



downtown is Boston.



**Downtown
Boston
Business
Improvement
District**

a resource for a thriving downtown

Since 2010 the Downtown Boston BID has worked to create a safe and welcoming environment in our city's premier business, shopping and cultural neighborhood. We serve every commercial property owner, retail business owner and office tenant in the 34-block area. Our 24/7 ambassadors keep the streets clean and safe, guide visitors and more. We beautify the area with planters and special lighting; enliven the streets with events, roving musicians and other programming; and provide marketing and advocacy. Learn more about our many services at downtownboston.org.



from the president



As a member of the Downtown Boston BID you are part of a community in one of Boston's fastest growing mixed-use neighborhoods. Recent dramatic changes include billions of dollars in private investment, growing numbers of families raising children and a surge in tech and start-up companies. Our mission is to significantly enhance the experience of all who live, work, shop, visit or go to school here. We are membership based and deliver results-oriented, data-driven services. You'll find in anticipating your needs we remain focused on protecting your investment while staying attentive to public safety and communicating essential information. Our work is rewarding and collaborative and we are grateful for the many partners we work with and the continued commitment from Mayor Walsh and his administration. Please feel free to reach out to us to learn how we may be of service to you, your employees and visitors.

Sincerely,

Rosemarie E. Sansone
President & CEO

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.

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The following data from fiscal year 2019 is snapshot of BID activities and services.

AMBASSADOR PROGRAM

154,719

VISITOR ASSISTS

1,320

MAINTENANCE REQUESTS ANSWERED

78,090

BAGS OF REFUSE FILLED AND REMOVED

4,087

GRAFFITI OR STICKERS REMOVED

ADVOCACY

REPRESENTED MEMBERS AT

160+

COMMUNITY MEETINGS AND PUBLIC HEARINGS

EMAILED

108

MEMBER SERVICE ALERTS AND NOTIFICATIONS

PUBLIC SPACE MANAGEMENT

1.3M

PEDESTRIANS IN A TYPICAL WEEK

1,600

PUBLIC PERFORMANCES AND EVENTS

116

GROUND PLANTERS

27

WAYFINDING AND MAP KIOSKS

780

HANGING BASKETS

550

HOLIDAY WREATHS

15

PEDESTRIAN AND VEHICLE SENSORS (AS OF Q4 2019)

COMMUNICATIONS & MARKETING

6,400

WEEKLY NEWSLETTER SUBSCRIBERS

6,509

FACEBOOK LIKES

4,725

TWITTER FOLLOWERS

42,000

BID RETAIL MAPS PRINTED YEARLY

EVENTS AND ENTERTAINMENT

BOSTON FASHION WEEK

ILLUMINUS

STROLLING MUSICIANS AND PERFORMERS

HOLIDAY MUSIC AND CELEBRATIONS

REVOLUTION 250 SIGNATURE EVENTS

BOSTON CHOWDERFEST AND HARBORFEST

HOLIDAY MARKETPLACE

SUMMER ARTS MARKET

MURALS

POP UP ART



heart of the city

Downtown is the crossroads of Greater Boston, with thousands of workers, shoppers and visitors moving in and out of the subways daily. They join those who make their homes in an area made vibrant by theaters, a world-class ballet, hotels and historic sites. Our work creates a positive experience for all by managing the 100 acres bounded by Tremont, Congress, Court and Boylston streets.

creating a welcoming place

AMBASSADORS CREATE A CLEAN, SAFE AND HOSPITABLE ENVIRONMENT

Easily recognized in their distinctive uniforms, the BID ambassadors work diligently to keep the area clean while staying alert to those who work, visit or live in the area. Our ambassadors anticipate people's needs for information, directions or tips about things to see and do. Their watchful eyes are on the scene 24/7. Every day they clean streets and sidewalks, empty trash receptacles and respond to requests from the public. Seasonally, our ambassadors power wash graffiti and remove gum from sidewalks. Our outreach ambassadors work in partnership with the Boston Police and with social services agencies, which offer assistance to those in need.

