

# Creating a Business Improvement District



Hormann & Associates  
urban marketing and management



Downtown Albuquerque

# What is a Management District

Provides Essential Services:

including security, maintenance, marketing, economic development, special events, etc.

- Over & beyond what government provides
- Concentrated within a distinct geographic area
- Paid for by a special property owner assessment
- Services managed by a not for profit organization
- Organization governed by a Board
- Board Directors represent those who pay

# Benefits of Districts

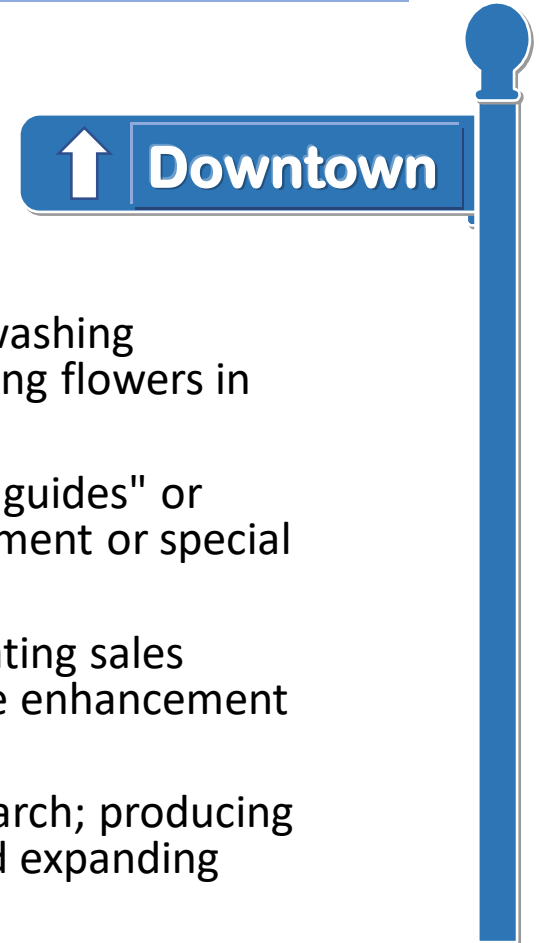
## 1500+ Management Districts in North America

### **Common successes:**

- improved property values
- increased sales
- reduced crime
- enhanced physical appearance
- increased numbers of people using downtown for a variety of purposes
- Speaking with one voice – creating the collective clout
- Advocacy with local government
- Create cooperation among businesses

# What You Can Do

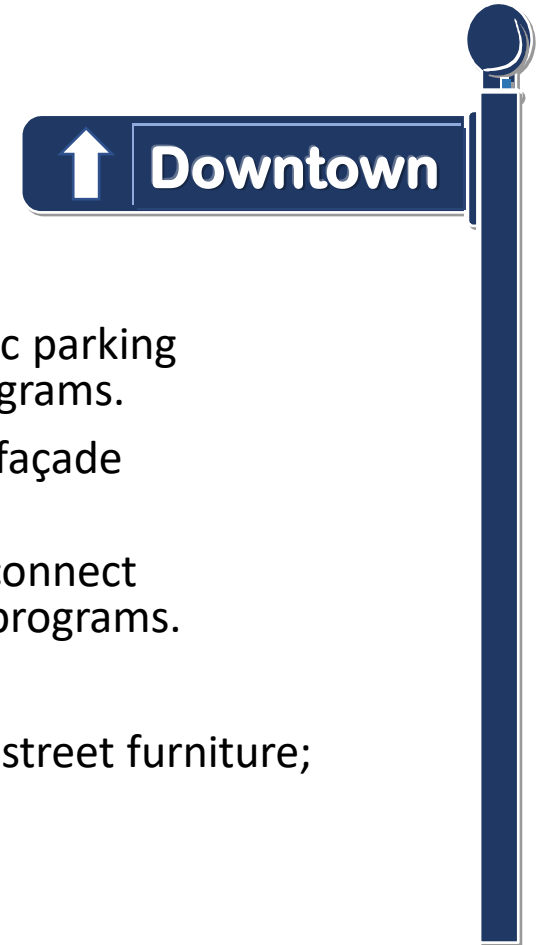
Districts typically serve some or all of the following 10 functions:



- **Maintenance** Collecting rubbish, removing litter and graffiti, washing sidewalks, shoveling snow, cutting grass, trimming trees, planting flowers in public places.
- **Security and Hospitality** Hiring uniformed security and street "guides" or "ambassadors"; buying and installing electronic security equipment or special police equipment, staffing sidewalk tourism kiosks.
- **Consumer Marketing** Producing festivals and events; coordinating sales promotions, producing maps and newsletters; launching image enhancement and advertising campaigns; erecting directional signage.
- **Business Recruitment and Retention** Conducting market research; producing data-oriented reports; offering financial incentives for new and expanding businesses; marketing to investors.
- **Public Space Regulation** Managing sidewalk vending, street performances, street furniture, code compliance.

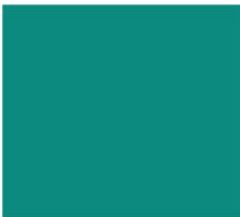
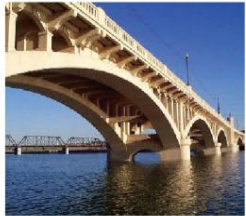
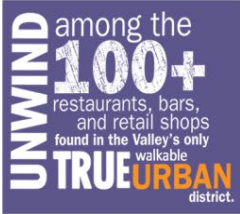
# What You Can Do

## Districts typically serve some or all of the following 10 functions – cont:



- **Parking and Transportation Management** Managing the public parking system; maintaining transit shelters; operating ridesharing programs.
- **Urban Design** Developing urban design guidelines; managing façade improvement programs.
- **Social Services** Creating or aiding outreach programs to help connect homeless to services; offering job training and youth services programs.
- **Visioning** Developing vision and strategic plans.
- **Capital Improvements** Installing pedestrian-scale lighting and street furniture; planting and maintaining trees and flowers





# What Other Cities Have Done

# Safe-T-Patrol Guides

- Program designed using proven methods utilized by over 125 downtown organizations across the country
- Aimed at improving the safety, friendliness and accessibility of downtown visitors, residents, and workers
- An excellent tool for addressing Homelessness in the district and changing not only the reality but the perception of the downtown area



# Ground Support

## Ground Support on the streets

- Provide enhanced cleaning services and customer service
- Trained as tourism ambassadors to be well-versed on the area attractions, events, and businesses



“You think something is clean if it looks clean, you know it is clean when you see someone cleaning it.” - Disney School of Management



# Streetscape Improvement & Maintenance



Created by Hormann & Associates



# Beautification

- Planter boxes
- Hanging Baskets
- Electrical box beautification



# Street Banners & Signage





# Façade Improvements



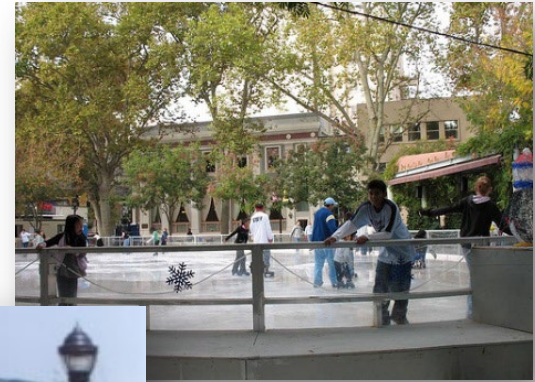
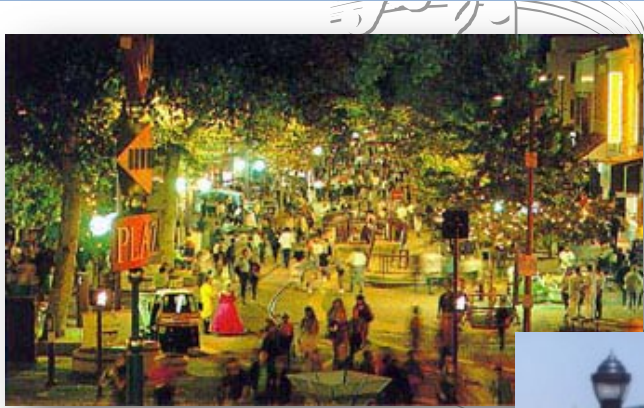
Before

