



City of Cambridge

32.

IN CITY COUNCIL

May 13, 1996

COUNCILLOR DAVIS
VICE MAYOR BORN
COUNCILLOR DUEHAY
COUNCILLOR GALLUCCIO
MAYOR RUSSELL
COUNCILLOR TOOMEY

ORDERED: That the City Manager be and hereby is requested to send a City delegation, including appropriate City Department and community representative to the conference titled: A Changing Vision of Downtown: The Role of Business Improvement Districts, sponsored by the State Executive Office of Communities and Development and will take place on Friday, June 21, 1996; and be it further

ORDERED: That the City Manager be and hereby is requested to coordinate with the Central Square Neighborhood Association and the Central Square Business Association and other community groups as appropriate.

In City Council May 13, 1996

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

D. Margaret Drury

ATTEST:-

D. Margaret Drury
City Clerk

H Davis

32.

That the CM is requested
to send a City delegation
including appropriate city department and
community representatives
to the Conference.

" A Changing Vision of Downtown:
Business Improvement Districts

Sponsored by the State Department
Executive Office of Communities
and Development and
taking place on Friday, June
21.

Further that the CM coordinate
with the CSquare Neighborhood
Association and the CS
Business Association and other
community groups as appropriate

A Changing Vision of Downtown: THE ROLE OF Business Improvement Districts

CONFERENCE OVERVIEW

Massachusetts recently became the 47th state to pass legislation allowing the local formation of Business Improvement Districts (BIDs) - and to provide downtowns and central business districts with a new tool to improve marketplace conditions and promote local economic development. Over 1000 BIDs are currently operating in the U.S.

A BID is a downtown management strategy and funding source that can be used to administer commercial district programs including business recruitment, increased sanitation and security, marketing and promotions, and parking management. The BID is funded by an assessment on properties in the district. The program benefits are targeted only within the district and are designed and managed by those property owners and tenants in conjunction with the municipality.

This day-long conference will provide you with the necessary information to determine if a BID is an appropriate tool for your community. You will hear from BID managers representing communities of all sizes and learn the steps necessary for creating and managing a BID in Massachusetts.

CONFERENCE SPONSORS

Massachusetts Executive
Office Of Communities
and Development

William F. Weld, Governor
Argeo Paul Cellucci, Lt. Governor
Mary L. Padula, Cabinet Secretary



International Downtown
Association

Richard H. Bradley, President

The International Downtown Association (IDA) is a world leader and champion of vital and livable urban centers. IDA is a guiding force in creating healthy and dynamic centers which anchor the being of towns, cities and regions of the world.



A Changing Vision of Downtown: THE ROLE OF Business Improvement Districts

Friday, June 21, 1996

Federal Reserve Bank of Boston
Boston, Massachusetts

PRESENTED BY

Massachusetts Executive Office
of Communities and
Development

in conjunction with

International Downtown
Association

EXECUTIVE OFFICE OF COMMUNITIES AND DEVELOPMENT
100 Cambridge Street
Room 1803
Boston, MA 02202

REVITALIZING MASSACHUSETTS' DOWNTOWNS

A Changing Vision of Downtown:

THE ROLE OF

Business Improvement
Districts

Friday, June 21, 1996

Federal Reserve Bank of Boston

DRAFT

CONFERENCE AGENDA

9:00	Coffee and Pastries
9:30	Welcome / Opening Remarks
9:40	THE ROLE OF BUSINESS IMPROVEMENT DISTRICTS IN TODAY'S DOWNTOWNS <i>What is a BID? How does it operate? What have BIDs accomplished?</i> Richard Bradley, President, International Downtown Association
10:45	BID CASE STUDIES: SUCCESSFUL BIDS IN COMMUNITIES OF ALL SIZES Richard Reinhard, Loeb Fellow, <i>Harvard University</i> and former Executive Director, <i>Buffalo Place</i> (NY) and <i>Central Richmond</i> (VA) Association Molly Lambert, Executive Director, <i>Church Street Market Place</i>, Burlington, VT Barbara Hager, Executive Director, <i>Downtown Portland</i>, Portland, ME
Noon	Lunch
1:00	THE MASSACHUSETTS LEGISLATION <i>What specific activities can a BID undertake in Massachusetts? What is the process for implementing a BID here?</i>
1:45	ESTABLISHING A BUSINESS IMPROVEMENT DISTRICT <i>What does it require? How long will it take? How do we market a BID to property and business owners? Who should be involved?</i> Lawrence O. Houstoun, Jr., Principal, <i>The Atlantic Group</i>, Philadelphia, PA and founder, <i>Downtown New Jersey</i>
3:00	Closing Remarks / Available Resources