PUBLIC SPACE MANAGEMENT

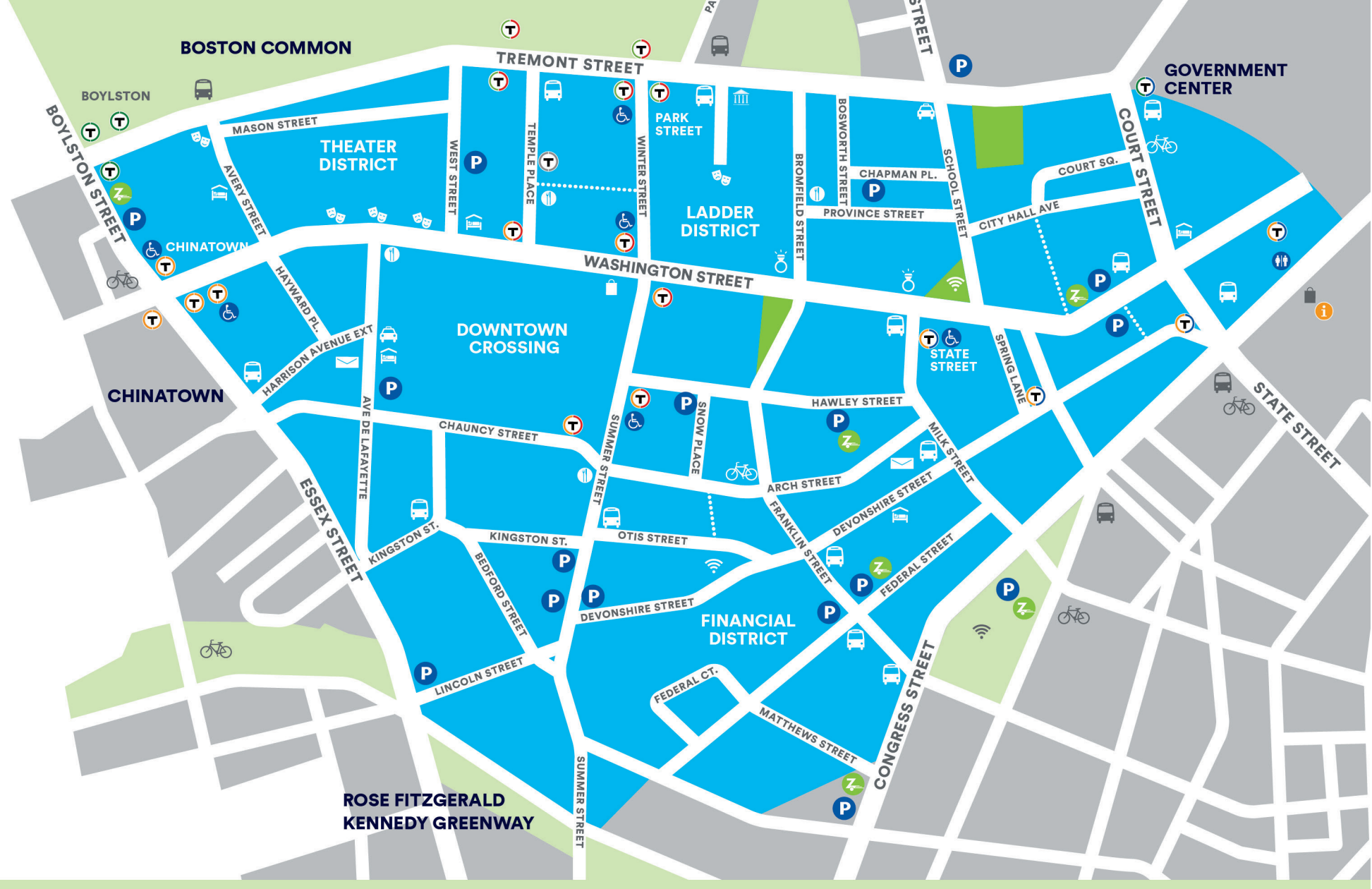
As stewards we manage several programs to beautify and enhance the distinctive public space that is Downtown Boston. Planters and hanging baskets overflow with flowers and greenery that change with Boston's four seasons. Lighting, gateway and alleyway improvements offer both eye appeal and safety. Public chairs and tables shaded by the BID's signature orange umbrellas offer places to sit and relax, and our wayfinding kiosks make it easy to get around. Creating this welcoming and safe environment makes visitors want to return and customers, workers and residents want to stay, thus strengthening your venture and protecting your investment.

