

**LEGISLATIVE #**

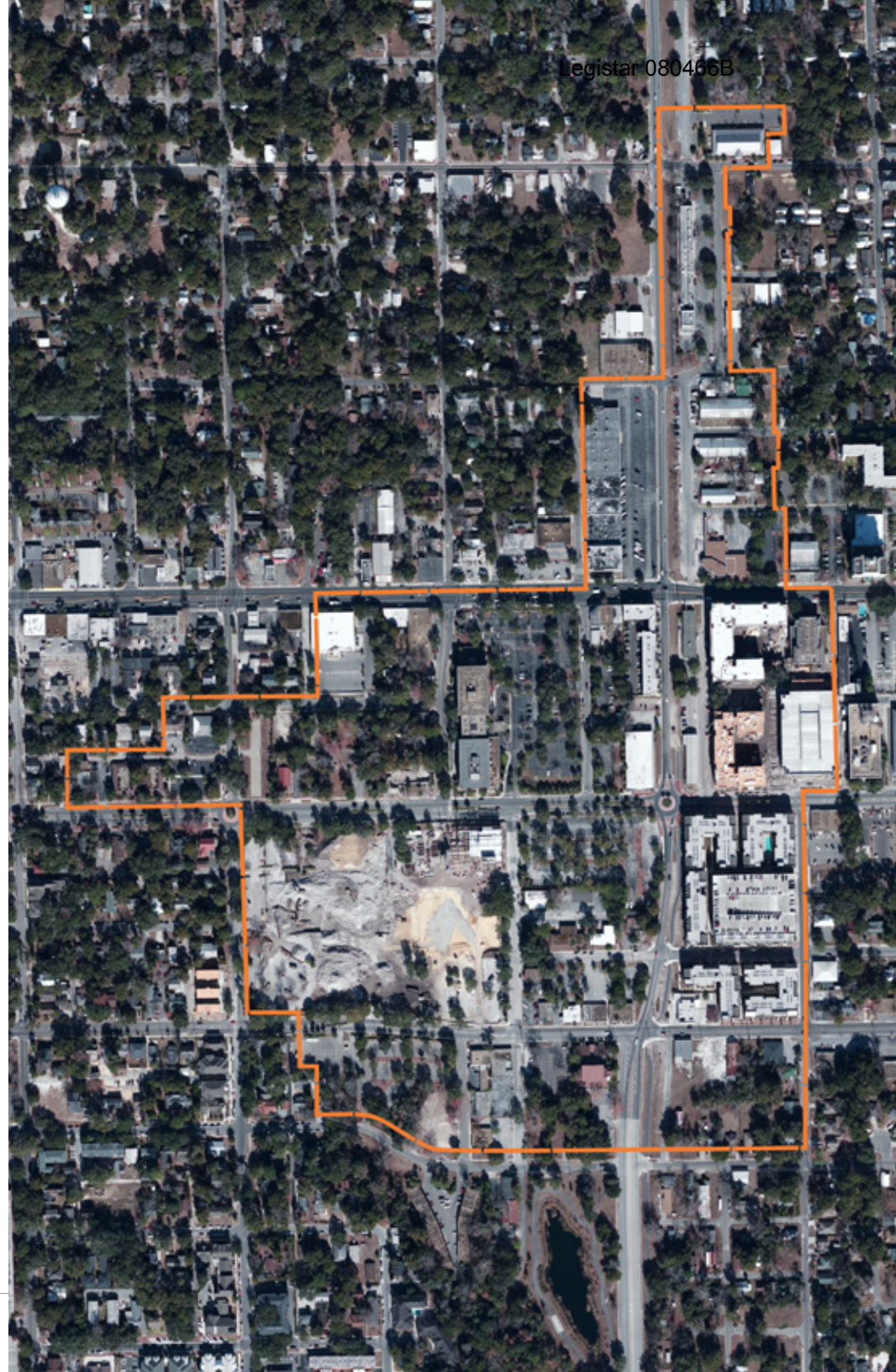
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# INNOVATION SQUARE BUSINESS IMPROVEMENT DISTRICT (BID)

