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BID International

With jeans into the creative scene in Malmö

Clotheslines with blue jeans entice visitors from the main shopping street in Malmö into the side streets to young, creative entrepreneurs. Malmö is impressive not only due to the Turning Torso and filigree bridges leading from Copenhagen to Malmö. It is a dynamic, modern city with a lot to offer high-school and college students, as well as families and senior citizens alike. Malmö is not the only city in Sweden where there is much to see: apart from Stockholm and Göteborg, there is plenty to discover in many small and medium-sized towns. Boras, for example, attracts a lot of visitors with its street art festival. Through Dreamhack, Jönköping acts like a magnet to students from all over the world.

BID managers, city and district managers, municipal representatives and (municipal) enterprises from Great Britain, Ireland, Canada, Norway, Sweden and the United States discussed all things Swedish at the 2nd World Towns Leadership Summit from 31 May to 2 June 2017 in Malmö, Sweden as well as new approaches to designing urban districts. There was consensus that new forms of cooperation between cities, industry and society are needed to heighten awareness of the uniqueness of places, city districts and inner cities and the willingness to approve open spaces and new ideas that might appear unconventional at first sight.

This exchange of ideas and experience is slated to continue at DIHK in Berlin next year on 24/25 May 2018.
The Union Square BID in San Francisco, USA

The Union Square BID was formed in 1999 around Union Square Park in the center of the city. San Francisco’s first and largest BID encompasses 27 city blocks and has an annual budget of over USD 3 million. All around the square, there are luxury business, boutiques, department stores, theaters, restaurants and hotels. The district is thus a tourist favorite. One major attraction is the crossing at Market and Powell Streets, where the famous cable cars turn around.

In San Francisco, there are currently 12 business improvement districts (BIDs) or community benefit districts (CBDs) and two tourism BIDs. This success is made possible not least through the support of the City, which is a strong advocate for BIDs. Like Hamburg, there is a team in the administration that is available as a contact both for BIDs and for property owners and to support implementation and startups.

The Union Square BID is active in the traditional fields of cleanliness, security, marketing and events as well as lobbying for the district and has achieved considerable success in its almost 20-year lifetime. The limits of what a BID can do are also evident. In Maiden Lane, a small side street of Union Square, boutiques of renowned designers can now be found one after the other. Customer traffic is low, however, because consumers mainly make targeted purchases here. BIDs can only attempt to raise awareness among owners of the importance of creating a balanced tenant mix. But the decisions ultimately are made by the tenants. The Union Square BID is therefore trying to counteract this phenomenon with the “Lunch on the Lane” program to create some animation. On Fridays, food stands are organized by local operators with music and further attractions that draw visitors.

Ansprechpartnerin:

Anne-Catherine Caesar
Bergedorf Projekt GmbH
Aufgabenträger des BID Sachsentor III –
E-Mail: info@bid-sachsentor.de
Web: www.bid-sachsentor.de
On 17 March 2017, a new Act for the Creation of Alliances for Investment and Services came into force in Saarland.

The initial Saarland Act for the Creation of Alliances for Investment and Services first took force in December 2007. But court rulings, new EU regulations and a time limit on the Act made an amendment necessary. In the run-up to this, the Ministry of Economic Affairs, Labor, Energy and Transportation established a conference of experts with the involvement of the IHK Saarland to jointly discuss the details of the needed amendment.

The key points for the revision of the Act for the Creation of Alliances for Investment and Services were:

- the elimination of exemptions for residential properties from the obligation to pay dues (old § 7(5), new § 7(6)). Now, residential properties are generally integrated into the obligation to pay dues. The past experiences of BIDs were thus considered in the law. Potential BIDs in Saarland are normally characterized by a high percentage of residential properties. The general inclusion of residential property will make it possible to concentrate on the needs of real estate owners more strongly in the future.

- the elimination of the option to accept voluntary members (e.g. business owners, freelancers) in the alliance for investment and services (formerly § 6(1)). This option was a special feature of the Saarland Act. It had not been used to date and could not be found in any comparable form in other state legislation. The elimination of the distinction between voluntary and compulsory members and the introduction of "due-payers" instead of members in § 6, Paragraphs 1 and 2 helps to make the legislation more readily comprehensible.

