

Introducing BID Services



Cleaning
Welcoming
Promoting
Connecting
Transforming
Downtown Boston



THEATER DISTRICT • LADDER DISTRICT • DOWNTOWN CROSSING • FINANCIAL DISTRICT



Transforming Downtown

The Downtown Boston Business Improvement District is a 501(c)6 non-profit corporation created by property and business owners committed to achieving downtown's full potential as a thriving destination. We serve a 34-block area between Tremont and Congress Streets and Court and Boylston Streets that includes **Downtown Crossing**, the **Ladder District**, the **Theater District**, and parts of the **Financial District**.

The BID's primary focus is to create a clean, safe, and vibrant environment for everyone who experiences the district, to increase business activity and enhance property values, and to attract further investment in the area. The Downtown Boston BID works to progressively transform downtown through a series of programs and supplemental services that target the needs of the district:

- cleaning and maintaining public spaces
- welcoming and assisting visitors
- connecting those in need to social services
- programming activities and special events
- upgrading streetscapes and planning capital improvements
- promoting downtown amenities and businesses
- working collaboratively with the City of Boston

This information guide describes our core services and year-round events and how BID members can request ambassador services, update contact information, and benefit from our promotional and marketing activities.

Above all, the Downtown Boston BID serves as an advocate for the district, which is why we value regular communication with BID members. As your advocate, we encourage your participation in this effort to revitalize downtown. Please contact the Downtown Boston BID to give us feedback on our services or to share your ideas for special promotions and events that will showcase the best that downtown has to offer.

By strengthening this vital business area and setting new standards for cleanliness, safety, and friendliness, the Downtown Boston BID will benefit every resident, businessperson, worker, and shopper who spends time here. By becoming actively involved in the BID, you and other district stakeholders can work together in transforming Downtown Boston.

Downtown Boston BID Facts

Size of district:4.2 million sf
Number of blocks:34
Member properties:528 *
FY 2011 Budget\$2.9 million

Budget Allocation

Cleaning Services42%
Hospitality Services20%
Administration and Overhead.....15%
Promotion, Events, Communications10%
Capital Improvements
and Beautification8%
Annual Priorities.....5%

*As of May 2011



Downtown Boston BID Members

Downtown Boston BID members represent over 500 commercial properties and a wide cross-section of Boston's business community—from local independent retailers to major corporations doing business globally. They fund the BID by paying a special assessment based each property's value. BID members elect a board of directors representing property owners, retailers, and residents that oversees the BID and is responsible for management, program, and budget decisions. A full-time staff manages daily operations.

Board of Directors

Chairman	President	Vice President	Treasurer	Clerk
John E. Rattigan, Jr. DLA Piper LLC (US)	Rosemarie E. Sansone Downtown Boston BID Corp.	Jane Williams ING Clarion Partners	John H. Spurr, Jr. A.W. Perry Inc.	Brian Awe DLA Piper LLC (US)

Babak Bina
BiNA Osteria/Alimentari

Scott Brown
Lincoln Property Company

Joseph Concepcion
Transwestern Investment
Company LLC

Jeffrey Cook
Fidelity Corporate
Real Estate

William Cowin
B&B Ventures

Ronald Druker
The Druker Company

Christine Dunn
Dunn Associates

Brian Earle
AREA Property Partners

David Epstein
The Abbey Group

Richard Finn
E.B. Horn

Ed Goldberg
Macy's

David Greaney
Synergy Investment &
Development

Katherine Greenberg
Cambridge Associates

Andrew Hoar
CB Richard Ellis

Margaret Ann Ings
Emerson College

Joseph Larkin
Millennium Partners

Randi Lathrop
Boston Redevelopment
Authority

Pamela Messenger
Friends of Post Office
Square

John Nucci
Suffolk University

James O'Reilly
Bank of America

Dustin Sarnoski
State Street Corporation

John H. Spurr, Jr.
A.W. Perry Inc.

Philip Stamm
Hyatt Regency Boston

Peter Standish
Northland Investment Corp.

Samuel Tyler
Boston Municipal
Research Bureau

Mark Weld
ING Clarion Partners

Jane Williams
ING Clarion Partners

Doris Wong
Doris Wong Associates

Neighborhood Advisory Board

Leo Adorno, Pine Street Inn

James Adler, Boston Skyline

Frank Barrett, Suffolk Univ.

William Beckeman
Linear Retail Properties

Kevin Benedix
Boston Global Investors

Bruce Bolling, MassAlliance

Margaret Carr
Downtown Resident

Wildie Ceccherini
Boston Hair Design

Linda DeMarco
Boston Pretzel Bakery Inc.

Bradley Fredericks
Fajitas & 'Ritas

Kenneth Gloss
Brattle Book Shop

William Good
Commissioner, Inspectional
Services Department

Andrew Grace, Boston
Redevelopment Authority

James Green, Boston
Emergency Shelter
Commission

City Councilor
Sal LaMattina, District 1

Wendy Lauser
hopeFound

David Lee
Stull & Lee Architects

Sgt. Thomas Lema
Boston Police Dept. Area A-1

Brian LeMay
Old State House

Paul Licari, Locke Ober

City Councilor
Bill Linehan, District 2

Joanne Massaro
Commissioner, Boston Public
Works Dept.

