

ORDINANCE NO. 957 OF 2022

AN ORDINANCE OF THE BOROUGH OF OXFORD, CHESTER COUNTY, PENNSYLVANIA, APPROVING THE ADOPTION OF THE BUSINESS IMPROVEMENT DISTRICT FINAL PLAN, APPROVING THE BUSINESS IMPROVEMENT DISTRICT BOUNDARIES AND DESIGNATING OXFORD MAINSTREET, INCORPORATED AS THE MANAGEMENT ASSOCIATION TO IMPLEMENT AND ADMINISTER THE PROVISIONS OF THE BUSINESS IMPROVEMENT DISTRICT FINAL PLAN.

WHEREAS, Oxford Borough Council (“Council”) enacted Ordinance #813-2007 on December 19, 2007 adopting a five-year Business Improvement District Final Plan for 2008-2012, approving the boundaries of the Business Improvement District Final Plan, and designating Oxford Mainstreet, Inc. (“OMI”) as the management association to administer and implement the provisions of the Business Improvement District Final Plan; and

WHEREAS, Council enacted Ordinance #862-2012 on December 17, 2012 adopting the 2013-2017 Business Improvement District Final Plan and related documents; and

WHEREAS, Council enacted Ordinance #911-2017 on December 18, 2017 adopting the 2018-2022 Business Improvement District Final Plan and related documents; and

WHEREAS, pursuant to the Neighborhood Improvement District Act, 73 P.S. §§831-840 (“NID Act”), and in order for the Borough to continue the term of the Business Improvement District, it is necessary for Council to adopt a new Ordinance in accordance with the procedures in the NID Act, which establishes the boundaries and name of the Neighborhood Improvement District (“NID”), adopts a final business plan for the NID, and appoints a management association for the NID; and

WHEREAS, Council has and continues to support the efforts of OMI with respect to downtown revitalization, business recruitment, business retention and economic development efforts; and

WHEREAS, by motion on September 12, 2022, after duly noticed public hearing, Council approved the Preliminary Business Plan for the Oxford Borough Business Improvement District, titled “Oxford Mainstreet, Inc. Business Improvement District Plan - The Next 5 Years: 2023-2027;” and

WHEREAS, pursuant to the procedures in the NID Act, the Borough conducted a public hearing on October 3, 2022, in order to receive public comment on the Business Plan from property owners within the proposed boundaries of the Business Plan, which Plan includes a description of the proposed improvements and services, estimated costs thereof and the proposed method of assessment and charges to all property owners in the benefited properties located within the NID; and

WHEREAS, following the public hearing, Council approved the Final Business Plan for the Oxford Borough Business Improvement District, titled “Oxford Mainstreet, Inc. Business Improvement District Plan - The Next 5 Years: 2023-2027” (the “Business Plan”); and

WHEREAS, pursuant to §835(f) of the NID Act, the property owners located within the proposed boundaries of the Business Improvement District had 45 days from the October 3rd hearing to object to and disapprove the final plan; and

WHEREAS, no revisions were made to the Business Plan as a result of the public hearing on October 3, 2022, more than 45 days have elapsed since the final public hearing, and written objections to the Business Plan totaling 40% or more have not been filed; and

WHEREAS, Council desires to renew and establish a Business Improvement District (“BID”), as that term is defined by the NID Act, for the Borough, which district shall be managed by OMI pursuant to an Agreement between OMI and the Borough dated December 19, 2022.

NOW, THEREFORE, BE IT ENACTED AND ORDAINED by the Council of the Borough of Oxford, Chester County, Pennsylvania as follows:

SECTION 1. Name of the District. The name of the NID established herein shall be referred to as the “Oxford Borough Business Improvement District.”

SECTION 2. Adoption of the Business Improvement District Boundaries. Council finds that it is desirable for the Borough to continue its efforts to improve the business district located therein and hereby establishes the NID for the purpose of providing business improvement and administrative services to benefit the Oxford Borough Business Improvement District located in the Borough of Oxford, which is defined on the map and boundary description attached hereto as Exhibit "A" and made a part hereof.

SECTION 3. Adoption of the Business District Final Plan. Council hereby approves the "Oxford Mainstreet, Inc. Business Improvement District - The Next 5 Years: 2023-2027", in the form attached as Exhibit "B" and made a part hereof.

SECTION 4. Appointment of the Management Association. The Management Association of the NID established herein, with all the rights and powers of a Neighborhood Improvement District Management Association as provided by the NID Act, shall be OMI.

