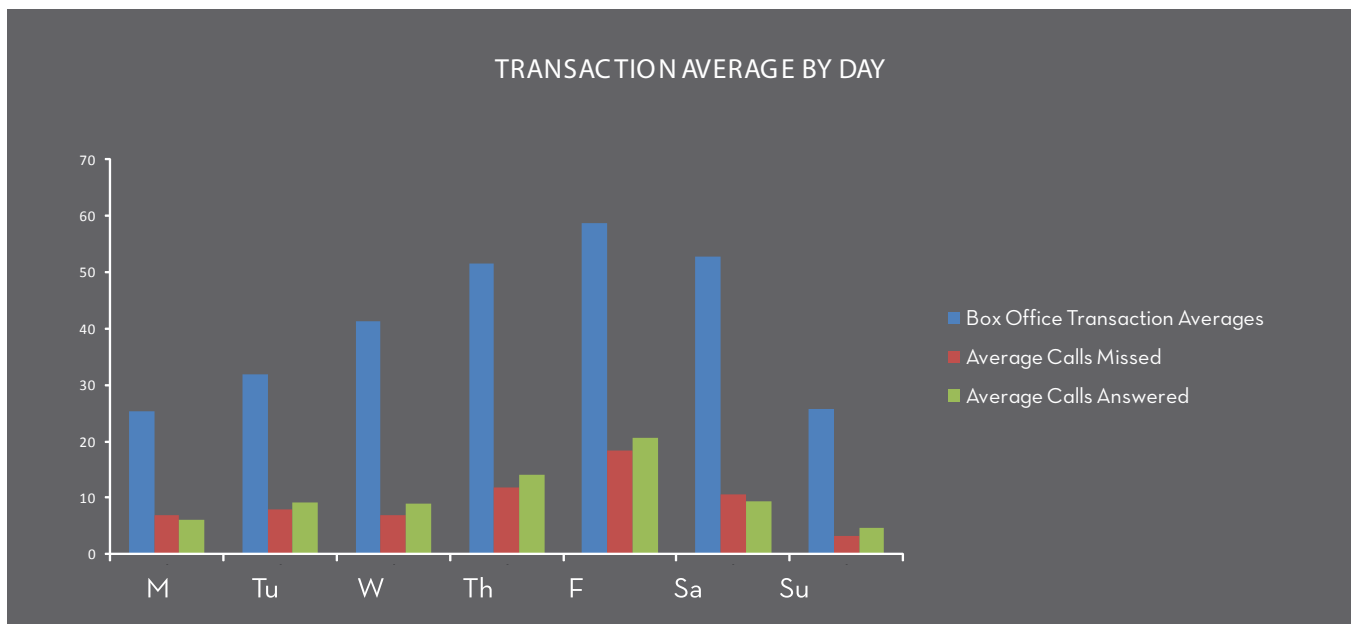
BCT Box Office/Downtown Visitors Center - Increasing Sales for Off-Site Events, Reducing Loss

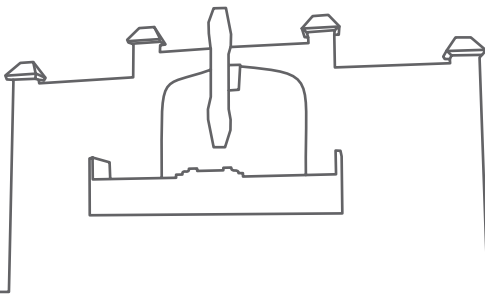
In the Box Office, the current ticket counter construction restricts functioning personnel. The largest percentage of space is open area. The only merchandise displayed are sodas. Informational brochures take up all available wall space. Personnel are not easily visible from the space, giving the impression to passers by that the Box Office is not open.

While ticket buyers for Buskirk-Chumley Theater shows must, at some point, find the Box Office, the missed opportunities caused by the low visibility and lack of functionality of the space has significant impact on the fastest growing market segment - ticket buyers for off-site events.

Though the Box Office sold 10,315 tickets for 127 different off-site events in 2010, the average utilization of the Box Office service for off-site events (removing Lotus Festival tickets from the mix) equals 10 shows/month with each show selling an average of 67 tickets. Multiple performances for Cardinal Stage and BPP shows mean that the BCT Box Office may only sell 10-12 tickets per performance for these promoters. Smaller capacity venues (80-100 seats), such as the Bishop and the Bloomington Playwrights Project have even lower averages, though their use of the BCT Box Office ticketing service is more frequent than larger capacity venues such as the high school auditoriums or Twin Lakes Recreation Center (1000+ seats). Growth potential in this market is clear.

Phone records indicate that BCTM is missing significant business from ticket buyers who are unable to get through to BCT Box Office personnel during open hours. Complaints from promoter partners such as Cardinal Stage Company and Lotus Festival further support this evidence. It is obvious that demand exists and BCTM is failing to capture it.





The planned renovation will create two fully functioning ticketing stations in the Box Office, establishing the necessary space for increased staffing. Available at a low cost (\$1/hr) through BCTM's partnership with the Indiana University work-study program, BCTM will be able to answer these calls without significantly increasing expenses.

Phone sales are also the highest profit margin of all sales as the ticket buyer pays a \$2/ticket convenience fee, all of which is collected by BCTM. Online ticket buyers pay a \$2/ticket fee but \$1.50/ticket of that transaction is collected

by the software provider who powers that system, and in person ticket buyers do not pay a convenience fee. Only 5% of total sales are currently conducted over the phone, or just over 1,700 tickets.

It should be noted that BCTM has never substantially marketed the BCT Box Office/ Downtown Visitors Center to the general public. A renovated space will provide BCTM with a prime opportunity to publicize this community-wide resource and increase awareness of its service. (Please see enclosed marketing campaign.)

