

THE CITYWIDE BUSINESS IMPROVEMENT DISTRICT PROGRAM

FREQUENTLY ASKED QUESTIONS (AND ANSWERS)

HOW ARE THE BID IMPROVEMENTS DECIDED UPON?

Generally, the programs to be provided by a BID are determined by the community and are selected based on community needs and desires. The process of determining community needs and desires typically involves the development of questionnaires, which are mailed to all business or property owners in the proposed district. Focus groups and telephone surveys are also frequently used to determine community priorities. Based upon the ranked responses of the community, a picture begins to emerge which illustrates what the collective community desires. Costs associated with delivering the most wanted improvements then form the bases for the eventual BID assessment amount. The process involves offering options and considering the affordability of program delivery to those who would pay the assessment; eventually a compromise is reached which, again through surveys, interviews, questionnaires and community feedback, satisfies the majority of the proposed members.