An aerial photograph of Central Park in New York City, showing a large crowd of people gathered in the park. In the background, the Midtown Manhattan skyline is visible, including the Empire State Building and the Chrysler Building. The text "THE CITY AS A CATALYST FOR NEIGHBORHOOD REVITALIZATION" is overlaid in large, bold, black letters on a semi-transparent white background. Below the main title, the "NYC Small Business Services" logo is displayed.

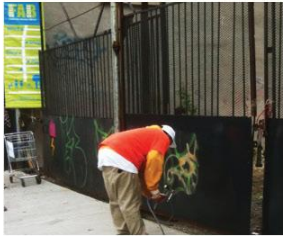
THE CITY AS A CATALYST FOR NEIGHBORHOOD REVITALIZATION

NYC
Small Business
Services

BUSINESS IMPROVEMENT DISTRICTS IN NYC



BUSINESS IMPROVEMENT DISTRICTS IN 2013



74,817
INSTANCES OF
GRAFFITI REMOVED



16,599
PIECES OF STREET
FURNITURE
MAINTAINED INCLUDING

2,865
BANNERS MAINTAINED

107
NEW PIECES OF
PUBLIC ART INSTALLED

3,580,889
BAGS OF GARBAGE COLLECTED

976
PIECES OF NEW
FURNITURE



3,004
PUBLIC EVENTS



229,146
EXISTING PLANTINGS
MAINTAINED

33,120
NEW PUBLIC
PLANTINGS
INSTALLED

1,061
PEOPLE EMPLOYED
BY BIDS

321 FULL TIME
616 SANITATION
124 PART TIME

BIDS HISTORY: IMPROVING NYC NEIGHBORHOODS FOR 35 YEARS



1981-1982

Legislatures in NY City and State pass BID legislation

1985

5 BIDs invest \$1.3 million in NYC

1990

22 BIDs invest \$9.4 million in NYC

1976

State legislation passes to form the first Special Assessment Districts (SADs), **Fulton Mall**, **Jamaica Center**, **Nassau St.** and **165th St.**

1984

Property owners form the City's first BID, **Union Square**



1988

First BID in the Bronx, **HUB/3rd Avenue**, is formed



2000

44 BIDs invest \$52.1 million in NYC

BUSINESS IMPROVEMENT DISTRICTS, LATE 1990s



The New York Times

July 29, 1999 | By John Tierney

The Big City; Clean Up City? Not Unless It's City Hall Way

Deputy Mayor Rudy Washington has vowed to **stop local business groups from expanding their efforts to spruce up neighborhoods.**

Mr. Washington also said that the districts, which were created in the 1980's to do jobs ignored by the municipal government, **are no longer so essential** because the city is doing a better job of cleaning and policing the streets. "Why should we increase assessments to do more services that government is already doing?" he asked.

The New York Times

April 2, 1998 | By Dan Barry and Thomas J. Lueck

Control Sought On Districts For Businesses

After years of questioning the powers of the city's private business improvement districts...

The new rules would require the city's 39 districts, which provide services like street cleaning and security, to clear virtually every major undertaking with the Department of Business Services.....

THE BLOOMBERG ADMINISTRATION



The New York Times

May 15, 2002 | By Terry Pristin

Mayor Sees Bigger Public-Private Partnerships

In a sharp departure from the policies of his predecessor, **Mayor Michael R. Bloomberg** announced several initiatives yesterday that are intended to encourage business improvement districts to play a bigger role in the city's economic growth.

The mayor's warm embrace of the city's 44 business improvement districts, the public-private partnerships known as BID's, will end limits imposed during Mayor Rudolph W. Giuliani's final years in office, when the groups were subjected to a budget freeze.