- a claim on the part of the authorities to request earlier notification of the names and addresses of due-payers in the foreseeable alliance for investment and services by municipality with due regard to the provisions of § 30 of the Tax Code (already when the right to file the application is determined, cf. § 5(5)) than only after the alliance is established.

- the authority required in data protection law on behalf of the agency in charge of collecting property taxes to transmit the data necessary to collect dues to the agency collecting the alliance dues (cf. § 7(2), last sentence).
Niedersachsen

BIDs in Lower Saxony: state government adopts legislative bill

On May 16th, the BID Act of Lower Saxony reached another milestone on the way to taking force: The Lower Saxony state government adopted the Bill for an Act to Strengthen Districts through Private Initiatives and sent it to the state parliament.

No substantive changes were made to the bill put forth in mid-January at the hearing of associations (see BID News 29). IHK Lower Saxony (IHKN) has now also issued proposals to the cabinet bill to keep the Act lean but effective.

Key topics include:

- A critical item is the demand for startup financing for new district initiatives to finance support of the substantive and organizational preparatory work in the startup phase before the constitution of a BID. The IHKN summarized several forms of (repayable and non-repayable) financing in its paper.

- Another important requirement is the establishment of a centralized coordination office by the state, which is intended to provide professional support both to new initiatives and municipal administrations, at least in the establishment phase of the Act. Such a coordination office also formed part of the predecessor Lower Saxony BID, the Lower Saxony District Initiative (QiN), and proved to be very effective in practice.

- With due regard to data protection laws, the initiatives are to receive early insight into property structures and ownership relations in the districts, insofar as this is necessary to shape opinion in the district in an unhindered fashion, to prepare a feasible plan for action and financing and to calculate dues.

• a definition of an “authority” in conformance with European law (cf. § 3(2)).
• the future calculation of quorums per the number of due-paying properties and/or due-paying property spaces (cf. § 5, Paragraphs 2 and 9, § 6(2)) to ensure that the initiative is sufficiently anchored at the local level. In the case of cooperative residential property or part-owned non-residential property, the approval declarations of the cooperative residential property owners and part-owned non-residential property owners now count in the calculation under Sentence 1 in accordance with their cooperative residential property and part-owned non-residential property shares.
At minimum, enough aggregated data should be made available.

- There was no regulation in the past about the costs incurred in the event statute applications were rejected. These costs will not be invoiced by the municipalities so as not to demotivate future district initiatives.

- Rules for the renewal of the terms of BIDs are to be incorporated into the Act. The transition is to be structured in a simple and non-bureaucratic fashion.

After the adoption by the state parliament, the Act is still slated to take force in the autumn of 2017.

As of this date, already a few initiatives and municipalities in Lower Saxony have informed themselves intensively through the IHKs about the potential, content, procedures for business improvement districts. The Lower Saxony Chambers of Industry and Commerce are available as contact partners for interested groups.

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BID Lokal

**Berlin**

### BIDs in Berlin: City West and Altstadt Spandau make a start

The Berlin BID Act (Berlin Real Estate and District Initiatives Act) has existed since 2014. The City West and historic center of Spandau will both soon enjoy their own initial BID projects. Both initiatives are in a very advanced stage of preparation, having completed the application submission and public participation phases. Now, the passage of an ordinance by the Berlin Senate is required as the final stage.

### BID Ku'damm Tauentzien

The City Work Group Association is the initiator of the BID project in the downtown area around Berlin’s Kaiser Wilhelm Memorial Church. For a period of five years, the median strip on Kurfürstendamm and Tauentzienstraße is to be furnished with more attractive seasonal landscaping with the help of the BID and others in a 1.2-km-long section between Uhlandstraße and Wittenbergplatz (KaDeWe). It is moreover planned to transfer the additional street-cleaning by the Berlin Municipal Works successfully started in 2013 and financed during a private initiative of
Further information is available at: www.bid-kudamm-tauentzien.de

Ansprechpartner:

Christof Deitmar
IHK Berlin
Telefon: 030/31510411
E-Mail: christof.deitmar@berlin.ihk.de

real estate owners to the Real Estate and Location Society (ISG). Service offerings are also to be expanded for the numerous foreign guests to Kurfürstendamm. In the future, “city guide” will answer questions and provide information in public spaces to visitors in various languages. Business owners in the area will moreover profit from a customer and frequency analysis as well as a new marketing strategy for the area. Consumers will be offered a free public WLAN.