# INNOVATION SQUARE DISTRICT (ISD)

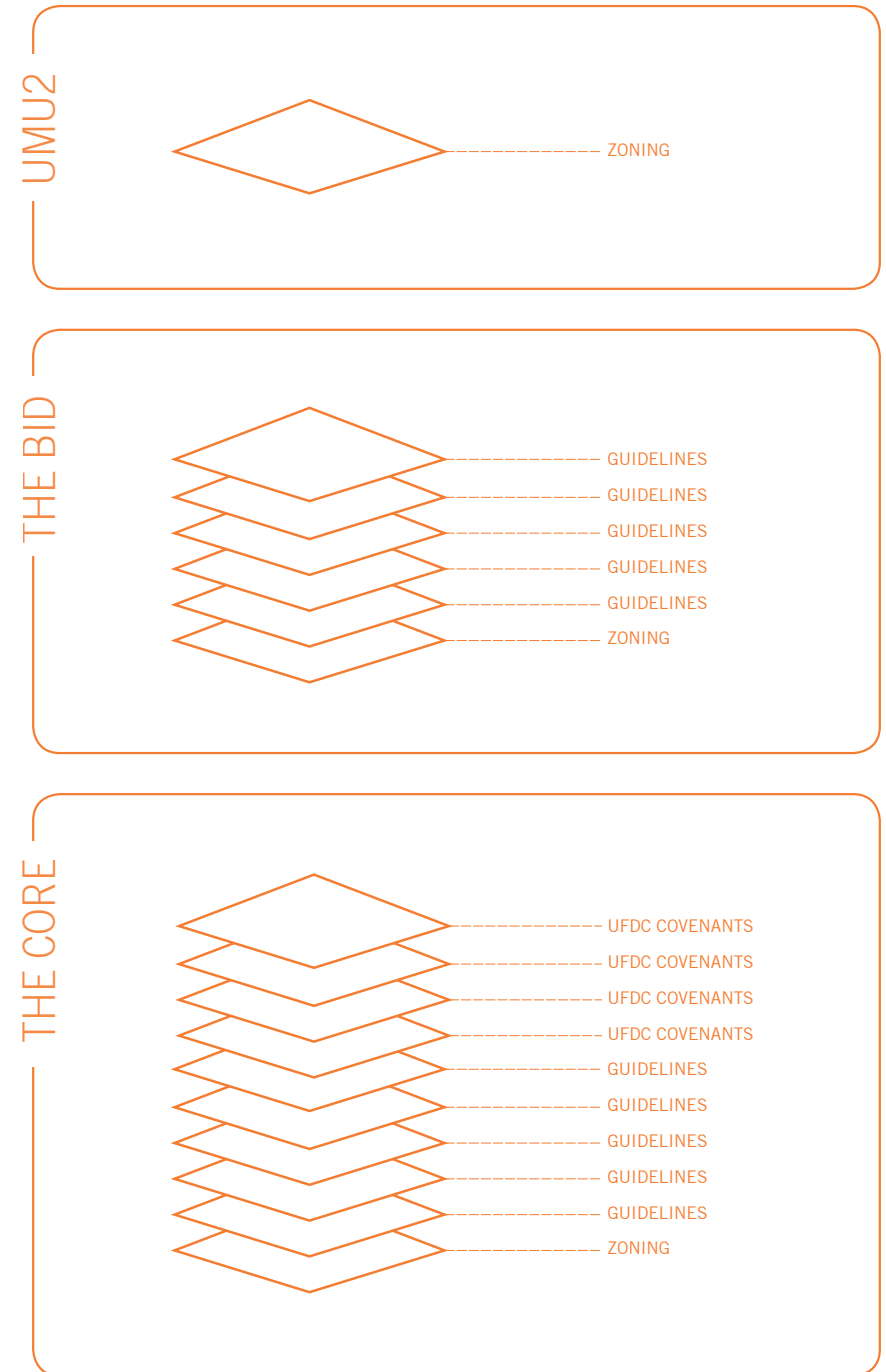
The Innovation Square District, a business improved district (BID), provides a higher level of oversight which ensures the vision for the district is maintained.