CURRENT

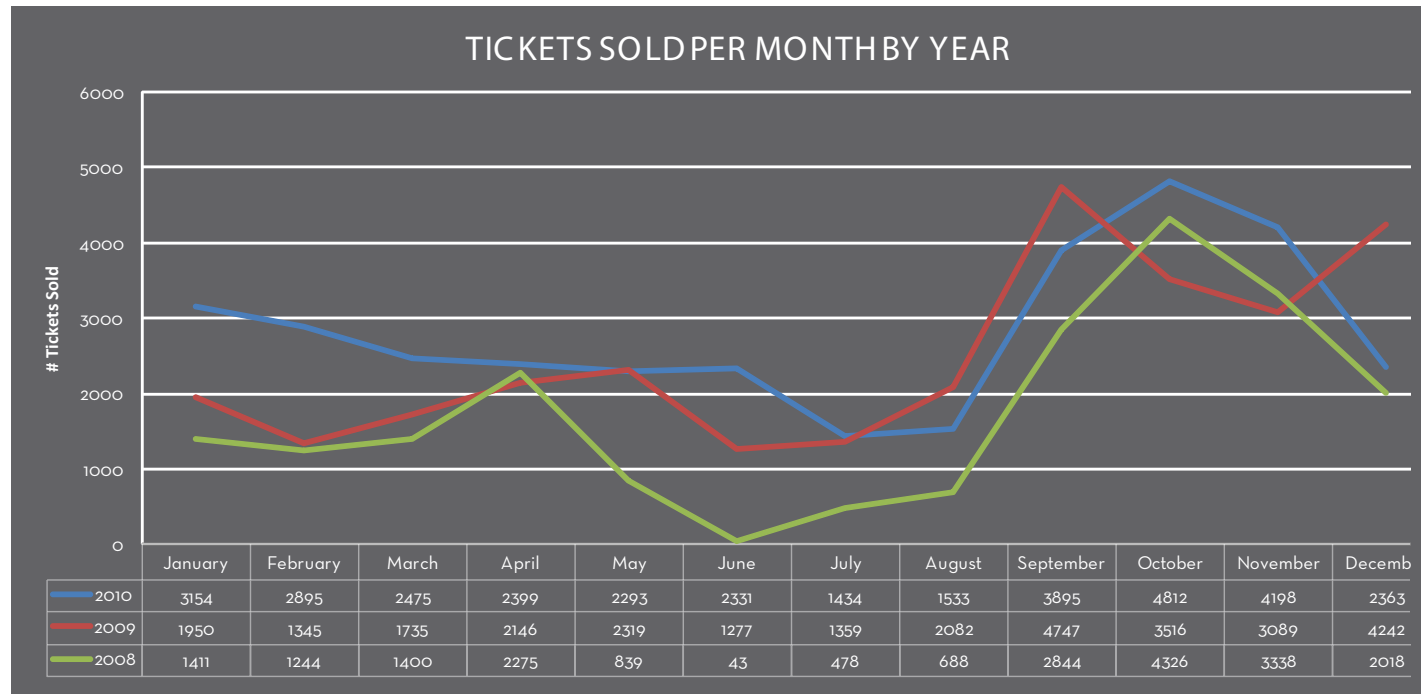
BCT BOX OFFICE/DOWNTOWN VISITORS CENTER					
Expenses					
Staff	Day	Time	Hrs/Wk	Salary	Expense
Manager	Mon-Fri	9am-5pm	40	\$15.13	\$31,470
Assistant	Various		8.5	\$11.20	\$4,950
			48.5		\$36,421
Student Staff	Mon-Fri	11am-2pm	15	\$10.00	\$7,800
	Sat/Sun	12-5:30pm	11	\$10.00	\$5,720
	Show 1	5pm-9pm	4	\$12.64	\$2,629
	Show 2	5pm-11pm	6	\$12.64	\$3,944
	Show 3	5pm-11pm	6	\$12.64	\$3,944
			42		\$24,036
Box Office Supplies					\$2,839
Credit Card Fees					
	In-House				\$13,686
	Online				\$8,088
Folio Online Fees					\$8,974
Cost of Good Sold - Gift Shop Items					\$1,953
					\$95,997
Revenue					
Visitors Center Contribution					\$8,000
Bloomington Downtown Commission Contribution					\$2,500
IU Arts Admin Student Assistantships - Federal Funds					\$21,633
Convenience Fee on Internet/Phone Sales					\$15,452
Credit Card Charges rebill					\$13,746
Ticket Printing rebill					\$1,975
Promoter Fees					\$8,603
Gift Shop Items					\$2,380
					\$74,289

PROJECTED

BCT BOX OFFICE/DOWNTOWN VISITORS CENTER					
Expenses					PROJECTION
Staff	Day	Time	Hrs/Wk	Salary	Expense
Manager	Mon-Fri	9am-5pm	40	\$15.13	\$31,470
Assistant	Various		13	\$11.20	\$7,571
			53		\$39,042
Student Staff	Mon-Fri	11am-6pm	35	\$10.00	\$18,200
	Sat/Sun	12-5:30pm	11	\$10.00	\$5,720
	Show 1	5pm-9pm	4	\$12.64	\$2,629
	Show 2	5pm-11pm	6	\$12.64	\$3,944
	Show 3	5pm-11pm	6	\$12.64	\$3,944
			62		\$34,436
Box Office Supplies					\$2,889
Credit Card Fees					
	In-House				\$14,733
	Online				\$8,652
Folio Online Fees					\$9,355
Cost of Goods Sold - Gift Shop Items					\$3,903
					\$113,010
Revenue					
Visitors Center Contribution					\$8,000
Bloomington Downtown Commission Contribution					\$2,500
IU Arts Admin Student Assistantships - Federal Funds					\$30,993
Convenience Fee on Internet/Phone Sales					\$17,783
Credit Card Charges rebill					\$15,121
Ticket Printing rebill					\$2,102
Promoter Fees					\$10,910
Gift Shop Item Sales					\$4,760
					\$92,169

A SMALL IMPROVEMENT TO THE BOTTOM LINE,
A LARGE IMPROVEMENT IN SERVICE

IDENTIFIED NEED/ OPPORTUNITY AND TARGET MARKET (cont'd)



Through these combined efforts, overall growth is predicted, including an increase in off-site ticket sales of 20 tickets per show. Increased capacity will also allow BCTM to aggressively seek additional promoter partners, bringing an anticipated 30 shows to the service.

As evidenced here, BCT Box Office operation, required by the need to sell tickets for events at the Buskirk-Chumley Theater, does not pay for itself. Renovation and the increased capacity to sell off-site tickets and merchandise will reduce this loss, but may not fully eliminate it. Yet conservative growth estimates made here illustrate substantial progress -

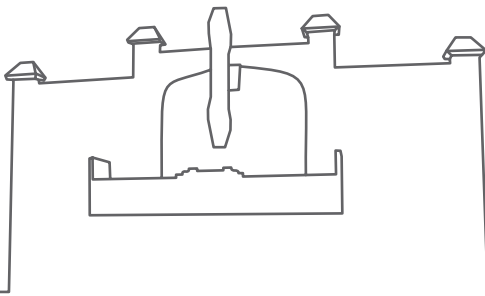
BCT Box Office/Downtown Visitors Center Increased Merchandise Sales

Gift shop item sales in 2010 equaled \$1,934 and were made up of only Lotus pins and books by one featured speaker. Previous author talks have garnered similar sales, which represent 50% or better markup on items. Consistently

available merchandise which is tied to the current performances at the Theater is proven to result in high sales. Though successful whenever offered, lack of display space has limited BCTM's ability to carry similar items on a regular basis.

The planned renovation includes an attractive interior with adequate display shelving for a carefully selected, rotating inventory of artists CD's, DVD's and books, tied specifically to upcoming performances. Small gift or snack items will augment this inventory.