The costs for the entire bundle of measures amount to around EUR 9 million for the period of five years.

BID Altstadt Spandau

Partner für Spandau Gesellschaft für Bezirksmarketing mbH (Partner for Spandau District Marketing LLC) is the driving force for the setup of a BID in Altstadt Spandau, the historical, cultural and social center of the district at the outskirts of West Berlin. The downtown area is characterized by historical buildings hosting around 120 retail stores. By way of the BID project, the active players in Altstadt Spandau would like to further increase the location’s attractiveness.

The core of the project is to implement a superintendent for the historical district, who will increase service and residential quality by acting as a local troubleshooter and go-to person. The duties of the district superintendent will include assessing damages and defects in public and private installations and sending the reports to the competent authorities and maintaining ongoing discussions with all players (e.g. retailers and visitors). The superintendent will moreover remove unauthorized billboard posters, graffiti and messes. He can also expand existing winter services and landscaping in some cases.

The budget for the project amounts to a total of around EUR 1 million for the five-year period.

Further information is available at: www.partner-fuer-spandau.de
Elmshorn

**BID News: Elmshorn**

"10 years of PACT Elmshorn" – a great occasion for Elmshorn Municipal Marketing to publish a brochure in its capacity as the authority for the past and present PACTs (Partnerships to Make City, Service and Tourist Areas More Attractive).

The brochure describes the milestones in Elmshorn’s development and organization of BID/PACT issues through short informative texts, statistics and images.

After the issuance of the 2006 PACT Act in Schleswig-Holstein, owners opted for the first PACT in 2007 to promote Christmas lighting in Königstraße (main shopping street). In 2017, the initial follow-up PACT for Christmas lighting will be coming to an end.

The participation proceedings for another follow-up PACT for Christmas lighting have meanwhile been concluded—with positive results. Supplemented by further modules, the third PACT for this project is thus in the starting blocks.

Parallel to this, a further landscaping PACT was started in 2014 with the participation of the same owners in the core area. Here, too, all players are confident that the PACT will be continued.

Based on the solid cooperation between private individuals, the City and authorities, the PACT model is firmly established in Elmshorn.

Hamburg-Niendorf

**BID Tibarg II actively helps to shape the future of the Tibarg**

On 17 February 2016, the BID Tibarg in Hamburg-Niendorf started into its second round. With a total budget of around EUR 1.2 million, the BID Tibarg II is focused on services, such as broadly understood professional district management as in BID Tibarg I, additional street cleaning and additional winter snow and ice removal services as well as comprehensive, state-of-the-art and professional location marketing. The BID Tibarg II is dedicated above all to the challenges and opportunities presented by the digitalization of commerce. The BID plans to present the diverse retail and service offerings even more effectively online, with a heavier reliance on the latest communications channels—from social media to the Tibarg App.
In addition to these projects, the BID Tibarg II takes its role as the “institutional bearer of public interests” in accordance with the Hamburg BID Act very seriously. For example, the BID Tibarg II constructively collaborated with great commitment in finding solutions for problems related to the accommodation of refugees in the Tibarg and is currently intensively involved in ongoing development plan proceedings to create the foundation for the urban redevelopment of Tibarg-Mitte. Triggered by the closure of a school in the best part of Tibarg, the now freed-up and previously under-used space is to be rezoned to enable the construction of housing, retail stores and restaurants. Moreover, it is sought by way of the development plan to redesign the current space of the popular Tibarg weekly market.

The players behind the BID Tibarg II are convinced that in addition to a balanced sectorial mix, the development of the Tibarg as a vibrant hub with attractive cultural and gastronomic offerings as well as a high-quality environment for visitors are of critical importance for the future development of the district due to the structural transformation of the retail sector and changes in consumer behavior. Shopping is no longer “only shopping,” but also about enjoying leisure time. For this reason, the focus of the BID Tibarg II is the weekly market, which acts to increase consumer frequency as a meeting point and trendy location. Through its redevelopment, the opportunities for optimization are arising, in which the BID Tibarg II is eagerly collaborating.