EVENTS AND PROGRAMMING

To make downtown a destination to celebrate, we partner with many area organizations, such as Illuminus, Harborfest, Revolution 250, Fashion Week and the Boston Cup Classic Car Show. Downtown Boston is the site of one celebration after another, with our ambassadors welcoming runners to town from all over the world for the Boston Marathon and helping to create a magical holiday environment for the annual Macy's holiday tree lighting. Our block parties, markets, strolling musicians, children's activities, summer baggo competition and more than 1,600 public performances make downtown the liveliest neighborhood in Boston.

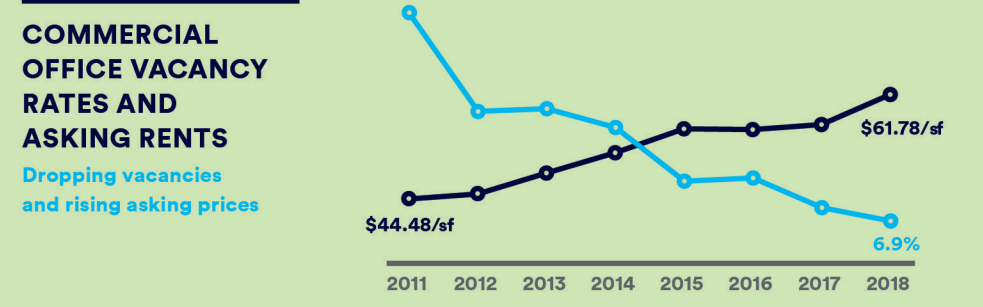
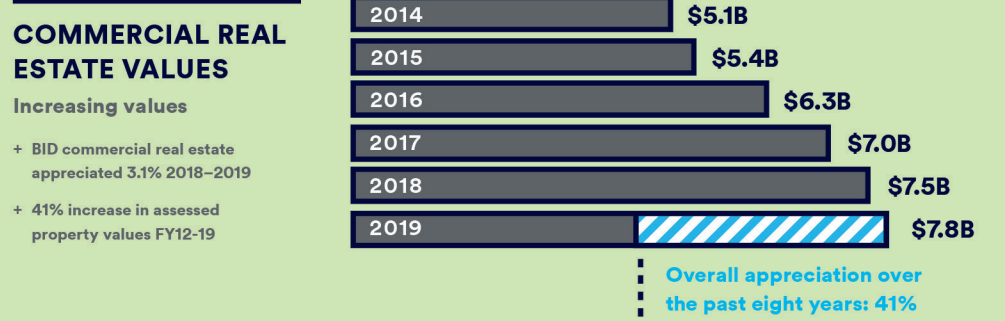
ADVOCACY, ECONOMIC VITALITY, MARKETING

We support our members at public hearings before the Boston Planning & Development Agency, Zoning Board of Appeals, Public Improvement Commission, Licensing Board and others. We offer market analyses and provide access to resources from the Greater Boston Real Estate Board, Boston Municipal Research Bureau and Greater Boston Convention & Visitors Bureau. Our research and data-collection efforts range from pedestrian sensors to focus groups. The BID showcases the district's assets through e-newsletters, concierge tours, social media, maps, promotional literature, advertising, special events, a robust website and more.



BID ASSESSMENTS AT WORK
 Total Investment \$37,710,015 2011-2019
 + Select BID investments, which include over \$19M for clean, safe and welcoming activities

- \$818K** Wayfinding kiosks
- \$245K** Security cameras
- \$348K** Mobile and stationary retail units
- \$1.38M** Landscaping
- \$278K** Street furniture and planters
- \$1.55M** Holiday decorations and programming



RETAIL SNAPSHOT AS OF 2019

- 24 Fitness & wellness facilities
- 19 Gifts & flowers
- 14 Parking garages
- 39 Banks & financial services companies
- 138 Restaurants
- 15 Theaters & attractions
- 8 Luxury hotels
- 162 Jewelers
- 11 Grocery, convenience & liquor stores
- 25 Clothing stores



BUSINESS IMPROVEMENT DISTRICT

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downtownboston.org

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