welcome to downtown boston.
Welcome to Downtown Boston! Our dynamic mixed-use district in the heart of Boston serves to center life in our city. From major retailers, office and residential towers, universities, hotels, and theaters, to artisanal jewelers, historic sites, boutique shops, and trendy gastropubs, Downtown has it all. Yet, like central business districts around the country, our resilient community must now focus on recovering from the pandemic. Thankfully, there’s much reason for optimism in our 34 blocks: a steady resurgence in foot traffic, scores of exciting restaurant openings, new economic development and destination programming efforts, and numerous transformative redevelopments underway or newly proposed show that the next iteration of Boston’s Downtown is speeding into focus. Additionally, the debut of “The Embrace” memorial will further welcome generations of visitors to our diverse and welcoming district while reminding us to drive an economic recovery that is equitable and inclusive.

As we celebrate our organization’s second decade, and third renewal process, our mission, while unchanged, takes on added urgency. Seeking to benefit all who experience our area, we remain committed to helping our district achieve its full potential as a premier economic center and vibrant neighborhood. None of that would be possible without the incredible investment in Downtown made by this generation of property owners and the daily cooperation of tenant businesses, City officials, and other key stakeholders.

Thank you for your support. Please reach out to us at any time with ideas and inspiration regarding how we can work together to make Downtown Boston even better!

Michael J. Nichols
President
measuring BID achievements.

WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A Business Improvement District (BID) is a membership alliance of property owners who fund supplemental placemaking services for mixed-use downtown districts. A proven policy tool, BIDs have been in existence for decades; there are thousands worldwide, ten in Massachusetts.

DOWNTOWN BOSTON BID GOVERNANCE & ADMINISTRATION

The Downtown Boston BID is overseen by a 35-member elected board of Directors. Representatives for each tenant, program, and budget decisions, the board represents property owners, business tenants, residents, and non-profit organizations. The President oversees and mobilizes the daily activities and administration of the BID.

HOW ARE BIDS FUNDED?

BIDs are funded by fees paid by their commercial/property owner members, based on each property’s value. Downtown Boston tenant members pay a quarterly assessment at a rate of 20 cents per $100 of assessed value up to $70 million. Beyond $70 million, each additional $200 is assessed at $30. Bostonian BID members and participating tenants are billed quarterly for taxes and are billed directly to the City’s Assessing Department, which disburses them to the BID’s regular installment. The City’s Improvement Plan, which, in accordance with the City’s code, must be updated every three years by a vote of the members, determines how the assessment fees are allocated to various budgetary categories and programs.

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 data to better understand user needs, in order to make evidence-based decisions that align with those needs.

AMBASSADOR PROGRAM

A dedicated, professional team of 50 BID ambassadors are available to you in person, by phone, text, or email. Our ambassadors are a friendly, accessible, and quick resource for ideas and guidance on how to make your BID the best it can be. Our on-call ambassadors are available 24/7 and will respond promptly to online requests. Their expertise includes anything and everything related to downtown Boston from event planning to noise complaints and crime prevention.

PUBLIC SPACE MANAGEMENT

The Downtown BID manages public spaces in the BID area. This includes the public Plaza, streets, and sidewalks.

COMMUNICATIONS & MARKETING

The Downtown BID works with local businesses to promote the neighborhood and market downtown Boston.

ADVOCACY

The Downtown BID is an active advocate for downtown Boston. Through its five committees, the Downtown BID represents the interests of its membership in the planning, policy, and development of the BID area.

68,655
EXHIBITS

1,798
VISITORS

43,924
PAKING TICKETS

26
NEWWIDING RISKS

18,000
INGREDIENTS

134
MERCHANT ASSETS

525
bxid_WEEKLY пуRCHASERS

14
PARKING ENFORCEMENT

780
HORIZONTAL SIGNS

46%
INCREASE IN BI-D AREA

31,000
STREET SIGNS

500
HOLIDAY DECORATIONS

82
HOLIDAY TREES

28
PLANTED EVERGREENS

6,305
WINTER MARKETING SUBSCRIBERS

10,000
COUPON DISTRIBUTION

32,000
DIRECT MAIL CAMPAIGNS

VIA "CLEAN & WELCOME" AMBASSADOR PROGRAM

In partnership with WGBH and the Downtown BID, we provide our downtown Boston residents, visitors, and businesses with an enhanced downtown experience. With a downtown-wide, street-level friendly resource to address the downtown’s unique needs, downtown Boston remains a viable destination year-round.

DATA COLLECTION

Our members play a key role in data collection—making for gathering data across several Reels. Our monthly, 30-day, annual reports and placemaking services throughout the downtown area.

PUBLIC REALM BEAUTIFICATION & IMPROVEMENTS

In partnership with the City of Boston, we create a welcoming, safe, and walkable public space through a variety of programs for downtown Boston residents. Our highest priorities include maintaining our neighborhood’s green infrastructure, planting trees, and beautifying programs. To learn more about our programs and services, please contact us at 617-747-6340. All downtown Boston businesses, residents, and visitors are welcome to request a Downtown BID ambassador to assist with any Downtown BID concerns. For more information, please visit www.downtownboston.org.
welcome to the heart of downtown boston!