The Tibarg is at the threshold of exciting times and the BID Tibarg II is taking advantage of this one-in-a-lifetime opportunity to engage constructively to further develop the attractiveness of the location to make it future-oriented, livable and lovable.

Further information may be found at www.tibarg.de.

ISG Solingen–Ohligs just before the starting gun

At the end of 2016, the City of Solingen announced the positive results of the public participation proceedings for the foundation of the statutory real estate and location society (ISG) in downtown Ohligser. The ISG initiators found broad support with an opposition rate of only 19% of property owners (or nearly 13% of the participating property spaces). A year before, a negative quorum was exceeded in initial participation proceedings for a much larger ISG area. For the second approach, the players focused on the Ohligser pedestrian zone and thus received a much more homogeneous area with property owners on much the same
The public agreement between the ISG and the City of Solingen could be signed at the start of June. The statute is slated to be adopted by the City Council in mid-July.

After nearly five years of preparation, the ISG Solingen-Ohlighs will carry out projects in the next five years to increase the value of the pedestrian zone between the main railway station and the marketplace. Cleanliness and security, the design of the pedestrian zone and the creation of a location profile and marketing measures are to be elaborated and corresponding measures implemented. Approximately EUR 580,000 in private funding will be available over the entire period.

Wuppertal

ISG Poststraße / Alte Freiheit creates concept

The center of the Poststraße / Alte Freiheit pedestrian zone, situated between the Wuppertal Main Railway Station and Neumarkt, has the highest frequency of passersby within the city limits. The location has nonetheless experienced a downgrade. The sector mix and the current vacancies do not reflect the former significance of the area and the number of visitors.

Established property owners, entrepreneurs and institutional supporters have been working for nearly two years to prepare a legally constituted and real estate and location society in this section of the Wuppertal-Elberfeld pedestrian zone. To put together and can visualize a well-funded project package, the initiators of the ISG hired three planning offices to draft concepts on the design of the undeveloped space, the lighting and façades. The results were presented and discussed with property owners and interested parties. The project concept is now being refined and will soon be presented to the City of Wuppertal for consultation with the various departments. The ISG players and the City of Wuppertal are hoping for public participation proceedings sometime soon in the second half of the year.
BIDTip

Manchester UK

Institute of Place Management 4th International Biennial Conference

7th – 8th September 2017, Manchester Metropolitan University, Manchester, UK

What role do Business Improvement Districts (BIDs) have in local placemaking? Can this role be inclusive? Some commentators have argued not as they are a global and perhaps inappropriate policy model that only reflects commercial interests (Ward & Cook 2014; Stein et al 2015), whilst others suggest that by being adapted to local situations, BIDs have a clear, though perhaps limited, role in placemaking (Morcol et al 2014, De Magalhaes 2014). We want to explore this and we are interested in understanding approaches to placemaking that BIDs have been involved in or have initiated. What has been the experience and what has been the result?

Contact person:

Dr. Ares Kalandides
Institute of Place Management
E-Mail: ares@placemanagement.org
Internet: www.placemanagement.org

The following links will provide you with more information

http://www.placemanagement.org/special-interest-groups/making-places/bid-track/
Name of Project/Logo
Nuart Aberdeen

Project description

A UK exclusive, Nuart Aberdeen was a transformational festival which took place in Aberdeen in April 2017. Working in partnership with the renowned Nuart Festival in Stavanger, Aberdeen Inspired invited 11 internationally celebrated street artists to transform Aberdeen walls into magnificent pieces of art. The result saw many locations in the city reactivated and a significant shift in the perception of Aberdeen from residents, business owners and visitors with 88% of people agreeing that the festival demonstrated that Aberdeen is progressive*.

After 9 days of production, the festival culminated in an exciting launch weekend which saw thousands of people attend walking tours, workshops, artist talks and film screenings. The event received global interest from outlets such as The Independent, Huffington Post and BBC, presenting Aberdeen in a new light to an international audience.

