

downtown this is boston.

2017-2018 REPORT

DOWNTOWN BOSTON BUSINESS IMPROVEMENT DISTRICT





MESSAGE FROM THE PRESIDENT AND CEO

The Downtown Boston BID is proud of its accomplishments, and this report gives an overview of our progress since 2011. Highlighting our organization's many achievements, it outlines the goals of a five-year strategic plan that embraces change without losing sight of our core values. Property owners, businesses, residents, nonprofits and government agencies have contributed to the Downtown Boston transformation. Our work is collaborative, data driven, and we strive to protect investments totaling \$4.6 billion over the past 10 years while encouraging future growth.

Today, Downtown is known for blending its rich historic architecture with an innovation hub of activity that is home to sparkling new mixed-use developments, international retail and many start-up and tech companies. And, with over 12,000 residents, many raising families, we have blossomed into a 24/7 neighborhood.

It is particularly gratifying to hear from people all over the world who say: "Downtown Boston is beautiful, clean, vibrant, and welcoming to everyone." Those sentiments were heard repeatedly from property owners during our recent fifth-year renewal effort, which received a 97% approval vote. I am grateful for the commitment of our board of directors, property and business owners, dedicated staff and ambassadors who have all contributed to the success of Downtown Boston. And finally, a special acknowledgment to Mayor Martin J. Walsh and members of his administration for their continued commitment in support of our efforts.

Sincerely,

Rosemarie E. Sansone



JOHN H. "JACK" SPURR, JR.
BID CHAIRMAN

A VIBRANT DOWNTOWN

Jack Spurr has experienced a Downtown roller-coaster ride based on the economy and even attitudes about building heights, which were kept to a low profile in the '80s but are now soaring along with the district itself. "The BID certainly has made Downtown much more vibrant. Property values have gone up, which is what we promised in 2010. It's the effort of many people—owners, businesses, residents, police and City Hall. I don't think you'll find another neighborhood where people are talking to each other quite like ours."

FOSTERING COMMUNITY

Stacy Cawley likens the function of the new, light-filled Exchange at 100 Federal Street to the BID in that it "brings the community together." Upon Boston Properties' acquisition of the property, Cawley immersed herself in the BID organization. "The BID has brought many players in the community together with the common goal of improving the community we live, work and play in," she said. "I have learned so much from the BID, especially the senior staff and board members with ties to the area and City Hall that go back decades."



STACY CAWLEY
BID VICE CHAIRWOMAN

BID IN ACTION



The BID Ambassador program includes masons who repair public sidewalks and walkways.

MEASURED ACHIEVEMENTS

THE DOWNTOWN BOSTON BID HAS **INVESTED \$32M** IN THE DISTRICT

MORE THAN **6,000** PEOPLE RECEIVE OUR NEWSLETTER

ANNUALLY

110 GROUND PLANTERS

610 HANGING BASKETS

550 HOLIDAY WREATHS

1,600 PUBLIC PERFORMANCES

OVER THE PAST 5 YEARS

WE HAVE REMOVED **OVER 500 TONS** OF TRASH **16,877** GRAFFITI TAGS

PERSONALLY ASSISTED **472,992** GUESTS AND VISITORS SEEKING INFORMATION AND HELP

DISTRIBUTED **143,409** DOWNTOWN BOSTON RETAIL MAPS

NEW INITIATIVES

Neighborhood Well-Being—The BID has undertaken a security and neighborhood well-being risk assessment. It is developing a security manager round table and creating a zoned neighborhood engagement plan. A safety and risk management staff position has been added.

Pedestrian Zone Task Force—A multi-agency task force, led by the Boston Transportation Department, will address the changing priorities and requirements for a safe, effective and welcoming pedestrian zone.

Capital Design—The City of Boston's capital budget includes \$500,000 for "design improvements to the Washington Street, Summer/Winter Street intersections, including reconstruction of the roadway, implementation of a pedestrian zone or shared street, and security improvements."

