



**10<sup>th</sup>**  
anniversary

**celebrating a  
decade of devotion to**

**downtown  
boston.**



**DOWNTOWN  
BOSTON**

**BUSINESS IMPROVEMENT DISTRICT**

# from the president.

**Welcome to Downtown Boston's Business District—a dynamic urban destination in the heart of Boston that is the center of life in the city.**

Undergoing one of the most extraordinary periods of growth in its history, as it has been transformed over the past two decades by billions of dollars in private investment, this vibrant, mixed-use downtown neighborhood is home to major retailers, universities, hotels, theaters, and historic sites. Featuring more than 100 jewelers, our community now hosts thousands of residents—including hundreds of families raising children.

As we celebrate our 10th anniversary, our mission remains unchanged from when we began. We strive to significantly enhance the experience of all who work, live, shop, visit, or go to school in our district, by providing results-oriented, data-driven services to our membership-based organization. We anticipate your needs—no matter the situation—and provide services to protect your investment. Always staying attentive to public safety and public health conditions, we excel at communicating timely, essential information. Our work is rewarding and collaborative and we are grateful to the many organizations we partner with, including the vital ongoing commitment we enjoy from the City of Boston and its various department and agencies.

Please reach out to us at any time and let us know how we may be of assistance to you and your employees and visitors.

Welcome to the neighborhood.

*Rosemarie E. Sansone*

**Rosemarie E. Sansone**  
President & CEO



## your BID works to keep downtown boston bustling.

### THE HEART OF BOSTON

The 34-block area encompassing the BID has been considered the heart of Boston since colonial days. Bounded by Tremont, Congress, Court and Boylston Streets, the BID's 100-acre geography includes Downtown Crossing, the Ladder District and portions of the Financial and Theater districts.

### MEMBERSHIP & SQUARE FOOTAGE

The BID's membership base is highly diverse, ranging from soaring 21st-century skyscrapers to boutique 19th-century retail properties. Overall, it contains more than 650 commercial parcels and 75 tax-exempt parcels, which are controlled by just over 300 unique property owner members.

The BID contains over 24 million square feet of commercial space, of which more than 16 million square feet consists of office use. It includes 7 hotels, 6 theaters, 6 places of worship, nearly 2,000 market-rate residential units, several anchor retailers, 5 student dormitories, and a major portion of Downtown's iconic Freedom Trail, which features renowned historic sites such as Old State House and Old South Meeting House. Our district also hosts more than 100 minority-owned businesses.





# your downtown boston bid means business!

## WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A Business Improvement District, or BID, is a designated area in which commercial property owners choose to supplement baseline city services for the benefit of district property owners, businesspeople, workers, visitors and residents. BIDs are most commonly established to serve a city's historic downtown areas and central business districts. BIDs work to attract and retain businesses, to generate jobs and to improve the quality of life for those in the district.

## DOWNTOWN BOSTON BID GOVERNANCE & ADMINISTRATION

The Downtown Boston BID is overseen by a 33-member elected board of directors representing property owners, retailers, residents and businesses. It is responsible for all personnel, program and budget decisions. The BID has an eleven-member administrative staff overseen by the President & CEO. Near the end of each year, the BID hosts an annual Members Meeting.

## HOW ARE BIDS FUNDED?

BIDs are funded by fees paid by their commercial property owners, based on each property's value. Downtown Boston BID members pay a quarterly assessment at a rate of \$1.10 for every \$1,000 of assessed value, up to \$70 million. Beyond \$70 million, each additional \$1,000 in assessed value is assessed at \$0.50.

Downtown Boston BID assessment amounts are listed on each member's quarterly tax bill and are paid directly to the City's Assessing department. Assessing then disburses them to the BID in regular installments. The Downtown Boston BID's Improvement Plan—which per Massachusetts state law must be updated every three years by a vote of the BID members—determines how the assessments fees are allocated to various budgetary categories and priorities.

