

**welcome to
downtown
boston.**



**DOWNTOWN
BOSTON**

BUSINESS IMPROVEMENT DISTRICT

from the president.

Welcome to Downtown Boston! Our dynamic mixed-use district in the heart of Boston serves to center life in our city. From major retailers, office and residential towers, universities, hotels, and theaters, to artisanal jewelers, historic sites, boutique shops, and trendy gastropubs, Downtown has it all. Yet, like central business districts around the country, our resilient community must now focus on recovering from the pandemic. Thankfully, there's much reason for optimism in our 34 blocks: a steady resurgence in foot traffic, scores of exciting restaurant openings, new economic development and destination programming efforts, and numerous transformative redevelopments underway or newly proposed show that the next iteration of Boston's Downtown is speeding into focus. Additionally, the debut of "The Embrace" memorial will further welcome generations of visitors to our diverse and welcoming district while reminding us to drive an economic recovery that is equitable and inclusive.

As we celebrate our organization's second decade, and third renewal process, our mission, while unchanged, takes on added urgency. Seeking to benefit all who experience our area, we remain committed to helping our district achieve its full potential as a premier economic center and vibrant neighborhood. None of that would be possible without the incredible investment in Downtown made by this generation of property owners and the daily cooperation of tenant businesses, City officials, and other key stakeholders.

Thank you for your support. Please reach out to us at any time with ideas and inspiration regarding how we can work together to make Downtown Boston even better!

Michael J. Nichols
President



A handwritten signature in white ink that reads "Michael J. Nichols".

your BID works to keep downtown boston bustling.

THE HEART OF BOSTON

The Downtown Boston BID's 34-block area has been the heart of our city since Boston's founding. Bounded by Government Center, Post Office Square, Chinatown, and Boston Common to the north, east, south, and west, our compact (100-acre) district includes Downtown Crossing, the Ladder District, and parts of the Financial and Theater Districts.

MEMBERSHIP & COMPOSITION

Our membership base consists of just over 300 property owner members, who control 725 parcels (650 commercial, 75 tax-exempt). Ranging from soaring modern skyscrapers to boutique Victorian-era mercantile buildings, our district's architectural diversity is unsurpassed, as is its vibrant mixed-use character.

Featuring 24 million square feet of commercial space (two-thirds of which is office), our neighborhood boasts numerous hotels, theaters, places of worship, and residential complexes. More than a half-mile of Boston's famed Freedom Trail—including Old State House and Old South Meeting House—traverses our district, which also hosts more than 100 non-profit advocacy groups and organizations.



your downtown boston BID means business!

WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A Business Improvement District (BID) is a membership alliance of property owners who fund supplemental placemaking services for mixed-use downtown districts. A proven policy tool, BIDs have been in existence for decades; there are thousands worldwide, and ten in Massachusetts.

DOWNTOWN BOSTON BID GOVERNANCE & ADMINISTRATION

The Downtown Boston BID is overseen by a 33-member elected Board of Directors. Responsible for all personnel, program, and budget decisions, the Board represents property owners, business tenants, residents, and non-profit organizations. The President oversees and implements the mission and daily activities of the BID.

HOW ARE BIDS FUNDED?

BIDs are funded by fees paid by their commercial property owner members, based on each property's value. Downtown Boston BID members pay a quarterly assessment at a rate of \$1.10 for every \$1,000 of assessed value, up to \$70 million. Beyond \$70 million, each additional \$1,000 in assessed value is assessed at \$0.50.

Downtown Boston BID assessment amounts are listed on each member's quarterly tax bill and are paid directly to the City's Assessing Department, which disburses them to the BID in regular installments. The BID's Improvement Plan, which, in accordance with state law, must be updated every three years in a vote by the members, determines how the assessment fees are allocated to various budgetary categories and priorities.



measuring BID achievements.

DATA DRIVEN

The BID collects a vast array of data that guide short- and long-term investment, distribution of services and event planning. We track our activities and the impact they create, including many interactions between BID staff and our members. The following data from 2022 provides a snapshot of BID activities and services.