Boston Planning & Development Agency Planning Initiative—The BID will work with the BPDA on a major downtown planning initiative that will examine preservation, enhancement and growth within the BID neighborhoods.

Pedestrian Sensors—The BID has installed 12 sensors that count pedestrians and vehicles to provide accurate and timely data for better program planning, to support member leasing strategies, and to inform city planning and investment strategies.

Marketing and Brand Activation—Having launched a revamped website that is responsive to mobile technology, the BID is undergoing a competitive analysis of its marketing platforms and implementing robust search engine and social media optimization.



Top: Boston Police Department bicycle officers regularly patrol the Downtown Boston neighborhood.
Bottom: Motion-activated street sensors count pedestrians and vehicles 7 days a week, 24 hours a day.

PARTNERSHIPS

Communication and partnerships are at the heart of everything the BID does. Working with **Macy's**, we kick off the holiday season each year with a live concert and tree lighting. The Lafayette City Center Passageway is home to the **Griffin Museum of Photography's** ever-changing exhibit of astounding visual images. **Berklee College of Music** helps support the BID's public performances.

Our partnership with **LuminArtz** will bring ILLUMINUS to Downtown Boston for the second straight year this November. This innovative festival of art and light draws more than 50,000 people Downtown. We also support **Boston Fashion Week** with two signature events, one in May and another in September, that help showcase Boston's vibrant and eclectic fashion community.

Our work with the **Massachusetts Concierge Association** helps connect professionals from the hospitality, residential and commercial property sectors to new restaurants and retail businesses in the BID.

Over the coming decade, **Revolution 250** will explore the history of the American Revolution and the ways that the actions of 1776 resonate today. The BID is a key partner in bringing together residents, visitors, planners, educators, artists, students, the business community and politicians to recognize the importance of our neighborhood, culture and values as we prepare for the 250th anniversary of the fight for American independence from the British Empire.



Clockwise from top: People enjoyed interactive art installations during the ILLUMINUS Light Festival. BID President & CEO Rosemarie Sansone and BID Director of Operations for the Ambassador Program Steve Brookes were honored at the BID's annual meeting in 2017. Local designers exhibited at Boston Fashion Week's Open Runway.

A THRIVING DOWNTOWN

It is an exciting time for development throughout the BID as new construction, major renovations and bold proposals transform the district. In the Financial District, **Related Beal's** Congress Square redevelopment, nearly complete, is adding a new hotel, retail, residences and an office tower above an existing cluster of buildings.

A few blocks south, **Millennium Partners'** 115 Winthrop Square proposal aims to revitalize Winthrop Square with a mixed-use skyscraper.

Meanwhile, in Downtown Crossing, two simultaneous renovations—**L3 Capital's** 399 Washington Street and **Midwood Investment & Development's** One Milk Street—are adding luster to historic 19th-century properties. Midwood Investment also is studying a variety of possibilities to restart its One Bromfield Street proposal.

Finally, **Boston Properties** recently celebrated the opening of the Exchange at 100 Federal Street, which coincided with **Rockpoint Group's** 99 Summer Street lobby renovation.

NEW DEVELOPMENTS

115 Winthrop Square

MILLENNIUM PARTNERS

- 691-foot, 53-floor, 1.55 million-square-foot building (750,000 square feet of office space)
- 500 residential units
- Construction launched June 2018

399 Washington Street

L3 CAPITAL

- Full renovation and upgrade of preexisting 5-floor, 75,000-square-foot building
- Renovation launched August 2017

80 Boylston Street

EMERSON COLLEGE

- Full renovation and upgrade of dormitory
- Addition of 294 beds to 750-bed complex, new 13th floor
- Renovation launched June 2017

48 Boylston Street

ST. FRANCIS HOUSE

- 5-floor, 40,500-square-foot building
- Conversion to 46 affordable housing units
- Renovation launched January 2018

APPROX. **1.8MSF**
RETAIL SPACE

OVER THE PAST 5 YEARS

49%
INCREASE
ASSESSED COMMERCIAL
PROPERTY VALUE

&
142
NEW RETAIL BUSINESSES

GATEWAY REFRESHED



CHAD REMIS
OXFORD PROPERTIES

When Oxford Properties purchased 125 Summer St. and moved its Boston headquarters to the skyscraper, it took time to “live in the building” before making significant changes, says Chad Remis. Then light dawned. “We’re in this incredible, vibrant area on the edge of Downtown and the Greenway; our front door should be welcoming people.” The firm moved the entrance, redesigned the public plaza it faces, and “the results speak for themselves.” Remis notes that occupancy went from 60 percent to 100 percent within a year.