Given that this merchandise has only been for special events BCTM predicts sales will increase 100% in this area.



**Concession Service/
Decreased Expenses, Increased Sales**

BCTM currently sets up and tears down the concession service in the main lobby of the theater before and after each event. It requires two staff members two hours each to do this set up/tear down.

The temporary set up in the main lobby blocks one third of the total available space, congesting traffic flow, limiting sales, and creating unsafe conditions for patrons. The temporary set up makes it impossible to receive credit card payments for concessions, further limiting sales.

BCTM currently spends over \$2,500/year in temporary beer and wine permits, which allows the organization to sell alcohol at approximately 50 different events. Over 100 of the public events at the Theater each year would be appropriate for alcohol sales, but the cost of the permit, time involved in filing it, and the expense of staff time in set up/tear down has limited this activity to only 50% of the possible sales opportunities.

The renovation creates a permanent concession area, reducing costs and increasing sales.

Set up and tear down time will be eliminated. The permanent space will have pass through windows open to the main lobby, removing the tables, staff and refrigeration from the customer areas. Increased traffic flow will improve safety and move more customers more quickly through the concession line.

The permanent space will allow for the addition of a point of sale system including credit card capability with a “no sign” limit, again increasing the speed of transactions and allowing for those customers who didn’t bring cash to the event.

The permanent space also creates the possibility for BCTM to operate a permanent liquor license. Ownership by the City of Bloomington means that a Civic Center permit can be obtained, which includes the ability to sell hard alcohol, and costs only \$1,000/year. The State of Indiana has approved BCTM’s application for a Civic Center permit and the license is pending the update of the management agreement between the City and BCTM.

The permanent space doubles the number of events at which beer/wine, the item with the largest profit margin, can be sold. Though the additional events are not anticipated to be high volume alcohol shows, even modest predictions mean a \$6,000 increase in sales.

BCT CONCESSIONS					
Expenses					
Labor	Event	Time	Hrs/Wk	Salary	Expense
Student Staff	Show 1	6:30-11:30	10	\$12.64	\$6,573
(2 per show)	Show 2	6:30-11:31	10	\$12.64	\$6,573
	Show 3	6:30-11:32	10	\$12.64	\$6,573
			30		\$19,718
Cost of Goods Sold					\$13,256
In-Kind Product Donations					\$10,000
Alcohol Permits					\$2,500
Concession Supplies					\$1,698
Sales Tax					\$3,038
				Total Expense	\$50,210
Revenue					
IU Arts Admin Student Assistantships - Federal Funds					\$17,747
In-Kind Product Donation					\$10,000
Concession Sales					\$40,722
				Total Revenue	\$68,469
				NET	\$18,258

BCT CONCESSIONS					
Expenses					
Labor	Event	Time	Hrs/Wk	Salary	Expense
Student Staff	Show 1	6:30-11:30	10	\$12.64	\$6,573
(2 per show)	Show 2	6:30-11:30	10	\$12.64	\$6,573
	Show 3	6:30-11:30	10	\$12.64	\$6,573
	Show 4	6:30-11:30	10	\$12.64	\$6,573
			40		\$26,291
Cost of Goods Sold					\$14,979
In-Kind Product Donation					\$10,000
Alcohol Permits					\$1,000
Concession Supplies					\$3,039
Sales Tax					\$3,468
				Total Expense	\$58,777
Revenue					
IU Arts Admin Student Assistantships - Federal Funds					\$23,662
In-Kind Product Donation					\$10,000
Concession Sales					\$49,547
				Total Revenue	\$83,209
				NET	\$24,432

MARKETING

The BCT Box Office/Downtown Visitors Center is currently marketed through the promotional efforts of the 90 different promoter partners who utilize its service. Every poster, website, facebook listing, and press release for the 195 events drives ticket buyers to the Box Office.

The Concessions Service is only available to the captive audience of event attendees, and thus is marketed only through signage within the building.

Rebranding

BCT Box Office/Downtown Visitors Center - Bloomington's Community Tickets clearly identifies the main activities of the space and gives a reference to the physical location of the space. It carries over the tag line of the Buskirk-Chumley Theater as "Bloomington's Community Theater" and the common abbreviation or nickname of the Theater while simultaneously clarifying that tickets and information are available for ALL community events. Visual images within the rebranded material emphasize other downtown features such as museums, galleries, and restaurants.

www.bctboxoffice.com

Simultaneous to the physical improvements to the BCT Box Office, the box office online presence will be expanded. Partly to add another front entrance to the Bloomington cultural landscape, a new site fronting the checkout system currently in place will give users more access to richer content about the events on sale.

To add enticement to the tickets on sale, the box office site will include many more engaging articles on upcoming events and descriptions of the promoters in the area, giving more attention to all promoters of events off-site and at the Buskirk-Chumley Theater.

To encourage use www.bctboxoffice.com will be promoted by cost-per-click advertising on local and regional websites, most notably on www.heralftimesonline.com. Promoters will be encouraged to add the URL to their promotional pieces and press releases.

Marketing Campaign

To add public awareness to the BCT Box Office renovation, BCT Management is planning a marketing campaign that will include an opening ceremony, printed materials and paid advertising and additionally relies on local and regional media coverage.



Printed materials will be available prior to the reopening of the space as well as after, listing information about available services, hours, fees, etc. Advertising in local and regional media outlets, including cable, will alert the general public to the renovation, the newly renovated space and the availability of advance tickets.

BCTM and the BCT Box Office partners - the Bloomington Convention and Visitors Bureau, Downtown Bloomington, Inc. and the Bloomington Entertainment and Arts District will all welcome the community to the new space through a grand opening ceremony.



IMPACT

As detailed above, the renovation of the BCT Box Office/ Downtown Visitors Center and Buskirk-Chumley Theater Concession Service is designed to:

- reduce costs
- increase sales
- improve visibility
- increase customer experience
- expand product diversity and availability

The project is integral to BCTM's plans to both reach the full capacity of the building and leverage the highest possible revenue from all customers. Sustainability of this level of activity requires diversification of revenue sources, which is also only possible through the more dynamic utilization of the retail space.

Even conservative projections for sales increases post-renovation increase annual net by over \$7,000, doubling the average bottom line of BCTM's operations. Given the continued reduction of City support and the tenuous nature of all donated revenue, an increase in earned revenue will serve to strengthen the organization at its core.

"With 93 public performances and 11,000 anticipated patrons in 09-10, Cardinal Stage Company is a significant user of the BCT Box Office and supports improvements to the physical box office space, staffing, ticketing system, and marketing efforts that help drive ticket sales and allow the BCT Box Office to better serve Cardinal patrons. We appreciate the BCT's efforts this past year to expand services, particularly the new ticketing system which allows for reserved seating and the sale of season subscriptions. Cardinal also applauds the BCT for extending the box office hours to better serve patrons. Using the BCT Box Office allows Cardinal the freedom to focus our limited resources on producing top quality productions. So, we are eager to continue to be involved in conversations about the box office in order to ensure that services offered meet our needs."