Diane Modica, Law Office
of Diane J. Modica

Morris Naggar, 3MJ Realty
George Noonan, Emerson
College Dept. of Public Safety

Capt. Bernard O'Rourke
Boston Police Department
Area A-1

Martha Pierce, Education
Advisor to Mayor Menino

Joseph Pierik
Carpionato Properties

Mary Ann Ponti
Downtown Resident

Kerry Ruckman, Salter & Kahn

Jay Shoostine
Boston Estate Buyers

Anthony Singleton, CitiBank

Jackson Slomiak
Slomiak Enterprises LLC

Very Reverend Jep Streit
Dean, The Cathedral Church
of St. Paul

Thomas Tinlin, Commissioner,
Boston Transportation Dept.

Jay Walsh, Boston
Neighborhood Services

Robb Zarges, Bridge Over
Troubled Waters

Jill Ochs-Zick, Boston
Redevelopment Authority

Cleaning Welcoming

Clean and Hospitality Ambassadors

The BID's mission is to create a vibrant and welcoming environment for everyone who experiences downtown. To improve conditions to standards that will make downtown a premier destination, the BID has allocated 62% of its budget to the Clean and Hospitality Ambassador Program.

Ambassadors wearing bright orange shirts and green jackets are on the streets, seven days a week, providing services that target the needs of the district.



Block by Block—BID Services Provider

After an extensive search, the BID selected Block by Block, a leading provider of cleaning and hospitality services to BIDs across the country. Block by Block has a proven record of building well-trained teams who have a passion for the BID's mission. The Downtown Boston BID Operations Manager, Steve Brookes, has extensive experience managing BID services on both coasts.

Project Place—BID Services Partner

As part of the BID's commitment to creating job opportunities, Block by Block contracts with and supervises Project Place workers, who perform sidewalk powerwashing and plant maintenance services. Project Place promotes hope and opportunity for homeless and low-income individuals by providing the skills, education, and resources to obtain stable employment and housing. We are proud that Project Place workers are part of the BID services team.

Service Schedule

BID ambassadors are on the streets seven days a week. Collectively, ambassadors will provide an average of 1200 hours of service to the district every week.

Cleaning 7 am – 10 pm (Mon – Fri)
8 am – 8:30 pm (Sat – Sun)

Hospitality 7 am – 10 pm (Mon – Fri)
8 am – 10 pm (Sat – Sun)

Powerwashing 10 pm – 6 am (Sun – Thurs)

Trained to deliver superior customer service, ambassadors serve as a welcoming presence downtown. Our ambassadors reflect Boston's rich diversity and collectively they speak eight languages in addition to English. All are trained in first aid and CPR. Ambassadors will:

- Remove graffiti from public spaces
- Sweep and power wash sidewalks
- Remove litter and weeds
- Water flower baskets and planters
- Report incidents and suspicious behavior to the Boston Police
- Assist pedestrians who need directions
- Connect homeless individuals to social services programs
- Visit business owners regularly to extend the BID's outreach

BID Customer Service Hotline

The BID dispatcher will answer calls to the BID Customer Service Hotline from 7 am to 10 pm, seven days a week. All service requests are logged in electronically in the Eponic SMART system and given a tracking number. If a request is the City of Boston's responsibility, the BID will submit the work-order through the Mayor's 24-Hour Hotline and will track it until the service is completed. **For emergencies, call 9-1-1.**

Contact Customer Service at **617-261-0066** or **help@bostonbid.org**

Economic Development and Marketing Services

The Downtown Boston BID works to increase business activity and to attract further investment to downtown. Our economic development functions and marketing materials support property owners, brokers, leasing agents, and businesses in their efforts to recruit and retain tenants, retailers, employers, residents, patrons, customers, and visitors to Downtown Boston. Let the Downtown Boston BID be your resource.

Downtown Boston BID Facts

The heart of Boston, downtown is both a local and international crossroad. It has among the densest pedestrian traffic in New England.

- 230,000 pedestrians daily
- 165,000 office workers
- 100,000 T passengers daily
- 14,000 students
- 6000 residents
- 1800 hotel rooms
- 1.3 million sf retail space
- 530 retailers and restaurants



Economic Development Activities

- Develop and maintain regular profiles of the downtown economy, including real estate absorption rates, property and retail sales trends, pedestrian counts, parking inventory, and major employers
- Follow local, regional, and national economic trends
- Support property owners, managers, and brokers in recruiting new businesses and tenants by distributing downtown market information and by advertising office and retail space available through the BID website and other communication channels
- Encourage businesses interested in locating downtown by raising the district's profile at key retail conventions (for e.g., International Council of Shopping Centers)
- Maintain regular communication with downtown office and retail businesses to encourage retention
- Promote downtown's uniquely diverse amenities and attributes through local media outlets, concierge organizations, visitor and tourism bureaus, and special events
- Continue developing strong alliances with city and state government agencies and downtown stakeholders, such educational, cultural, and non-profit institutions