The new Congress Square development is a reinvention of five iconic interconnected buildings that includes commercial, retail and residential space, as well as a hotel.

NEW DEVELOPMENTS, CONT.

Congress Square

RELATED BEAL

- Full renovation and upgrade of 458,300-square-foot cluster of 5 buildings
- Conversion of 13-19 Congress Street into 35-unit residential tower
- Conversion of 40 Water Street into mixed-use office/retail space
- Development of 54-68 Devonshire Street into 163-room boutique hotel
- Renovation launched in March 2016

Exchange at 100 Federal Street

BOSTON PROPERTIES

- 10,000-square-foot atrium
- 10,000 square feet of retail space
- Opened March 2018

One Milk Street

MIDWOOD INVESTMENT & DEVELOPMENT

- Full renovation and upgrade of 6-floor, 36,500-square-foot building
- Renovation launched October 2017

One Bromfield Street

MIDWOOD INVESTMENT & DEVELOPMENT

- Proposal currently being re-conceptualized

HISTORY & MODERNIZATION



WHITNEY ROBINETTE
L3 CAPITAL

Whitney Robinette is familiar with the challenges and joys of redeveloping historical structures and sees the former Barnes & Noble building at 399 Washington St. as a unique puzzle. “Our challenge is to preserve the historical character while bringing it up to code and modernizing it to last another 100 years,” she says. The building will house retail and office space, and Robinette is focused on attracting tenants that will complement nearby businesses. The melding of old and new will be unveiled in the second quarter of 2019.



Midwood Investment & Development celebrating the groundbreaking of the One Milk Street renovation. From left to right: Boston Mayor Martin J. Walsh, Kevin Sullivan and Les Hiscoe of Shawmut Design & Construction, Friends of Post Office Square General Manager Pamela Messenger, and State Representative Aaron Michlewitz.

NEW BUSINESS OPENINGS

NEW RESTAURANTS

The BID neighborhood welcomes a wonderfully diverse array of new dining options, ranging from “healthy casual,” food prepared on a robotics-based food assembly line, to a Parisian-styled café.

1,000 Degrees Neapolitan Pizza

45 Court Street
1000degreespizza.com

Blue Bottle Coffee

Exchange at 100 Federal Street
bluebottlecoffee.com

Barracuda On The Fly

55 Bromfield Street
barracudatavern.com

Caffé Strega

99 Summer Street
caffestregaboston.com

Cultivar

Ames Hotel (1 Court Street)
cultivarboston.com

Dig Inn

277 Washington Street
diginn.com

Explorateur

186 Tremont Street
explorateur.com

Grainmaker

91 Summer Street
eatgrainmaker.com

minigrow

125 Summer Street
minigrow.com

Noon Mediterranean

95 Summer Street, 267 Washington Street
eatnoon.com/menu

Shed's BBQ

32 Bromfield Street
shedsbbq.com

Spyce

241 Washington Street
spyce.com

Taste Wine Bar & Café

101 Summer Street
tastebarboston.com

Boston Chops

52 Temple Place
bostonchops.com

Democracy Brewing

35 Temple Place
democracybrewing.com



Downtown Boston has numerous al fresco dining spots.

MARKETING CONVENIENCE



LARRY BAXTER
ROCHE BROS.

