

Request for Renewal

2020-2025



KING OF
PRUSSIA
DISTRICT

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VisitKOP.com

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1.

Renewal Request Pursuant to the Upper Merion Code, Chapter 7, §7-5

The Upper Merion Code of Ordinances (Code) memorializes the Township's adoption of the King of Prussia Business Improvement District (King of Prussia District), as of May 27, 2010 for an initial five-year term. Chapter 7 (Business Improvement Districts) of the Code provides at §7-5 for a continuation and renewal process as follows:

The KOP BID shall terminate on May 27, 2020. The KOP BID may be continued beyond that date if the Township reenacts this article following a review of the KOP BID and the programs and services provided by King of Prussia Business Improvement District, Inc., within the KOP BID.

In accordance with the referenced ordinance provision, the King of Prussia Business Improvement District (King of Prussia District) was renewed for a second five year period effective May 27, 2015 by Ordinance 2014-831. The King of Prussia District is pleased to provide a summary of the programs and services provided to date, and requests a reenactment of the Township Code authorizations for an additional five years, from May 27, 2020 to May 27, 2025, in accordance with the Pennsylvania Neighborhood Improvement District Act, 73 P.S. § 831 et seq. King of Prussia District also requests that the Township allow King of Prussia District to set the renewal invoices for all property owners (existing and new) to coincide with existing calendar year of January 1, 2020.

2.

King of Prussia District Accomplishments 2011-2018

Transportation

KING OF PRUSSIA RAIL

- Leveraged \$612,500 for an alternatives analysis (AA) and preliminary environmental impact study (EIS) for the Norristown High Speed Line (NHSL) extension project.
- Launched the KOP Rail Coalition in 2015. The Coalition is a regional consortium of property owners, companies and residents who support the construction of King of Prussia Rail.
- Organized, secured funding for and managed the KOP Rail Coalition on an annual basis.
- Worked with SEPTA on the NHSL AA/EIS study for the Route 100 extension.
- Continuing as a member of several committees to help guide key decisions about the Draft and Final Environmental Impact Analysis, Record of Decision and fundraising efforts.
- Conducted study of residents, employees and commercial property owners in 2017.
- Launched KOP Rail advertising campaign and webinar series in 2018.
- See “Marketing & Communications” for additional metrics related to KOP Rail.

FIRST AVENUE ROAD DIET

- Received a \$25,000 grant to conduct a Road Diet study for the KOP business park.
- Completed the Road Diet study with Pennoni Associates Engineering in 2012/2013.
- Secured a \$432,000 Transportation Alternatives Program (TAP) grant to offset the cost of the project.
- Completed design and construction of the First Avenue Road Diet in partnership with Upper Merion Township. The project was delivered significantly under budget in 2018. King of Prussia District contributed \$80,000 for design and construction.



THE CONNECTOR

➤ **Launched theconnector shuttle bus system on June 17, 2013, which has provided over 64,000 rides to KOP employees.**

- Received a three-year, \$500,000 grant from DVRPC/CMAQ for theconnector shuttle bus system.
- Sold \$127,000 in external advertising to offset operating revenue. All sales handled by King of Prussia District staff, saving well over \$100,000 in revenue.
- Raised nearly \$800,000 in corporate contributions to help offset shuttle operating costs.
- Secured \$375,000 in additional government funding.
- Sold over \$88,000 in tickets to support operations.
- Conducted 17 mobile workshops to educate KOP employees about theconnector shuttle service.

MOORE PARK KOP SLIP RAMP

- Started planning work and funded preliminary engineering work for a possible slip ramp extension from the PA Turnpike into the First Avenue corridor of Moore Park KOP, formerly known as the KOP business park.
- Developed cost estimates for the westbound-off and westbound-on ramps.
- Submitted a \$17M BUILD application grant to the Federal Highway Administration in 2018. While the project was not awarded funding, we were encouraged to submit again for Round II (2019).

OTHER TRANSPORTATION HIGHLIGHTS

- Developed transportation website and social media channels promoting transportation projects.
- See “Marketing & Communications” for additional metrics related to transportation.

