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## **International Downtown Association**

**Business Improvement District  
Census Project: 2010**

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## **How many BIDs are there?**



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## **A Definition of BIDs**

- A public special taxing district that all businesses fund
- A private non-profit implements or oversees the implementation of work plan (i.e. public-private partnership)
- Quacks like a BID – does cleaning, marketing, security, etc

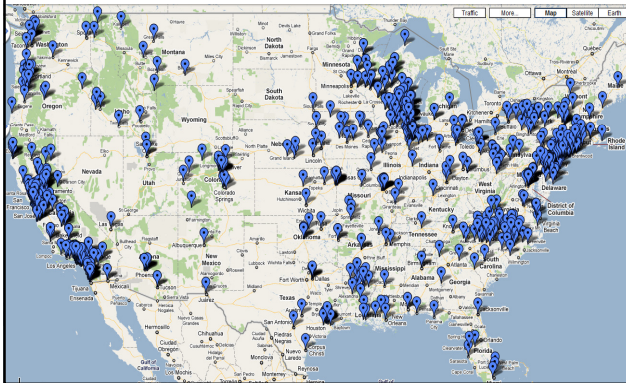


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## **Art, not a science in identifying organizations**

- Excludes:
  - Purely public organizations
  - Purely private organizations
  - Neighborhood Improvement Districts
  - Organizations funded primarily by TIF
  - Chambers of Commerce
  - Districts that only provide capital/debt service
  - Special districts that provide other services like water, sewer, fire, mailboxes
  - California Tourism Business Improvement District

## 1,001 Business Improvement Districts in the United States



## Geography of BIDs

California	232
New York	115
Wisconsin	82
New Jersey	77
Illinois	59
North Carolina	49
Pennsylvania	42
Texas	37
Colorado	37
Missouri	36

## BIDs are a phenomenon in flux

- An idea that is still spreading through the country despite being around in the US since 1975.
- Over 60 BIDs identified in the process of being formed (and more under discussion).
- Because of this, the survey was a snapshot from January – September 2010
- Given continued substantial level of formation of BIDs, it is expected that BIDs have been added (and some eliminated) during the process of this study.

## Terminated or Dormant BIDs

- Although it was not a primary focus of this study, BIDs that were terminated or have gone dormant were noted.
- **50 located so far**
- **Asking in our survey for people to let us know if they know of additional ones terminated**
- Some terminate and later are restarted

## How was this work done?

- We began with a list from previous research
- Someone was found in every state who could verify a list.
  - Except California, Virginia and Oregon where other measures were undertaken
- Exactly 'who' varied from state to state
- Problems of a lack of a coherent national definition, lack of uniform terminology, lack of similarity in enabling legislation, etc