Roche Bros. researched urban supermarkets nationwide when it was designing its Downtown Crossing supermarket, says Larry Baxter. Now the Downtown Crossing store is being imitated far and wide. “The urban area has more people coming in more frequently for smaller orders. Business folks come at lunchtime, and with the nice weather, we’re so happy that the city allows us to set up tables outside. We have area residents, and the T definitely helps us. Commuters come in on the way home because it’s so convenient.”

FOODIE TECH



KALE ROGERS
SPYCE

Downtown is notable for its tech firms and its dining. The new Spycy restaurant, serving food prepared robotically, combines both sectors. Spycy cofounder Kale Rogers says the BID helped with zoning advice and additional support, but his favorite BID moment came when he and his partners were lunching in Readers Park. Roland, a BID Ambassador, started telling them about four MIT grads' "awesome" new restaurant concept opening nearby. "We're those guys," Rogers told him.

TECHNOLOGY

The BID area's ongoing "tech renaissance" remains vibrant. Over the past year, nearly 300,000 square feet of office space has been leased by tech/start-up firms. Proximity to Kendall Square and the Seaport, a diverse offering of Class A and B office spaces and the presence of dynamic tech incubators create a thriving tech ecosystem in the neighborhood.

Analog Devices

- Analog/digital sensory monitoring equipment
- 125 Summer Street
- 25,000 square feet

CloudHealth Technologies

- Cloud-based data management
- 100 Summer Street
- 80,000 square feet

FitNow Inc.

- Fitness app device manufacturer
- 101 Tremont Street
- 5,500 square feet

Get Response

- e-based marketing platforms
- 71 Summer Street
- 2,200 square feet

Mighty AI

- Autonomous driving systems
- 50 Milk Street
- 3,000 square feet

Repsly

- Data management software
- 77 Summer Street
- 7,800 square feet

Reward Getaway

- Employee-management software
- 141 Tremont Street
- 5,500 square feet

Salsify

- Product management software
- 75-101 Federal Street
- 100,000 square feet

VMWare

- Cloud-based computing software
- Lafayette City Center
- 38,800 square feet



Oxford Properties' newly renovated 125 Summer Street plaza and lobby, home to many of Downtown Boston's newest high-tech companies.



The atrium of Exchange at 100 Federal Street includes restaurants, a coffee shop and spacious seating for the public.

WORKING & LIVING HERE



A GROWING RESIDENTIAL NEIGHBORHOOD

Downtown Boston is an ideal place to live. It has a true neighborhood feel and amenities that include a Roche Bros. supermarket, a dazzling array of retail businesses including apparel giants Primark, Macy's, DSW and Forever 21, hundreds of restaurants—from fast-casual and fine dining to cafés and wine bars—and 12 fitness centers. This diverse neighborhood also benefits from immediate access to the MBTA Green, Orange, Blue, Red and Silver lines, and South Station is steps away from the district.



12,939 PEOPLE

CALL DOWNTOWN CROSSING HOME

1,034 NEW

RESIDENTIAL UNITS SINCE 2009

OVER 2,600 RESIDENCES

\$1.97M AVERAGE IN 2017
CONDO SALE PRICE

12 FITNESS GYMS

9 OPENED SINCE 2013

QUALITY OF LIFE



RISHI SHUKLA
DOWNTOWN BOSTON
RESIDENTS' ASSOCIATION

A handful of Downtown residents gathered in 2014 to successfully address a neighborhood issue and found that working together was productive and fun. Now more than 450 people are involved in the effort to promote neighborhood quality of life. Rishi Shukla has been involved from the beginning. He, his wife and their two young children enjoy “the largest backyard on Earth,” with amazing amenities in walking distance. Shukla appreciates the BID’s “cohesive, thoughtful approach” to planning, which “can serve as a blueprint for other neighborhoods.”



Rock and Roll Hall of Famer Darlene Love performs at the annual Macy's Holiday Tree Lighting in Downtown Crossing.

TOURISM & CULTURE

Downtown Boston is in a class by itself when it comes to historic attractions, and **U.S. News & World Report** has ranked Boston as its #1 summer vacation destination. That comes as no surprise; the **Greater Boston Convention and Visitors Bureau** projects an influx of over 19 million domestic and 1.7 million overseas visitors this year.

