



Reauthorization of the Takoma Langley Crossroads CDMA



TAKOMA
LANGLEY
CROSSROADS

What is the Commercial District Management Authority?

→Economic Development Strategy Adopted by the City of Takoma Park to bring additional resources into the Takoma Langley Crossroads Commercial District by assessing a license fee on all businesses and property owners in the geographic boundaries of the Crossroads.

What is the Takoma Langley Crossroads Development Authority?

- An independent 501(c)(6) Nonprofit Business Association
- Designated by the City of Takoma Park to manage the Commercial District
- Focus areas include Marketing/Promotion/Maintenance/Security
- Funded by the CDMA license fees along with a service contract with the City of Takoma Park

A photograph of an outdoor community event. In the center, a man with a mustache and glasses, wearing a red t-shirt, is smiling and holding a young girl on his shoulders. The girl is wearing a light blue t-shirt with a soccer ball graphic and a dark skirt. They are surrounded by other people sitting at tables. In the background, there are blue and purple tents. A yellow text box with a blue border is overlaid on the right side of the image.

Request for
Reauthorization and
adjustments to license
fee structure

Review Process

→Collaboration between CDA and Economic Development Department

→Looked at the Cost of doing business on a local and regional scale:

- Local Business Associations (Main Street Takoma)
- Business License Fees of neighboring municipalities
- DC Business Improvement Districts
- Silver Spring Urban District
- License fees of other CDMA's in Maryland

→All in an effort to ensure that the Crossroads is a competitive, attractive destination for businesses and property owners now and in the future.

→As we recover from the Covid 19 crises, ensure that license fee are set at a level that is sustainable for current businesses.

Impacts of COVID -19 (Closures)

- Evidas Clothing Shop and Tailor
- Chinatown Restaurant
- Salvation Army
- Cricket Wireless
- India Sari Palace
- Librería Rincón Cristiano
- Tax Innovation LLC



New Faces in the Crossroads

- World Fashion
- Brazilian Bakery
- Help 4 Ur Business
- Kobe Japan
- Mom and Pops
- Smoke and Vape Shop



Proposed Changes to CDMA License Fee

- Place a cap of \$4000 on Retail and Professional Service Provider License Fees
- Reclassify Hair Salons/Barber Shops/Nail Salons/Braiding and Eyebrow Technicians from Retail (.5) to Professional Service Providers (.25)
- Adjust Retail Assessment rate from .5 to .42/psf
- Adjust property owner assessment from (.13) to (.10)
- Expiration date 6/30/26

Over all Impact on CDA FY22 Budget

- Estimated Total Annual Income \$242,545
- Revenue loss of \$79,728 in License Fees

Additional Sources of Support

- \$180,375 in reserve fund at end of FY21
- Takoma Langley Crossroad Foundation access to grant funds and revitalization dollars
- Private sponsorship dollars, fee for service

Program Budget FY22

Program Budget FY22

Replacement Infrastructure

1.0%

Holiday Wreaths on Holton Lane

2.0%

Business Networking Opportunities

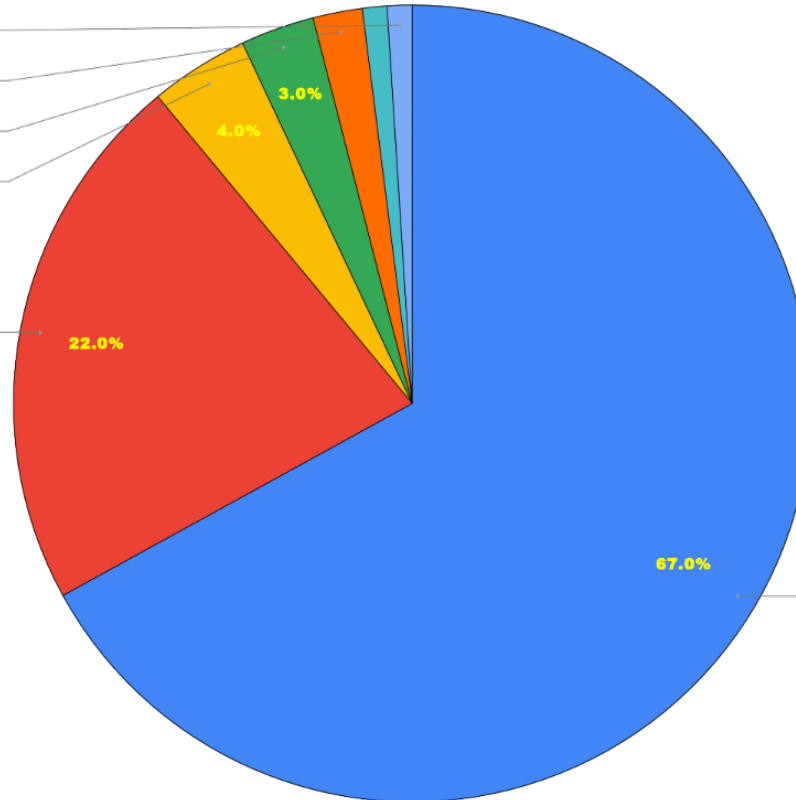
3.0%

Advertising/Marketing

4.0%

Street Festival on Anne Street

22.0%



Maintain level of maintenance services

67.0%