





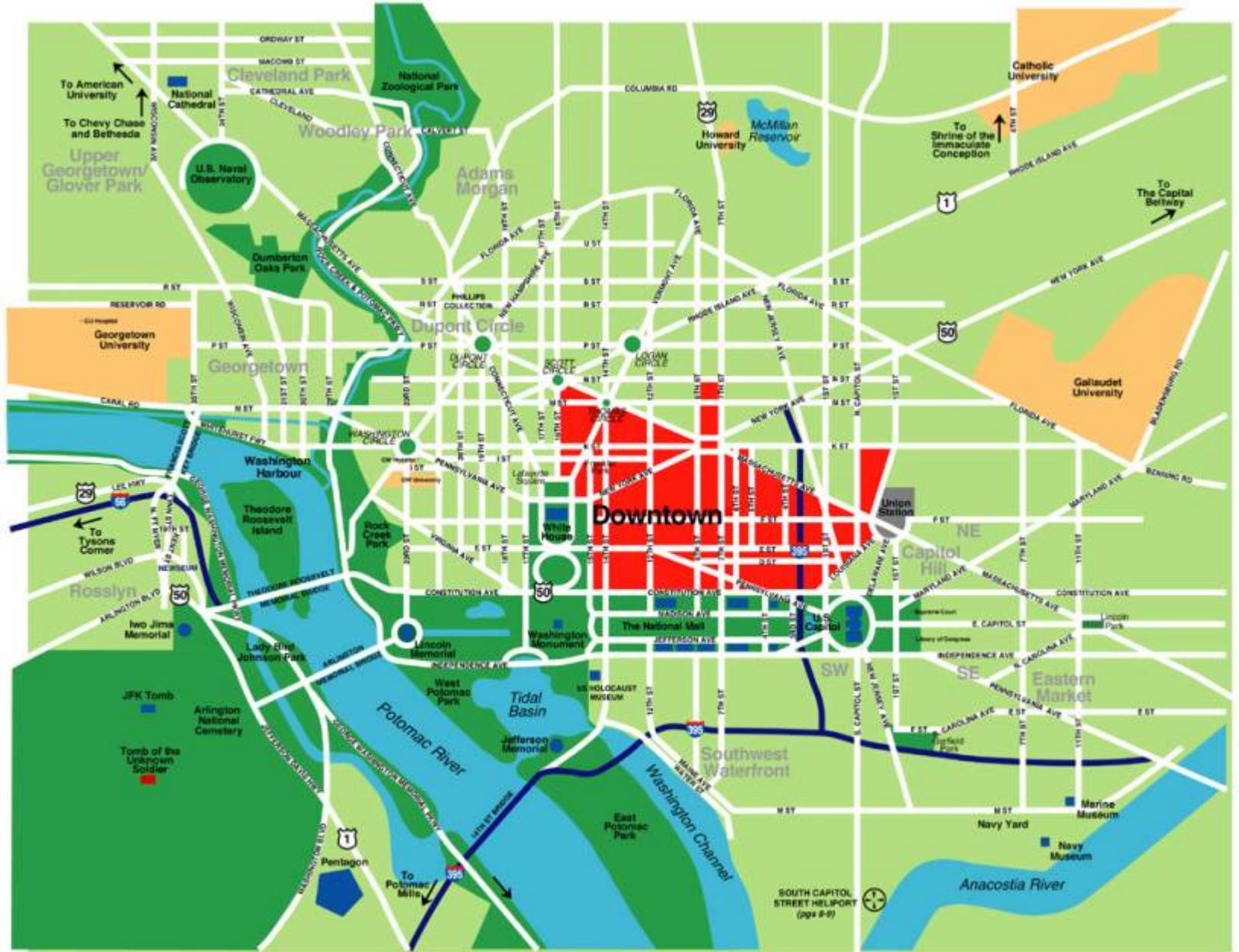
What is a BID?