SECTION 5. If any sentence, clause, section or part of this ordinance is, for any reason, found to be unconstitutional, illegal or invalid, such unconstitutionality, illegality or invalidity shall not affect or impair any of the remaining provisions, sentences, clauses, sections or parts hereof. It is hereby declared as the intent of Borough Council that this ordinance would have been adopted had such unconstitutional, illegal or invalid sentence, clause, section or part thereof not been included herein.

SECTION 6. All ordinances or parts of ordinances conflicting with any provisions of this ordinance are hereby repealed insofar as the same affects this ordinance.

SECTION 7. This amendment shall take effect and be in full force and effect 5 days from and after the date of its final passage and adoption.

ENACTED AND ORDAINED this 19th day of December, 2022.

OXFORD BOROUGH COUNCIL

By: Kathryn Cloyd
KATHRYN CLOYD, President

ATTEST:

Pauline Garcia-Allen
PAULINE GARCIA-ALLEN, Secretary

APPROVED THIS 19th DAY OF December, 2022.

Phil Harris
PHIL HARRIS, Mayor

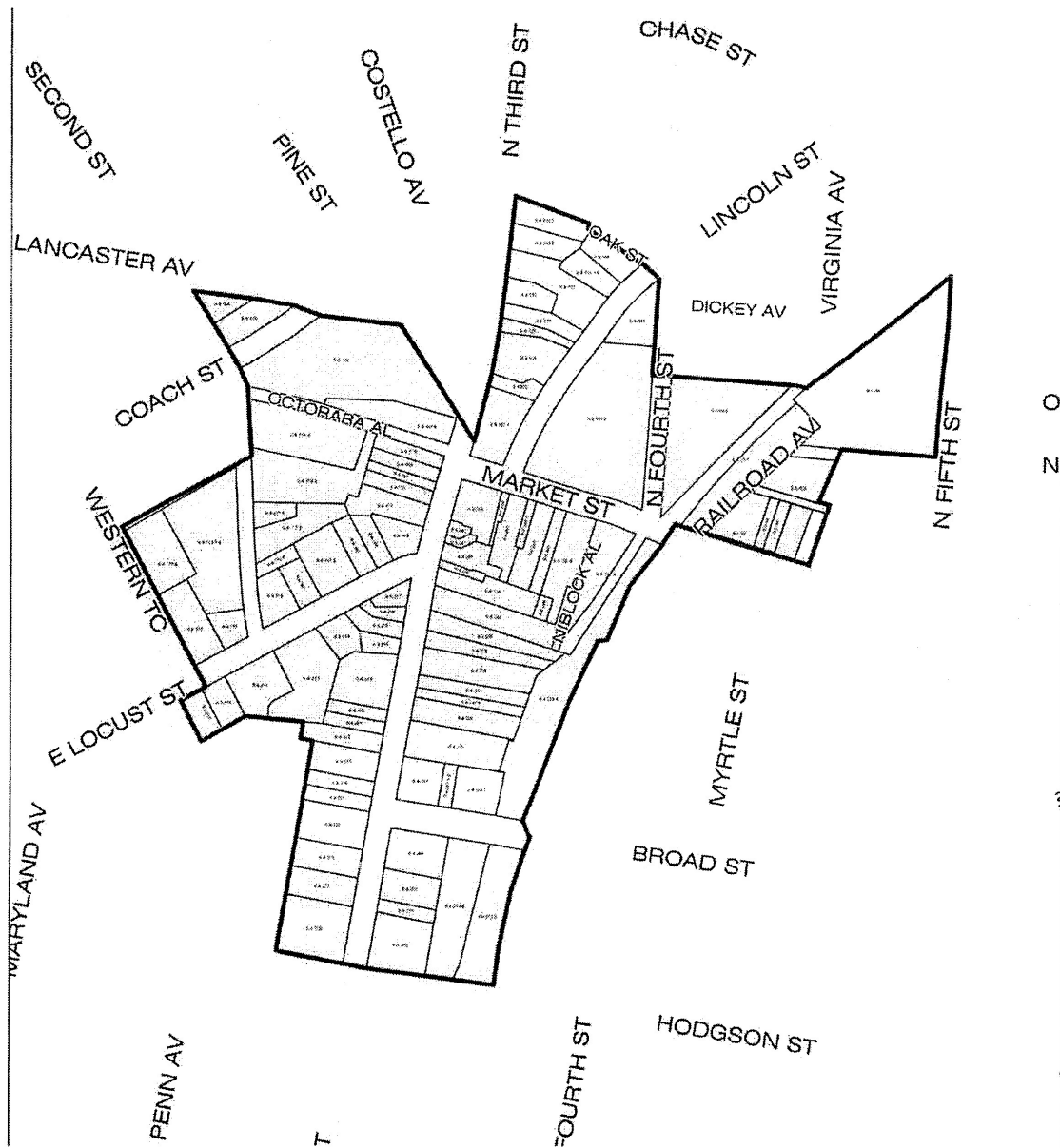


EXHIBIT A
BUSINESS IMPROVEMENT DISTRICT MAP

THE NEXT FIVE YEARS: 2023 - 2027 | 10

MAP OF BENEFITED PROPERTIES

The Oxford Business Improvement District (BID) Map demonstrates the exact boundaries of the BID. Properties with commercial and industrial uses within these boundaries are considered to be benefited properties and will share the costs of the program by paying an annual assessment fee. These include properties classified by Chester County Assessment Office Land Use analysis data. Please note proposed additional parcel.



-  Existing BID Parcels
-  Proposed additional BID Parcel

EXHIBIT B
OXFORD MAINSTREET, INC. BUSINESS IMPROVEMENT DISTRICT
THE NEXT 5 YEARS: 2023-2027

OXFORD MAINSTREET, INC BUSINESS IMPROVEMENT DISTRICT

THE NEXT 5 YEARS: 2023 - 2027

The mission of Oxford Mainstreet, Inc is to serve as the catalyst to unify and collaborate with supporting organizations to promote and foster economic growth and stability within the Business Improvement District (BID) and surrounding areas, while preserving Downtown Oxford's rich historic and cultural identity. Oxford Mainstreet, Inc is committed to improving the quality of life for residents and visitors alike by making Downtown Oxford a more attractive and enjoyable place to live, work, play and shop.

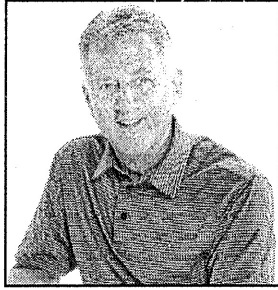
FINAL PLAN
**OXFORD
MAINSTREET**

13 S Third Street, Oxford, PA 19363 | info@oxfordmainstreet.com | 610.998.9494

ED HERR

Chairman
Oxford Mainstreet, Inc.