Land Use & Zoning

- Successfully worked with Upper Merion Township to create a strategy to jointly develop zoning code and SALDO revisions so that King of Prussia District and its stakeholders would have a seat at the table regarding best practices to grow business, generate greater economic development activity and create more dynamic and stimulating business districts.
- Hired and managed Looney Ricks Kiss, Econsult Solutions, Inc. and The Economy League of Greater Philadelphia to conduct the first phase zoning analysis and vision study project.
- Hired and managed Simone Collins Landscape Architecture and Planning to craft the final revised zoning and SALDO language.
- Actively managed the team to ensure the zoning revisions were moving through the process in a timely manner. The team consisted of King of Prussia District employees, the Upper Merion Township Planner, Township Manager, Township Solicitor and consultants.
- The King of Prussia Mixed-Use Zoning District was approved in September 2014.
- King of Prussia District subsequently led a re-branding process for the King of Prussia business park, which was renamed as Moore Park KOP in 2018, with the approval of the Township Board of Supervisors.
- See “Marketing & Communications” for additional metrics related to Moore Park KOP.



Physical Improvements

- Worked with a team to design, fabricate and install six (6) new “King of Prussia” gateway signs at major entrances into KOP, which were later modified with changeable, efficient LED lighting. Managed the design and construction of landscape improvements at all six locations:
 - Mall Blvd. @ Conrad Rd.
 - Henderson & S. Gulph intersection
 - Route 202 South by Township Line Rd.
 - Route 202 at Gulph Rd.
 - First Avenue
 - Swedesford Rd. at exit to Route 422 West
- Managed design and installation of \$367,178 (2011-2013) in landscape improvements along Route 202 and along First Avenue.
- Managed design and installation of \$75,000 in landscape improvements along Henderson Roadway, in partnership with the Upper Merion Township Transportation Authority.
- Installed 8,200 flowering bulbs at the new exit/entrance ramps at Henderson Rd.
- Designed a new gateway entrance to the KOP business park at First Ave. and Gulph Rd.
- Privately maintained all landscape improvements utilizing an outside landscape contractor who polices the litter, waters, weeds and prunes weekly throughout the year.
- Installed landscaping, flagpoles and lighting at business park gateway at N. Gulph Rd. and First Ave. in 2014.
- Installed median plantings on DeKalb Pike near Long Rd. in 2014.
- Upper Merion Township and King of Prussia District were awarded a \$122,480 grant from the Local Share Account to construct the Demonstration Project for the Linear Park at 650 Park Ave. King of Prussia District provided a \$22,000 match and secured an additional \$20,000 from Brandywine Realty Trust.
- Upper Merion Township and King of Prussia District were awarded an \$88,000 TCDI grant from the Delaware Valley Regional Planning Commission for design and planning for the Linear Park.
- King of Prussia District received \$1.2M in Multimodal Transportation Funds for the Linear Park.
- King of Prussia District received \$1.2M in Transportation Infrastructure and Enhancement Funds for the Linear Park.
- Installed \$150,000 landscape improvement at “gateway to KOP” location on Route 76 near the train bridge and pedestrian bridge for the Chester Valley Trail.
- Hired Glackin Thomas Panzik Landscape Architecture to develop a 10-year strategic plan for physical improvements. The plan identified 19 projects and placed them on a short (1-3 years), medium (3-5 years) and long-term (5-10 years) timeline.

➤ **Since 2011, King of Prussia District has invested \$1.53M in landscape, construction and plantings, and invested an additional \$445,000 for annual maintenance.**

This includes:

- 29 island medians, entryways, gateways and parklets covering 111,183 SF of public space
- 125 Trees
- 1,491 Shrubs
- 5,532 Ornamental Grasses
- 19,254 Perennials
- 8,808 Bulbs
- 10 Flagpoles
- 7 Solar Pedestrian Lights
- 1 Trash Receptacle

Tax Policy

- Conducted three tax policy studies with a team consisting of Econsult Solutions, Inc. and The Economy League of Greater Philadelphia to look at:
 - Tax structure and policies of Upper Merion Township.
 - Impacts of potential changes in the tax structure of Upper Merion Township on businesses.
 - Developed recommendations to Upper Merion Township for potential revisions in the tax code to encourage future business and grow ratables for the Township.
- In 2017, engaged Econsult Solutions, Inc. to conduct a follow-up study. The 2017 study showed that Upper Merion Township moved to third on the list from sixth in the initial study, in terms of lowest impact of taxes on business. This was a significant improvement from the first study in 2011/2012 that showed KOP as one of the highest tax locations.

