

**THE CITYWIDE BUSINESS IMPROVEMENT DISTRICT
PROGRAM
FREQUENTLY ASKED QUESTIONS (AND ANSWERS)**

WHY SHOULD I AGREE TO ASSESS MYSELF?

Reduced budgets and limited funding to support localized improvements in cities throughout California area reality. If you agree that your business community is capable of attracting more customers, of realizing additional lease revenues and reduced vacancies, or of capitalizing on your local entertainment and attractions, then you should consider exploring the BID program. Because of its flexibility, the BID concept has proven interesting to a very wide variety of business interests throughout the city. The LA BID Program, for your community, could quite possibly mean Being In the Driver's seat.