AMBASSADOR PROGRAM

88,900
VISITOR ASSISTS

1,798
MAINTENANCE REQUESTS CLOSED

68,655
BAGS OF TRASH REMOVED

43,924
PARTNER BROCHURES DISTRIBUTED

4,576
GRAFFITI AND STICKERS REMOVED

45
AVERAGE UNIFORMED AMBASSADORS EMPLOYED

ADVOCACY

REPRESENTED MEMBERS AT
45
COMMUNITY MEETINGS AND PUBLIC HEARINGS

EMAILED
134
MEMBER SERVICE ALERTS AND NOTIFICATIONS

PUBLIC SPACE MANAGEMENT

46%
INCREASE IN BID-AREA PEDESTRIAN TRAFFIC IN 2022 COMPARED TO 2021

1,300
PUBLIC PERFORMANCES AND EVENTS

142
GROUND PLANTERS

26
WAYFINDING KIOSKS

780
HANGING BASKETS

64,000
HOLIDAY ELECTRIC BULB ILLUMINATIONS

525
HOLIDAY WREATHS

82
HOLIDAY TREES

28
PLANTED EVERGREENS

14
PEDESTRIAN AND VEHICLE SENSORS

COMMUNICATIONS & MARKETING

6,305
WEEKLY NEWSLETTER SUBSCRIBERS

18,000
FOLLOWERS ACROSS ALL SOCIAL MEDIA CHANNELS

31,000
BID RETAIL MAPS PRINTED

your downtown boston BID is always working for you!



BID "CLEAN & WELCOMING" AMBASSADOR PROGRAM

Uniformed Ambassadors work 24/7 to enhance our district's cleanliness, safety, and hospitality. Providing a range of services—including guidance to visitors, graffiti removal, litter clean-up, and special maintenance projects—they also partner with social service agencies on outreach initiatives.

PUBLIC REALM BEAUTIFICATION & IMPROVEMENTS

We create a welcoming, safe, and well-branded public space through a variety of programs. Our distinctive tables, chairs, and umbrellas enliven our parks, plazas, and squares. Our 26 solar-powered wayfinding kiosks help orient visitors. We help "green" Downtown with a four-season rotation of 142 street planters, 780 hanging baskets, and 525 holiday wreaths; during the holidays, we dazzle the area with a total of 64,000 illuminated bulbs distributed amongst 100 illuminated trees and 14 holiday starlights suspended above the streets. Finally, our robust lighting program includes street lighting at key locations and decorative café lighting in alleyways.

DATA COLLECTION

Our organization informs its decision-making by gathering data across several fields. Our monthly SMART reports encapsulate our Ambassadors' cleaning, hospitality, and outreach efforts. Our 14 pedestrian traffic sensors capture footfall data, 24/7, throughout our neighborhood. And our customized office markets reports, published quarterly, illustrate our district's leasing trends.

welcome to the heart of downtown boston!



SPECIAL EVENTS & PROGRAMMING

Throughout the year, we stage exciting events that animate our neighborhood, draw people Downtown, and demonstrate our commitment to equity and diversity. We activate the squares, streets, and plazas with live music and welcoming free programs throughout the year, punctuated by a robust slate of summer festivals and event offerings. Our seasonal programs add character to downtown visits, particularly in navigating the winter holiday season. Our art markets, hosted event partnerships, and temporary pop-up activations bring further vitality to our streets. And the district regularly becomes the backdrop for lifelong memories made during unplanned events; from serendipitous musical performances and movie shoots to the (very) occasional Boston sports team championship parade.

SAFETY & RISK ASSESSMENT

In partnership with the Boston Police Department, other public and private safety agencies, and our stakeholder community, we work to monitor safety in our district, distribute important safety-related communications, develop safety initiatives, and host community-focused safety meetings. We also partner with the City, our member social service agencies, and other organizations to provide pathways to employment and permanent housing for our most vulnerable populations.

BID ECONOMIC DEVELOPMENT INITIATIVES

The BID staff works to support existing businesses to thrive downtown through marketing and operational support, while recently launched initiatives in partnership with the City of Boston seek to eliminate retail vacancies through temporary and permanent placements of new and exciting business enterprises.

MARKETING, PROMOTION & SOCIAL MEDIA

Our editorial team produces engaging and compelling content across all of our social media platforms: the BID website, weekly e-newsletter, Facebook, Twitter, and Instagram. We seek to elevate our neighborhood's profile and highlight its success stories with appearances on local and national media outlets—radio, television, and more.