The project captured the interest of a trans-generational audience with 1 in 5 noting it was the first arts event they had attended in Aberdeen*.

Widely considered as one of the largest BID led projects of its kind, the need to embed a legacy element was key. Artworks will remain in place permanently and visiting artists worked closely with many local artists and school children to pass on their skills.

Post festival, we continue to see increased footfall in the city centre as visitor’s flock to view the artworks. 87% of visitors stated it was completely or very likely that they would return to the city for the festival if it was repeated*.

*From an independent evaluation undertaken by Aberdeen & Grampian Chamber of Commerce.

How it was managed

The project saw close collaboration between Nuart and Aberdeen Inspired with cross organisational working on most areas of the festival including curation, project management and marketing. The project was based on multi-sector partnerships including significant public and private funding to a total of £200K as well as logistical support from numerous council departments. We worked closely with the tourism sector and transport hubs to market the event nationally and beyond.

Aberdeen Inspired built strong partnerships with multiple local businesses for in-kind or discounted goods and services such as accommodation, catering, access equipment and venue space for events. Local academic and arts institutions were consulted throughout the process and the project also saw significant local engagement through a volunteer programme.

Images
Images

The BID Museum Quarter was initiated by approximately 250 entrepreneurs and institutes in the area. Based on an intensive participation process, a joint ambition was established to achieve an (economically) attractive and safe area. Based on the three strategy focus points – Intelligence, Improvement and Inspiration – the parties have been working towards achieving the set goals since January 1st, 2015. Until 2020, the private parties will invest at least 250,000 euros annually, in addition to individual investments.

The approximately 250 members of the BID Museum Quarter Amsterdam have chosen a board that consists of representatives of the various types of businesses and institutions. The area includes many luxury boutiques, independent local entrepreneurs, and a number of world famous museums and the Concert Hall. This unique mix of features makes the area a hot spot in Amsterdam, and a powerful partnership. At the same time, this diversity also forms a huge challenge. The board and its workgroups Intelligence, Improvement and Inspiration are constantly looking for the collective interest and remind the partners of their individual responsibilities. All this is done in close collaboration with the municipality of Amsterdam.

The BID Museum Quarter collaborates with the Amsterdam University of Applied Sciences for the European project ‘Collectief Online’. This includes investigating how entrepreneur-colab- orations in downtown shopping areas can strengthen their business model using internal technologies. In addition, a toolkit is being developed for these collaborations, which will be made available for the entire country. The research findings also form the basis for continuing the BID Museum Quarter. Part of the research addresses the use of Chains for the BID Museum Quarter. This is an online communication platform for entrepreneurs and stakeholders to more easily communicate with each other, for instance about issues related to security.

Improvement: The BID Museum Quarter collaborates with the municipality of Amsterdam and Amsterdam Marketing as part of the project ‘City in Balance’. This project aims to strategically spread the crowd in the city as caused by tourism. The layout of public space is for instance taken into consideration, involving private property. For example, the P.C. Hoofstraat (the most expensive shopping street of Amsterdam), recently remodelled in consultation with residents in the area, increasing the attractiveness and safety of the area.

Inspiration: The area promotes itself as an area that is enriching due to its many different features (“Museum Quarter, enrich yourself”). A joint promotional campaign was set up in 2016.

With a great support from the entrepreneurs and institutes (by voting) a representative board was installed to execute the main goals. The (flat) organization has A) a voluntarily board B) three volunteering workgroups C) a street manager (employed). For the executive duties, such as events or promotion, organizations are asked to bring their knowledge. The street manager is responsible for the day-to-day coordination and management of the organization and reports back to the board.

How it was managed

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The three strategic focus points also form the organizational structure of the board. Each focus point has a working group that is responsible for executing and preparing management decisions. These groups have been formed to ensure the participation of members of the association. All members can join these workgroups, in which private parties participate in addition to public parties.