Marketing & Communications

EVENTS

Hosted well over 100 events since 2011.

- Created a successful quarterly Networking Event Series in 2011 that promotes relationship-building among employees and company owners, as well as highlights King of Prussia properties.
- Created a free lunchtime summer concert series for business park employees to enjoy live music and food samples from KOP restaurants every Thursday in June, while networking with each other outside of the work place. Each concert routinely attracts 250-300 people.
- Created a free lunchtime Welcome Back From Summer Concert in 2013 for business park employees.
- In 2014, worked with Lululemon, StillPoint Yoga Studios and Wegmans KOP to produce a FREE yoga happy hour series for King of Prussia business park employees in June and July. In 2016, Yoga Happy Hour moved to Valley Forge Casino Resort to accommodate growing crowds. The series then moved in 2017 to King of Prussia Town Center and partnered with restaurant tenants for happy hour promotions. In 2018, King of Prussia District passed Yoga Happy Hour off to King of Prussia Town Center, which still produces the successful series.
- In 2012, debuted a signature event, King of Prussia Beerfest Royale and Donnerstag: Happy Hour, which brings nearly 3,000 people to King of Prussia each year to experience the incredible aspects of the area. Launched KOPBeerfest.com and social channels on Facebook and Twitter. The two-day event is the one and only fundraiser for King of Prussia District, raising additional revenue for physical improvement projects in KOP.

In 2018, KOP Beerfest Royale generated \$41,500 for physical improvement projects in KOP.



- Launched dineKOP Restaurant Week in 2015 to celebrate KOP restaurants and raise money for Children's Hospital of Philadelphia's King of Prussia Specialty Care & Surgery Center (CHOP KOP). Rebranded the event to KOP Restaurant Week in 2019.
- In 2018, debuted KOP Shops for CHOP in conjunction with Restaurant Week and recruited retailers to donate a portion of their proceeds to CHOP KOP.

In five years, raised over \$112,000 for CHOP during KOP Restaurant Week and KOP Shops for CHOP.

- Debuted Food Truck Tuesdays in 2018 with a single event that has now expanded to four dates and locations in KOP in 2019.

MARKETING & ADVERTISING CAMPAIGNS

- Working with KOP-based Lorel Marketing Group, designed and executed the first marketing & advertising campaign for King of Prussia, IM KOP. The 2013-2014 initiatives included:
 - Strategic ads placed in local and regional print and online publications. SEPTA Regional Rail, a digital billboard on the PA Turnpike and outdoor advertising at the KOP Mall was used to create awareness for KOP and the IM KOP brand. Placed quarterly 'Thank You' advertisements in the Philadelphia Business Journal and Philadelphia Inquirer to promote companies moving into KOP and companies renewing leases in KOP (2012-2016).
 - visitKOP.com hotel key cards were provided to each guest at check-in at KOP hotels to promote area restaurants, shops, attractions and the KOPerks program. 145,000 printed in first round.
 - IM KOP Decal was designed for KOP businesses to display in their business and on their website.
 - Strategic search words and display ads were created and monitored each month to drive traffic to visitKOP.com and generate sign-ups for KOPerks.
 - A rack card was produced and distributed to businesses in KOP in 25 locations along the I-95 PA, NJ & DE corridor, in addition to PA Turnpike and area Welcome Centers. The rack card is used at King of Prussia District events and in press kits.
 - Created two social media contests to drive consumer sign-ups and website traffic, while promoting our KOP stakeholders involved with KOPerks.