- Develop Design Guidelines
- Manage Improvement Initiatives
- Find matching Grants and encourage participation



After

# Marketing & Promotions

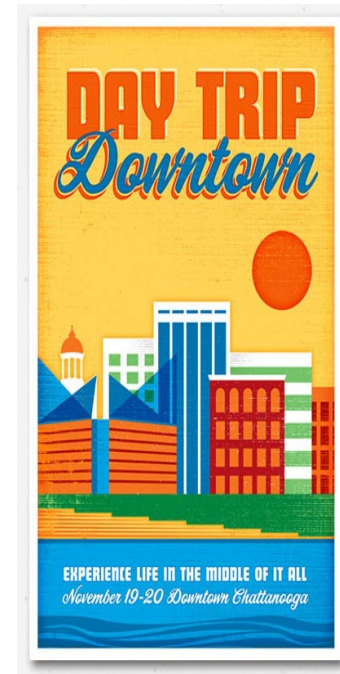
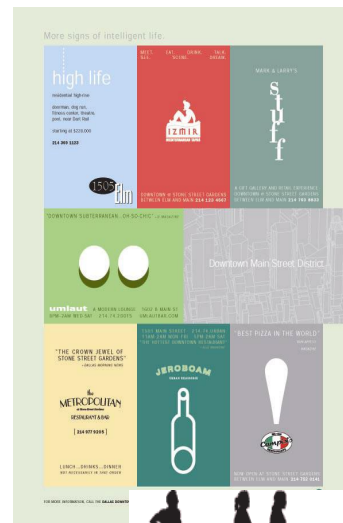




# Calls to Action

Support new programs and events bringing targeted segments to Downtown.

Bring them down 10,000 at a time - to bring them back one at a time



- Coordinate desired programs
  - Clean and Safe
  - Marketing
  - Event coordination and production
  - Façade improvements
  - Business Recruitment & Retention
- Facilitate board & committee meetings
- Government liaison
  - Advocate in policy discussions
  - Leverage more benefits/money for district



# THE PROCESS

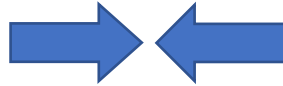


# Cross-Education

## Info **TO** Property Owners

### Hear Opinion/Find Consensus On:

- Perceived Needs
- Priorities for Improvement
- Which Services Are Desired
- Costs and Willingness to Pay



## Info **FROM** Property Owners

### Outreach/Inform :

- What is a Management District
- How Districts Benefit Stakeholders
- Case Studies from Other Cities

# District Formation

- Service Plan
- Education + Prioritizing Needs
- Organizational Infrastructure
- Feasibility
- Consensus
- Marketing / Education
- Support



# Petition Drive

## **New Mexico has two types of Districts** **Property Owner or Business Based Districts**

### **Business Based Districts Can be Formed by:**

- Gathering petitions from ten or more business owners comprising at least 51% of the total business owners in the proposed district

### **Property Based Districts Can be Formed by:**

- Gathering petitions from five or more real property owners comprising at least 51% of the total real property owners in the proposed district
- In additions, petitions from property owners representing more than 50% of the assessments to be paid must be submitted to the council in writing to create a district.

# Create A Plan

- Data
- Maps
- Boundaries
- Services
- Budget
- Methodology
- Collection

# Assessments

## Everyone pays their fair share

- Create Plan and Budget
- Create Assessment to match budget
- Based on some of the following
  - Value of Property
  - Square footage of lot / building
  - Property type
  - Linear frontage
- Assessment is a Surcharge on Property Tax

# Next Steps

- Build database of properties and owners
- Identify possible boundaries and zones
- Determine proposed services
- Stakeholder outreach and education

# QUESTIONS?

# THANK YOU



**Hormann & Associates**  
urban marketing and management

Nancy Hormann  
[nancy@hormann.net](mailto:nancy@hormann.net)  
480-626-0226