

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

WHAT ARE AREA-SPECIFIC PROGRAMS?

In a Business Improvement District, a special assessment pays for programs and services which are tailored to the area defined by the BID by representatives of the BID. A variety of activities and improvements are authorized for BIDs and defined by state law. Collectively, these services, activities and programs are referred to as "improvements." For example, BIDs may collectively decide to fund a concerted marketing or promotional effort to attract, develop and retain both new and existing businesses, as well as to encourage tourism or increase an established customer base. Such "area-specific programs" have a variety of uses. For example, a single business or property owner may not possess the capital required to effectively promote the business or commercial property. However, the financial leverage obtained from the collective assessment revenue of dozens, or hundreds, of business or property owners can provide for marketing campaign capable of producing significant results.