



Photos from Hyannis Main Street BID

WHY CREATE A **BUSINESS IMPROVEMENT DISTRICT (BID)**?

What is a BID? A designated district that uses **self-imposed fees** to create a revenue stream **dedicated to improve** the district

Why do it? The dedicated revenue is used to **augment existing city services** to meet the special needs of the district. The funds are typically used for services such as:

Maintenance – street cleaning, snow removal, litter & graffiti removal, washing sidewalks, tourist guides

Promotion and Marketing – identification of market niche, special events, brochures, advertising, newsletters

Business Services – business recruitment and retention, sign & façade programs

Capital/Physical Improvements – streetscape improvements, management of parking garage, maintaining parking shelters, historic preservation

Here's an example:

The Hyannis Main Street Business Improvement District includes 120 properties assessed at \$75 million. It employs three full-time staff, and maintains a full portfolio of improvement activities. In the seven years ending in 2006, it reduced vacancy rates in the district from 10% to 1%.

What could it mean in Newton?

In Newton Centre, a BID could yield a program twice the size of Hyannis's: 6 paid staff and twice the activities and services. A BID in Auburndale, by contrast, would likely be about half the size of Hyannis's—smaller but still large enough to be effective.

How could it be done?

Gather the signatures of 60% of the property owners, representing at least 51% of the assessed value in the district. (The district must be contiguous, with 75% of the land zoned or used for commercial, retail, industrial or mixed uses.) The planning and administration for BID creation typically requires 1-2 years and costs \$20,000 to \$60,000.

Interested?

Check out *A Guide for Establishing BIDs in Massachusetts* at <http://www.mass.gov/Ehed/docs/dhcd/cd/mdi/bidmanual.pdf>, or call Emmy Hahn, the coordinator of DHCD's Massachusetts Downtown Initiative, at 617-573-1364, for more information.





City	# Buildings	Assessment	Annual Budget	Activities
Hyannis	100	0.003	\$ 190,000	Maintenance, Marketing, Events, Business dev., Capital improvements, Gov't relations
Northampton	504	0.005	\$1,000,000	Maintenance, Marketing, Public safety, Public infrastructure
Springfield	200	0.005	\$650,000	Maintenance, Marketing, Events, Beautification
Westfield	181	0.005	\$300,000	Maintenance, Marketing, Business dev., Comm. Rehab., Public safety
Amherst		pending		
Downtown Crossing		pending		
Great Barrington		pending		
Taunton		pending		