—Katie Becker
General Manager
Cardinal Stage Company

"Bloomington has such a vibrant, one-of-a-kind downtown that's an anchor attraction for area visitors. The Monroe County Convention & Visitors Bureau feels a top notch, highly visible Downtown Visitors Center is needed to provide quality service and information to tourists coming downtown to shop, dine, see attractions and do other business. We know the renovation project will help accomplish that."

—Mike McAfee
Executive Director
Monroe County Convention
& Visitors Bureau

RENOVATION PROJECT BUDGET

EXPENSE	DESCRIPTION	EXPLANATION
\$369	Permits	construction permits
\$492	Dumpster	to be rented for duration of project
\$1,402	Demo	demolition of current ceiling, desk, holes in wall
\$3,182	Walls and Bulkhead	creation of new wall and doorway into concession area
\$1,623	Drywall	new wall and new covering on old walls
\$1,805	Floor coverings	carpeting in Box Office, tile on step
\$2,917	Suspended ceiling	as per drawings
\$800	HVAC	new ventilation for concession area
\$8,614	Electrical	new ticket area wiring, new lighting
\$2,282	Plumbing	handsink in concession area
\$5,560	Painting	all walls
\$1,458	Doors	resetting of front and lobby door, new door to concession
\$1,994	Concrete Step	as per drawings
\$246	Handrail	as per drawings
\$3,870	Crownmold	around edge of ceiling
\$5,578	Concession cabinets and tops	as per drawings
\$4,307	Operable doors in wall	closure on openings between lobby and concessions
\$1,469	structural issues for door openings	creating the openings between lobby and concessions
\$2,248	maps and brochure racks	as per drawings
\$226	display monitor mounting	"on sale now" video display monitor mounting
\$4,480	book cases	for CD/DVD/book display
\$4,210	retail display with chevron	for CD/DVD/book display
\$417	ticket info display	cabinetry around "on sale now display
\$956	base cabinet under posters	storage area
\$10,165	ticket stations #1 and #2	ticket counters/desks
\$4,606	pilasters	supporting columns on walls continuing lobby design
\$517	3/4 1/2" round molding	ceiling
\$649	wood base	ceiling
\$1,284	Design time	contractor specifics from architectural drawings
\$324	metal trim on cabinets	finishing for high use
\$1,500	public access computer	computer available for customer/visitor use
\$1,525	speakers/wiring	to feature local music currently on sale
\$450	desk chairs	for ticket stations #1 and #2
\$2,000	popcorn machine	concession equipment
\$3,275	kegerator	concession equipment
\$3,200	dishwasher	concession equipment
\$90,000	TOTAL	

FINANCIAL

The renovation project is conceived with the intention of increasing revenue streams and decreasing unnecessary costs in both the BCT Box Office/Downtown Visitors Center and the Concession Service operations while improving constituency service.

The modest estimates for growth described here result in an annual net increase of \$7,041. Estimates have been built either on existing customer base - phone calls made to the Box Office but not answered, patrons in the Theater but not offered the best selling concession product - or reasonable expectations for expansion given the targeted marketing campaign.

More detailed explanation are included above.

Costs for the renovation project are based on estimates provided by Miracle Construction. Concession equipment prices are quotes from restaurant equipment brokers. Revenue for the project consists of the following committed sponsorships:

Bloomingfoods	\$20,000
Oliver Winery	\$20,000
Upland Brewing Co.	\$10,000
Bloomington Community Foundation	\$10,000
Sysco, Inc.	\$ 5,000
	<hr/>
	\$65,000

SUPPORT & REVENUE	2011	2010
	BUDGET	PROJ
Rental Income	\$135,640	\$130,597
3010 Theater Rents	\$125,000	\$120,337
3040 Piano Rental	\$1,100	\$1,320
3210 Commercial Space	\$9,540	\$8,940
Support from the City	\$65,000	\$70,000
3400 City Contribution	\$65,000	\$70,000
Performance Revenue	\$117,112	\$116,429
3110 BCT Ticket Sales	\$117,112	\$116,429
Other Customer Charges	\$48,612	\$49,141
3020 Technical Labor - TD	\$22,013	\$22,013
3021 Technical Labor - PT	\$20,699	\$20,699
3023 Usher Services	\$1,000	\$1,080
3024 Ticket Printing - rebill	\$2,000	\$1,989
3025 Stage Extension	\$400	\$480
3045 Projector Rental	\$2,500	\$2,880
Donations	\$98,752	\$107,204
3130 Sponsor Contribution	\$27,252	\$39,228
3140 Grant & Foundation	\$10,000	\$10,325
3150 Donations	\$17,000	\$13,151
3160 Box Office Contribution	\$10,500	\$10,500
3151 Federal Work-Study Wages	\$34,000	\$34,000
Other Revenue	\$88,610	\$91,435
3030 Merchandise Commissions	\$1,800	\$1,759
3060 Credit Card Charges - rebill	\$11,500	\$11,498
3080 Additional Services - rebill	\$4,600	\$4,692
3031 Box Office Service Fee	\$8,525	\$7,275
3120 Merchandise Sales	\$900	\$970
3152 Box Office Convenience Fee	\$14,585	\$14,585
3153 Gift Shop Items	\$2,200	\$2,321
3155 Concession Sales	\$40,500	\$39,357
3500 Miscellaneous Income	\$4,000	\$8,978
Interest Income	\$200	\$175
3300 Bank account interest	\$200	\$175
TOTAL REVENUE	\$553,926	\$564,981

