

BUSINESS IMPROVEMENT DISTRICT (BID) OPPORTUNITY IN JOHNSON CITY

Prepared for the Village of Johnson City and Broome County, NY

This brief introductory guide provides key information for property owners and community stakeholders who may be interested in a Business Improvement District (BID) in Johnson City. For more information, contact Broome County to view a recording of a virtual meeting that provides a detailed introduction.

What is a BID? A Business Improvement District or a BID is a geographical area **where local stakeholders oversee and fund** the maintenance, improvement and promotion of their commercial district.¹ A BID is an implementation tool for property owners to work together and pool resources by applying a special assessment within the designated area. Municipalities are allowed to form a BID through New York State legislation, which sets the specific requirements and regulations.

KEY FEATURES:

- ➔ A special assessment, or BID Assessment, on property owners within the district provides a **sustainable-funding** source for improvements and services within the district.
- ➔ A BID is managed by a **Board of Directors** composed of representatives of owners and tenants within the district.
- ➔ A BID has a **designated boundary**.

BIDs are used in communities large and small across the country and throughout the world. They have been an important tool for property owners since the 1970s.

BID IMPROVEMENTS & SERVICES: A BID can:

- ➔ **Construct or install improvements to promote business activity** (e.g. streetscape improvements, street fixtures, park areas, etc.)
- ➔ **Provide operation and maintenance of improvements**
- ➔ **Provide additional maintenance and services** (e.g. marketing, special events, enhanced sanitation, etc.)
- ➔ **Construct accessibility improvements**

Services provided by a BID are in addition to existing municipal services, they do not replace municipal services.

Next Steps

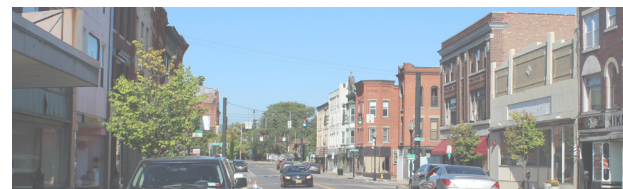
Get together with other property owners and community stakeholders to support the formation of a BID in Johnson City! Discuss your vision for a BID in Johnson City, including a proposed designated area and the services that should be provided.

Tips from BID Executive Directors

Many other communities in New York State have taken advantage of the opportunities a BID can provide. Communication with other BIDs can offer first-hand knowledge, such as:

- ✓ Think long-term when determining the mission for the BID.
- ✓ Make sure you have enough properties and BID assessment to support the improvements and services proposed.
- ✓ Outline a clear relationship with the Village.
- ✓ Establish a strong board of directors and staff leadership.
- ✓ Partner with other organizations.
- ✓ Allow for flexibility as the organization evolves.

¹ <https://www1.nyc.gov/site/sbs/neighborhoods/bids.page>



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PROVIDE YOUR INPUT: To further investigate the potential for a Business Improvement District (BID), please describe what you think is important in downtown Johnson City and for the development of a Johnson City BID.

What do you see as the Top Five greatest assets associated with downtown Johnson City? (Select 5)

- | | | |
|--|---|---|
| <input type="checkbox"/> Scale of the streetscape | <input type="checkbox"/> Access to educational institutions | <input type="checkbox"/> Transportation access and options |
| <input type="checkbox"/> Historic resources / character | <input type="checkbox"/> Housing options | <input type="checkbox"/> Local events and programming |
| <input type="checkbox"/> Local businesses | <input type="checkbox"/> Available community services | <input type="checkbox"/> Streetscape amenities (flowers, lights, benches, etc.) |
| <input type="checkbox"/> Access to cultural institutions | <input type="checkbox"/> Public spaces (parks, etc.) | |

Please identify on a scale of 1 to 10 (with 1 being the least important and 10 being the most important) how important each of the following improvements are:

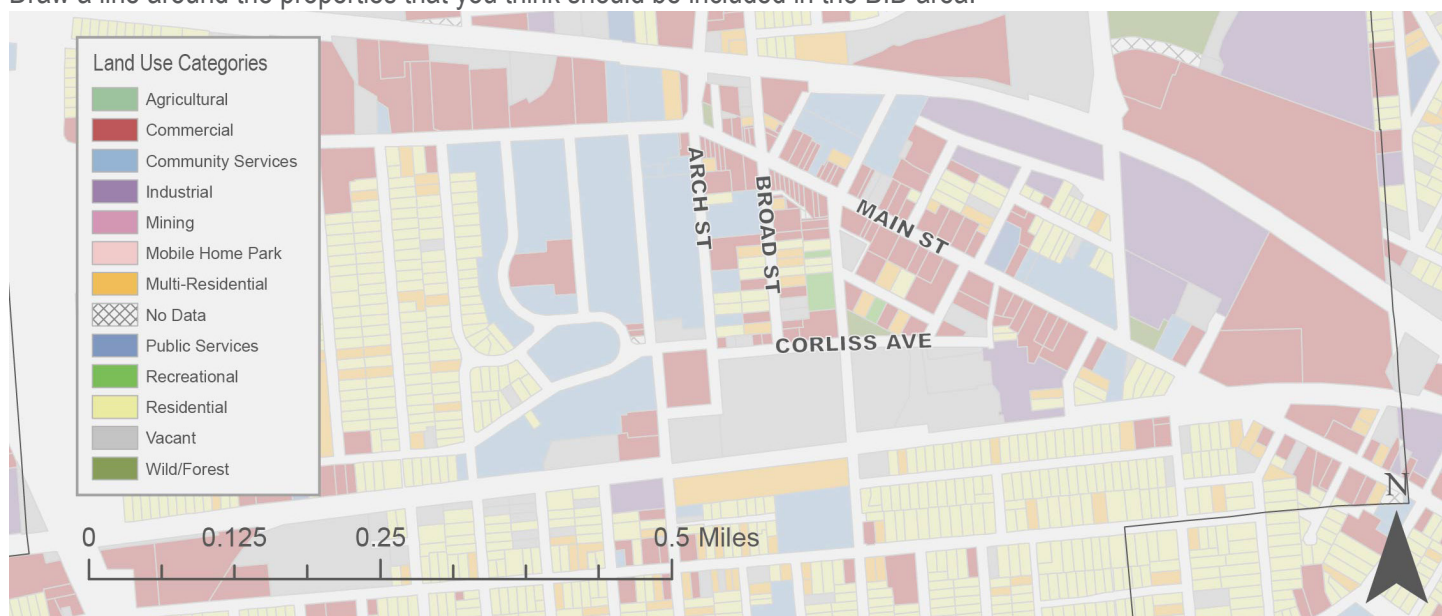
- | | | | | |
|---|--|-----------------------------|---|----------------------------|
| ___ Additional beautification
(holiday decorations, banners, etc.) | ___ Streetscape and accessibility improvements | ___ More wayfinding signage | ___ Public space improvements / expansion | ___ Addition of public art |
|---|--|-----------------------------|---|----------------------------|

Please prioritize the following services as your 1st through 6th priority for a future Johnson City BID:

- | | |
|--|--|
| ___ Increased coordination among business owners | ___ Streetscape cleaning and maintenance (plantings, snow removal) |
| ___ Marketing and promotion of downtown / BID | ___ More programming and special events |
| ___ Enhanced safety measures | ___ Area ambassadors |

What is your top priority for a BID in Johnson City?

Draw a line around the properties that you think should be included in the BID area:



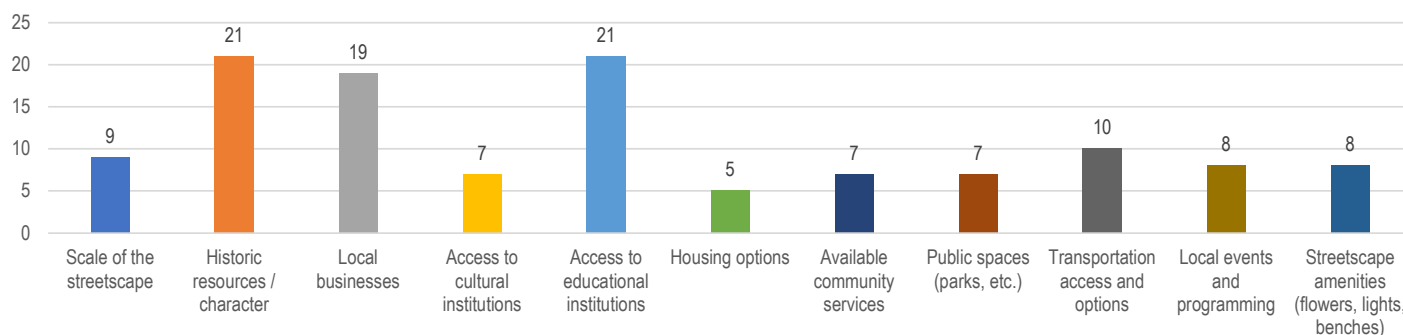
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SUMMARY OF INITIAL INPUT: On January 20, 2021, two virtual informational meetings were held for the Village of Johnson City and Broome County regarding Business Improvement Districts (BIDs). The meetings outlined the opportunity for a BID in Johnson City to local property owners and other community stakeholders. Following a presentation, participants were asked a series of five questions using an interactive app to begin to gather input in the potential development of a Johnson City BID. The following summarizes this initial input:

The first question asked participants to identify the top five greatest assets in downtown Johnson City. The responses showed historic resources, access to educational institutions and local businesses were selected the most. This information is important as the community looks to develop a vision and mission for a BID in Johnson City. Detailed responses to the question are shown in the table below.

What do you see as the Top Five greatest assets associated with downtown Johnson City?



Participants were also asked about the importance of certain improvements and how they would prioritize services. Improvement participants were asked to rate were: additional beautification; streetscape and accessibility improvements; more wayfinding signage; public space improvements / expansion; and, addition of public art. In both meetings participants rated additional beautification as most important, followed by public space improvements / expansion. Services participants were asked to prioritize were: increased coordination among business owners; marketing and promotion of downtown / BID; streetscape cleaning and maintenance; enhanced safety measures; more programming and special events; and, area ambassadors. In both meetings participants identified increased coordination among business owners as the top priority, followed by marketing and promotion of the downtown / BID.

Word Clouds Summarizing the Top Priorities for Downtown



In the final question, participants were asked if they would support the creation of a BID in Johnson City based on current information. With 14 people in support and 12 people unsure, the meeting participants showed a clear interest in the potential development of a BID in Johnson City!