Economic Development Marketing Materials

- Visitor's Guide to Downtown Boston, a full-color fold-out map and directory of nearly 300 amenities, plus parking, visitor, and public transportation. Distributed by BID ambassadors and at hotels and visitor centers.
- Online directory of restaurants, theaters, and retailers
- Shopping directories and improved signage throughout district
- Weekly electronic newsletter advertises promotions, district news, space available, special events
- Investor recruitment and employee retention materials

Stepping Up DOWNTOWN

Year-Round Weekly Programming

To create a vibrant environment for everyone who experiences the district, the Downtown Boston BID schedules weekly programming all year round. We present outdoor markets, live music performances, block parties, and exhibits at the Summer Street stage, a popular pedestrian-only meeting place in Downtown Crossing, and at other outdoor locations throughout the district.

Scheduled for summer 2011 are new upgrades to this performance space: helpful signage and directories, a state-of-the-art moveable performance stage, upgraded café tables and chairs, additional planters, and colorful wall murals to welcome visitors to this iconic meeting place.

Summer Series 2011 (May through October)

Art Fridays Jazz in July Classic Car Shows
The Boston Phoenix/WFNX Thursday Night Block Parties

Kitchen and Garden Specialties Market (Coming this fall)

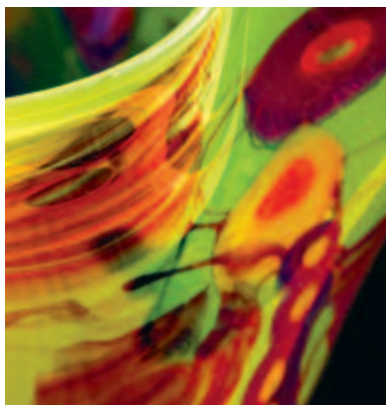
Holiday Market and Winter Festival (November and December)

Downtown Marketplace (Year-round)

Upcoming Special Events

No other neighborhood has within walking distance the range of amenities, unique retail options, dining and entertainment choices that Downtown Boston offers. The Downtown Boston BID will debut special events this summer and fall to provide a wide variety of entertainment and to showcase the best downtown has to offer.

Theater District: Behind the Scenes Restaurant Crawl
Women's Fitness and Beauty Event Home Tour Retail Treasures
Downtown Book Fest Antiques & Appraisals Fair



Summer Series 2011

The Downtown Boston BID is delighted to announce Stepping Up Downtown! Summer Series 2011, a weekly program of outdoor markets, live performances, and cultural and entertainment events that offer exciting activities for everyone all summer long. Summer Series 2011 events are free and open to the public.

Art Fridays

Downtown's largest weekly outdoor arts and crafts market, Art Fridays has grown into a Boston institution with thousands of patrons shopping for original jewelry, clothing, accessories, and objects in wood, metal, and fiber handmade by local artisans. Enjoy live music while you shop. Delicious food options are only steps away.

When Art Fridays Market every Friday, May 6 through October 14, from 11 am to 6 pm. Live music performances, Noon to 2 pm and 4 pm to 6 pm

Where Summer Street in Downtown Crossing

The Boston Phoenix/WFNX Thursday Night Block Parties

We are proud to present Boston's biggest patio party with DJ's and live music, prizes, beer and wine, and food from local restaurants. Must be at least 21 years of age.

When Every Thursday, May 5 through September 1, from 5 pm to 8 pm

Where Summer Street in Downtown Crossing

Jazz in July

Enjoy live performances by local jazz artists afternoons and evenings throughout July while you shop, meet friends, and dine downtown.

When and Where

Outdoor performances every Wednesday and Friday afternoons on Summer Street in Downtown Crossing; at Reader's Park in front of Border's Books, Washington and School Streets; and at Post Office Square Park. Indoor performances are scheduled every evening, Tuesday through Friday, at fine restaurants throughout downtown.

Email info@bostonbid.org for performance schedules and locations.

Classic Car Shows

View beautifully restored classic cars from the 30s, 40s, 50s, 60s, and 70s every Saturday in May and August.

When May 7, 14, 21, 28; August 6, 13, 20, 27, from 11 am to 2 pm

Where Summer Street in Downtown Crossing

Programming



Connecting

Excellent customer service and communication is our priority.
We want to hear from you.

Contact BID Administrative Offices

How may we help you? The Downtown Boston BID is glad to assist you. Please contact our staff at 617-482-2139 or info@bostonbid.org.

Visit www.bostonbid.org

- Sign up for our e-newsletter and email alerts, promotions, and notifications
- Download our district map
- Search our online Visitor's Guide
- Look for our calendar of events and programming

Call the BID Customer Service Hotline 617-261-0066 or help@bostonbid.org

- Request the assistance of an ambassador
- Submit a service request
- Provide feedback on our services
- Update property and business information

For emergencies, always call 9-1-1.



Staff

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