The New York Times

February 18, 2002 | By Terry Pristin

For Improvement Districts, Restored Alliance With City

From 1999 on, the city froze BID's budgets, refusing to let the property owners who made up their membership raise their assessments, even when they wanted to spend more of their own money on services like cleaning streets and sprucing up their neighborhoods. **These days, however, City Hall has been sending a very different message to the BIDs...**

The New York Times

July 7, 2002 | By Jim O'Grady

Under Bloomberg, New Life For Business Districts

In Manhattan, where 19 of the city's 44 BID's are located, 5 new BID's are forming and 6 established districts are seeking to expand. **Mayor Bloomberg seems to be the major force behind this growth.**

BLOOMBERG ADMINISTRATION: COMMITMENT TO BIDS



“In these tough times,
we must strengthen
business improvement
districts and local
economic development
corporations throughout
the City.”

– Mayor Michael R. Bloomberg,
2002 State of the City Address



BUSINESS IMPROVEMENT DISTRICTS



Mayor Bloomberg recognized the impact of BIDs and quickly created a five-point plan to re-energize the program. He put into place an agency not only focused on oversight, but on taking a proactive approach to growing and creating BIDs.

5 POINT PLAN

1

Simplify formation and expansion procedures and create a one-stop user-friendly BID formation guide

2

Allow BIDs to increase budgets and expand boundaries

3

Streamline the assessment collection and distribution process

4

Provide grants to spearhead BID formation, targeting neighborhoods outside Manhattan