# your downtown boston BID is always working for you!



## BID CLEAN & HOSPITALITY AMBASSADOR PROGRAM

Uniformed Ambassadors work 24/7 tending to the district and responding to the needs of all who work, live or visit the district. They provide a wide range of cleaning services, including the removal of graffiti and sidewalk gum, as well as hospitality services, such as assisting visitors with directions and guidance. Ambassadors also collaborate with social services agencies to support outreach services.

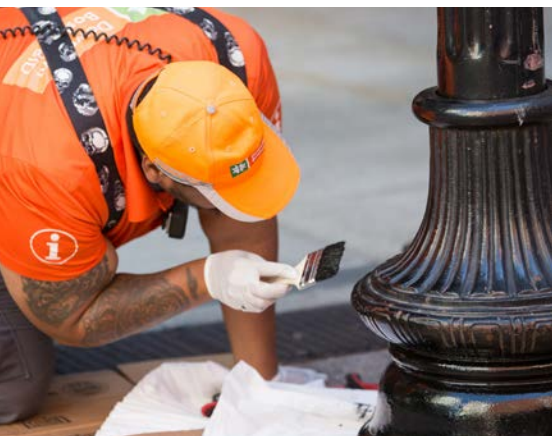
## PUBLIC REALM BEAUTIFICATION & IMPROVEMENTS

Our goal is to create a welcoming, safe, and distinctive public space. The BID installed 26 solar-powered wayfinding kiosks, created a distinctive landscaping program with a four-season rotation of 142 street planters and 780 hanging baskets. During the holidays, we hang 300 wreaths, illuminate 100 trees, and suspend 14 holiday starlights above key intersections—dazzling our district with 64,000 illuminated bulbs.

The BID has implemented a lighting program that encompasses public art and yearly art installations, the permanent installation of decorative café lighting as part of alley activations, and additional street lighting at strategic locations. Finally, the BID has an inventory of street furniture, tables and chairs, outfitted with the BID's signature orange umbrellas.

## DATA COLLECTION

The BID helps inform its decision-making—and that of its property owner and business members—by amassing pertinent data in several fields. The Ambassador team's monthly SMART reports encapsulate the BID's cleaning, hospitality and social services/outreach efforts. Our pedestrian traffic sensors continuously capture footfalls at more than a dozen key locations within the BID area. Our monthly business surveys, inventorying which street-level businesses are opened or closed, document activity in our restaurant/retail sector. And our quarterly office vacancy reports, customized for the BID area, illustrate leasing trends in our office towers.



# measuring BID achievements.

## DATA DRIVEN

The BID collects a vast array of data that guide short- and long- term investment, distribution of services and event planning. We track our activities and the impact they create, including many interactions between BID staff and our members. The following data from fiscal year 2021 is a snapshot of BID activities and services.

## AMBASSADOR PROGRAM

**33,953**

VISITOR ASSISTS

**58,449**

BAGS OF TRASH  
REMOVED

**3,449**

GRAFFITI AND STICKERS  
REMOVED

**1,531**

MAINTENANCE REQUESTS  
CLOSED

**5,856**

MAPS AND GUIDES  
DISTRIBUTED

**45**

AVERAGE UNIFORMED  
AMBASSADORS

## ADVOCACY

REPRESENTED MEMBERS AT

**70+**

COMMUNITY MEETINGS  
AND PUBLIC HEARINGS

EMAILED

**166**

MEMBER SERVICE ALERTS  
AND NOTIFICATIONS

## PUBLIC SPACE MANAGEMENT

**74%**

INCREASE IN BID-AREA  
PEDESTRIAN TRAFFIC  
FROM JANUARY TO  
MID-SEPTEMBER 2021

**954**

PUBLIC PERFORMANCES  
AND EVENTS

**142**

GROUND PLANTERS

**26**

WAYFINDING  
KIOSKS

**780**

HANGING BASKETS

**64,000**

HOLIDAY ELECTRIC  
BULB ILLUMINATIONS

**500**

HOLIDAY WREATHS

**36**

HOLIDAY TREES

**14**

PEDESTRIAN AND VEHICLE  
SENSORS (AS OF Q3 2021)