What a whirlwind the last few years have been! The COVID-19 Pandemic was a global event that no one could have predicted. Oxford saw its fair share of challenges and obstacles but we persevered!



Pre-2020 saw downtown Oxford welcome a brand new transit center and parking garage ready to serve the needs of tomorrow.

Our downtown businesses met the ever-changing circumstances with their grit and determination. As a result, Oxford saw very few businesses permanently close their doors and actually welcomed several new faces and services to the BID. From healthcare to retail, Oxford continues to enjoy a diverse portfolio of unique businesses.

Recently, OMI was awarded a \$2.1 million dollar Redevelopment Assistance Capital Program grant to fully renovate the Historic Oxford Theatre. A dream of many, this project will join the ranks of the other revolutionary improvements and initiatives OMI has taken on to make Oxford THE place to be.

What a treat to live, work, and play together in this little town.
God bless you all!



JOHN MCGLOTHLIN

President
Oxford Mainstreet, Inc.



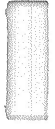
The past few years have been rough, I won't deny that. But what I can tell you is that despite the really difficult turn of events, I am very proud of the way we have rallied around each other and our businesses.

As a property and business owner, I am confident in the strength of Downtown Oxford's prospects. Between the Theatre project reigniting and commitment from our Board, staff, and volunteers alike, Oxford is on track to continue growing and thriving.

Oxford Mainstreet said goodbye to dedicated staff members but have welcomed fresh faces and new perspectives to lead us forward. Recently, I have seen a continually strengthening relationship between OMI and the Borough of Oxford which will carry us into the next five years.

There is no progress without partnerships.





A MESSAGE FROM THE OXFORD BOROUGH MANAGER



PAULINE GARCIA ALLEN

Borough Manager
Historic Oxford Borough, Pennsylvania

Local municipal governments have a vested interest in the success of their downtowns. The downtown plays a critical and unparalleled role in the economic and social development of a town, hosting the concentration of local businesses, creating jobs, and offering services and amenities that support and enhance quality of life. For municipal governments, a thriving downtown is a source of commercial tax revenue, providing opportunities to relieve the tax burden of residents. For residents, the downtown is the historic center of the community, principal to the identity and feel of a town.