Downtown Boston hosts 4.2 million people along the **Freedom Trail**, and historic sites like the **Old South Meeting House** and the **Old State House** saw 215,000 visitors combined in 2017. The area's six theatrical venues, which can accommodate 13,438 people, collectively stage hundreds of annual performances and screenings. Downtown Boston is a major stop for Broadway shows and home to the **Boston Ballet**. Also, the district expects 187,000 people to visit our neighborhood to see the Broadway blockbuster "Hamilton" in fall 2018.

Downtown Boston is home to seven luxury hotels, which combined boast 1,970 hotel rooms, an average occupancy rate of 84 percent and an average daily rate of \$281. A new, 163-room **Hyatt Centric** will open on Devonshire Street by the end of 2018. Driving and parking in the district are convenient; 13 parking garages accommodate 6,350 cars. The rise of Boston bike-sharing options have increased bicycle trips to or from the district to 96,000 annually.

ARTS & CULTURE



DAVID HOWSE
ARTSEMERSON

Emerson College considers itself a civic player, woven into the fabric of Boston. To that end, ArtsEmerson is committed to ensuring that the Theater District belongs to everybody by helping people from across the region “connect with their common humanity through the arts,” says David C. Howse. “We’re eager to use the arts as a prompt for challenging conversations about race and other matters. If we can bridge those divides in our community, it will lead to a more thriving city.”

ANNUAL VISITORS

4.2M
THE FREEDOM TRAIL

84,054 MEETING HOUSE
SOUTH HOUSE

131,698 STATE HOUSE

1,970 HOTEL ROOMS

7 LUXURY HOTELS

84% OCCUPANCY RATE

13,438
THEATER SEATS

96,000 BIKE SHARE TRIPS

6,350 PARKING SPACES

TRANSPORTATION

With Downtown at the hub of the rapid transit system, it comes as no surprise that Downtown Crossing experienced the highest traffic volume of all MBTA stations in 2017. The station recorded an average of 25,188 transfers on a typical workday last year. The weekday average for riders boarding at Chinatown, Downtown Crossing or State Street was 44,484, and weekend numbers are also impressive, with 9,193 riders entering the three stations on Saturdays and Sundays.

EDUCATION

More than 12,500 students from five colleges and universities consider Downtown Boston their urban campus. Emerson College and Suffolk University alone account for more than 1 million square feet of real estate in Downtown Crossing.

The youthful vitality of this BID population helps fuel innovation in the arts, technology, business and sciences. The student population finds opportunity in a dazzling array of internships and co-ops in companies that are changing the world every day.

5 COLLEGES AND UNIVERSITIES CALL DOWNTOWN BOSTON “THEIR” URBAN CAMPUS

OVER 12,500 STUDENTS



The Boston Opera House is home to the world-famous Boston Ballet



GOVERNANCE

Members of the BID Board of Directors and Mayor Martin J. Walsh

FY 2017 SUMMARY FINANCIAL STATEMENT

Based on audited financial statements

STATEMENT OF FINANCIAL POSITION

ASSETS	
Cash and cash equivalents	1,251,520
Accounts receivable (net)	101,916
Other assets	39,288
Furniture & equipment (net of depreciation)	1,379,610
Total assets	2,772,334