- A non-profit organization that provides tax-financed supplemental services to the city center.
- Property owners and merchants pay an additional tax to finance a BID.



10 Functions of BIDs

1. Maintenance
2. Security and hospitality
3. Consumer marketing
4. Business recruitment and retention
5. Public Space Regulation
6. Parking and transportation management
7. Urban design
8. Social services
9. Visioning
10. Capital improvements





Parking Facilities

- Open 24 hours
- Open Weekdays
- Open Days and Evenings



Downtown DC BID: Our Story

- Established in 1997 under District of Columbia legislation and has been renewed for 5-year terms in 2002 and 2007.
- Includes over 825 properties
- Extends from Union Station to the White House
- 140 block area



10 Programs

- **Maintenance and Beautification**
- **Safety and Hospitality**
- **Physical Improvements**
- **Homeless Services**
- **Transportation**
- **Special Events**
- **Marketing**
- **Planning**
- **Economic Development**
- **Finance and Administration**



Maintenance and Beautification

What we do:

– SAMs

- Sweeping and Cleaning
- Removal of graffiti and posters
- Planting
- Painting
- Hanging Baskets
- Gum-busting





Safety and Hospitality

What we do:

- Citizen Assistance
- Condition Reports
- Crime Prevention
- Intersection Management and Goods Delivery





Physical Improvements

What we do:

- Streetscapes
- Street lighting and bus shelters
- Park improvements
- Landscaping
- Banners
- Construction monitoring
- Vending
- “Green” initiative





Homeless Services

What we do:

- Outreach
- Downtown Service Center
- Street food services
- Educate the public and government about issues of homelessness
- Advocate for improve services and housing for the homeless





Transportation

What we do:

- Public transit
- Congestion management
- Parking
- Travel information:
goDCgo.com





Special Events

What we do:

- National Cherry Blossom Festival
- Live on Penn
- Arts on Foot
- The Capital Fringe Festival
- Freshfarm Market

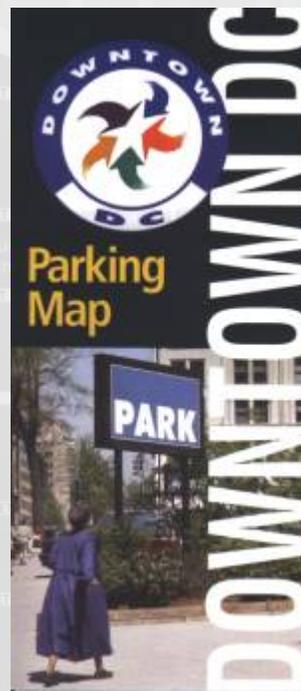




Marketing

What we do:

- Annually produce and distribute maps, guides, and newsletters
- Produce regular publications to enhance PR, including retail brochures, Downtown Updates, and news releases
- Update and maintain the Downtown BID's website





Planning

What we do:

- Center City Action Agenda
- Park improvements
- K Street Revitalization
- Assist other BID's and adjacent areas