The BID Museum Quarter commissioned a Stad & Co street manager to provide support and consultancy in this process. Below is a case-by-case example of the methodology:

Intelligence: The BID Museum Quarter collaborates with the Amsterdam University of Applied Sciences for the European project ‘Collectief Online’. This includes investigating how entrepreneur-collaborations in downtown shopping areas can strengthen their business model using internal technologies. In addition, a toolkit is being developed for these collaborations, which will be made available for the entire country. The research findings also form the basis for continuing the BID Museum Quarter. Part of the research addresses the use of Chains by the BID Museum Quarter. This is an online communication platform for entrepreneurs and stakeholders to more easily communicate with each other, for instance about issues related to security.

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Name des Projektes / Logo

BID Waitzstraße / Beselerplatz

Projektbeschreibung

Ziele:

Maßnahmen:


Laufzeit: drei Jahre
Etat: BIO€ 648.000,-, Bezirk€ 1.000.000,-

Projektverantwortliche

Fotos
Projektbeschreibung

Organisationsgrad

Strategien- und Maßnahmen

Zusammenarbeit im Lenkungsgremium
Das Lenkungsgremium setzt sich aus 5 Grundeigentümern, dem Wirtschaftsförderer der Stadt Elmshorn und der Geschäftsfüh rerin des Stadtmarketings als Vertreterin des Aufgabenträgers zusammen. Das Lenkungsgremium tagt 3 bis 5mal im Jahr. Regelmäßig werden die beauftragten Dienstleister und Vertreter anderer Ämter der Stadt Elmshorn als Gäste eingeladen.

Evaluationsergebnisse

BIDs in der Stadt – Integration in das Stadtmarketing
Das Stadtmarketing fungiert bei allen BID-Projekten als Aufgabenträger. Der Verein bietet zudem eine gute Plattform, Gewerbetreibende und andere Zielgruppen mit einzubeziehen.

Projektverantwortliche

Fotos

Name des Projektes / Logo
PACT Elmshorn
Name des Projektes / Logo

BID Hohe Bleichen - Heuberg

Projektbeschreibung


Das Nachfolge BID startete im Jahr 2015, mit dem Bestreben, das gegenwärtige Erscheinungsbild des Quartiers in der Entwicklung von einer 1 B zu einer 1 A Lage zu erhalten und weiter auszubauen. Dafür sind u.a. zusätzliche Reinigung und Pflege des öffentlichen Raums, Durchführung von Veranstaltungen, wie das White Dinner, die Unterstützung der Einzelhandelsgemeinschaft und der Einsatz eines Quartiersmanagements vorgesehen.

Maßnahmen:

• Förderung der Funktion des Heubergs als Quartiersplatz und als Verbindungselement zwischen den Hohe Bleichen und den umliegenden Quartieren
• Anschaffung von zusätzlichem Sitzmobiliar für den Heuberg als Aufenthaltsort ohne Verzehrwang
• Jahreszeitlich angepasste Wechselbepflanzung für die Geschäftseingänge als Merkmal für das BID Quartier
• Zusätzliche Reinigungs- und Pflegemaßnahmen, die über die öffentliche Daseinsvorsorge hinausgehen
• Veranstaltungen aus Eigeninitiative im Quartier: Spezialitätenmarkt als Anziehungspunkt für alle Quartiere in der Innenstadt, Charity, White Dinner
• Durchführung von gemeinsamen Aktivitäten wie die ABC Lounge (Zusammenschluss bzw. Präsentation aller Einzelhändler an einem Abend in einem Geschäft)
• Erweiterung und Optimierung der Weihnachtsbeleuchtung
• Marketing: Gemeinsamer Social Media Auftritt bei Instagram und Facebook

Projektverantwortliche

Zum Felde BID Projektgesellschaft mbH

Die Zum Felde BID Projektgesellschaft mbH ist eine 100 prozentige Tochter der Zum Felde GmbH und wurde für die Aufgabenträgerschaft für die Abwicklung von BID Maßnahmen gegründet. Das BID Team besteht aus Frau Mareike Menzel, die die Aufgabenträgerschaft innehat, Herr Volker Niemann fungiert auf Wunsch der Eigentümerschaft als Quartiersmanager im Viertel. Im Rahmen des Quartiersmanagements hält Herr Niemann Kontakt zu Anwohnern Mietern und Grundstückseigentümern und kooperiert mit dem Aufgabenträger.