LIABILITIES AND NET ASSETS

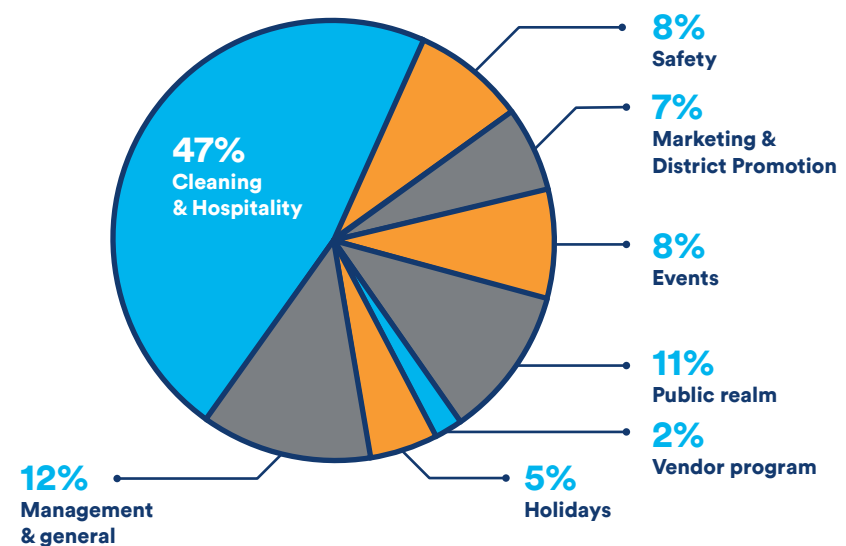
Accounts payable (and all other liabilities)	361,844
Unrestricted net assets	2,410,490
Total assets and liabilities	2,772,334

STATEMENT OF ACTIVITIES

REVENUE	
Membership assessments	5,737,494
Non-assessment revenue	429,087
Total revenue	6,166,581

EXPENSES	
Management & general	892,499
Cleaning & hospitality	2,916,557
Marketing & district promotion	353,215
Events	623,090
Public realm	716,638
Vendor program	80,772
Holidays	275,707
Total expenses	5,858,479

FY 2019 OPERATIONAL BUDGET



CREATING VALUE



WILLIAM COWIN
BID TREASURER
AND DOWNTOWN RESIDENT

The BID budget has nearly doubled since inception, which has allowed for substantial investment in the district. "Millions of dollars focused where we live and work makes our neighborhood more attractive to both businesses and residents," says Bill Cowin. "Many people want to get involved in their neighborhoods and don't know how or who to ask," he said. "The BID is very welcoming and invites all of its businesses, residents and neighbors to participate in community affairs."

HEART OF THE CITY

DOWNTOWN CROSSING | FINANCIAL DISTRICT | LADDER DISTRICT | THEATER DISTRICT

DOWNTOWN BOSTON.

The landmark Burnham Building in Downtown Crossing





WALKING TIMES FROM WASHINGTON & SUMMER STREETS

5 – 10 MINUTE WALK

- Boston Common Info Center
- Chinatown
- South Station
- Boston City Hall
- Massachusetts State House
- Government Center

11 – 20 MINUTE WALK

- Faneuil Hall
- Boston Tea Party Ships & Museum
- Public Garden
- North Station
- Children's Museum
- Beacon Hill
- Bay Village
- North End

21 – 50 MINUTE WALK

- Seaport
- Charlestown
- Back Bay
- Newbury Street
- Prudential Center
- Fenway Park
- Museum of Fine Arts



Ambassadors and staff of the Downtown Boston Business Improvement District

DOWNTOWNBOSTON.ORG

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#DowntownBoston

DOWNTOWN BOSTON BID BOARD OF DIRECTORS

Chairman: John "Jack" Spurr Jr., *A.W. Perry*
Vice Chairwoman: Stacy Cawley, *Boston Properties*
Treasurer: William Cowin, *B&B Ventures*
Clerk: Brian Awe, *DLA Piper*
President & CEO: Rosemarie E. Sansone

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DOWNTOWN BOSTON BID STAFF

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 Rose Boardman, *Chief Financial Officer*
 Steve Brookes, *Director of Operations—Ambassador Program*
 George T. Comeau, *Marketing & Brand Activation Manager*
 David Ertischek, *Communications & Social Media Manager*
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 Tucker Husband, *Senior Manager for Safety & Risk Assessment*
 Rebecca Kilgallon, *Program Associate*
 Anita Lauricella, *Public Realm Senior Planner*
 Doug Meyer, *Membership Services & Database Manager*
 Rosemarie E. Sansone, *President & CEO*
 Michael D. Testa Sr., *Pedestrian Zone & Special Events Operations Manager*



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