



just this is boston.

**Downtown
Boston
Business
Improvement
District**



resources for a thriving downtown

The Downtown Boston Business Improvement District is Boston's first BID and one of only five in Massachusetts. A binding assessment levied on all commercial property owners based on property value funds BID activities. A 33-member board of directors elected by BID members oversees the organization. The board represents the cross-section of Boston's business and residential communities found in the district and is responsive to property owners, retailers and residents. It participates in the management, programming and budget decisions, which are implemented by a full-time staff that manages daily operations.

from the president



Today Downtown Boston is thriving as a center of commerce, tourism, culture and more. It's a place where hundreds of thousands of people enjoy a clean, safe and welcoming environment, supported by the efforts of the Downtown Boston Business Improvement District (BID) Corporation. Our mission is to significantly enhance the experience of all who live, work, shop, visit or go to school in the district. We also work to protect and enrich the investment made in all the properties within the district. Our work is collaborative, and we are grateful for the support and continued commitment from Mayor Walsh and those in city government.

As your advocate and voice for the district, we welcome you and invite you to learn more about the BID and how we can be of assistance.

Sincerely,

Rosemarie E. Sansone
President & CEO

BID ASSESSMENTS AT WORK

Total Investment
\$25,868,527
2011-2017

+ Select BID investments, which include over \$13M for Clean, Safe and Welcoming activities



\$826K
Wayfinding kiosks



\$172K
Security cameras



\$335K
Mobile and stationary retail units



\$910K
Landscaping



\$315K
Street furniture and planters



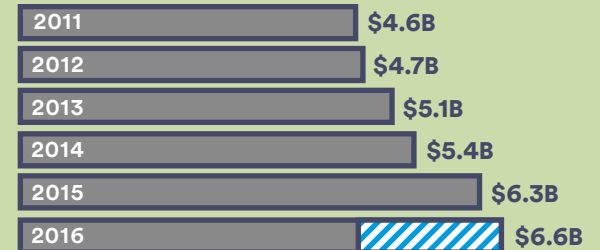
\$972K
Holiday decorations and programming

COMMERCIAL REAL ESTATE VALUES

Increasing values

+ BID commercial real estate appreciated 4.2% 2015-2016

+ 22.3% increase in assessed property values FY11-16



Overall appreciation over the past six years: 42.5%

measuring BID achievements



The Business Improvement District recognizes that data analysis is extremely important in business and in society. The BID collects and examines comprehensive information about the district and the BID's impact. This includes tracking every interaction between BID staff and members of the public. The following data from Fiscal Year 2017 is a snapshot of BID activities and services.

AMBASSADOR PROGRAM

121,243

VISITOR ASSISTS

37,654

BAGS OF REFUSE FILLED AND REMOVED

4,919

REMOVALS OF GRAFFITI OR STICKERS

1,765

MAINTENANCE REQUESTS ANSWERED

46,278

MAPS DISTRIBUTED

46

UNIFORMED AMBASSADORS

PUBLIC REALM

27

WAYFINDING/MAP KIOSKS

91

GROUND PLANTERS CHANGED QUARTERLY

575

HANGING FLOWER BASKETS

420

HOLIDAY WREATHS

ADVOCACY

REPRESENT MEMBERS AT

75+

COMMUNITY MEETINGS AND PUBLIC HEARINGS

TRACKED

450+

MEMBER SOLUTIONS THROUGH SALESFORCE

COMMUNICATIONS AND MARKETING

5,000+

WEEKLY NEWSLETTER SUBSCRIBERS

500,000+

BID WEBSITE PAGE VIEWS

4,174+

FACEBOOK LIKES

4,000+

TWITTER FOLLOWERS

40,000+

BID RETAIL MAPS PRINTED YEARLY

SPECIAL EVENTS

BOSTON FASHION WEEK

TASTE OF DOWNTOWN CROSSING

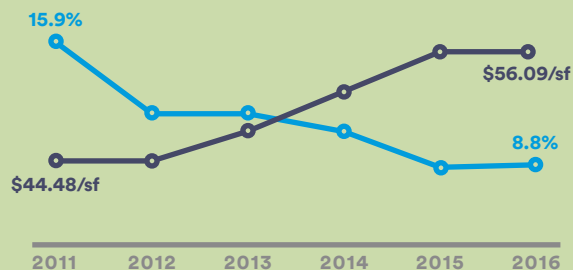
STROLLING MUSICIANS AND PERFORMERS

HOLIDAY MUSIC AND CELEBRATIONS

BLOCK PARTIES

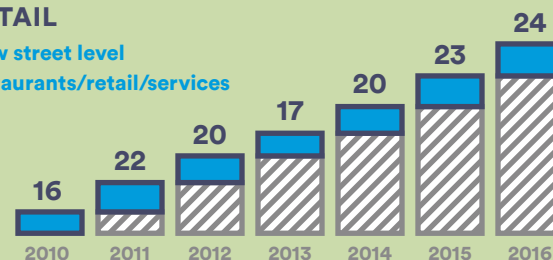
COMMERCIAL OFFICE VACANCY RATES AND ASKING RENTS

Dropping vacancies and rising asking prices



RETAIL

New street level restaurants/retail/services



SNAPSHOT FOR 2016

- + 11 new restaurants
- + 6 new cafés
- + 2 major retailers expand
- + 2 new banks
- + 1 new hotel
- + 1 new salon
- + 1 new gallery



creating a welcoming place

The BID provides an array of services as stewards of Downtown Boston dedicated to creating a premier and vibrant destination. Highlights include:

AMBASSADORS CREATING A CLEAN AND HOSPITABLE ENVIRONMENT

Uniformed ambassadors work 24/7 tending the district and responding to the needs of all who work, live or visit the area. They provide services ranging from removing graffiti and sidewalk gum to helping visitors with directions and providing them with assistance on to their final destination. They also collaborate with numerous social services agencies to provide an array of outreach services.

PUBLIC REALM

The BID's public realm goal is to create a welcoming, safe and distinctive public space in partnerships with members, public agencies and vendors. A districtwide mapping program has resulted in the installation of solar-powered wayfinding kiosks. A distinctive landscaping program provides a four-season rotation of street planters, hanging baskets and holiday decorations. Working with its partners, the BID has identified and increased public seating yearly, and chairs and tables are outfitted with the BID's signature umbrellas.

ADVOCACY, MARKETING AND PROMOTION

Support at licensing board hearings, including the Zoning Board of Appeals and Public Improvement Commission, as well as offering a market analysis of Downtown Boston and providing access to resources from the Greater Boston Real Estate Board, Boston Municipal Research Bureau, and the Commercial Real Estate Development Association (NAIOP).

To spread the word about the attractions and assets of the district, the BID employs a variety of channels — weekly e-newsletters, social media, outdoor poster campaigns, maps, promotional literature, advertising campaigns, special events, website and more.

EVENTS AND PROGRAMMING

Exciting events that enliven the district and draw people downtown have been a focus of BID activities since its inception. Longtime favorites include block parties, street markets and strolling musicians. Newer events include Boston Fashion Week, Taste of Downtown Crossing and activities coinciding with Harborfest. Also, the holidays are magical as families gather here for Macy's annual tree lighting against the backdrop of Downtown Crossing. From May through late December there are more than 1,300 public performances programmed throughout the district, making Downtown Boston the liveliest part of the city.

heart of the city

The 34-block area encompassing the BID has been considered the heart of Boston since colonial days. It is a 100-acre area bounded by Tremont, Congress, Court and Boylston streets and includes Downtown Crossing, the Ladder District, and parts of the Financial and Theater districts.





DOWNTOWN
BOSTON

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