Der Aufgabenträger steht mit dem Lenkungsausschuss stetig im Austausch, ebenso mit der sehr intakten Einzelhandelsgemeinschaft.

Fotos
Bid Korca

**Project description**

Bid Korca is a publicly supported, privately managed organization that is created to enhance public services and investments in geographically distinct urban, commercial neighborhoods. Property owners in the BID area vote to impose a mandatory tax on their properties. The tax is collected by local government but returned in full to the community and is applied to their self-determined priorities. The primary purpose of the district is to create improved economic opportunities, security and a business climate among BID members. As a successful BID, it also resulted in increased property values.

A Steering Committee which took responsibility for formally creating and registering the BID, managing administrative issues and developing strategic plans/needs assessments. The committee was formed by 10 members. After the BID becomes official, the finalization of the management structure takes place. The final act of the Steering Committee was to hold a meeting to elect a Board of Directors. The board is made up of property owners, residents, business operators and other stakeholders like an AADF representative (as donor) and municipal officials, which serves to help strengthen the relationship between the BID and the municipality. The board then hired an executive director, obtained office space and oversees the implementation of the action plan. The municipality agreed that the current tax collected from the BID and the municipality. The board then hired an executive director, obtained office space and oversees the implementation of the action plan. The municipality agreed that the current tax collected from the BID members will be transferred to the BID association.

In order to ensure that the BIDs understand the need for transparency and strong financial systems, the AADF provides audit services for financial activities during the first five years of operations. Since its foundation in 2012, the BID Korca association has been the initiator and co-organizer of many activities aiming the developing of the area in every aspect. Among the main events organized in the BID area we can mention: Spring Fair (Umbrellas, Coated Trees, Butterflies and Flowers) Spring Fair is a perennial event that lasts about 2 weeks and combines everything with the Easter Festival, Light Fest and North Pole.

For the third consecutive year BID KORCA organizes THE LIGHT FEST with the intention of turning it into a perennial event. It is now considered as the greatest winter season event.

**Carnival Party**

It is an early tradition of the city of Korca where performing groups from different countries make their own parade in BID area.

**Beer Fest**

Already a few years old tradition of our town. BID Korca contributes to the promotion of this event with a thematic festive decor set along a pedestrian zone.

**How it was managed**

The success of each activity organized in the BID area has been achieved thanks to a very good cooperation between the donors such as AADF and Korca Municipality and the great assistance provided by the BID’s Board of Directors. The planning and organization for each event starts at least one month before. The members of the BID association are always invited first to provide their services.

All the activities organized in the BID area have had a great impact in the city life of Korca. This impact can be seen and touched in indicators like the number of tourist and number of the businesses, the attendance, and the vitality and of course the promotion of this area is significantly improved. Thus enabling the growth of business, their activity, and the vitality and of course the promotion of this area.

The activities are a powerful tool to directly involve local businesses in the activities and to allow the business community and local authorities to work together to improve the trading environment. The BID area has an average of daily attendance of 2,000 people meanwhile during the events such as the Beer Festival, Carnival of Korca and the Light Fest, the number increases to nearly 20,000 persons. With our will and work we as BID Korca have helped in the increase of the turnover for local businesses and restauranteurs to 60% and the turnover of other stores to 40% more. Bid area has in total 80 businesses that are very cooperative in case of the events where 90% of them work together for better result.

**Images**

[Korca's library is also located on this street along with a cultural center, orthodox cathedral and the first Albanian school (Mesonjtorja 1887) which has now been turned into a museum. The influx of visitors in the area after the implementation of the BID has increased activity in the BID zones, making them magnets for the city's residents and tourists. The increased activity in the BID zones is expected to bring new income to existing businesses and new private sector development to the centers of major Albanian towns.]

Korca is located in southeastern Albania and has a population of around 100,000 people making it the sixth largest city in Albania. The district has over 257,000 inhabitants. There were a total of 33 businesses operating on Saint George Street comprised mainly of small businesses (16 owner-operated and 17 rented) including hotels, banks, cafes, photography shops, retailers etc. Korca’s library is also located on this street along with a cultural center, orthodox cathedral and the first Albanian school (Mesonjtorja 1887) which has now been turned into a museum. The influx of visitors in the area after the implementation of the BID has increased activity in the BID zones, making them magnets for the city's residents and tourists. The increased activity in the BID zones is expected to bring new income to existing businesses and new private sector development to the centers of major Albanian towns.]