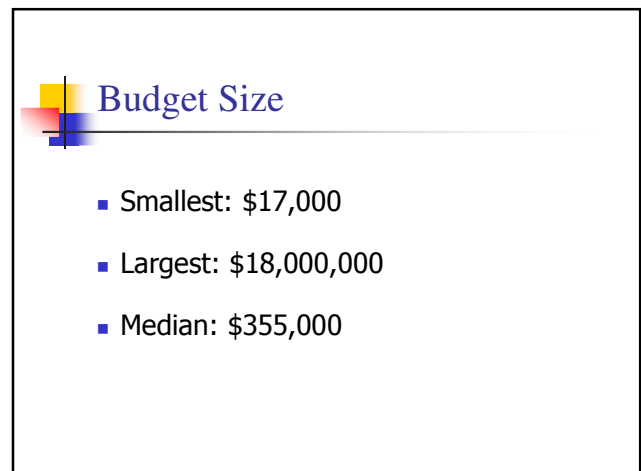
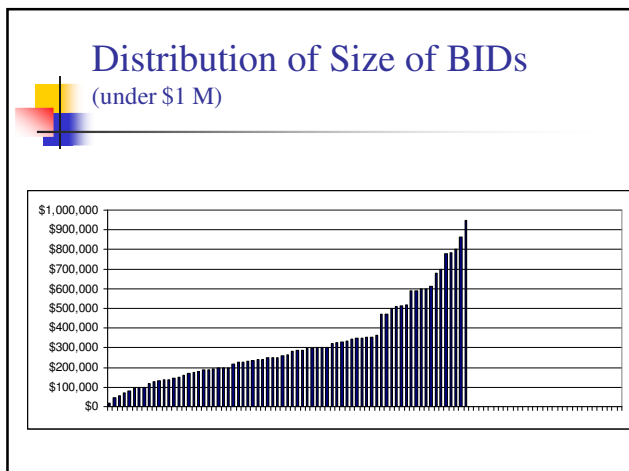
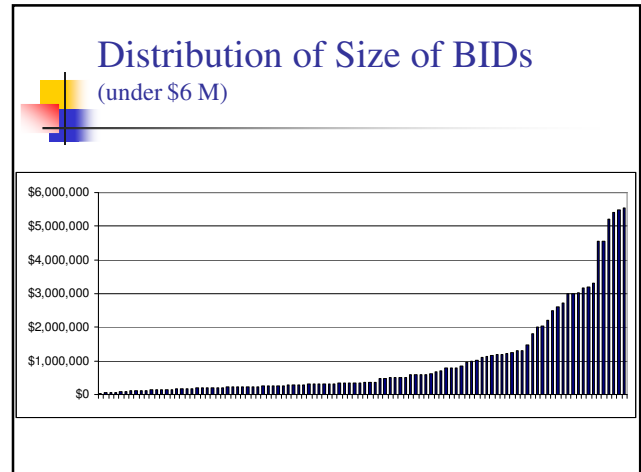
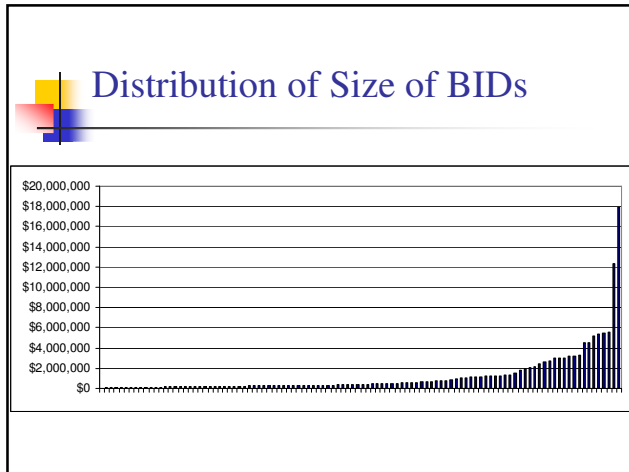
## Names for BIDs

Municipal Improvement District (MID)	Enhanced municipal service districts
Local Improvement District	Municipal Special Service Districts
Economic Improvement Districts	Municipal management district
Community Improvement Districts (CID)	Community Improvement District (CID)
Special service Taxing District	Self-Supported Municipal Improvement District (SSMID)
Special improvement district (SID)	Principal Shopping District (PSD)
Local Improvement Taxing District	Business Improvement Zone (BIZ)
Municipal Service Districts	Special Service Area
Special benefit assessment district	Maintenance Assessment District
Downtown Improvement District	Community Benefit District (CBD)
Special Business District	Special Assessment Districts (SAD)
Public Improvement District (PID)	Special Community Benefit District
Economic Improvement Districts (EID)	Residential Improvement District (RID)
Property-based business improvement district (PBID)	Business Improvement Area (BIA)
General Improvement District	

## Changes in BIDs over time

<b>Mitchell</b> <b><u>1999</u></b>	<b>Survey</b> <b><u>2010</u></b>	<b><u>Variation</u></b>
<b>404</b>	<b>1001</b>	<b>597</b>

Budget



## Largest Revenue Sources: BIDs are rarely purely free-standing

2. What is the source of your current organizational budget revenues (please use whole numbers only, should total 100%) [Download](#)

		Response Percent	Response Count
<a href="#">Show replies</a>	Assessments:	96.6%	85
<a href="#">Show replies</a>	Member dues:	35.2%	31
<a href="#">Show replies</a>	Contracts:	43.2%	38
<a href="#">Show replies</a>	Sponsorships:	50.0%	44
<a href="#">Show replies</a>	Development fees:	22.7%	20
<a href="#">Show replies</a>	City General Revenues:	34.1%	30
<a href="#">Show replies</a>	Other:	60.2%	53

