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FOR IMMEDIATE RELEASE

**Downtown Boston BID announces the retirement  
of President and CEO Rosemarie Sansone,  
a driving force behind resurgence of key city district**



BOSTON — Rosemarie E. Sansone, whose leadership has helped rejuvenate Boston’s downtown, has announced that she will retire as President and CEO of the Downtown Boston Business Improvement District in February 2022.

In her 14 years at the helm of the Downtown Boston Business Improvement District and its predecessor organization, the Downtown Crossing Partnership, Sansone has worked closely with property and business owners, residents and city agencies to create a positive and welcoming environment in an area that includes the Financial District, Downtown Crossing and the Theater District.

“I have worked with Rosemarie since her first days campaigning to create the BID and know that her enthusiasm, determination and vision is the reason the campaign succeeded and is the reason the BID has been such a success,” said BID Chair Pamela C. Messenger, president of Friends of Post Office Square. “The Board and I extend our thanks to Rosemarie for so many years of service to our city. It’s a true pleasure to work closely with someone so dedicated, and while I’m sorry her tenure is coming to an end, Rosemarie can be very proud of what she’s accomplished downtown.”

Sansone led the campaign that brought downtown property owners together to form Boston’s first Business Improvement District, or BID, through which property owners fund programs that attract people and new businesses and increase property values. The Downtown Boston BID was incorporated in 2010, and Sansone and her staff have collaborated with other BIDs nationwide to share resources and best practices.

The BID’s impact is apparent to anyone strolling through an area where uniformed ambassadors are constantly cleaning and helping visitors, where seasonal plantings and street furniture create a pleasant atmosphere, and where there are more businesses, restaurants and attractive buildings than there were not long ago.

While establishing the BID was an important first step, Sansone’s talent for bringing people together has ensured its success. During the BID’s first strategic planning process, she worked closely with the board of directors and staff to involve a broad array of stakeholders—property owners and managers, retail owners, tenants, residents, nonprofit organizations, city officials and visitors—to create a five-year strategic plan. Implementation began in 2017. Two years later, under her guidance, 97 percent of property owners voted to approve a five-year renewal of the Downtown Boston BID.

“It has been an honor and privilege to have been a part of the transformation and revitalization of downtown Boston,” said Sansone. “Working with so many dedicated and committed people who continue to invest and believe in the importance and value of the ‘heart of Boston’ has been the icing on the cake to my professional career.”

Sansone has a long history of involvement and service to the city of Boston. She was twice elected to the Boston City Council, where she served at large and gained a broad understanding of the relationships among city, state and federal agencies. Later she played a pivotal role in attracting businesses, tourism and conventions to the city as the director of the Mayor’s Office of Business and Cultural Development in the Flynn administration. In 1994, she joined Suffolk University as director of public affairs, with responsibilities that included collaborating with public- and private-sector partners on downtown’s ongoing revitalization.

The BID has formed a search committee to fill the president/CEO position.

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[Rosemarie E. Sansone bio](#)

#### **About Us:**

The Downtown Boston BID is a private not-for-profit corporation that provides supplemental services in Downtown Boston. Designed to benefit property owners, businesses, visitors, students, and residents, it is committed to achieving downtown’s full potential as a premier economic center and vibrant mixed-use neighborhood.

#### **Website & Social Media:**

[www.downtownboston.org](http://www.downtownboston.org)

[facebook.com/downtownboston](https://facebook.com/downtownboston)

[instagram.com/downtownbostonbid/](https://instagram.com/downtownbostonbid/)

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