

BID's - Chamber Competition or Chamber Advantage

W.A.C.E. Annual
Conference

February 8, 2024

Gina Reed, Civitas





Property & Business Improvement Districts and Business Improvement districts are stable funding sources for organizations of business and property owners working to improve their business districts.

Owners within the district work together to make significant improvements, attract consumers and new businesses, and activate their commercial area.

The top 15 cities in the U.S. benefit from \$600 million a year through BID assessments.

Taxes

No defined term

Government managed and imposed

No requirement of benefitting the paying businesses

Funds may be diverted at government discretion

vs

Assessments

Specific term and plan

Payor managed and approved

Based on benefit
to paying businesses

Legal accountability to district plan - funds cannot be diverted



Destination Funding



Private

- Membership/Partnerships
- Grants
- Event revenue
- Contract services



Public

- Untethered allocations
- Tethered tax allocations
- Grants (e.g., EDA)
- Assessments (TID)

Tourism Improvement Districts



Tourism businesses pay an assessment (may include STRs)

Collected by the government

And managed by DMO

- Marketing, Sales, Events, Destination Development, Visitor Services
- Capital Improvements (Conv Center, Sports)
- Workforce / Transportation
- Community Engagement

211 TIDs

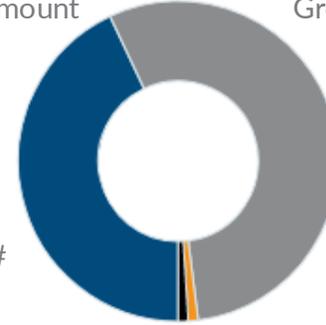
Most Recent:
Lafayette, LA
(September 2023)

43%
Fixed \$ Amount

55%
Gross Revenue %

1%
Fixed-rate based on #
of hotel
rooms

1%
Fixed-rate per
occupied room
per night that
varies by ADR



ANNUAL AMOUNT RAISED

Low	\$10,000
High	\$43,000,000
Total	\$541,838,995

23 STATES

Property Business Improvement Districts



Property owner
pays an
assessment



Collected by
the County on
the property tax
bill



And managed by non-
profit organization

Special Benefit

A particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public-at-large. Examples of special benefit include:

- Business on assessed parcel using district security service;
- Seasonal banners and decorations provided throughout district;
- Property owner using district graffiti removal service; and
- Business on assessed parcel being featured in district marketing program.

Traditional and Non-Traditional Improvement District Services



Maintenance

Removing litter & graffiti, washing sidewalks, cutting grass, trimming trees, planting flowers in public places.

Security and Hospitality

Hiring uniformed security and street "guides", buying & installing security equipment or special police equipment, staffing sidewalk tourism kiosks.

Consumer Marketing

Producing festivals & events; coordinating sales promotions, producing maps and newsletters; launching image enhancement campaigns, erecting directional signage.

Business Recruitment and Retention

Conducting market research; producing data-oriented reports; offering financial incentives for new/expanding businesses; marketing to investors.

Public Space Regulation

Managing sidewalk vending, street performances, street furniture, code compliance.

Traditional and Non-Traditional Improvement District Services



Parking and transportation management

Managing the public parking system, maintaining transit shelters, operating ridesharing programs.

Urban Design

Developing urban design guidelines; managing facade improvement programs.

Capital Improvements

Installing pedestrian-scale lighting and street furniture; planting and maintaining trees and flowers.

Social Services - Navigators

Creating or aiding help-the-homeless, job training, and youth services programs.

Visioning

Developing a vision or strategic plan.

Progressive Districts



Infrastructure Districts

- Sacramento Convention Center Ballroom will produce an extra 260,000 room nights annually.
- Funds for the expansion and remodel of the San Francisco Moscone Center.



Sports Districts

- Sports Complex funding in Placer Valley, sports marketing, and BID fees.