## Other revenue sources

Events (most mentioned)  
 Voluntary Donations  
 TFCA and Lifeline Grants  
 Rental income & TIF funding  
 Revenue from operation of transportation system.  
 Clean Communities Grant & Recycling Trust Funds  
 Other levels of government and project partnerships  
 Farmers' Market Management  
 Fundraising events, promotions, misc  
 Contracted services  
 University partner

## Basis for Assessment

4. Every BID has a special taxing district to provide funding. What is the basis you calculate your BID assessments on in this district? [Create Chart](#) [Download](#)

	Response Percent	Response Count
Based on assessed value for real estate taxes	54.0%	61
Based on sales tax	1.8%	2
On a square foot basis	14.2%	16
On a linear front footage basis	2.7%	3
<a href="#">Show replies</a> Other (please specify)	27.4%	31

## Other ways of Assessing

- Combination of linear footage, building square footage, lot area, use, location
- Gross receipts
- Rate per \$100 total assessed value plus rate per SF parcel
- Business License Fees
- Square foot, linear front footage and lot size
- Flat fee - depends on type of business and location
- Base fee plus tax per employee
- Square footage plus the taxable rate and an additional flat rate is added to each parcel.
- Combination of front footage and assessed value
- Commercial rate on property is basis for calculation of "business levy" per \$100.00 worth of assessment.
- Annual Business license
- Based on a combination of assessed value and linear front footage
- Combination of linear frontage which accounts for 65% of the budget and 35% based on square footage
- Formula based on lot square footage and linear front footage

## Other ways of Assessing (con't)

- SF of building, SF of land, and assessed value of building
- Square footage of "visible" retail space with a set maximum.
- Based on percentage of business tax assessment receipts
- Combination of various property related characteristics including parcel size, building size, amount of adjacent street frontage and a flat fee per parcel.
- Based on business license fees. Generally 150% of license fee, with some flat rates, and a cap at \$750
- Sales tax and property tax
- Both AV & linear front footage
- Assessed value and square footage
- Front footage, assessed land and building values.
- Combination of assessed value, sq.ft., type of use, # stories, type and number of parking spaces,
- Square footage of lot, taxable market value, square footage above first floor
- City business tax

## Date of establishment of BID

- Average = 1997
- Median = 1999
- When done, will map this to understand dispersion across the United States

## Governance Board

## Board Membership

		Response Percent	Response Count
Appointed by city mayor	<div></div>	20.8%	22
Appointed by city council	<div></div>	21.7%	23
Appointed by another level of government	<div></div>	8.5%	9
Selected by organization's existing governing board	<div></div>	41.5%	44
Members are elected officials from city, state or other government	<div></div>	8.5%	9
Elections held within the service district	<div></div>	36.8%	39
Recommended by BID but approved by local government	<div></div>	15.1%	16
<a href="#">Show replies</a> Other (please specify)	<div></div>	19.8%	21
answered question			106

## Terms for Board Members

		Response Percent	Response Count
One year	<div><div></div></div>	5.6%	6
Two years	<div><div></div></div>	18.5%	20
Three years	<div><div></div></div>	49.1%	53
Four years	<div><div></div></div>	8.3%	9
Five years	<div><div></div></div>	2.8%	3
Indefinitely	<div><div></div></div>	8.3%	9
<a href="#">Show replies</a> Other (please specify)	<div><div></div></div>	7.4%	8

## Performance Reporting


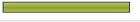




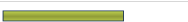



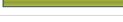


## Performance Reporting

	Yes	No	Response Count
Report performance information to a governmental organization	86.8% (92)	13.2% (14)	106
Publish an annual budget	90.6% (96)	9.4% (10)	106
Publish an annual financial report	81.3% (87)	18.7% (20)	107
Conduct an annual independent financial audit	84.9% (90)	15.1% (16)	106
Publish annual performance information	77.7% (80)	22.3% (23)	103
Report budget or other financial information to a governmental organization	88.5% (92)	11.5% (12)	104
Publish or make publicly available the pay levels of employees	45.7% (48)	54.3% (57)	105