MEMBER & DISTRICT-WIDE ADVOCACY

We advocate on behalf of our members with letters of support and via appearances at City hearings and public meetings. We promote new businesses and work to mitigate impacts with major development projects. In concert with the Massachusetts BIDs Association, we petition the state for additional resources and policy initiatives. Finally, we attend nationwide conferences and local symposiums to keep up with best practices in urban placemaking and downtown district management.

PARTNERSHIPS

The relationships we forge with fellow civic associations and non-profit partners are key to our success. We collaborate on common goals with a wide spectrum of business-oriented groups. Our destination events are produced through long-term partnerships with a variety of production companies and organizations. And we partner with the City, social service agencies, nonprofit groups, residential associations, and our property owner members to address quality-of-life concerns and enhance our neighborhood.

downtown boston BID board of directors & officers.

Chair: Pam Messenger
Friends of Post Office Square
Treasurer: Ed Haverty
Ruben Companies
President: Michael Nichols

Vice-Chair: Chad Remis
Oxford Properties
Clerk: Brian Awe
The Fallon Company

Brian Collins
Clarion Partners

David Dyer
Nuveen Real Estate

Ron Druker
The Druker Company

Christine Dunn
Dunn Associates

Steve Faber
Related Beal

Brad Fredericks
Downtown Restaurateur

Al Gogain
Synergy Investments

Andrew Grace
City of Boston

Margaret Ings
Emerson College

Lauren Johnson
High Street Place

Ed Kane
Big Night
Entertainment Group

Joe Larkin
MP Boston

Spencer Macalaster
Risk Strategies Co.

Mike Martins
The Abbey Group

Rick Muraida
Rockland Trust Co.

John Nucci
Suffolk University

John Rattigan Jr.
DLA Piper

Chad Remis
Oxford Properties

Jim Robertson
Origen Ventures

Mark Rollins
Midwood Investment & Dev.

Nat Sheidley
Revolutionary Spaces

Rishi Shukla
Downtown Boston
Residents' Assoc.

Doug Sickler
Pi Alley Garage

Anthony Singleton
Eastern Bank

John "Jack" Spurr Jr.
A.W. Perry, Inc.

Peter Standish
Northland Investment Corp.

Jenn Twombly
Rockhill Management

Samuel Tyler
Formerly Boston Municipal
Research Bureau*

Melanie Waldron
Boston Properties

*Director Emeritus



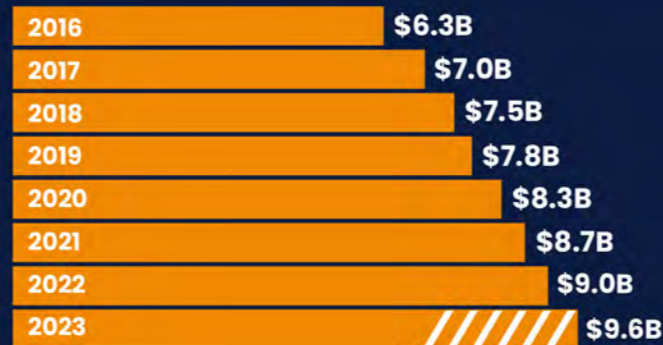
BID assessments at work

- \$830K** Wayfinding signage
- \$2.43M** Landscaping
- \$398K** Security cameras
- \$514K** Street furniture and planters
- \$369K** Mobile and stationary retail units
- \$2.8M** Holiday decorations and programming

commercial real estate values

Increasing values

- commercial real estate values appreciated 6.7% 2022-2023
- 109% increase in assessed values FY12-FY23



Overall appreciation over the past 8 years: 52%

year-over-year pedestrian counts

Clear and continuous post-pandemic foot traffic increases



retail snapshot as of 2023

- 159** Restaurants
- 131** Jewelers
- 22** Theaters & attractions
- 14** Grocery, convenience & liquor stores
- 7** Luxury hotels
- 19** Clothing stores (including 13 shoe stores)
- 20** Fitness & wellness facilities
- 14** Gifts & flowers
- 14** Parking garages
- 27** Banks & financial services companies

Total Investment
\$64,485,627
2011-2023



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downtownboston.org

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