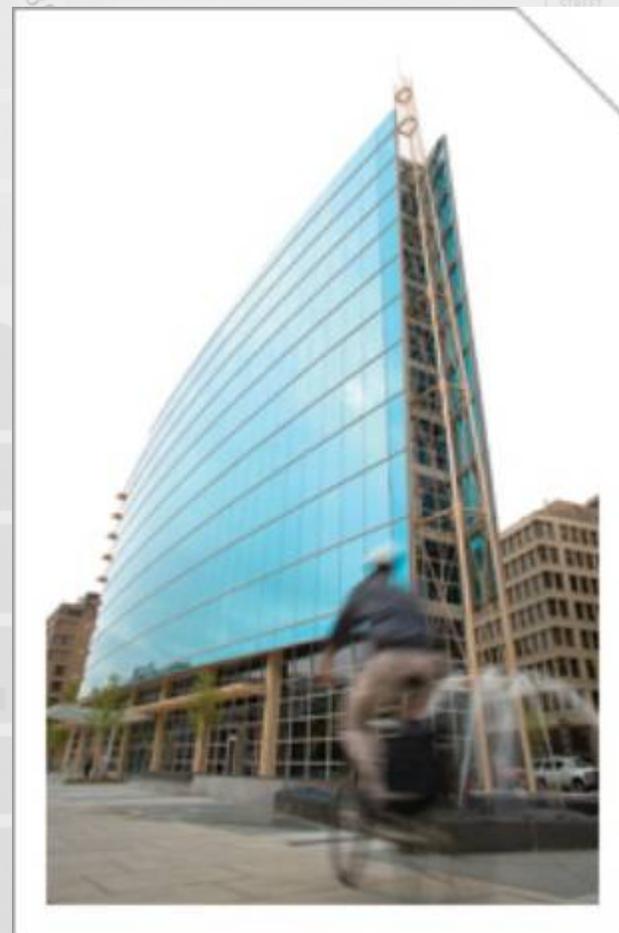




Economic Development

What we do:

- Research/communications (quarterly reports)
- Market to investors (ICS, ULI)
- Support public/private planning





Finance and Administration

What we do:

- Collect revenue, manage and control expenditures
- Attract and support highly-qualified staff for all BID programs





A shift in perception

1997

2007

53%

"Downtown Is Safe"

84%

29%

"Downtown Is Vibrant"

81%

25%

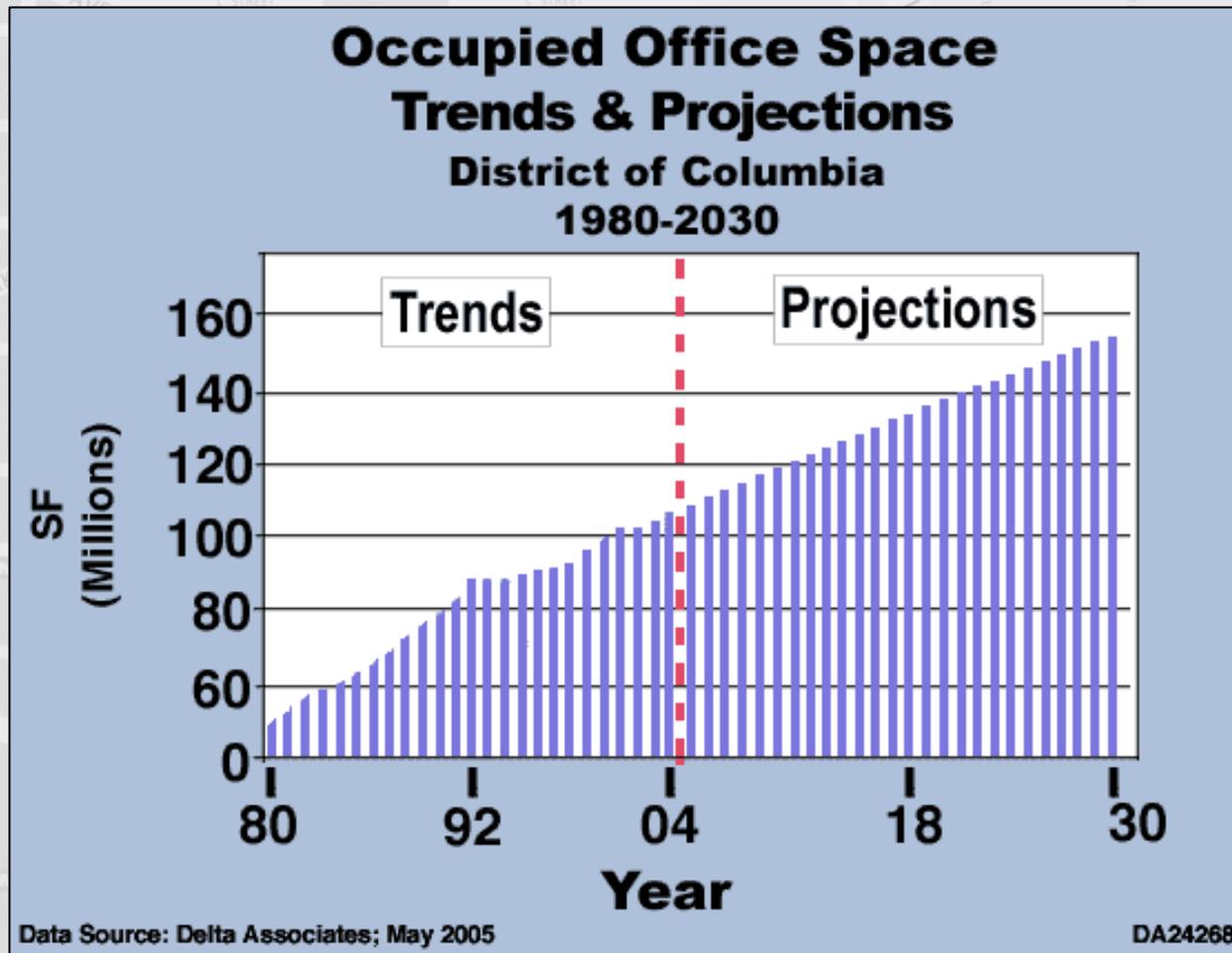
"Downtown Is Clean"