# BUSINESS IMPROVEMENT DISTRICT (BID)

The BID is used to **monitor and guide** development to ensure that each project reinforces the basic **goals and vision** of the district.

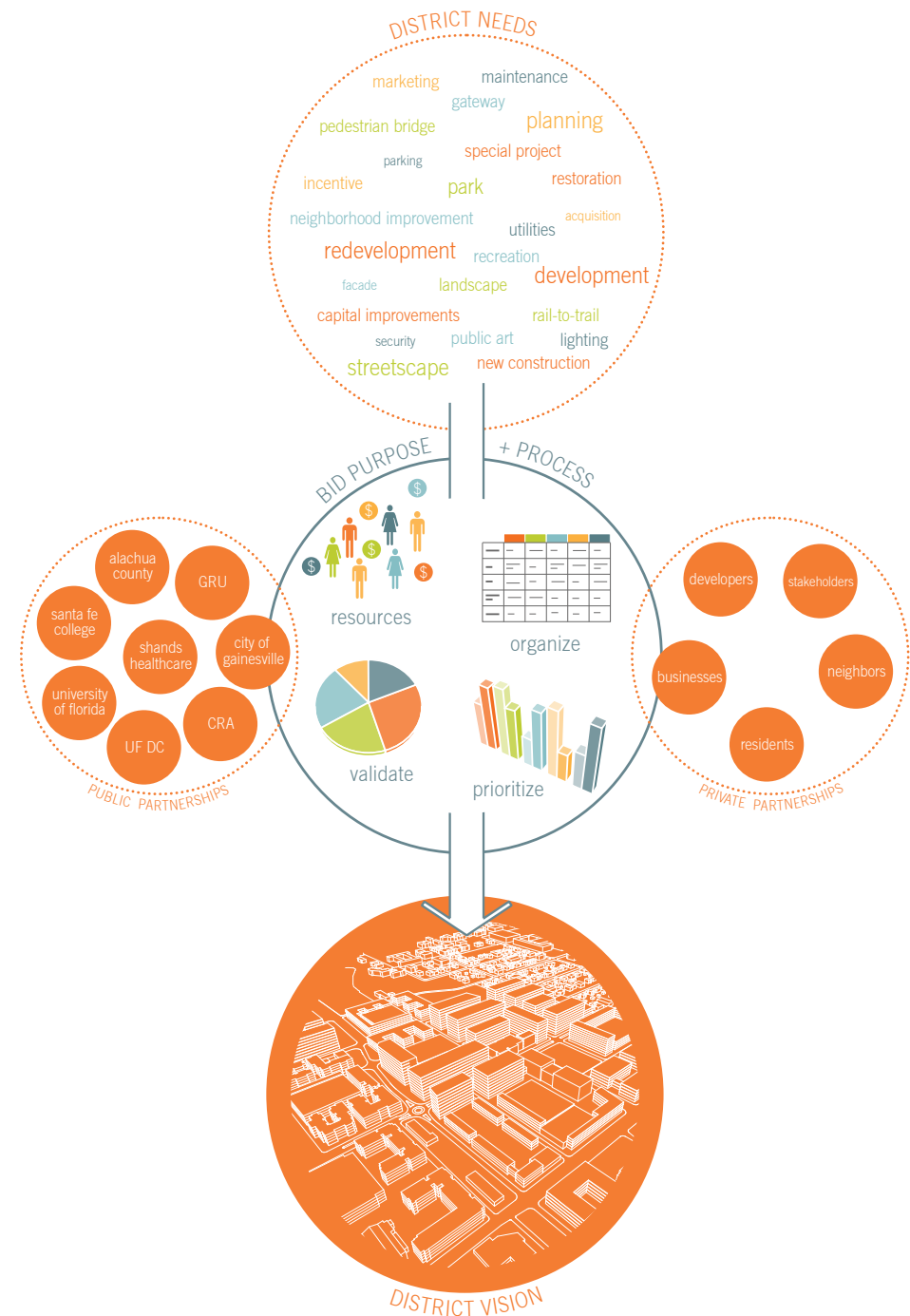
- » Works within existing regulations to provide an additional layer of development oversight
- » An area in a city where businesses fund (by tax or fee) improvements within the district
- » Efficient and equitable system



# BID PURPOSE + PROCESS

The BID process allows development to proceed **quickly and efficiently** while promoting **creativity and originality**. This process ensures the district vision is maintained.