5

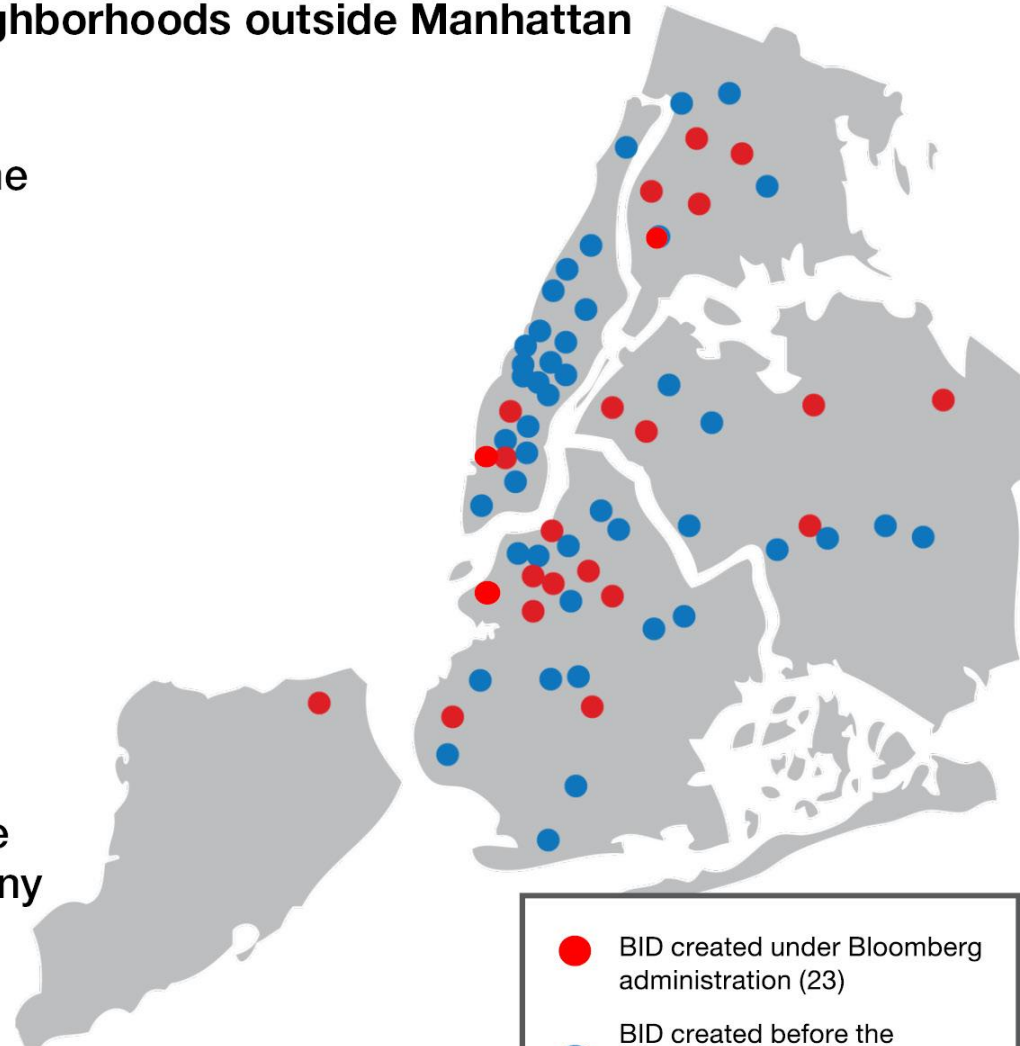
Allow issuance of long-term debt

BUSINESS IMPROVEMENT DISTRICTS



Business Improvement Districts have expanded under the Bloomberg administration, investing more into neighborhoods outside Manhattan

- There are **67 BIDs** in all five boroughs, the largest network in the United States
- BIDs invest more than **\$100 million** annually into NYC neighborhoods
- BIDs have invested in more than **3,500** block faces
- Under Mayor Bloomberg, **23** new BIDs have been created, **20** outside of Manhattan
- More BIDs have been created under the Bloomberg administration than under any other Mayor



- BID created under Bloomberg administration (23)
- BID created before the Bloomberg administration (44)

STRENGTHENING BUSINESS IMPROVEMENT DISTRICTS



Under Mayor Bloomberg, new initiatives were introduced to make BIDS stronger and recognize their achievements:

- Created workshops and one-on-one technical assistance programs
- Launched BID Challenge and Neighborhood Challenge to spur innovative projects
- Utilized the Avenue NYC program to supplement BID programming and initiatives
- Developed a Neighborhood Leadership program to provide individuals in neighborhood organizations with the tools and skills they need to revitalize their districts
- Recognized BID accomplishments at the Annual Neighborhood Achievement Awards at Gracie Mansion

WORKSHOPS AND TECHNICAL ASSISTANCE

SBS provides workshops, specialized trainings and one-on-one technical assistance programs that help BIDs strengthen their organizations, connect to resources, learn new skills and take their districts to the next level.

Retail Recruitment Training

- Provided 8 organizations with 10 months of expert one-on-one retail recruitment training
- Delivered basic and advanced retail recruitment workshops to over 50 organizations
- Help BIDs obtain and analyze market and demographic data
- Assist BIDs in the creation of district-specific marketing materials
- Develop district-wide retail recruitment plans for filling vacancies and improving retail mix

Website Development

- Provided 40 local organizations with professionally developed websites
- Offer trainings on website management
- Expand online presence of commercial corridors



Successful business attraction efforts and marketing campaigns

WORKSHOPS AND TECHNICAL ASSISTANCE



Non-Profit Management Training and Consulting Support

- Hold over 30 workshops and tailored trainings each year in fundraising, strategic planning, board development and financial management

Sharing Best Practices

- Host district “Spotlights” bringing economic development experts together to share ideas and solve problems
- Provide trending reports on BID spending and expenses
- Convene BID roundtables on best practices in topics like placemaking, marketing, social media and business attraction



Touring a successful commercial corridor in Jackson Heights



Workshop on non-profit management

BID CHALLENGE



Last year, SBS launched a competition for BIDs to encourage innovation and creativity. The competition spurred different revitalization projects throughout NYC. SBS awarded a total of \$270,000 to seven BIDs to launch their initiatives.

SBS recently launched Neighborhood Challenge which will provide three grants of up to \$100,000 for larger scale projects. Applications are due October, 15 2013.

To find out more about the Neighborhood Challenge, visit: nyc.gov/sbs.