2. King of Prussia District Accomplishments 2011-2018

- From April 2013-2015, created and managed a free discount program for both consumers and business owners. KOPerks provided consumers with deals and discounts at KOP restaurants, hotels, attractions and shops. The program was a free advertising tool for KOP businesses to market their company/product to nearly 5,000 targeted and engaged consumers. The program had almost 6,000 subscribers in its first two years.
- Working with creative agency AgileCat, embarked on a rebranding process in 2015 to better define who we are, what we do and what we deliver as an organization. With a fresh perspective, a new logo, tagline and website were developed to speak to KOP's prominence as one of America's next great edge cities.
- In 2016, launched an ad campaign reflecting the new brand and tagline, Our Edge. Your _____. The 2016 campaign included:
 - Digital billboard advertising in the Greater Philadelphia area (9.2M impressions).
 - Print advertising in the *Philadelphia Business Journal*, *422 Business Advisor* and Upper Merion Township newsletter (108,000 impressions).
 - Digital display ads targeting business owners or business decision-makers within a 25-mile radius and social media advertising (1.995M impressions).
- Working with AgileCat, continued to keep KOP's profile through a multi-channeled advertising campaign in 2017, which included:
 - Digital billboard advertising in the Greater Philadelphia area (29M impressions).
 - Digital advertising through the *Philadelphia Business Journal*, BillyPenn.com and social media advertising (1M impressions).
 - Print advertising in the *Philadelphia Business Journal* and *422 Business Advisor* (389,000 impressions).
 - Radio advertising with WIP Sports Radio (273,000 impressions).

- In 2018, refreshed creative and copy for King of Prussia District brand and event-driven advertising with AgileCat. The 2018 campaign included:
 - Digital billboard advertising in the Greater Philadelphia area (11.7M impressions).
 - Print advertising in *Fortune*, Amtrak's magazine, *The National* and *422 Business Advisor* (5.9M impressions).
 - Radio advertising with WOGL, WHYI streaming, WMMR and WIP (4.7M impressions).
 - Broadcast advertising via Comcast Tagables (5.9M impressions).
- Beginning in 2018, managed the advertising/marketing campaign and advocacy efforts for KOP Rail Coalition, which includes:
 - Branded marketing collateral.
 - Digital billboard advertising in the Greater Philadelphia area.
 - Digital display ads on Philly.com and 6abc.com.
 - Print advertising in the *Philadelphia Inquirer*, *Times Herald*, *King of Prussia Courier* and *422 Business Advisor*.
 - Bus shelter advertising in 14 locations in Upper Merion Township.
 - Direct mail campaign to 16,000 households in Upper Merion Township.
- In 2019, launched Make the Move campaign with AgileCat, targeting business owners and executives with relocation responsibilities. The campaign features a landing page that highlights what makes KOP a great place to do business and has a strong call to action – "contact us to move your business here." The 2019 advertising campaign includes:
 - Digital billboard advertising in the Greater Philadelphia area.
 - Full bus back ads on busses from the Frontier garage, serving Montgomery County and parts of Bucks County, Norristown, Lansdale, Conshohocken, Ambler, King of Prussia, Ardmore, Oxford Valley, Upper Merion, Bristol and Ft. Washington.
 - Print ads in the *Philadelphia Inquirer*, Crave Montco and *422 Business Advisor*.
 - Digital display ads with ads with Progressive Business Services targeting business owners and executives with relocation responsibilities in select zip codes.
 - Social media ads, including LinkedIn InMail campaigns targeting business owners and executives with relocation responsibilities in targeted zip codes.

2018 Advertising Campaign Highlights

3,593,762
Household Impressions via Comcast Tagable Spots

11.7M
Digital Billboard Impressions

4.7M
Broadcast & Streaming Radio Ad Impressions

5.9M
Print Ad Impressions
Including *Fortune* and Amtrak's magazine, *The National*.

- In 2017, embarked on a comprehensive branding exercise to develop a new name and identity that accurately reflected the thriving community in the newly rezoned King of Prussia business park. The 10-month process involved outreach, surveys and focus groups, and culminated in April 2018 when the UMT Board of Supervisors voted to approve the new name, Moore Park KOP. King of Prussia District, working with AgileCat, supported this initiative in the following ways:
 - Developed logo and tagline for Moore Park KOP.
 - Created branded collateral.
 - Launched MooreParkKOP.com, a webpage highlighting transportation and physical improvement initiatives in the neighborhood, and Moore Park KOP eNewsletters.