EXPENSES	2011	2010
Payroll	\$257,522	\$233,685
4110 Executive Director	\$24,720	\$24,000
ED - full time 7/1 -12/31	\$8,640	
4120 Technical Director	\$43,014	\$41,006
4130 Part-Time Technicians	\$21,630	\$21,000
4140 Marketing Director	\$39,939	\$38,776
4145 Event Manager	\$30,900	\$30,000
4150 Janitorial/Maintenance-	\$7,800	\$11,749
Janitorial - Night	\$6,000	
4300 Freelance Labor	\$6,000	\$4,774
4160 Box Office Manager	\$28,119	\$26,780
4165 Box Office Asst	\$6,760	\$1,600
4190 Work-Study Labor	\$34,000	\$34,000
Program Costs	\$138,046	\$156,060
3970 Additional Service - rent	\$3,600	\$3,582
3980 Gift Shop Items	\$2,300	\$2,344
3990 Concession Items	\$10,000	\$10,069
7100 Concert expenses	\$103,766	\$110,166
7200 Marketing expenses	\$10,572	\$22,248
7300 Other programming exp	\$2,808	\$122
7400 Concession Expenses	\$5,000	\$7,529
Utilities	\$34,500	\$33,893
5110 Electricity	\$28,000	\$27,722
5120 Gas	\$5,000	\$4,726
5130 Water/Sewer	\$1,500	\$1,445
Repairs & Maintenance	\$15,450	\$16,563
5210 Custodial service	\$1,500	\$2,830
5220 Custodial supplies	\$2,800	\$2,778
5230 Trash removal	\$1,700	\$1,661
5240 Repairs	\$1,500	\$1,400
5250 Stage Tech supplies	\$5,500	\$5,467
5290 Ice Machine Rental	\$1,200	\$1,200
5265 Stage Maintenance	\$1,250	\$1,227
5200 Maintenance - Other	\$0	\$0
Insurance	\$10,335	\$12,036
6310 General Liability	\$6,869	\$8,001
6320 Workman's Comp	\$3,466	\$4,035
Employee Benefits	\$15,051	\$16,884
4250 Health Insurance	\$15,051	\$16,884
Payroll Taxes	\$17,882	\$16,145
4210 Social Security	\$13,858	\$12,375
4220 Medicare (Employer)	\$3,129	\$2,894
4240 State Unemployment	\$894	\$876
Public Relations	\$10,000	\$13,077
6500 Public Relations	\$10,000	\$13,077
Office Expenses	\$13,644	\$14,377
6110 Telephone/Fax	\$3,094	\$3,094
6120 Long Distance	\$0	\$0
6130 Internet	\$850	\$809
6140 Office supplies	\$2,575	\$2,571
6145 Box Office supplies	\$1,675	\$1,676
6150 Computer supplies	\$1,000	\$533
6160 Furnishings	\$250	\$0
6170 Postage	\$1,200	\$1,180
6199 Miscellaneous Office	\$3,000	\$4,514
Other Administrative Costs	\$28,500	\$29,899
6420 Credit Card Fees	\$10,500	\$10,471
6425 Credit Card Fees - Online	\$16,500	\$16,195
6430 Dues & Subscriptions	\$1,000	\$1,709
6440 Music Licensing Fees	\$500	\$436
6450 Professional Developme	\$0	\$1,088
Professional Fees	\$10,500	\$10,608
6220 Accounting Service	\$10,500	\$10,608
Depreciation	\$1,500	\$1,500
7500	\$1,500	\$1,500
TOTAL EXPENSES	\$552,930	\$554,727
NET	\$996	\$10,254



Buskirk-Chumley Theater
114 E Kirkwood Avenue
P.O. Box 1323
Bloomington, IN 47402
www.buskirkchumley.org

City of Bloomington Investment Incentive Fund Operating Policies and Guidelines

I. BLOOMINGTON INVESTMENT INCENTIVE FUND (BIIF) DESCRIPTION

- A. Statement of Purpose:** The City of Bloomington seeks to expand economic opportunities while protecting the health of our environment and providing for the social equity of our citizenry. Working within this guiding framework of sustainable development, it is the intent of the City of Bloomington to assist in stimulating the economy and improving the quality of life in the community. One means of accomplishing this is by providing gap financing from the Fund to both new and expanding businesses and not-for-profit enterprises. This fund makes loans to eligible private businesses or not-for-profit organizations and makes grants to eligible not-for-profit organizations with the intention that such loans or grants will be instrumental in the creation and/or retention of jobs within new and existing enterprises, and that the projects funded will enhance the quality of life in the community. The loan or grant is not the primary source of financing for a project, however, the combination of public and private financing lessens the risk for the primary lender or investor and yields an overall lower cost of money for the borrower.
- B. Goals and Objectives:** The City of Bloomington seeks to work with healthy companies that have excellent potential for growth, will provide increased employment in the city and will help diversify the economic base. Further the **BIIF** seeks to:
1. Retain and attract enterprises that provide permanent jobs.
 2. Provide financial assistance to eligible enterprises.
 3. Support social enterprises and not-for-profits in contributing to the economic vitality of the community.
 4. Further the Bloomington Entertainment and Arts District Strategic Plan and the sustainable development policies of the City.
- C. Programs:** The Bloomington Investment Incentive Fund is the funding source for the following programs:
1. General Revolving Loan Fund Program for:
 - a. **Business retention, expansion, attraction:** Business demonstrating a commitment to job growth, quality wages and benefits, and the overall economic vitality of the community.
 - b. **Public-purpose induced business relocation:** Business that is required to relocate due to acquisition of the property by the City of Bloomington for a project serving a public purpose. “Relocate” as used in this subsection means that the business is required to move its primary business operations from the property.

c. **Initiative with sustainability or arts related focus:** An initiative undertaken by a business or non-profit organization whose purpose may or may not be sustainability- or arts-related that will support the City’s sustainability or arts policies or goals.

2. Business Disruption Bridge Loan Program
3. Grant Fund for non-profit organizations

D. Geographical Limitation: Only applicants within or contiguous to the City of Bloomington’s corporate boundaries or within an “Area Intended for Annexation” (AIFA) are eligible to seek assistance from the Bloomington Investment Incentive Fund. The area must be properly zoned and have or plan to have access to adequate infrastructure, including water, sewer, roads, and telecommunications. If the business is located within the AIFA or contiguous to the City’s corporate boundary and is eligible for annexation, then the applicant (and property owner, if different) must agree to voluntary annexation. If the applicant is ineligible for annexation at the time the loan or grant is approved, then the property owner must sign and record a waiver of remonstrance against future annexation.

E. Ineligible Activities: With exceptions as noted in the Business Disruption Bridge Loan, payroll and operational expenses (not including inventory), debt-service, liens, judgments are ineligible for funding by the BIIF.

F. Evaluation criteria: Certain factors shall be considered when evaluating an eligible loan or grant application. The Common Council and/or Economic Development Commission may choose to waive one or more of the requirements if it finds that public policy so dictates, or if requirement(s) do not apply. These criteria do not apply to the Business Disruption Bridge Loan. Evaluation criteria shall include, but are not limited to the following:

1. Strength of business plan or proposal, including:
 - a. Extent to which sustainability goals are equal to traditional business goals and/or
 - b. Extent to which proposal enhances Bloomington as an arts and cultural destination
2. Projected new jobs to be created as a result of the project.
3. Overall projected impact on the economic vitality of the community.
4. Priority will be given to applicants:
 - a. Retain and attract enterprises that provide permanent jobs.
 - b. Support social enterprises and not-for-profits in contributing to the economic vitality of the community.
 - c. Further the Bloomington Entertainment and Arts District Strategic Plan and the sustainable development policies of the City.
5. Nature and extent of equity participation by principal owner(s).
6. Use of funds to leverage other sources of capital including venture, conventional, and grant funds.
7. Nature and extent of security/guarantees.
8. Credit history.
9. Expected tax base increases or decreases as a result of the project. (Loan Fund Only)
10. Any proposed tax abatements or other city/state-sponsored incentives expected to be received for the proposed project.