ATLANTIC AVENUE BID (BROOKLYN)



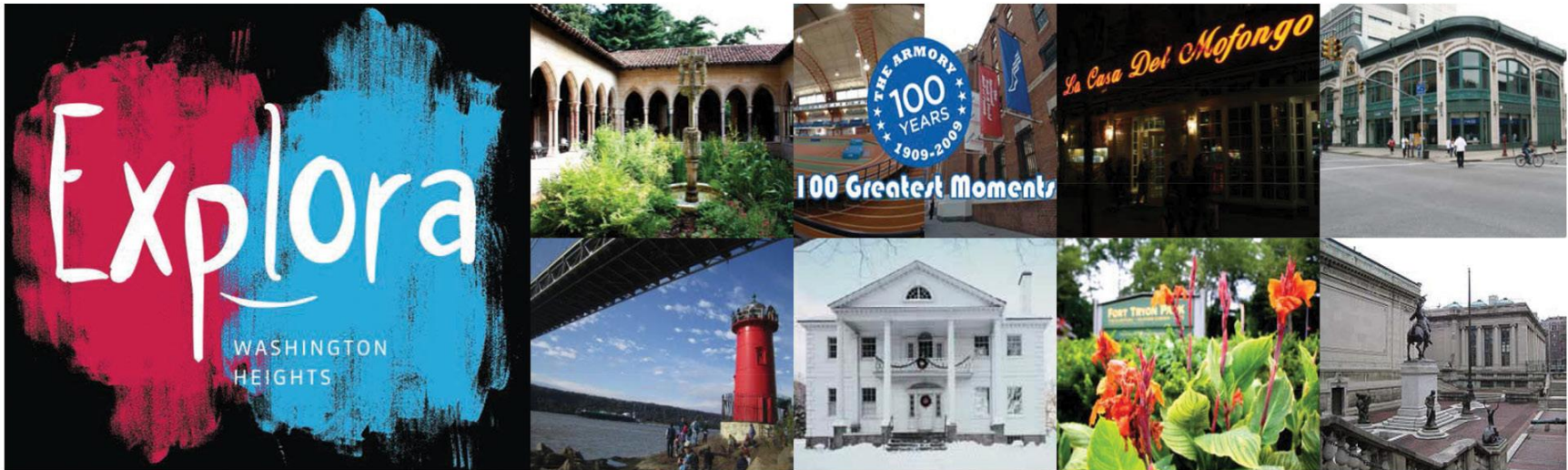
Activate the underutilized Brooklyn-Queens Expressway underpass using lighting improvements and public art

82ND STREET PARTNERSHIP (QUEENS)