## COMMUNICATIONS & MARKETING

**6,135**

WEEKLY NEWSLETTER SUBSCRIBERS

**8,645**

FACEBOOK LIKES/FOLLOWERS

**4,882**

TWITTER FOLLOWERS

**1,820**

INSTAGRAM FOLLOWERS

**42,000**

BID RETAIL MAPS  
PRINTED YEARLY

## EVENTS AND ENTERTAINMENT

BOSTON FASHION WEEK • INPUBLIC FESTIVAL • DOWNTOWN BOSTON CLASSIC CAR SHOWS • DOWNTOWN BOSTON ARTS MARKETS • HARBORFEST • STROLLING MUSICIANS AND PERFORMERS, HOLIDAY ART INSTALLATIONS, MUSIC, AND CELEBRATIONS



## bid assessments at work

**Total Investment**  
**\$50,546,054**  
**2011-2021**

**\* Select BID investments, which include over \$25 million for clean, safe and welcoming activities.**



**\$818K**  
**Wayfinding**  
**signage(kiosks)**



**\$345K**  
**Security cameras**



**\$369K**  
**Mobile and stationary retail units**



**\$1.86M**  
**Landscaping**



**\$484K**  
**Street furniture  
and planters**

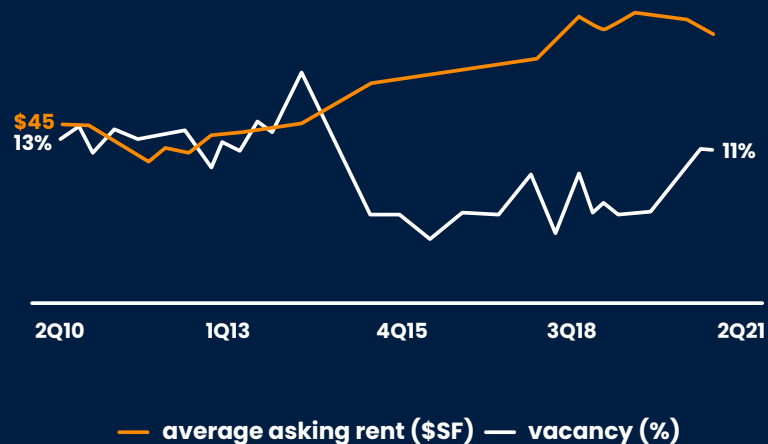


**\$2.09M**  
**Holiday decorations**  
**and programming**

## commercial office vacancy rates and asking rents

## Dropping vacancies and rising asking prices

**Source: Newmark 2Q 2021  
Downtown Boston BID area office  
market report**



## commercial real estate values

## Increasing values

- **commercial real estate values appreciated 4.3% 2020-2021**
- **88% increase in assessed values FY20-FY21**



**Overall appreciation over the past 6 years: 38%**

## retail snapshot as of 2021



## 139 Restaurants



**131**  
**Jewelers**



## 20 Theaters & attractions



## 14 Grocery, convenience & liquor stores



## 7 Luxury hotels



**19**  
**Clothing stores**  
**(including 13 shoe stores)**



## 21 Fitness & wellness facilities



### 13 Gifts & flowers



## 14 Parking garages



## 32 Banks & financial services companies





welcome to the heart of

# downtown boston!

**SPECIAL EVENTS & PROGRAMMING**

Exciting events that enliven the district and draw people Downtown is part of our focus. Our arts events support the diverse people, voices and creativity that are the hallmark of Downtown Boston. The holidays are magical with Macy’s holiday season kick-off, an awe-inspiring delight featuring several pop acts, a visit from Santa and a traditional tree-lighting ceremony.