69%



Office Growth in City

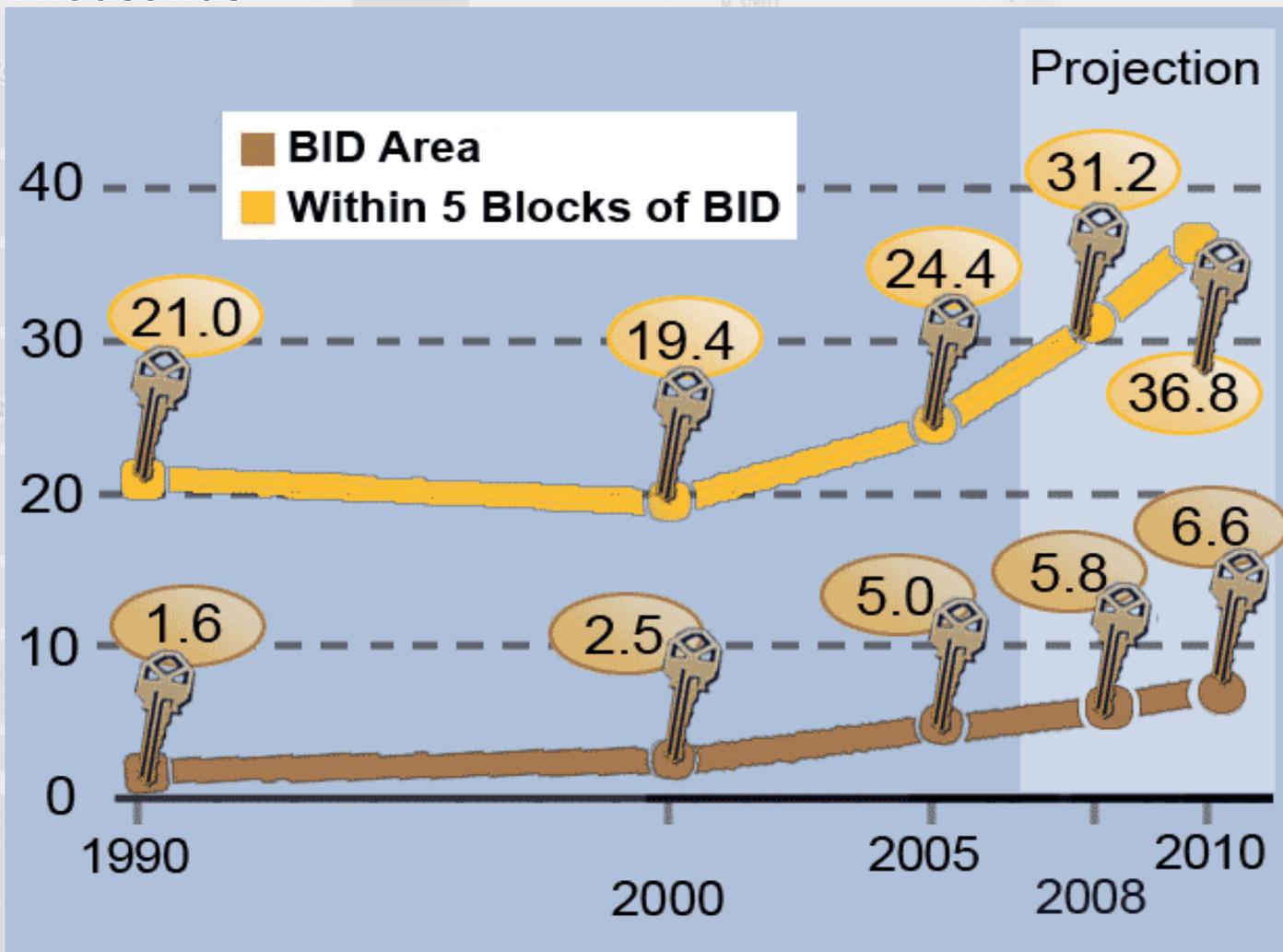
1.85 Million SF Annually (SF/Worker Increases from 276 to 292)
48 Million SF Next 25 years