SPECIAL EVENTS & PROGRAMMING
Throughout the year, we stage exciting events that animate our neighborhood, draw people downtown, and demonstrate our commitment to equity and diversity. We activate the public streets and places with live music and welcoming free programs throughout the year, punctuated by a robust slate of summer festivals and event offerings. Our seasonal programs include: a downtown-wide, community-invested reading initiative, the winter holidays program, and a series of concerts and other public events that animate the streets and park areas. Our downtown-wide reading initiative, "Reading from the Heart," brings together authors, local businesses, and community organizations to celebrate literature and the power of the written word. Our program "boston common," a partnership with city parks and recreation department, brings live music and other cultural events to the heart of downtown. "The Great Waking" is a unique walking tour that celebrates the history and culture of downtown boston.

SAFETY & RISK ASSESSMENT
In partnership with the Boston police department, other public and private safety agencies, and our members, we enhance the safety of our streets, sidewalks, and public spaces. We prioritize the safety of our visitors, particularly in areas where we increase foot traffic and pedestrian activity. We engage with the community and local businesses to enhance pedestrian safety and security, and we coordinate with the Boston police department to ensure that our events and programs are safe and welcoming for all.

BID ECONOMIC DEVELOPMENT INITIATIVES
The BID strives to support existing businesses and attract new ones to downtown boston through targeted marketing and promotional efforts. We conduct market research to identify trends and opportunities, and we work with businesses to develop strategies that align with our economic development goals.

MARKETING, PROMOTION & SOCIAL MEDIA
Our marketing team focuses on promoting downtown boston as a vibrant and dynamic destination. We develop a range of marketing materials, including brochures, website content, and social media campaigns, to showcase the unique features and attractions of downtown boston.

MEMBER & DISTRICT ADVOCACY
We advocate on behalf of our members and the downtown boston community as a whole. We work closely with city officials and other local leaders to address issues that affect downtown boston's development and success.

fremont morgan
bound street

downtown boston BID board of directors & officers.

Chair: Pam Messenger
Treasurer: Jodie Neve
Vice-Chair: Chad Remis
Vice-Chair: Union Properties
Treasurer: Ed Neufeld
Vice-Chair: Union Properties
President: Michael Nichols

Brian Collins
Keith de Souza
David Dyer
Bonita Real Estate
Ron Drucker
The Drucker Company
Christine Dudder
Dudrick Associates
Roger Felder
Gordon + Felder
Jared Fleischer
Gordon + Felder
Al Capone
Anthony Anguiano
National Bank
City of Boston
Margery Novick
Emerson College
Mark Johnson
High Street Place

Tina Ferris
Redwood Management Group
Janine Ferris
The Ferris Group
Sipora McClelland
J.C. Properties
Mike Mitchell
The Hanover Company
Rick Mandado
Greenwich Group
John Nuzzi
Celtic Company
John Rafferty
J.M. Rafferty
Chad Berner
Bender Properties
Jim Hittman
Organic Ventures
Mark Collins
Silverwood Investment & Dev.

Nut Bradley
Weston Development
Rich Shulka
Shulka Cos.
Doug Stiller
Public Angels
Anthony Singleton
Crosby Associates
John "Jeek" Spry Jr.
J.P. Nicks
Peter Stanfield
Harvard Investment Corp
Jann Tomsil
Lambert Management
Samuel Tyler
Kahan Public Relations
Stefanie Portnoy
Boston Properties
Michelle Walden
Boston Properties

*photo: Emerson

commercial real estate values

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<th>Year</th>
<th>Total Investment</th>
<th>Landscaping</th>
<th>Security cameras</th>
<th>Mobile and stationery retail units</th>
<th>Holiday decorations and programming</th>
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<td>$6.3B</td>
<td>$2.4M</td>
<td>$2.4M</td>
<td>$36K</td>
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<tr>
<td>2017</td>
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<tr>
<td>2016</td>
<td>$7.6B</td>
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<tr>
<td>2015</td>
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<td>2021</td>
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<td>$2.4M</td>
<td>$2.4M</td>
<td>$36K</td>
<td>$3.9K</td>
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</tbody>
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Average annual sales

2018: $5,150
2019: $5,350
2020: $5,500
2021: $5,600
2022: $5,700

*Local restaurants, including 12 chain stores*

BID assessments at work

Total Investment: $64,495,227
2011-2023

2018: $6.3B
2017: $7.0B
2016: $7.6B
2015: $8.3B
2020: $8.7B
2021: $9.0B
2022: $9.3B

*Gross sales over the past 8 years: $7B*

year-over-year pedestrian counts

Clear and continuous growth patterns last traffic increases

Annual Performance

2018: 6.3%
2017: 7.0%
2016: 7.6%
2015: 8.3%
2020: 8.7%
2021: 9.0%
2022: 9.3%

*Percent growth from previous year*

boston common
the entrance
rose fitzgerald kennedy greenway

2019: 6.3%
2018: 7.0%
2017: 7.6%
2016: 8.3%
2020: 8.7%
2021: 9.0%
2022: 9.3%

*Percent growth from previous year*