Our downtown is the foundation of Oxford’s unique sense of place and community. O-Town is our town!

Oxford’s elected officials and municipal staff recognize the importance of supporting and fostering a thriving downtown. We have a responsibility to do so! This makes the relationship between the Borough and OMI important and distinct, founded in both Pennsylvania and Oxford Borough Code. Since OMI’s inception, we have worked together to guide, promote and direct resources to the downtown. Coordinated, organized efforts focusing on economic development, public infrastructure, transportation, and public safety over the last twenty years were very successful. These investments enhanced the look of the downtown, community services and overall quality of life.

While the pandemic slowed our progress, Oxford remains the focal point of public life in our region. The Borough’s increasing diversity, proximity to major metropolitan centers, historic housing stock, walkable neighborhoods and smalltown charm will continue to make the Borough an increasingly attractive place to live and visit. Working together, OMI, the Borough, our local business owners, and community stakeholders are poised to harness the potential of new interest and investment to build upon past success, weaving new ideas and voices into the fabric of all that we love about Oxford. In the process we can create a downtown that is even more vibrant, flourishing and enticing to residents and visitors alike.

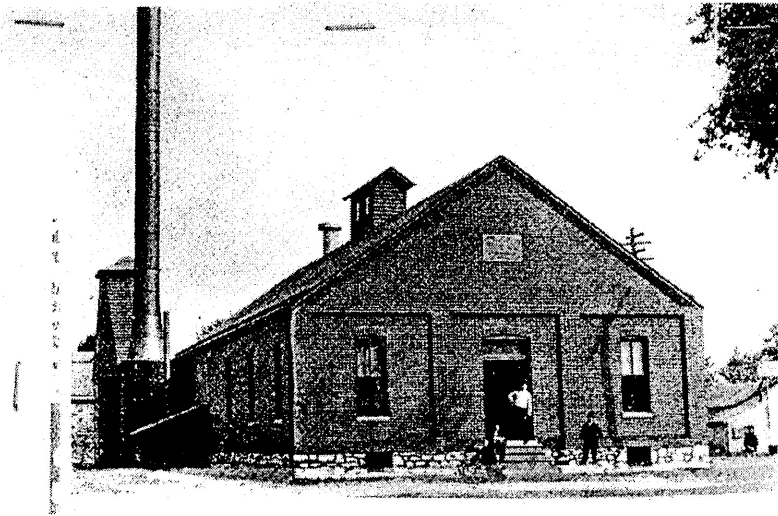


OXFORD MAINSTREET'S HISTORY

OMI was started in the late 1990's by a group of area business leaders, merchants, local officials and volunteers. It was officially incorporated in 1999 as a 501(c)(3), non-profit organization to promote business development within Oxford's historic downtown business district. Oxford joined the Pennsylvania Main Street program in 2003-2004 and followed their Four Point Approach to main street revitalization.

The original Mainstreet program was a five-year term culminating with the decision to enter a BID program (Business Improvement District.)

In November 2007, property owners in the proposed BID voted to adopt the BID program. Each property owner in the BID district is now assessed based on their property value. In 2013 and in 2017 the property owner's again chose to keep the BID district for another five-year term which will end in 2022. Oxford Mainstreet is currently seeking a renewal for another 5 year BID program to end in 2028.

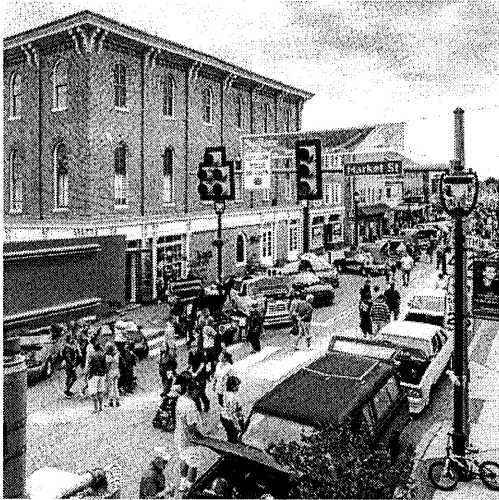




OXFORD MAINSTREET'S FUTURE

With a renewed and refreshed approach to economic development and revitalization, OMI is poised to ride the wave of increased community interest in staying local, supporting one another, and getting back to living fulfilling lives.