ONLINE & WEBSITE

- Designed, launched and currently maintains four (4) websites to promote various King of Prussia and King of Prussia District initiatives:
 - visitKOP.com: A comprehensive website that includes information for residents, employees and visitors. Underwent a redesign in 2016, and refresh of the homepage to feature video in 2019. (2011-current).
 - connectKOP.com: Transportation focused website that includes information on accessing KOP, bike & hiking trails, as well as King of Prussia District's theconnector shuttle service (2013-2017).
 - koprailcoalition.com: Website for the KOP Rail Coalition highlighting benefits of KOP Rail, ways to support the project and information about the King of Prussia Rail Coalition, with quarterly branded email updates (2017-current).
 - kopbeerfest.com: Website dedicated to King of Prussia District's signature event (2012-current).
- Developed a free mobile app, VisitKOP, for iPhone and Android users. The VisitKOP app featured retail and dining, hotels, attractions, events, maps, weather, and information about King of Prussia District. The mobile app also features banner advertising for King of Prussia District and others (2014-2015).
- Distributes a monthly eNewsletter highlighting King of Prussia District initiatives and important KOP news and events to over 8,000 people.

- In 2018, launched a bi-monthly free webinar series for KOP Rail Coalition, in partnership with Wells & Associates, called KOP Rail: Smart Strategies for Connected Communities. The bi-monthly series features a variety of presenters speaking about the various ways a project like KOP Rail can help a community.
- Engage audiences via social media:



Facebook

King of Prussia District
12,902 followers

KOP Beerfest Royale
2,105 followers

Friends of KOP Rail
568 followers



Instagram

@visitkop
1,898 followers



Twitter

@KOPBID
7,843 followers

@KOPBeerfest
748 followers

@FriendsofKOPRail
228 followers



LinkedIn

King of Prussia District
585 followers

*As of May 17, 2019

PUBLICATIONS & MARKETING COLLATERAL

- Develop, research and design a comprehensive Report to the Community each year. Report is available in print and online (2012-current).
- Produce collateral and signage to promote King of Prussia District Events (2012-current).
- Produce event rack cards (2012-current).
- Create digital and printed press kits to promote KOP and King of Prussia District at meetings and events (2011-current).

PUBLIC RELATIONS

- Helped generate over 200 news stories through press releases and media outreach through end of 2019.
- Routinely appear in regional publications, in print, online, radio and TV:
 - Philadelphia Inquirer
 - Philadelphia Business Journal
 - Philadelphia Magazine
 - Main Line Today Magazine
 - FOX 29
 - PHL 17
 - KYW Newsradio

Awards & Recognitions

2012

- Greening Award from the Pennsylvania Horticultural Society for the Route 202 and First Avenue median
- Upper Merion Township Beautification Award for the Route 202 and First Avenue median
- Excellence in Property Management award from the Montgomery County Chamber of Commerce for the Route 202 and First Avenue median

2013

- Merit Award from the International Downtown Association for the IM KOP branding campaign

2014

- Merit Award from the International Downtown Association for the **connector** commuter shuttle
- Best Outdoor Event Award from Montco Happening for KOP Beerfest Royale
- 2014 Sustainable Award from GVF Transportation Management Association for the **connector** shuttle
- Communities in Motion STAR: Planning Award
- Economic Development Nonprofit of the Year from Main Line Chamber of Commerce
- Top TDM Professional Award from GVF presented to King of Prussia District Manager, Marketing & Communications

2015

- Planning Advocate Award from Montgomery County Planning Commission Landscape Design Award from Norristown Garden Club
- Community Connections Award (Grant) from Wells Fargo
- Best Visionary from *Philadelphia Magazine*, presented to Eric T. Goldstein
- F. Karl Schuffele Community Service Award from Main Line Chamber of Commerce, presented to Eric T. Goldstein
- Best Festival from Philly A-List for KOP Beerfest Royale

2016

- Best Summer Event from Montco Happening for Yoga Happy Hour
- Power 100, *Philadelphia Business Journal* presented to Eric T. Goldstein

2017

- Marketing Merit Award from the International Downtown Association for marketing campaign, Our Edge. Your _____.