Housing

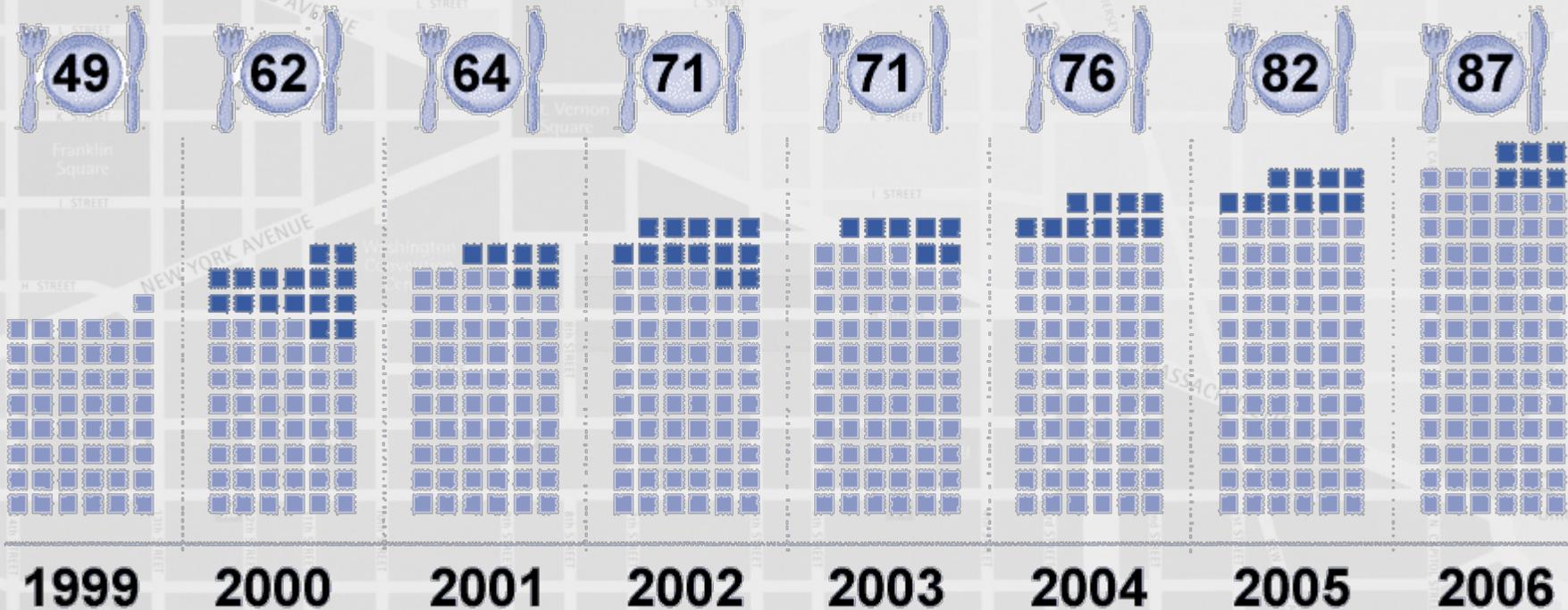
In Thousands





Restaurant Growth Downtown

Total Restaurants by Year



- Existing restaurants
- Restaurants opened during the year



What is a Special District?

- A form of local government created by a local community to meet a specific need. Inadequate tax bases and competing demands for existing taxes make it hard for cities and counties to provide all the services their citizens desire. When residents or landowners want new services or higher levels of existing services, they can form a district to pay for and administer them.



Types of Special Districts Include:

- Airport District
- Business Improvement District
- Cemetery District
- Community Services District
- Drainage District
- Flood Control, Water Conservation
- Fire Protection District
- Healthcare/Hospital District
- Harbor/Ports District
- Improvement District
- Irrigation District
- Library District
- Mosquito Abatement/Vector Control District
- Police Protection
- Reclamation District
- Recreation & Park District
- Sanitation/Sewer District
- Transit Direct
- Utility District
- Water District
- Waste Management Agency/Authority



Local Governments, 1967-2002

<i>Year</i>	<i>Total</i>	<i>County</i>	<i>Municipal</i>	<i>Township</i>	<i>School District</i>	<i>Special District</i>
1967	81,248	3,049	18,048	17,105	21,782	21,264
1977	79,862	3,042	18,862	16,822	15,174	25,962
1987	83,186	3,042	19,200	16,691	14,721	29,532
1997	87,453	3,043	19,372	16,629	13,726	34,683
2002	87,849	3,034	19,431	16,506	13,522	35,356
35 Year Change	6,601	-15	1,383	-599	-8,260	14,092