Events have long been a cornerstone of OMI's programming and community role. As such, the First Friday series has become a beloved and celebrated tradition. These events, along with bringing folks directly to our downtown businesses, serve as an opportunity for new vendors to experience Oxford and "test the waters." Additionally, it gives investors and developers the chance to see the vibrancy that our town offers.



However, because these events are celebrated and routine, OMI will be focusing on additional, and new means to continue recruiting businesses and aiding in the development of Oxford. We will work alongside the Borough and Chamber of Commerce to create strong incentives and clear steps for starting a business. We will also continue to support the Borough and Codes enforcement team to ensure that downtown merchants are adhering to procedure while also being given the tools necessary to succeed.

Oxford Mainstreet has the unique opportunity to act as the eyes and ears for the Borough and will make sure that concerns and feedback are handled constructively with progress and productivity in mind. From parking functionality to placemaking downtown, OMI will continue to be a conduit between Borough officials, merchants, and customers.



Furthermore, the Historic Oxford Theatre project will act as a major catalyst for additional development and placemaking. Beyond the immediate benefits of design and construction jobs provided, the theatre will make Oxford a destination. We envision a scenario in which folks spend their day in town. Starting with a fresh cup of coffee, visiting a few retail shops, seeing a matinee and wrapping up with a late lunch; people will leave Oxford feeling satisfied and ready to tell their friends and family.

COVID-19 PANDEMIC

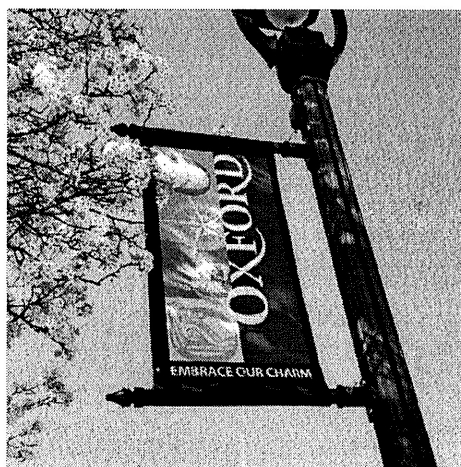
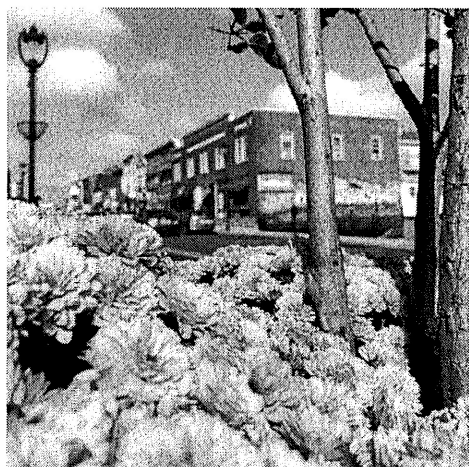
While a detailed description of the events of 2020 and beyond is not necessary, it's important to acknowledge the effects on our organization and community as a whole. For a variety of reasons, including the pandemic, the staff at OMI experienced a total turnover. Our board remained steadfast and hired a dynamic Executive Director that handled the tumultuous months through the duration of 2020. Under her leadership, OMI was able to continue through the most difficult time of the pandemic.

As was the case for so many, positivity and leadership skills could only get so far. 2020 was a very light year regarding events and sponsorships. Operating costs were drastically reduced and events were curtailed to ensure long term success. Navigating the changing landscape of new restrictions and regulations was challenging for everyone, OMI included.

A new Main Street Manager was brought on board in October of 2020 and the organization was able to begin planning for the future. OMI reworked the Small Business Saturday formula and some merchants experienced record sales. A festive holiday video took the place of the traditional Country Christmas event to share the magic. Keeping the community engaged with downtown merchants was a key priority. July 2021 saw the return of First Fridays and we continue to host them with new themes and fresh content.

Our downtown businesses met the moment and pushed through. We were fortunate to retain the vast majority of our stores, restaurants, and services. The world was forced to look inward and has forever changed their view of what it means to love local. Oxford Mainstreet is once again staffed with an Executive Director and Main Street Manager ready to meet the needs of the next 5 years.