Our weekly events include Arts Markets on Summer Street Plaza and live musical performances that activate our squares, streets, and plazas. We also host Classic Car Shows, Fashion Week, Harborfest and the inPublic Festival. Our events partners include Boston Fashion Week, Conventures, the Design Studio For Social Intervention, and Revolution 250.

**SAFETY & RISK ASSESSMENT**

On a daily basis, we work closely with several safety agencies, including the Boston Police

Department, MBTA Transit Police, and the Emerson College and Suffolk University Police Departments. Also, to help provide pathways to employment and permanent housing for our most vulnerable populations, we partner with the Boston Rescue Mission, Bridge Over Troubled Waters, the New England Center & Home For Veterans, Pine Street Inn, St. Anthony Shrine, St. Francis House, the Mayor’s Office, and other organizations.

**MARKETING, PROMOTION & SOCIAL MEDIA**

The BID’s editorial team members produce enticing and compelling promotional pieces, from the always-informative weekly e-newsletter to engaging content on our website and social media platforms. The BID’s “It’s Time” campaign, launched in June 2021 to welcome back returning office workers, shoppers and visitors following the pandemic, was awarded an “A” grade by PRNews.

**MEMBER & DISTRICT-WIDE ADVOCACY**

The BID supports members at City hearings including the Boston Planning & Development Agency, Licensing Board, Zoning Board of Appeals, and Public Improvement Commissions. We collect real-time pedestrian data and monitor leases and vacancies and keep a robust database of properties, owners, retail and restaurant locations and lessees of commercial properties.

**PARTNERSHIPS**

No BID can thrive without interacting with fellow civic associations. The BID collaborates on common goals with business-oriented groups, including the Boston Municipal Research Bureau, the Greater Boston Chamber of Commerce, the Greater Boston Concierge Association, the Greater Boston Real Estate Board, the Greater Boston Convention & Visitors Bureau, the Massachusetts Lodging Association, the Massachusetts Restaurant Association, and NAIOP. Together with business improvement districts statewide, the BID also participates in the Massachusetts BIDs Association.

**downtown boston BID**

## board of directors & officers.

**Chair:** Pam Messenger

**Clerk:** Brian Awe

**Vice-Chair:** Jack Spurr

**President & CEO:** Rosemarie Sansone

**Treasurer:** Ed Haverty

Bill Abramowitz

Ed Kane

Chad Remis

Phil Boccalatte

Joe Larkin

Jim Robertson

Brian Collins

Alison Lies

Nat Sheidley

Bill Cowin

Spencer Macalaster

Doug Sickler

Ron Druker

Mike Martins

Anthony Singleton

Christine Dunn

Rick Muraida

Peter Standish

Steve Faber

Mike Murphy

Sam Tyler\*

Richard Finn

Greg Nomura

Melanie Waldron

Andrew Grace

John Nucci

David Greaney

Susan Perry O’Day

\*Director Emeritus

Peggy Ings

John Rattigan



boston common

government center

boylston

mason street

tremont street

theater district

park street

ladder district

chapman pl.

court sq.

court street

temple place

west street

winter street

bromfield street

bosworth street

province street

city hall ave.

avery street

chinatown

washington street

pedestrian zone

downtown crossing

state street

chinatown

harrison avenue ext.

hayward pl.

hawley street

spring lane

state street

essex street

ave de lafayette

chauncy street

snow place

arch street

milk street

kingston st.

kingston st.

otis street

franklin street

federal street

congress street

bedford street

devonshire street

financial district

lincoln street

summer street

federal ct.

matthews street

rose fitzgerald kennedy greenway

↓ south station





BUSINESS IMPROVEMENT DISTRICT

**[downtownboston.org](https://downtownboston.org)**

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**@DTownBostonBID**



**downtownboston**



**downtownbostonbid**

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