For more conference information, contact Patricia Michaels at EOCD (617) 727-7001 ext. 423

WHO SHOULD ATTEND

- Municipal Officials and Staff
- Downtown Business and Property Owners
- Chamber of Commerce Members
- Planners
- Downtown Partnerships
- Real Estate Developers

DIRECTIONS

By MBTA: Take the Red Line to the South Station. The Bank is the tall silver building across the street.

By Vehicle: Coming from the Southeast Expressway, northbound:

Take Exit 20, the Mass Pike/Kneeland Street/Chinatown exit - stay left at the first fork following the sign to Downtown Boston and stay right at the second fork following the sign to South Station; at the set of lights take a right on to Kneeland Street; at the next set of lights take a left on to Atlantic Avenue; go straight to the next set of lights; take a right on to Summer Street. The Federal Reserve Bank is the tall silver building on left.

Coming from 93 South or Route 1 South over the Central Artery, Southbound:

Before entering the tunnel, take Exit 22, the South Station exit; at the second set of lights turn left on to Summer Street; go straight through the next set of lights (intersection of Summer Street and Atlantic Avenue). The Federal Reserve Bank is the tall silver building on your left.

Coming from the Mass Turnpike, eastbound:

Take the Downtown Boston/South Station exit (last turnpike exit); go straight at the lights; at the next set of lights take a right on to Summer Street. The Federal Reserve Bank is the tall silver building on your left.

Call For Recorded Directions: (617) 973-FIND

PARKING

1. Continue down Summer Street and go straight through the lights at the intersection of Summer Street and Dorchester Avenue; at the next set of lights take a right on to Melcher Street; then take a right on to Necco Street. Across the street from the old Necco Street parking lot is a parking garage. The Bank is a 10 minute walk from the garage.
2. Continue down Summer Street and at the set of lights take a left on to Dorchester Avenue; at the next intersection take a left on to Congress Street. Parking lot is on the right. The Bank is less than a five minute walk.

REGISTRATION

A Changing Vision of Downtown: THE ROLE OF Business Improvement Districts

Name _____

Title _____

Organization _____

Address _____

City _____

State _____ Zip _____

Telephone _____

Fax _____

Registration Fee \$30

(includes lunch and conference materials)

Make check payable to: IDA

Mail check with completed form to:

EOCD

100 Cambridge Street - Room 1803

Boston, MA 02202

Attn: Patricia Michaels

Only one form per registrant, please

PLEASE NOTE:

Registration form and fee must be received by EOCD no later than June 12, 1996. Security provisions at the Federal Reserve Bank of Boston will not accommodate late or walk-in registration.



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COUNCILLOR DAVIS

ORDERED: That the City Manager be and hereby is requested to send a City delegation, including appropriate City Department and community representative to the conference titled: A Changing Vision of Downtown: The Role of Business Improvement Districts, sponsored by the State Executive Office of Communities and Development and will take place on Friday, June 2, 1996; and be it further

ORDERED: That the City Manager be and hereby is requested to coordinate with the Central Square Neighborhood Association and the Central Square Business Association and other community groups as appropriate.

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Born, Duchay, Galluccio, Russell

Consent Order #32 Toomey

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Councillor Davis re: Conference
titled: A changing Vision of
Downtown: The Role of Business
Improvement Districts sponsored
by the State Executive Office of
Communities and Development will
take place on Friday, June 2, 1996.

In City Council May 13, 1996

Order adopted