11. Compliance and compatibility with the City of Bloomington Unified Development Ordinance and the policies of the Historic Preservation Commission.
12. Projected public benefit of relocation.

II. PROGRAM ELIGIBILITY, USE OF FUNDS AND LOAN TERMS

A. General Revolving Loan Fund

1. **Eligible Businesses & Activities:** Any qualified business or not-for-profit enterprise is eligible to submit a loan application for permissible projects as identified by the guidelines. The following eligible activities have been targeted as the primary beneficiaries of loan proceeds to promote a diverse economic base.
 - a. **Business retention, expansion, attraction**
 - b. **Public-purpose induced business relocation**
 - c. **Initiative with sustainability or arts related focus**
2. **Permissible Uses of Funds:** Loan proceeds shall be applied to qualified capital improvement costs associated with a qualified project including land acquisition; building acquisition; construction, expansion, or renovation of buildings; purchase of eligible equipment or inventory; infrastructure improvements; or workforce development in combination with capital expenditures with no more than 20% of the loan amount being used for Workforce Development purposes.
3. **Loan amount:** Loan maximum amount is 50% of total project cost for projects with total cost at or under \$100,000, and 20% of any remaining project costs over \$100,000. Total loan amount is not to exceed \$100,000 and no loan shall be granted that equals more than 20% of the total fund balance.
4. **Interest Rate:** The interest rate will be the highest rate currently generated by other City fund investments at the time of application. The interest rate assigned is valid for a period of 90 days from the receipt of both completed application and application fee.

B. Business Disruption Bridge Loan Fund:

1. **Eligible Businesses & Activities:** A qualified business that suffers significant loss of sales and revenues in an area determined to be economically distressed due to disruptions caused by a City of Bloomington project is eligible to submit a loan application for short-term operating capital costs. For the purposes of this program, a City of Bloomington project is defined as any project lasting more than ninety (90) days that is initiated by the Parks and Recreation, Public Works or Utilities departments. Businesses applying for loans under this section must have been in operation at their affected site for at least 12 months prior to the start of construction of the project.
2. **Permissible Use of Funds:** Loan proceeds shall be applied to rent or mortgage, utilities, payroll, or other unavoidable expenses necessary to maintain the business at a minimum operational level.
3. **Loan amount:**

- a. Subject to the availability of funds, a maximum of \$150,000 in loans per project may be given out under this section unless the Common Council appropriates additional funds for this specific program.
 - b. Maximum loan per qualified applicant is \$35,000.
 - c. The Committee may request a special warrant from the City Controller's office for expedited release of moneys from the fund if it determines that the business receiving the loan has demonstrated reasonable need for loan proceeds prior to schedule.
- 4. Interest Rate:** No interest shall be charged or accrued on loans before the date the City of Bloomington project is complete. This date shall be determined by the BIIF Review Committee, in conjunction with the city department performing the project. Thereafter, interest on each loan shall accrue at the end of each month with an annual rate equal to one percent of the unpaid balance of the loan.
- 5. Evaluation Criteria:** The loan BIIF Review Committee shall establish criteria for the acceptance, review and approval of Bridge Disruption loans, which shall at a minimum include, but not be limited to, the following:
- a. Each business must demonstrate financial need for the loan in order to meet minimum operation expenses, including but not limited to rent or mortgage, utilities, payroll, or other unavoidable expenses necessary to maintaining the business at a minimum operational level.
 - b. Each business shall provide sales figures for the current time period in which the business has experienced economic distress due to the project, along with sales figures for the same time period in the prior calendar year.
 - c. Each business shall provide proof of similar expense levels required to generate the same level of sales in the current time period, compared to the sales levels for the same time period in the preceding calendar year.
 - d. Each business shall provide a plan that describes how the business will use loan proceeds; forecasted expenses and revenues for the period beginning with the first day of the month in which the loan is granted through the last day of the month preceding the month in which the loan is granted of the following year; and a proposed repayment schedule of the total loan amount shall be provided no later than one (1) year from the date on which the loan closing occurs.

C. Non-profit Matching Grant Fund:

- 1. Eligible Organizations & Activities:** The non-profit grant fund is intended to encourage capital improvements to facilities owned and/or operated by eligible non-profit organizations. Under this section eligible non-profits are defined as follows:
- a. Organizations that have a retail or commercial activity as a primary purpose including, but not limited to: performance venues, galleries, or retail shops.
 - b. Operate a social enterprise, in which at least one social or environmental goal is considered to be of equal importance to traditional commercial or other business goals.
- 2. Permissible uses of funds:** Grant proceeds may be applied to qualified capital improvement costs including building and/or land acquisition; construction, expansion, or renovation of buildings; purchase of eligible equipment or inventory; or infrastructure improvements.

3. Grant amount and Terms:

- a. Subject to the availability of funds, a maximum of \$50,000 in grants may be given out under this section in any calendar year.
- b. Maximum grant per qualified applicant is 50% of total project not to exceed \$25,000.
- c. Grant disbursements are limited to one every 5 years per organization.
- d. Grant funds are in lieu of loan funds.

III. ADDITIONAL TERMS AND CONDITIONS

- A. **Term:** The term will range between five and fifteen years. It will be defined based on the project at hand and is subject to approval.
- B. **Confidentiality of financial and proprietary documents:** Financial and proprietary information provided to the City of Bloomington for the purpose of the Bloomington Investment Incentive Fund application process will be held confidential to the extent allowed by law. Economic and Sustainable Development Department staff will advise applicants on a case by case basis regarding the submittal of financial and proprietary information including, but not limited to, products, services, systems and concepts to protect the proprietary nature of said information.
- B. **Payments on Loan Funds:** Principal and interest payments are to be made monthly. All payments are due on the first day of each month. Payments received after the tenth of the month will be assessed a 5% late fee.

Loan payments are to be mailed to:
City of Bloomington
Controller's Office
P.O. Box 100
Bloomington, IN 47402

- C. **Security for Loans:** Acceptable collateral includes a mortgage against real estate with at least 20% equity remaining after total project financing is secured, a lien against the cash value of life insurance, a lien against a Certificate of Deposit Account, a lien against qualified equipment, and/or any other acceptable and approved form of security.

Loans will be secured to the extent that such security is feasible and does not impair the ability of the borrower to conduct its activities. Loans may be subordinated to other financing, to and including a subordinated position on personal guarantees, as long as the city's loan is adequately secured.

D. Default and Noncompliance

1. If a **grant** agreement is violated, it may be declared in noncompliance and become due and payable within 30 days of written notice to the non-profit organization.
2. **Loans** under the BIIF program may be declared in default and become due and payable within 30 days of written notice to the borrower for any of the following reasons:
 - a. Failure of borrower to disclose any and all facts pertinent to the loan approval or any misrepresentation of information.