## Tools for Measuring Performance

	Response Percent	Response Count
Business Surveys	67.3%	68
Visitor Surveys	29.7%	30
Balanced Score Cards	8.9%	9
Focus Groups	19.8%	20
Data from the local government	45.5%	46
Data from the state government	5.9%	6
Data from the federal government	5.9%	6
Data from private organizations	24.8%	25
<a href="#">Show replies</a> Other (please specify)	39.6%	40
answered question		101
skipped question		42

## Performance Management Data

		Response Percent	Response Count
Square feet leased or vacancy		44.6%	45
New construction		42.6%	43
Retail Sales		26.7%	27
Number of visitors		29.7%	30
Change in employment		19.8%	20
Population		27.7%	28
Number of businesses		61.4%	62
Crime statistics		40.6%	41
Number of pedestrians		18.8%	19
Business perceptions		57.4%	58
Visitor perceptions		38.6%	39
Number of businesses		56.4%	57
<a href="#">Show replies</a> Other (please specify)		30.7%	31

## Additional Performance Data (inputs)

- Clean Team Statistics (garbage removed, graffiti removed, tree grates cleaned, etc)
- Ambassador Statistics (transients moved, visitor contacts, business contacts, etc)
- Data compared to previous years. For example, graffiti tags removed this year versus last year.
- PR value, public interactions, hits to websites, click rates, forward rates, redemptions on offers, ridership on transit
- Quantities of trash/debris removed, area of sidewalks power-washed, gum spots removed, plant materials installed

## Additional Performance Data (outputs/outcomes)

- Facade Improvements, Business Assistance, Promotional Events
- Event survey measures
- Economic impacts of events/activities
- Increase/decrease in district value
- Public improvements, advertising campaigns, district events, planning studies, zone change initiatives, newsletter
- Special events, marketing, promotional and media support, maintenance of the Village, lighting, signage, etc.
- Number of street level businesses
- Market Trends, Governmental Trends
- Transportation goals/vehicle miles reduced/air quality reports

## Additional Performance Data (outputs/outcomes)

- Marketing & advertising results
- Public and private dollars invested, number of new upper floor housing units created, businesses opened and closed
- Volunteer hours
- Resident perceptions
- Intercept surveys of pedestrians on street, mail and email surveys of owners, businesses, residents and visitors
- Physical Improvements and value of improvements
- Investment dollars; projects undertaken
- Media hits
- Growth in tax base
- Transient Occupancy Taxes (tourism)
- Property Taxes



## Freedom of Action

## Freedom of Action

8. This question is to understand how much freedom your organization has to make decisions and how much control government retains. Does your Governing Board have the right to:

[Create Chart](#) [Download](#)

	Yes	No	We recommend government decides	Response Count
Set its own level of assessment revenues?	46.4% (52)	14.3% (16)	39.3% (44)	112
Set its own budget?	76.8% (86)	6.3% (7)	17.0% (19)	112
Make personnel/hiring decisions?	92.7% (102)	3.6% (4)	3.6% (4)	110
Make choices about the bundle of services?	87.4% (97)	2.7% (3)	9.9% (11)	111
Make choices over the level of services provided?	88.3% (98)	1.8% (2)	9.9% (11)	111


## Freedom of Action

9. Has government ever set a different level of funding than the one you originally requested?

[Create Chart](#) [Download](#)

	Response Percent	Response Count
Government doesn't levy funding for us	14.3%	16
Yes	10.7%	12
No	75.0%	84

## Services provided by BID




## Maintenance Services

	Provide with our staff	Provide through contract	Do not provide	Response Count
Rubbish collection	21.2% (21)	42.4% (42)	38.4% (38)	99
Litter and graffiti removal	34.3% (34)	45.5% (45)	23.2% (23)	99
Sidewalk washing	24.0% (24)	39.0% (39)	38.0% (38)	100
Snow shoveling	11.3% (11)	21.6% (21)	68.0% (66)	97
Grass and tree cutting, flower planting	22.8% (23)	46.5% (47)	35.6% (36)	101
Streetscapes/lighting/street furniture installation	16.3% (16)	50.0% (49)	39.8% (39)	98
Directional signage	6.3% (6)	32.3% (31)	62.5% (60)	96