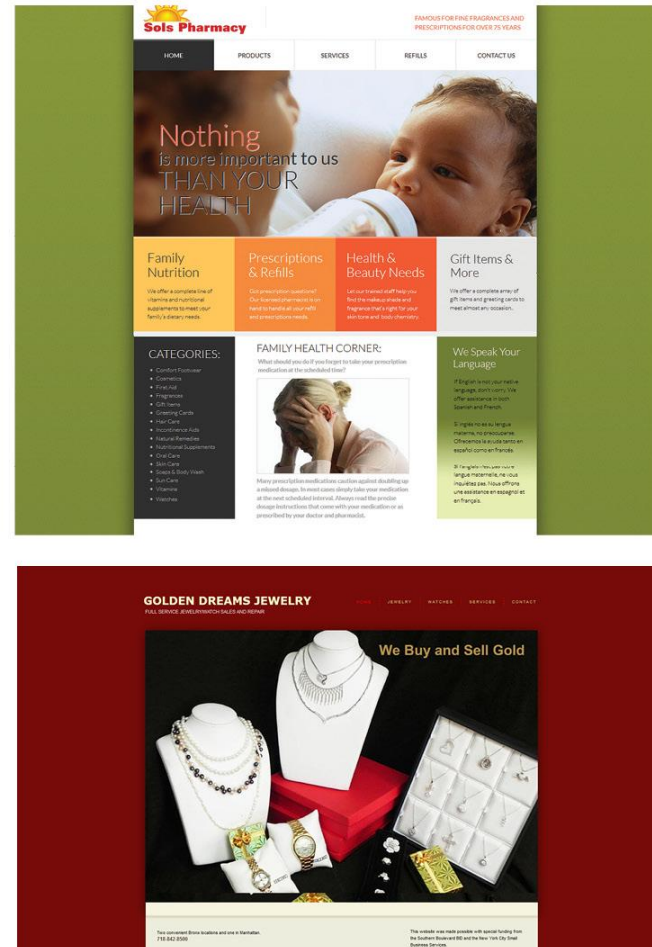
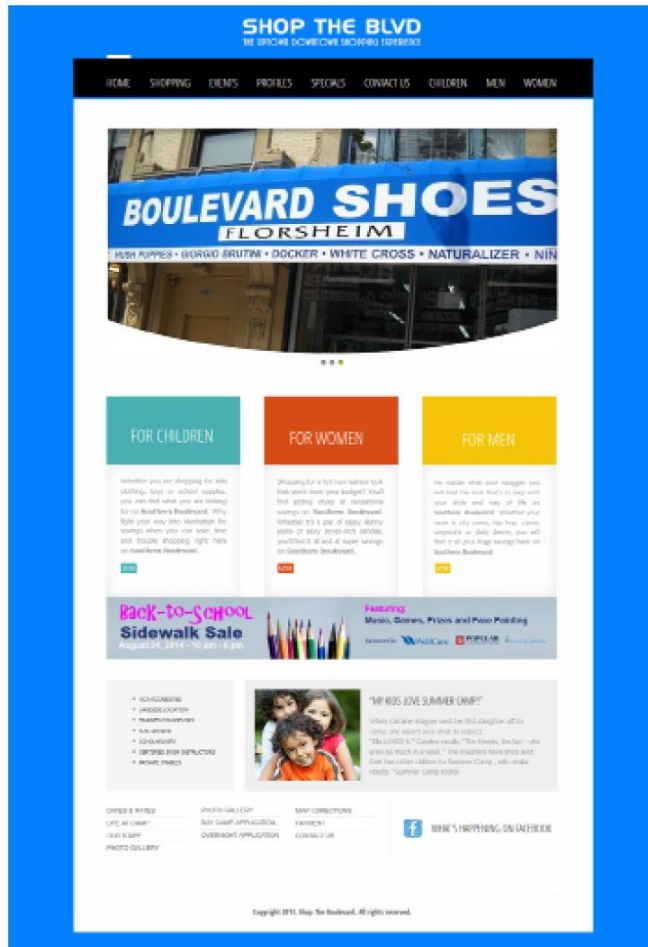
Restore historic storefronts to create a more welcoming commercial strip in the Jackson Heights neighborhood

WASHINGTON HEIGHTS BID (MANHATTAN)



Create marketing campaign called “Explora” to highlight the area’s unique cultural identity rooted in Dominican heritage

SOUTHERN BOULEVARD BID (BRONX)



Launch a digital marketing program to help small businesses advertise online

FORDHAM ROAD BID (BRONX)



Activated the Fordham Road Plaza by bringing the neighborhood together through a summer movie series

DUMBO BID (BROOKLYN)



HOME PROGRAM IMPACT ABOUT

AN ENTREPRENEURSHIP PROGRAM FOR ELEMENTARY SCHOOLS

COMMUNITY



Founders of tech, media and design companies visit schools in their local communities to share their stories.

COLLABORATION



Students work in small teams to brainstorm, create and pitch their own product ideas to the founders.

CONNECTIONS



Students visit the founders' offices to learn about creative culture and witness innovation in action.



Launch technology-based programs, including a mentorship program with elementary school students, a lunch-exchange app, and an interactive tourist installation

COURT-LIVINGSTON-SCHERMERHORN BID (BROOKLYN)



Create a plan to activate the historically vacant upper floors commercial spaces on Fulton Mall

SBS started the Avenue NYC program to supplement BID activities using Community Development Block Grant funding.

- SBS provides grants to BIDs working low-to-moderate income neighborhoods in all five boroughs. In 2012, SBS funded 44 organizations for \$1.6M.
- These grants – typically ranging from \$25,000-\$30,000 – make a big difference for smaller organizations.
- **Façade Improvements**
 - Myrtle Avenue (Brooklyn)
 - Church Avenue (Brooklyn)
- **Business Attraction**
 - Jamaica Center BID (Queens)
- **Marketing and Events**
 - 82nd Street Partnership, Viva La Comida! (Queens)
 - Fulton Avenue Business District Alliance, FAB Fridays (Brooklyn)



Myrtle Avenue Brooklyn Partnership used NYC Avenue Funding to improve storefront.