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### Projektbeschreibung

**Organisationsgrad:**
Das Lenkungsgremium des BID Neuer Wall ist besetzt aus dem Vorstand des Grundigentümervereins (Organisationsgrad rd. 60% der Eigentümer) und dem Vorstand der Interessengemeinschaft (Organisationsgrad rd. 50% der Händler). Zusätzlich verstehen wir zwei Netzwerktreffen pro Jahr im Händel zur Abstimmung der Marketing-/Maßnahmen und zu aktuellen Themen (z.B. anstehende Großveranstaltungen, Sicherheit etc.).

**Darstellung der Zusammenarbeit im Lenkungsgremium:**

**Strategie und Maßnahmen:**
- Die Strategie des BID Neuer Wall ist es, in der dritten Laufzeit die geschaffen Qualitäten zu wahren (Instandhaltung) sowie die „Marke Neuer Wall“ als DEN Luxusshoppingstandort in Norddeutschland zu etablieren. Hierbei steht ganz klar die Bedienung der rund 160 Pflanzkübel ein weihnachtliches Gesicht geben (siehe Fotos).

**Integriertes Stadtmarketing:**

**Evaluation:**

### Projektverantwortliche

**Dr. Sebastian Binger, Otto Wulff BID Gesellschaft mbH, Archenholzstraße 42, 22117 Hamburg**

**Fotos**
Projektbeschreibung


Die Fotos

Name des Projektes / Logo
Housing Improvement District Steilshoop
Handelskammer Bremen – IHK für Bremen und Bremerhaven
Bettina Schaefers, Referentin
Geschäftsbereich Einzelhandel, Tourismus, Recht
Am Markt 13, 28195 Bremen
Tel.: 0421 3637-406, Fax: 0421 3637-400
Email: schaefer@handelskammer-bremen.de

Handelskammer Hamburg
Heiner Schote, Stellv. Geschäftsführer
Geschäftsbereich Existenzgründung & Unternehmensförderung
Adolphsplatz 1, 20457 Hamburg
Tel.: 040 36138-271 bzw. -275, Fax: 040 36138-299
Email: Heiner.Schote@hk24.de

IHK Berlin
Christof Deitmar
Bereich Infrastruktur und Stadtentwicklung
Fasanenstr. 85, 10623 Berlin
Tel.: 030 31510-411, Fax: 030 31510-105
Email: dei@Berlin.ihk.de

IHK Chemnitz
Ilona Roth, Geschäftsführerin
Renate Kunze, Referentin
Geschäftsbereich Handel / Dienstleistungen
Straße der Nationen 25, 09111 Chemnitz
Tel.: 0371 6900-1301
Email: ilona.roth@chemnitz.ihk.de bzw. renate.kunze@chemnitz.ihk.de

IHK Hannover
Hans-Hermann Buhr
Referent Handel und Tourismus
Schildgraben 49, 30175 Hannover
Tel.: 0511 3107-377, Fax: 0511 3107-435
Email: buhr@hannover.ihk.de

IHK Köln
Matthias Pusch
Leiter Handel und Stadtmarketing
Unter Sachsenhausen 10-26, 50667 Köln
Tel.: 0221 1640-506, Fax: 0221 1640-509
Email: matthias.pusch@koeln.ihk.de

IHK Flensburg
Jonathan Seiffert
Geschäftsbereich Standortpolitik
Heinrichstr. 28-34, 24937 Flensburg
Tel.: 0461 806-450, Fax: 0461 806-945
Email: seiffert@flensburg.ihk.de

IHK zu Kiel
Dr. Liane Faltermeyer
PACT-Demografischer Wandel
Existenzgründung u. Unternehmensförderung
Bergstraße 2, 24103 Kiel
Tel.: 0431 5194-298, Fax: 0431 5194-598;
Email: faltermeyer@kiel.ihk.de