- b. Failure of borrower to make timely payments.
- c. Failure of borrower to use loan funds as described in the BIIF application.
- d. Failure of borrower to maintain mortgaged property, keep it insured and/or pay property taxes on it.
- e. Relocation of funded business activity or a significant part of the business activity without receiving specific approval from the Common Council.
- f. Failure to comply with any material terms of the loan documents, including but not limited to, the loan agreement, mortgage, financing statement, and personal guaranty.
- g. Failure to comply with voluntary annexation agreement or waiver of remonstrance agreement.

IV. APPLICATION FEE AND APPROVAL PROCESSES

All applications are first reviewed by the BIIF Review Committee. **BIIF Review Committee Membership:** The committee will be composed of the following members: the Director of the Economic and Sustainable Development Department or his/her departmental designee, a representative from the local financial lending community, the City Attorney or his/her departmental designee, the President of the Economic Development Commission or his/her designee from the Economic Development Commission and the Common Council member serving on the Economic Development Commission. The BIIF Review Committee shall be chaired by the Director of Economic & Sustainable Development. The Committee shall meet as often as needed.

A. The following procedures apply to the General Revolving Loan Fund and the Non-profit Grant Fund:

1. Upon receipt of a completed application and a \$100.00 processing fee, the Director of Economic & Sustainable Development shall schedule a meeting of the BIIF Review Committee ("BRC").
2. Loans less than \$75,000 recommended for approval by the BRC will be forwarded to the Economic Development Commission for final approval.
3. Loans of \$75,000 or more and all grants that are recommended for approval by the BRC will require both Economic Development Commission and Common Council approval.
4. Upon final approval, the Department of Economic & Sustainable Development shall coordinate with the City's Legal and Controller's Department to prepare all necessary grant agreements or loan documents and a loan closing date. The borrower or grant recipient shall sign all necessary documents and agreements.

B. The following procedures apply to the Business Disruption Bridge Loan Fund.

1. Upon receipt of a completed application, the Director of the Department of Economic & Sustainable Development shall schedule a BRC meeting. The processing fee for the Business Disruption Bridge Loan fund shall be waived.
2. The BIIF Review Committee shall make final determination for all Business Disruption Bridge Loans.

3. Upon final approval, the Department of Economic & Sustainable Development shall coordinate with the City's Legal and Controller's Department to prepare all necessary loan documents and a loan closing date. The award recipient shall sign all necessary documents and agreements.

C. Applications and other materials.

1. The Department of Economic & Sustainable Development shall devise all application procedures and documents as necessary to fulfill these guidelines.

V. RELEASE OF FUNDS

- A. All supplemental matching funds, securities, lien documents, insurance documentation, title insurance policies, and other conditional documentation or action applicable must be secured within 90 days. Failure to comply with any terms, conditions, or other requirements within this time period may result in nullification of the approved loan or grant.
- B. All documentation must be on file with the Department of Economic & Sustainable Development and approved by the City of Bloomington's Legal Department prior to any release of funds.
- C. Loan funds may be disbursed in full at time of closing or in two disbursements within the first year following approval.
- D. Claims for the payment of Business Disruption Bridge Loan proceeds do not need approval of the Board of Public Works prior to disbursement. The Department of Economic & Sustainable Development will submit claims according to the City Controller's standard claim schedule.

In the Council Chambers of the Showers City Hall on Wednesday, June 1, 2011 at 7:30 pm with Council President Susan Sandberg presiding over a Regular Session of the Common Council.

COMMON COUNCIL
REGULAR SESSION
June 1, 2011

Roll Call: Mayer, Piedmont-Smith, Rollo, Ruff, Sandberg, Sturbaum, Volan, Wisler
Absent: Satterfield

ROLL CALL

Council President Sandberg gave the Agenda Summation

AGENDA SUMMATION

The minutes of May 4, 2011 (Regular Session), May 11, 2011 (Special Session), and May 18, 2011 (Regular Session) were approved by a voice vote.

APPROVAL OF MINUTES

Chris Sturbaum said it was nice to see all the neighbors in the council chambers.

REPORTS:
COUNCILMEMBERS

Tim Mayer thanked the city departments that were involved in the clean up after the storms of the previous week. He asked that citizens be patient in the cleanup process. He thanked his wife, Sue, for 49 years of marriage as this day marked their anniversary.

Susan Sandberg noted that the City/County Citizen Breakfast on June 9, 2011, would host Lee Huss, Urban Forester for the City. She said he would talk about the tree damage, inventory, clean up and plans for the future. She invited citizens to attend, ask questions and share their perspectives.

2011 Blooming Neighborhood Awards were presented by Lisa Abbott, Director of HAND, and Vickie Provine, Program Manager for the Housing and Neighborhood Development Department. Abbot commended Provine's ongoing work with neighborhood associations of which these awards were part.

MAYOR and CITY OFFICES

Abbott presented the MAYOR'S EXCELLENCE AWARD to the Blue Ridge Neighborhood Association with Certificates of Recognition presented to Bloomington Housing Authority Neighborhood Association, Bryan Park Neighborhood Association, and Northwood Estates.

Tim Mayer presented the CITY COUNCIL NEIGHBORHOOD ENHANCEMENT AWARD to the Crescent Bend Neighborhood Association, with Certificates of Recognition going to the Bloomington Housing Authority Neighborhood Association and the McDoel Gardens Neighborhood Association.

Provine presented the HAND TEAM OF THE YEAR AWARD to the Near West Side Neighborhood Association with Certificates of Recognition presented to the Broadview Neighborhood Association and Northwood Estates

There were no council committee reports at this meeting.

COUNCIL COMMITTEES

Sandberg read the rules for public speaking at this meeting.

PUBLIC INPUT

Randy Paul gave a report on the Help America Vote Act work. He said that the November elections would most probably be compliant with HAVA regulations either through vote centers or polling sites in precincts. He said the problem was not money or volunteers, but with the definition of accessibility. He said wheelchairs and walkers were

not the only issues in accessibility. He said most of the issues in the questions are not apparent to most able bodied people and gave examples of parking, door knobs, and sidewalk problems that might make a polling place inaccessible. He added that there were two polling sites that came into question in the recent primary, and that the playing out of the issue and resolution in the paper had people involved not speaking to each other which was no way for a community to resolve issues. He added that there were 14,000 people with disabilities – some hidden – that he'd like to see be able to vote. He asked the council's help in doing so.

Gabe Rivera spoke about the drug war and his efforts to discuss the issue in the community.

Daniel McMullen spoke of bullying. He spoke of people being left out of the city conversation in community development and safer neighborhoods. He advocated for more empowerment of the less fortunate, and asked the council to help.

There were no appointments to boards or commissions at this meeting.