The 82nd Street Partnership created a 'Viva la Comida!' festival to draw people to street by showcasing the neighborhood's dynamic immigrant heritage through music, dance, food, and culture.

NEIGHBORHOOD LEADERSHIP PROGRAM



The Neighborhood Leadership Program is a partnership between SBS and the Coro New York Leadership Center that enhances the leadership abilities of individuals who are revitalizing the city's neighborhoods.

Participants focus on the following areas of leadership development:

- Understanding the 'Logic' of Neighborhoods
- Retail Business Resources
- Marketing, Promotions and Placemaking
- Improving Tenant Mix through Targeted Retail Attraction and Re-Development
- Creating and Maintaining Productive Stakeholder Relationships
- Driving and Managing Toward Results
- Change Management within Organizations



For more information on the Neighborhood Leadership Program, visit nyc.gov/neighborhoodleadership.

NEIGHBORHOOD ACHIEVEMENT AWARDS



Over the last twelve years, SBS has honored BIDs through the Neighborhood Achievement Awards at Gracie Mansion.



Fred Cerullo
Grand Central Partnership
BID Leadership Award, 2013



Bronx Library Center
The Development Award, 2009



Chinatown BID
Formation Campaign,
The Partnership Award, 2011



**Dumbo Improvement
District for The Archway**
The Development Award, 2010



**Downtown Alliance, Stone
Street Historic District/
Lower Manhattan Wireless
Network Public Space**
Award of Distinction, 2003



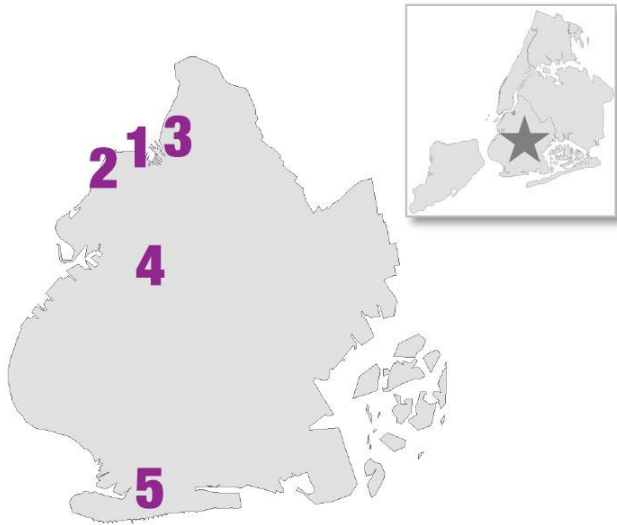
Laurel Brown
Jamaica Center BID
BID Leadership Award, 2013

LESSONS LEARNED/OBSERVATIONS



- 1** Strong leadership, starting with Mayor Bloomberg, provided SBS the resources needed to help BIDs grow in New York City.
- 2** Over the last twelve years, SBS has paid attention to helping the smaller BIDs, leaving the larger BIDs with expertise to work in their districts. Many of the BIDs enrolled in workshops, applied for funding through Avenue NYC, and participated in the Neighborhood Leadership Program.
- 3** Building and maintaining support among key stakeholders in each BID district, especially large corporations and institutions, has become more difficult but also more important. It is a challenge to keep individuals engaged when there is not a crisis or direct call to action.
- 4** Investing time and resources into the people who lead BIDs has created a strong network of individuals who will continue economic development work under future administrations.

BEST OF BROOKLYN



1. Walk the Brooklyn Bridge
2. Visit Brooklyn Bridge Park
3. Eat a steak at Peter Luger's
4. Drink an egg cream at Tom's
5. Buy a hot dog at the original Nathan's Famous

1



2



3



4



5



An aerial photograph of Union Square in New York City. The square is filled with a large crowd of people, many of whom are sitting on the ground. There are several large umbrellas in various colors (blue, green, yellow, red) scattered throughout the crowd. In the background, several tall buildings are visible, including the Empire State Building and the Chrysler Building. A semi-transparent white box is overlaid on the center of the image, containing text and the NYC Small Business Services logo.

Visit SBS at:
nyc.gov/sbs

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