2018

- Best Beer Festival on the Main Line & Western Suburbs from *Main Line Today* for KOP Beerfest Royale
- Top TDM Professional Award from GVF presented to King of Prussia District Director of Marketing & Communications
- Top TDM Professional Award from GVF presented to King of Prussia District Digital Marketing Associate

2019

- Best Beer Festival on the Main Line & Western Suburbs from *Main Line Today* for KOP Beerfest Royale
- Best Annual Festival on the Main Line & Western Suburbs from *Main Line Today* for KOP Beerfest Royale
- Best Outdoor Event Award from Montco Happening for KOP Beerfest Royale
- Best Foodie Event Award from Montco Happening for KOP Restaurant Week

Community Engagement

- Partnered with GVF annually on a Hearty & Healthy Holiday Food Drive. Donations benefit Philabundance. Donated more than one ton of food (2011-2016).
- Changed Holiday Food Drive recipient to the Upper Merion Area Community Cupboard in 2017.
- Began annual scholarship fund for students and teachers at UMASD (\$5,000 per year) to help build a better connection between the school district and the business community.
- Supported various local events and organizations throughout the year with sponsorship, including:
 - Valley Forge Tourism & Convention Board's Golf Outings
 - Valley Forge Revolutionary 5-Mile Run
 - GVF Golf Outings
 - Upper Merion Township's National Night Out
 - Upper Merion Township's Concerts Under the Stars
 - Upper Merion Township's Police Car Show
- Throughout the years, King of Prussia District staff members have been invited to speak at a number of conferences and events, including:
 - NJ American Planning Association Conference
 - Design on the Delaware Conference
 - Numerous conferences of the International Downtown Association
 - PA/DE Chapter of the American Society of Landscape Architects Conferences
 - NJ Chapter of the American Society of Landscape Architects Conferences
 - International Council of Shopping Centers - Regional Meeting
 - Philadelphia Hotel Association
 - BOMA Philadelphia
 - Urban Land Institute - Philadelphia Chapter
 - Philadelphia Real Estate Council

Operating Budgets

In 2018, only 12% of King of Prussia District's budget went toward administration and general expenses.

88%
of every dollar went directly to programs and services to improve the economic environment in King of Prussia!

YEAR	ASSESSMENT TOTAL	TOTAL BUDGET FOR YEAR	TOTAL BUDGET MINUS ASSESSMENT
2011	\$1,035,171.85	\$1,025,709.95	(\$9,461.90)
2012	\$1,074,632.69	\$1,024,750.00	(\$49,882.69)
2013	\$1,122,680.20	\$1,186,245.99	\$63,565.79
2014	\$1,139,281.46	\$1,614,429.58	\$475,148.12
2015	\$1,157,337.22	\$1,644,870.65	\$487,533.43
2016	\$1,146,500.00	\$1,450,201.32	\$303,701.32
2017	\$1,211,398.36	\$1,614,668.00	\$403,269.64
2018	\$1,237,781.18	\$1,594,154.99	\$356,373.81
2019	\$1,233,085.97	\$1,894,753.00	\$661,667.03
TOTALS	\$10,357,868.93	\$13,049,783.48	\$2,691,914.55

Grants Awarded



THECONNECTOR GRANTS

CMAQ Grant: \$500,000
 County/SEPTA Subsidy: \$217,700
 UMT Subsidy: \$150,000
 2017 Corporate Grant: \$36,688
Total: \$904,388

FIRST AVENUE LINEAR PARK GRANTS

DVRPC TCDI Linear Park/Demonstration Park Concept Design: \$88,000
 Local Share Grant for Demonstration Project: \$122,940
 Brandywine Grant for Demonstration Project: \$20,000
 PennDOT Multimodal Fund: \$1,200,000
 PennDOT THIF-STP Fund: \$1,200,000
 MontCo 2040 Implementation Grant: \$100,000
Total: \$2,730,940

ROAD DIET GRANTS

Road Diet Study - DVRPC TCDI: \$25,000
 Road Diet TAP Grant: \$430,856
Total: \$455,856

\$4,091,184
 TOTAL GRANT FUNDING

3.

Plans for 2019/2020

Through the End of Current Term

PHYSICAL IMPROVEMENTS

- Install landscaping improvements at the new pedestrian crosswalk on First Avenue and one island median on DeKalb Pike.
- Refresh the landscape design on the medians along Mall Blvd. near the entrance/exit to the PA Turnpike.
- Perform weekly landscape maintenance and oversee a thorough plant replacement program for underperforming plants.
- Install Phase One of the Linear Park using the first round of grant funding.