Through the work of dedicated volunteers and partnership with Oxford Borough Public Works, OMI continued to maintain the cleanliness and beauty of downtown via street lamp banners, potted plants, and more. Despite the most challenging of circumstances, Oxford was still an attractive place to safely shop, dine, and enjoy.



GRANTS

Grants are one of the ways that OMI helps directly contribute to financial support and opportunity for downtown Oxford. Through affiliations with state and national Main Street/economic development organizations, OMI can apply for and secure grants that may have otherwise been unavailable. Some recent examples include the following:

Keystone Communities Grants

This type of grant is available through the Pennsylvania Department of Economic and Community Development. OMI worked with the Borough to supplement the costs of the streetscapes projects downtown.

SEAM [Supporting Elm And Main] Grant

Intended to support mainstreets impacted by COVID restrictions and closures, a grant in the amount of \$50,000 was awarded to OMI to continue operation.

Facade Grant

OMI has now completed several rounds of Facade Grant funding. These grants are special because they put dollars directly into the hands of merchants to be able to improve the look and appeal of their store exteriors.

RACP Grant

The Redevelopment Assistance Capital Program Grant is a first for Oxford Mainstreet. It is a very competitive grant program and is only awarded to projects that are deemed economically significant and beneficial to the communities in which they are located.

HISTORIC OXFORD THEATRE

The revival of Oxford's Historic Theater has been in the collective consciousness of our community for many years. Through the passion and dedication of OMI staff, the board and community volunteers, the dream remained alive.

Now, a \$2.1 million grant award through the state's Redevelopment Assistance Capital Program (RACP) means "Lights, Camera, Action!" for redevelopment of the theater. OMI worked closely with the Borough and our grant consultant to apply for and position the project for funding. With the support and advocacy of Rep. John Lawrence and Sen. Carolyn Comitta, OMI was awarded our funding request in full.

Over the next several months, we will work to finalize the conceptual plans for renovation of the complete theater building, outline our strategy for the ongoing operations of the theater, and work with the Borough through the RACP grant requirements. This is a long process, but it will not be too long before the lights of the theater's marquee once again shine upon 3rd Street.

Stay tuned as we continue to bring this dream to life!



ACCOMPLISHMENTS

Oxford Mainstreet, Inc. celebrated 20 years in 2019. Throughout our first two decades, we saw many new businesses open, sought and secured new funding opportunities, and welcomed countless visitors to downtown Oxford. Some highlights from the last 5 years are included below.

BY THE NUMBERS

40* Over 40 events including First Fridays, Small Business Saturdays, Connective Festivals investor open houses, fundraisers, and more. *Canceled 2020 events excluded.

35,000 Visitors were welcomed to Oxford through both large-scale and smaller, more strategic outreach including elected officials.

\$1,500,000 Total numbers of dollars brought into Oxford through grants, sponsorship, and additional fundraising.

INFRASTRUCTURE

The Borough executed several important infrastructure projects, most-notably a new multimodal parking structure and streetscapes projects. OMI was an active partner in these initiatives, championing the projects and advocating for grant funding.

A project such as the theatre would not be possible without the garage. With a potential capacity of several hundred seats, hosting a sold out event and providing close and ample parking is a necessity. We see the Theatre as a catalyst for additional businesses and we hope to open it soon.

GOALS

There is so much potential for the well-established eatery scene to continue to flourish and grow in Oxford. We will continue to actively recruit a brewery or distillery to compliment the current offerings.

The former BB&T building on the corner of Locust and Third is a valuable, historic asset in the downtown core. We will continue to work with the Borough and the property owner to discover and solicit opportunities for the space.

It is critical that all businesses in the BID look and feel like they are a part of the downtown, as a service to our businesses and to patrons. We will work with the Borough on streetscape projects that extend the look and feel of the BID to its farthest edges. We will ensure OMI's support, events and offerings reach the edges of the BID. We will also make every effort to ensure BID properties feel equally tended to.

GOALS CONTINUED

While the Borough continues to grow, there is still much untapped potential in our downtown. We will continue to identify and market underutilized properties, proactively invite new investment, and work with the Borough to incentivize business development and attract funding to support revitalization.

There is much to learn from our peers in other municipalities and much we can share. We will continue to strengthen relationships with neighboring sister organizations to grow, learn, and network.

As we continue to emerge from the difficult years behind us, we will position Oxford as an attractive destination for our local community, region, and beyond.