## Security Services

	With our staff	Through contracts	Do not provide	Response Count
Non-uniformed ambassador	5.3% (5)	2.1% (2)	92.6% (87)	94
Uniformed, unarmed ambassador	21.4% (21)	16.3% (16)	62.2% (61)	98
Uniformed, armed ambassadors/security personnel	0.0% (0)	2.1% (2)	97.9% (92)	94
Uniformed/unarmed private security personnel	5.3% (5)	9.6% (9)	85.1% (80)	94
Uniformed/armed private security personnel	0.0% (0)	6.5% (6)	93.5% (87)	93
Sworn police officers	2.1% (2)	17.9% (17)	80.0% (76)	95
Electronic security/ security cameras	6.3% (6)	11.6% (11)	82.1% (78)	95
Community policing program	11.6% (11)	8.4% (8)	80.0% (76)	95
Program to share crime information	39.2% (38)	4.1% (4)	56.7% (55)	97
Community court	2.1% (2)	2.1% (2)	95.7% (90)	94
Supervision of persons serving a sentence from community court	10.6% (10)	3.2% (3)	86.2% (81)	94




## Transportation Services

3. Which of these Transportation services does your organization provide with funding from the BID? [Create Chart](#) [Download](#)

	With our staff	Through contracts	Do not provide	Response Count
Parking system management	11.0% (11)	3.0% (3)	86.0% (86)	100
Transit shelter maintenance	4.0% (4)	10.0% (10)	86.0% (86)	100
Rideshare program	2.1% (2)	1.0% (1)	96.9% (94)	97
Operate downtown shuttle	1.0% (1)	10.0% (10)	89.0% (89)	100


## Marketing/Hospitality Services

	With our staff	Through contracts	Do not provide	Response Count
Street guides or ambassadors	36.4% (36)	15.2% (15)	48.5% (48)	99
Tourism kiosks	23.4% (22)	10.6% (10)	66.0% (62)	94
Maps and area information	73.7% (73)	11.1% (11)	15.2% (15)	99
Marketing/advertising campaigns	76.5% (75)	13.3% (13)	10.2% (10)	98
Festivals	60.8% (59)	12.4% (12)	26.8% (26)	97
Farmer's markets	24.2% (22)	14.3% (13)	61.5% (56)	91
Arts events	47.9% (46)	12.5% (12)	39.6% (38)	96
Historic tours	25.8% (24)	5.4% (5)	68.8% (64)	93
Holiday decorations	50.5% (48)	30.5% (29)	18.9% (18)	95




## Public Space

	With our staff	Through contracts	Do not provide	Response Count
Sidewalk vending management	10.2% (10)	3.1% (3)	86.7% (85)	98
Management of street performances and artists	29.6% (29)	7.1% (7)	63.3% (62)	98
Code compliance	24.5% (24)	6.1% (6)	69.4% (68)	98
Management of loitering	17.2% (17)	14.1% (14)	68.7% (68)	99
Development of urban design/facade guidelines	29.9% (29)	13.4% (13)	56.7% (55)	97
Enforcement of facade or design requirements	20.4% (20)	11.2% (11)	68.4% (67)	98




## Social Services

	With our staff	Through contracts	Do not provide	Response Count
Programs for the homeless in your area	6.1% (6)	8.1% (8)	85.9% (85)	99
Job training programs for underemployed persons	5.1% (5)	10.1% (10)	84.8% (84)	99
Youth programs in your service area	7.1% (7)	3.0% (3)	89.9% (89)	99



## Business Recruitment/Retention

	With our staff	Through contracts	Do not provide	Response Count
Market research	45.9% (45)	24.5% (24)	29.6% (29)	98
Performance reporting	54.1% (53)	8.2% (8)	37.8% (37)	98
Financial incentives for new/expanding businesses	22.9% (22)	6.3% (6)	70.8% (68)	96
Business recruiting	58.6% (58)	4.0% (4)	37.4% (37)	99
Marketing	74.7% (74)	11.1% (11)	14.1% (14)	99



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