35 Year Percent Change	8.1%	-0.5%	7.7%	-3.5%	-37.9%	66.3%

Source: U.S. Census Bureau



U.S. Community Associations

Data on U.S. Community Associations

- ◆ Estimated number of association-governed communities, individual housing units and residents within those communities:

Year	Communities	Housing Units	Residents
1970	10,000	701,000	2.1 million
1980	36,000	3.6 million	9.6 million
1990	130,000	11.6 million	29.6 million
2000	222,500	17.8 million	45.2 million
2002	240,000	19.2 million	48.0 million
2004	260,000	20.8 million	51.8 million
2005	274,000	22.1 million	54.6 million

Association-governed communities include homeowners associations, condominiums, cooperatives and other planned communities. Homeowners associations and other planned communities account for 55-60% of the totals above, condominiums for 35-40% and cooperatives for 5-7%.



Models of Suburban Special Districts

- Perimeter CID (Atlanta)
- Uptown Houston District
- Cherry Creek CID (Denver)
- Coliseum Central BID (Hampton)



Perimeter CID (Atlanta)

www.perimetercid.org



- **Type:** BID
- **Focus:** Transportation, public spaces
- **Note:** In two counties; both programmatic and capital



Uptown Houston

www.uptown-houston.com



- **Type:** Voluntary association, BID and TIF
- **Focus:** Transportation, public spaces, economic development
- **Note:** Both programmatic and capital



Cherry Creek North (Denver)

www.cherrycreeknorth.com



- **Type:** BID
- **Focus:** Marketing, maintenance





Coliseum Central (Hampton)

www.coliseumcentral.com



Experience the Metamorphosis!



- **Type:** BID
- **Focus:** Public spaces, marketing, security