- » Responds to needs unique to the district
- » Creates partnerships among stakeholders
- » Validates needs and matches them with available resources
- » Prioritizes and coordinates development and other district projects



# DISTRICT NEEDS + SERVICES

The services provided by a BID are **supplemental** to those already provided by the municipality, but are more **focused** on the specific needs of the district.

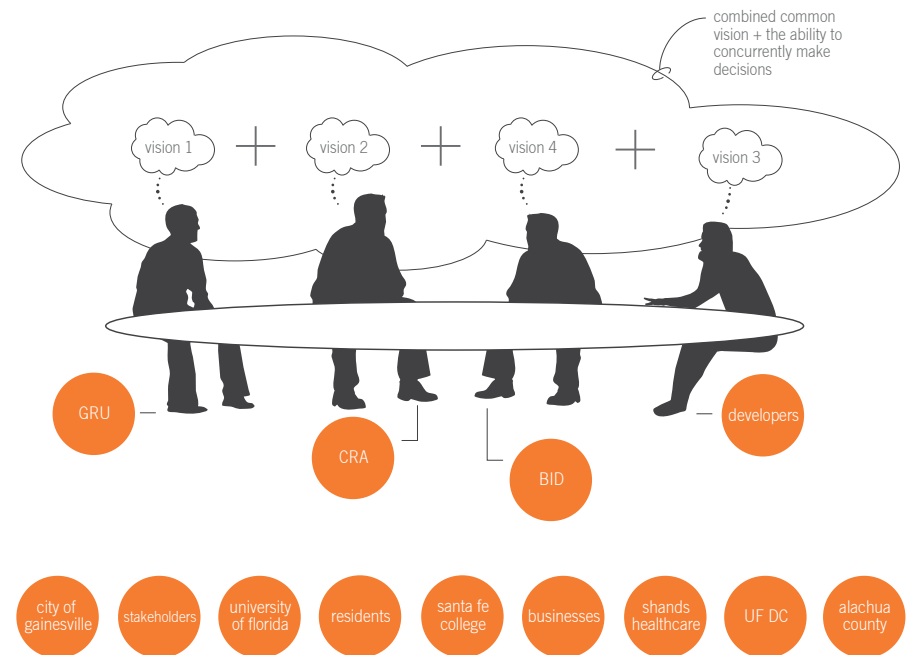
- » coordination of development & construction
- » making capital improvements
- » pedestrian & streetscape enhancements
- » district-wide security & maintenance
- » marketing of the district



# DISTRICT PARTNERSHIPS

The value of the BID is central coordination that ensures the greatest degree of **collaboration and clarity** through the development process.

- » Various partners work toward a single goal
- » Services are different but complementary
- » Boundaries between each of the partners may overlap
- » Coordination will include all partners working collaboratively



EXAMPLES.

# DOWNTOWN CORAL GABLES



The BID of Coral Gables is based on a **partnership** between property owners and merchants who work on **goals of mutual interest** with the city and partner organizations.

- » Restore vitality to Miracle Mile and the Downtown Business District
- » Establish the downtown as a sought after shopping destination for tourists and residents
- » Improve the area to match the City's other superior amenities
- » Develop consensus and identify funding sources for physical improvements in the area



EXAMPLES.

# MIDTOWN IMPROVEMENT DISTRICT



The Midtown Improvement District (MID) is a public improvement district created to offer enhanced safety, maintenance, and capital improvements in Midtown Atlanta.

- » Works with the Atlanta Police Department to address street crimes
- » Provides light maintenance to keep Midtown streets clean and inviting
- » Built new streetscapes along Midtown's major streets
- » Administers transit options such as ride-sharing programs and shuttle services