LAND USE & ZONING

- Work with the Township on their project to develop a Comprehensive Plan for Upper Merion. Assist where we can, in particular with Design Guidelines for commercial property locations.

TAX POLICY

- Continue to advocate for tax policy revisions based upon the results of our recent studies with Econsult Solutions, Inc.

TRANSPORTATION

- Continue to manage the **connector** shuttle and grow ridership through continued marketing efforts.
- Sell and manage the **connector** shuttle advertising program.
- Pursue Federal BUILD Grant Round II revenue for the slip ramp from PA Turnpike West into Moore Park KOP.
- Continue management of the KOP Rail Advocacy campaign and Advisory Committee.

MARKETING & COMMUNICATIONS

- Continue programmed events including Business Networking, Food Truck Tuesday, KOP Restaurant Week and KOP Shops for CHOP, while developing new events for KOP employees, business owners and residents.
- Continue and expand upon KOP Beerfest Royale to maximize fundraising while improving the attendee experience.
- Continue advertising KOP retail, dining, attractions, hospitality, events and business in print, online, TV and radio.
- Create and manage social media campaigns and website activity.

4.

2020-2025 Preliminary Plan

EXHIBIT A

Plan for the King of Prussia Business Improvement District and Report to the Upper Merion Township Board of Supervisors

PLAN DESCRIPTION

King of Prussia District will continue to undertake the following activities and expand the reach of programming to coincide with the new boundary created by this Renewal Plan:

Capital Improvements

This category of activity includes funding for physical improvements within the District including decorative banners, signage, plantings, interchange beautification, lighting and the development of a comprehensive plan for physical improvements that unify the service area.

Programs & Services

This category will include Land Use, Zoning, Transportation and Policy Research:

- Continued study of land use regulations to determine if changes might be made so as to support better and more profitable land use, including more mixed-use development, development linked to public transportation and more walkable and sustainable development.
- Continued research to determine how the mix of taxes paid by service area property owners might be adjusted so as to make taxation rates more competitive with nearby municipalities.
- Continued research and planning to determine how public transportation service within and serving the service area can be improved, including various intra-service area shuttles, slip ramps/improved interchanges, better bus service and new SEPTA rail service.

Stakeholder Involvement/Communications

This shall include activities such as:

- Ongoing management of interactive web-based communications for members, tenants, consumers and other stakeholders.
- Regular survey research to identify opportunities and issues of interest to KOP property owners.
- Survey research of tenants, employees, customers and others to identify opportunities and issues of interest to KOP property owners.
- Stakeholder surveys to measure effectiveness of King of Prussia District-sponsored activities.
- Newsletters and other communications to publicize King of Prussia District activities and invite broad stakeholder involvement in King of Prussia District activities.
- Survey research and other communications to identify services that King of Prussia District could encourage that would enhance the competitiveness of KOP properties.

Marketing & Events

- Marketing activities to build the KOP brand that is inclusive of all of the properties within the service area.
- Sponsorship of events to draw new customers to the area and build awareness that KOP is an exciting and fun place to shop and do business.
- Events to encourage information sharing among members.
- Marketing to tourism promoters, conference organizers and others to support “wholesale” marketing of the area to new visitors.

Stakeholder Services

Build upon survey research activities to identify services that King of Prussia District might offer, support or encourage others to offer that would be valued by commercial tenants, their employees and/or others. Such services might include: group purchasing of supplies, equipment, service contracts, insurance products, the establishment of job banks, recruiting and training of labor, day care programs, in-site clinics, programs and other support for public transportation use, affinity marketing opportunities, concierge services, food and beverage services and the encouragement of other “route” services.

Personnel & Administration

This category shall include all costs associated with staffing the organization, renting office space, preparing Request for Proposals, creating communications capacity, and other costs normally associated with operating a nonprofit corporation.

SOURCE OF FUNDS

In accordance with 73 P.S. §§834(5), 835(c)(2)(vi), 837(b), all funds currently identified as part of the Plan are expected to be raised through a special assessment on the members of the Business Improvement District. The District will continue to seek grant funding and will consider other entrepreneurial relationships that are of benefit to individual members and the organization as a whole.

Fiscal Year

In accordance with Pennsylvania statute, the fiscal year of the King of Prussia Business Improvement District, Inc. shall annually commence on January 1 of each year of the organization's operations and end on December 31.