BID ORDINANCE:

Ordinance in place by the Borough of Oxford to support Oxford Mainstreet Inc.'s BID

The Borough Ordinance approves the adoption of the Business Improvement District final plan and Business Improvement District Boundaries, and designates Oxford Mainstreet, Inc. as the entity to implement and administer the provisions of the Business Improvement District final plan.

The reestablishment of the Oxford BID shall be subject to a negative vote by persons representing ownership of 40 percent of the properties within the proposed district.

Procedures for filing objections: Any objections to the plan or the reestablishment of the Oxford BID must be filed in writing (by person) by benefited property owners with the Borough Manager, c/o Oxford Borough, 1 Octoraro Alley, Oxford, PA 19363 within 45 days of the presentation of the final plan.

The assessment rate will be calculated as .004 mills of assessed value as determined by the Chester County Assessment Office (CCAO). This rate is unchanged from the 2017-2022 assessment rates. If approved, billing will be annually through December 2028. The assessment rate will not change during that term. As an example, an assessed property valued at \$100,000 will pay \$400 per year. The median payment for all properties is calculated to be approximately \$455 per year or \$1.24 per day. Voluntary payments or in-kind services from non-profit organizations within the BID will be requested annually.



FINANCIALS

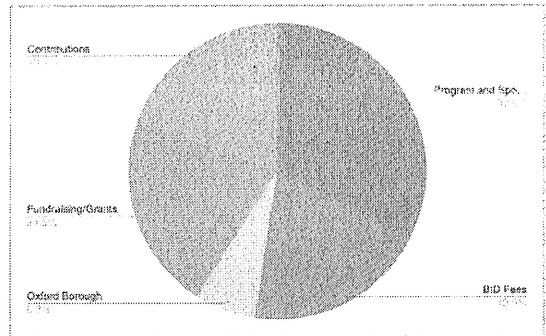
Oxford Mainstreet funding is a partnership between public and private entities. An annual Borough contribution makes up for 7% of our budget. Through the annual BID assessment, downtown property owner contributors account for 18% of OMI's operating revenue.

Approximately, 25% of OMI's annual operating costs would be lost without the BID and Borough contributions. That said, it would be extremely difficult to continue our work without their support.

2021 INCOME AND EXPENSES**

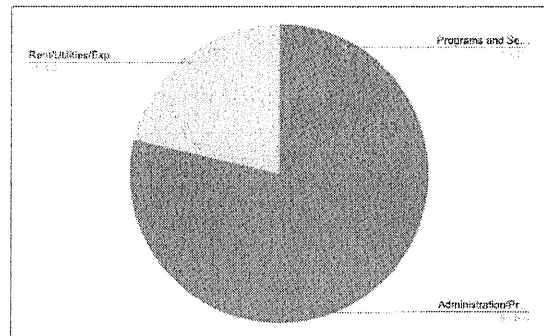
REVENUE

Programs and Sponsorship	75,695.00
BID Fees	45,920.00
Oxford Borough	15,500.00
Fundraising/Grants	50,000.00
Contributions	44,963.00
Revenue Total	232,078.00



EXPENSES

Programs and Services	30,967.00
Administration	130,161.00
Rent and Utilities	43,849.00
Expenses Total	204,977.00