It was moved and seconded that Appropriation Ordinance 11-03 be introduced and read by title and synopsis. Clerk Moore read the legislation and synopsis, giving the committee recommendation of do pass 8-0-0. It was moved and seconded that Appropriation Ordinance 11-03 be adopted.

Lisa Abbott, Director of Housing and Neighborhood Development Department, said that in 2010 the YMCA was allocated funds for a program designed for people with the risk of developing Type 2 Diabetes. She added that there were fewer participants than anticipated and so there was unspent money. She said the Mayor would like for that money to be appropriated to the 2011 grants line so that they can be allocated with this year's Jack Hopkins grants.

Mayer pointed out that the issue was discussed in a committee meeting the previous week.

Sandberg thanked Abbott for bringing this to the council, and added that the Jack Hopkins Social Service Funding recommendations would be discussed at the council meeting on June 15, 2011.

Appropriation Ordinance 11-03 received a roll call vote of Ayes: 8, Nays: 0.

It was moved and seconded that Ordinance 11-05 be introduced and read by title and synopsis. Clerk Moore read the legislation and synopsis, giving the committee recommendation of do pass 8-1-0. It was moved and seconded that Ordinance 11-05 be adopted.

Nancy Hiestand, Program Director with the Housing and Neighborhood Development Department, gave a short presentation of the proposed Conservation District showing a map of the area. She said that the process had been going on since January of 2008, and that the number of contributing properties in the District was 73%, similar to the other two conservation districts in the city. She said property owners had been notified on four occasions. She added that her office had received a few communications of opposition in the form of phone calls, but no letters opposing the establishment of the District. She noted the council had received one letter, but she had received nothing within the past week since the council's committee meeting on the subject.

BOARD AND COMMISSION APPOINTMENTS

LEGISLATION FOR SECOND READING

Appropriation Ordinance 11-03 To Specially Appropriate from the General Fund Expenditures Not Otherwise Appropriated (Appropriating Funds from the General Fund for Housing and Neighborhood Development)

Ordinance 11-05 To Amend Title 8 of the Bloomington Municipal Code Entitled "Historic Preservation and Protection" To Establish A Historic District – Re: Garden Hill Conservation District (Bloomington Historic Preservation Commission, Petitioner)

Hiestand noted that in February the Historic Preservation Commission had unanimously recommended this conservation district

Ordinance 11-05 (cont'd)

There were no council questions on this issue. Sandberg called for Public Comment.

Phil Worthington, Garden Hill resident, said he greatly appreciated the 'yes' vote in the committee hearing and would also appreciate the ratification of that vote.

Jan Sorby, President of Bloomington Restoration, urged the council to support the conservation district designation. She said that the primary purpose was to protect and preserve the character inside areas defined by specific boundaries. She said it was similar to the concept used to create new neighborhoods today, with property rights defined by developer covenants to create consistency within the area. She said in both cases of new development and conservation districts guidelines are accepted, property rights are restricted by a separate document, design standards are established and an organization is defined and charged with the responsibility to enforce the standards. She added that the restrictions were expected to create additional value. She said that conservation districts were the only way that older neighborhoods could protect housing stock, keep consistency to streetscape and regain property values. She added that this measure would also encourage revitalization, and encouraged the council to support the measure.

Patrick Murray, from the Prospect Hill Neighborhood Association, said that his neighborhood went through this same process three years prior. He said it had made a big difference in the quality of the neighborhood and the expectations that people have when purchasing property in the neighborhood. He urged approval of this proposal.

Elizabeth Cox-Ash, from McDoel Gardens, urged the council to vote in favor of the Conservation District. She said these neighborhoods were the jewels of Bloomington and needed to be preserved.

Kerry Slough, Garden Hill, said she was pleased that her neighborhood had not been forgotten. She said the neighborhood sought help to deal with uncontrolled development and other difficulties. She said that going through the process to get to the point of the council vote on the Conservation District was the most focusing thing done as a neighborhood, and the neighborhood had become much stronger for it. She asked that the council listen carefully to the comments about conservation districts and vote favorably for the city's third conservation district.

Julia Dotson, Garden Hill, thanked the council for considering the conservation district for their neighborhood.

Wisler applauded the neighborhood for being active in this effort and said he appreciated their intent. He said there were properties there worthy of protection. He said he voted no in committee, and wanted to explain his reasons. He said he was opposed to giving over individual property rights to someone that was not elected and directly accountable to voters, which, he said, would be the case in the conservation district. He said that neighborhood covenants had unanimous consent of those who purchased from the developer, while the conservation district was put in place by the council. He said his 'no' vote was not a reflection of the neighborhood, but that he disagreed with the way the law for conservation districts was set up.

Volan said that it was not true that nothing could be done to promote the livability of a neighborhood. He said that over time the city had put into place neighborhood parking zones and escalating fines for noise violations to this end. He said now the city was embracing the conservation district tool to help shape the neighborhood to help make the neighborhood more livable again. He acknowledged the presence of many people who had moved this idea through for the past three years and expressed his support for the legislation.

Sturbaum noted that this was ultimately a preservation action based on historic preservation law. He said the historic form being preserved was the pre-oil age traditional neighborhood form. He said this form of compact building located close to downtown and easily walkable was coming back into fashion in the post-oil phase also. He said that there was much to learn from these compact houses with open porches facing streets. He added that things don't just get saved without some government action, and that sometimes issues of preservation transcend individual property rights. He commended the neighbors for their action in their actions toward the conservation district.

Piedmont-Smith said she was supportive of the conservation district and appreciated the citizens who have experience speaking at the meeting about conservation districts. She said it was a way to protect core neighborhoods for a mix of people and for the good of all of Bloomington.

Rollo thanked the citizens for speaking to the council on this issue, and said he appreciated the comments and perspectives.

Sandberg said she would be supporting the legislation. She said that issues threatening the core and fabric of the neighborhood, rentals and commercial uses, often bring neighbors together for action and that she had witnessed that in her own neighborhood at a recent meeting. She said that the will of the people had a great deal to do with government actions on this issue. She added that this preservation effort encouraged neighborliness and revitalization.

Ordinance 11-05 received a roll call vote of Ayes: 7, Nays: 1 (Wisler).

There was no legislation for First Reading at this meeting.

LEGISLATION FOR FIRST READING

It was moved and seconded that the Committee of the Whole meeting scheduled for June 8, 2011 be cancelled. The motion was approved by a voice vote.

COUNCIL SCHEDULE

She announced the internal work session of the council would be held on June 3, 2011 at noon.

There was no public comment at this point in the meeting.

PUBLIC INPUT

The meeting was adjourned at 8:34 pm.

ADJOURNMENT

APPROVE:

ATTEST:

Susan Sandberg, PRESIDENT
Bloomington Common Council

Regina Moore, CLERK
City of Bloomington