Wine Districts

- Two wine districts formed, three more in formation process



Restaurant Districts

- 5 RIDs in California



Transportation Districts

- Funding shuttles and transit



Things to Consider/Next Steps

- Legislation
- Type of District that will serve you best
- Types of programs you want to fund
- Community support

STEPS TO FORMATION

01 Outreach & Consensus Building

- Open House & Surveys
- One-on-one meetings
- Educational material

02 Management District Plan (MDP)

Legal framework of the district

- Boundary
- Services
- Budget
- Term
- Assessment
- Governance

03 Petition Drive

Signed petitions weighting 50%+ based on assessment

04 Hearings

1. Resolution of Intention
2. Public Meeting (or Ballot – see 4.a)
3. Resolution of Formation

04.a Ballot

In a PBID, a ballot is sent to all assessed property owners during the hearing process



23

States

TID/BID Legislation
Drafted

200+

Projects

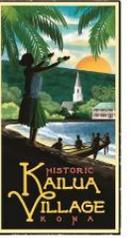
TID/BID Formation
Projects Worldwide

\$2B



Amount generated for
clients globally.

We are passionate about raising stable, dependable funding for destination promotion.



north lake tahoe



CIVITAS

PARTNERSHIPS ■ PROGRESS ■ PROSPERITY



BORN TO CELEBRATE



visitnorfolk.com





SHADELANDS PBID

WALNUT CREEK



Location

3.4M sq ft

270 acres

106 property owners



Challenges

History:

Walnut Creek's first business park built in 1975 on the site of a former ranch

Relevance:

Designed as a traditional office and research development center

Competition:

Newer business parks adjacent to freeway interchanges

Situation:

High vacancy rate

Solutions

Property owners decided to set themselves apart from other parks in the region

Management District Plan was conceived with the Walnut Creek Chamber leading the effort

PBID created a steering committee to guide the district plan

Additional Services: free shuttle to BART, advocacy, marketing & promotion, wayfinding, security

Rebranding underway with Creative:MINT who successfully rebranded Visit Walnut Creek



VISIT

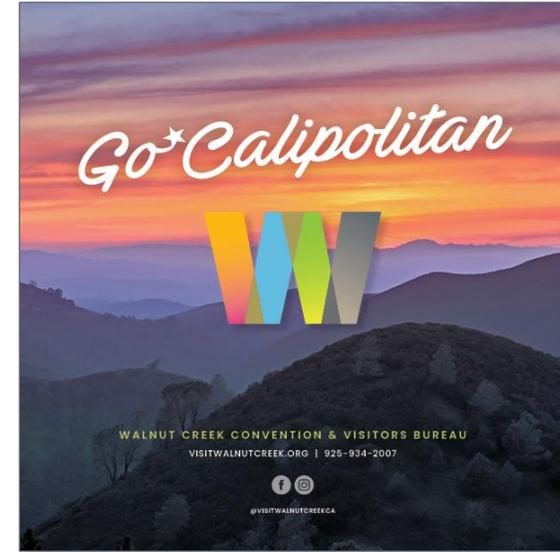
WALNUT CREEK

*Go*Calipolitan*

Who are we?

We are **Visit Walnut Creek**, the “Visitors Bureau” part of the Walnut Creek Chamber of Commerce and Visitors Bureau.

We are a **Tourism Business Improvement District**, or a **TBID**.



The aim of a TBID is **increase the number of overnight visitors** and their use of business and services in the area.

Why are visitors important?

If you build a place people want to **VISIT**, you build a place where people want to **LIVE**.



If you build a place where people want to **live**, you build a place where people want to **WORK**.

And, if you build a place where **business** thrives, you'll build a place where people will want to **VISIT**.

If you build a place where people want to **work**, you build a place where **BUSINESS** will thrive.

Example of a Visitor Spend

Example of spend from overnight visitor	
Category	
Lodging	\$ 175
Retail	40
Food & Beverage	45
Entertainment: Lesher Theater of the Arts Ticket	75
Total of one night/day stay	\$ 335

Thank You!