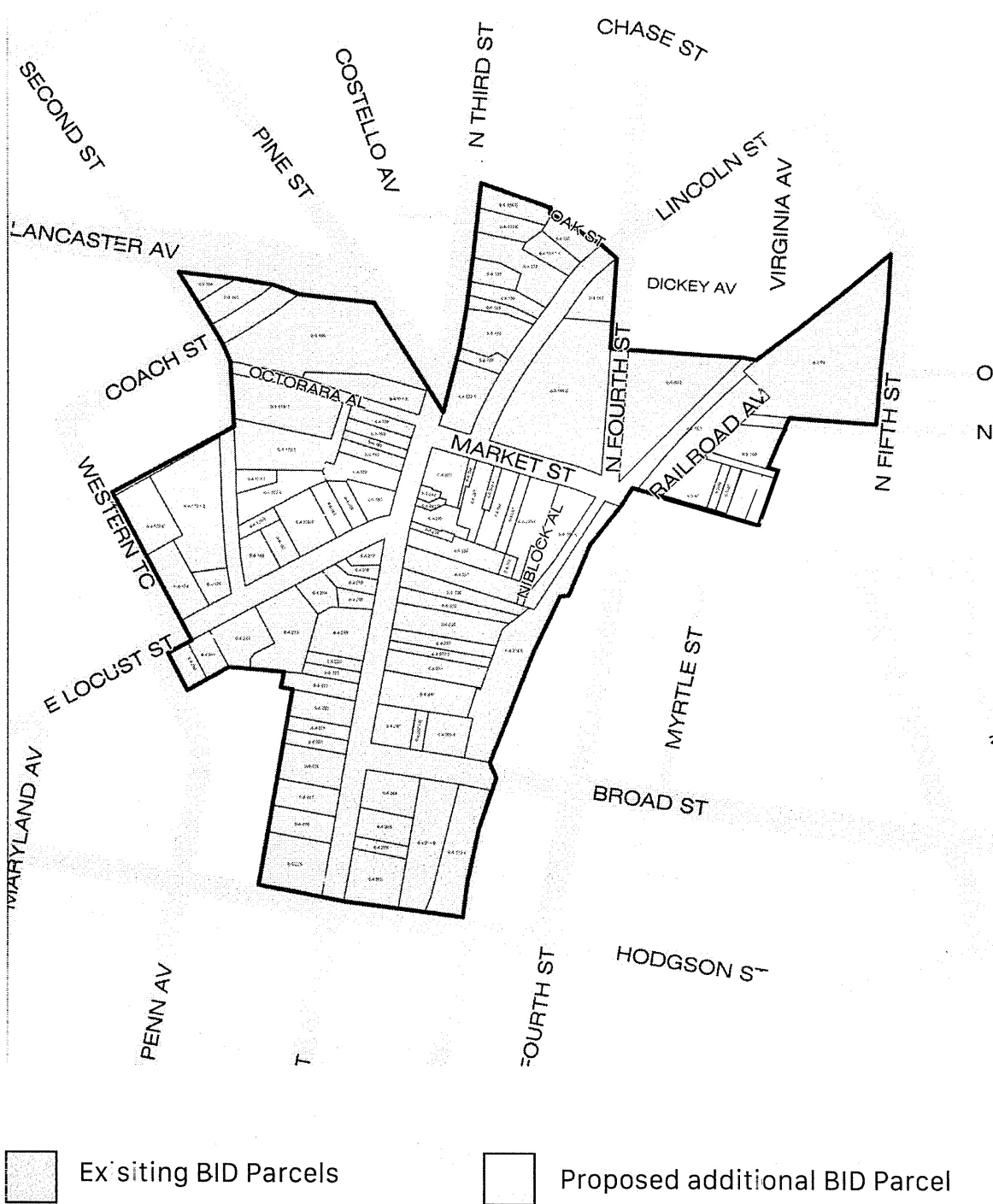


**2021 was not a fully "normal" year for Oxford Mainstreet. There were fewer events and only one stand alone Theatre fundraiser. However, it is included to reflect the most recent, complete year.

With the cost of living and inflation moving at an unpredictable rate, OMI will continue to monitor, assess, and adjust in the coming months and years.

MAP OF BENEFITED PROPERTIES

The Oxford Business Improvement District (BID) Map demonstrates the exact boundaries of the BID. Properties with commercial and industrial uses within these boundaries are considered to be benefited properties and will share the costs of the program by paying an annual assessment fee. These include properties classified by Chester County Assessment Office Land Use analysis data. Please note proposed additional parcel.



OXFORD MAINSTREET BOARD OF DIRECTORS

TERM ENDING 2022

Ed Herr – Chairman
Herr Snack Foods

Wilson King
Outback Trading Company

Leslie Slesman
Limelife Planners,
Oxford Print & Design

Kimberly Vaughn-Stout
Citadel Bank

David Woods
Oxford Area School District

TERM ENDING 2023

Scott Gold
Howett's Screen Printing & Embroidery

David Trainor
Edward Jones Investments

Scott Brown
Oxford Police Department

Ira Binder – Secretary
Ira Binder Attorney at Law

Ron Hershey
Outback Adventure Co.

TERM ENDING 2024

Dr. Brenda Allen
Lincoln University

Amanda Blevins
LCH Community Health

Kathy Book
Rep. John Lawrence

Anthony Castelluccio – Treasurer
Banker's Life

Pauline Garcia Allen - Vice President
Borough Manager

Alicia McGarvey
Oxford Feed & Lumber

John McGlothlin - President
SawM II Grill

Christian Campbell
Beiler-Campbell Realtors

**OXFORD
MAINSTREET**
INCORPORATED

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