Method for Determining the Assessment Fee and Rate

In accordance with 73 P.S. § 837(b), there is a finding by the Upper Merion Township Board of Supervisors that:

- The service area within the proposed King of Prussia Business Improvement District consists of properties of varying uses including properties that have been zoned for and are being used for commercial, industrial, multi-family residential (over 100 units) and other purposes.
- Given the proposed plan, only properties in commercial, industrial and multi-family (over 100 units) use and identified by the Montgomery County Land Use Code of "C" (Commercial), "I" (Industrial) and "A" Multifamily Apartments over 100 units meet the statutory requirement of there being a rational nexus between the proposed activities of the District and those properties being assessed.
- Therefore, only properties carrying the Montgomery County Land Use Code of "C," "I" and "A" shall be subject to the proposed assessment.

However, any property or parcel not having a Commercial Use code that is within the District that subsequently obtains a Certificate of Occupancy from Upper Merion Township for a Commercial Use shall at that time automatically become subject to the Neighborhood Improvement District special assessment. Conversely, any property or parcel that currently carries a Montgomery County Land Use Code of Commercial, Industrial or Apartment (over 100 units) but subsequently obtains a different, non-assessed code, shall cease to be subject to the Neighborhood Improvement District Assessment.

Based upon examination of the District Plan, all properties subject to assessment are hereby judged to have similar, if proportionate, benefit from the District Plan.

The assessment of properties within the Neighborhood Improvement District shall be determined by multiplying the total assessed value of each property, as determined by the Montgomery County Assessors Office, by the BID assessment rate. The BID assessment rate shall remain .00089 mils.

Based upon this method of determining which properties are to be assessed and the rate of this assessment, the King of Prussia Business Improvement District special assessment is expected to yield approximately \$1,729,000 in 2020.

Estimated Time for Completion of All Proposed Improvements, Programs and Services

Improvements, programs and services identified in the Plan Description will commence upon the Renewal Date specified within the adopted Ordinance. All activities will be ongoing throughout the five-year time period authorized by this Ordinance.

By-Laws of the King of Prussia Business Improvement District, Inc.

In accordance with Pennsylvania law, the King of Prussia Business Improvement District, Inc. has a copy of its bylaws included with this packet. Corporate offices for the King of Prussia Business Improvement District, Inc. are located at:

234 Mall Boulevard, Suite 150, King of Prussia, PA 19406

This location may be relocated at the pleasure, and upon notification, of the Upper Merion Township Board of Supervisors. In accordance with 73 P.S. §835(b) these bylaws shall be distributed as part of the notice that is to be provided to all property owners and lessees of property owners prior to the first public hearing regarding this Ordinance.

Miscellaneous

- Written agreements, as needed, may be executed between the King of Prussia Business Improvement District, Inc. and Upper Merion Township in accordance with 73 P.S. §835(c)(3).
- Tax-exempt property owners located within the King of Prussia Business Improvement District will be encouraged to provide in-kind services or a financial contribution to the King of Prussia Business Improvement District.
- Upper Merion Township will maintain the same level of municipal programs and services provided within the King of Prussia Business Improvement District before the Business Improvement District designation as after the designation.
- A negative vote of at least 40% of the property owners within the King of Prussia Business Improvement District proposed in the final plan shall be required to defeat the establishment of the proposed Business Improvement District by filing objections with the clerk for the Board of Supervisors of Upper Merion Township within 45 days of presentation of the final plan, where the Board of Supervisors of Upper Merion Township is inclined to establish the Business Improvement District.

Proposed Budget for First Fiscal Year of Renewal Period

REVENUE

Assessment Fees	\$1,792,000
Sponsorships/Program Revenue	\$150,000
TOTAL REVENUE	\$1,942,000

EXPENSES

Marketing & Communications	\$400,000
Physical Improvements	\$450,000
Transportation	\$400,000
Land Use & Zoning	\$25,000
Tax Policy	\$25,000
Personnel/Admin/Office*	\$642,000
TOTAL EXPENSES	\$1,942,000

* includes all professional services



Our Mission

King of Prussia District engages public and private partners to collaboratively improve the economic environment in King of Prussia by making it more vibrant, attractive and prosperous.



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DISTRICT

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