

FREQUENTLY ASKED QUESTIONS

Are there other BIDS in Massachusetts?

There are currently 5 BIDS in MA with budgets from \$200,000 to \$5 million dollars offering programs that range from maintenance and beautification, marketing and events, security and hospitality, business development and many other initiatives. A number of communities in MA are in planning stages of forming BIDS.

We pay taxes – why should we pay more for services? Isn't that the municipality's responsibility?

This is the most common question and arises from the concern that private property owners need to provide services that some feel should be undertaken by the municipality. The simple answer is that BIDS provide *supplemental services* over and above those commonly offered by the municipality. The BID fee is an investment in a property that will yield returns in the form of increased property values, improved tenancy, and revenue to the

municipality through increased business activity and visitor expenditures in downtown businesses. Most BIDS can demonstrate a solid return on investment over the long haul. By investing in the BID, property owners and municipalities actually leverage the municipal resources available for programs offered within the district. BIDS encourage property owners to “Think like an owner, not a tenant.” That is... as an owner, they are making the investment in their properties for the long run and the ultimate value they add to the district.

Who actually controls the BID?

The BID is controlled and financed by the property owners in the district. A Board of Directors representing the property owners oversees the execution and management of the BID Business Plan. The Board of Directors makes personnel, program and budget decisions within the scope of the plan approved by the BID members.

How much does it cost?

Property owners within the BID determine the budget and priority supplemental programs and services it will provide in the district. Property owners in the district will determine a fee structure that is fair and equitable to all members of the BID. Each BID has its own unique fee structure that is appropriate for their municipality and is developed as part of the planning process of forming a BID.

Are we privatizing public spaces?

The privatization of public space is a topic of debate for some property owners within BIDS. It is important to note that agreements between BIDS and a community function like land leases and the community does not give up ownership of the district. Most BIDS make existing public space more usable, through better programming, maintenance and security for the benefit of the entire downtown community.

Why should property owners be mandated to participate?

The underlying purpose of a BID is to distribute both the burden and the benefits equitably. For example, for some services like marketing or snow removal, skipping properties who don't want to participate negatively impacts the effectiveness of the service and its impact on the downtown. To quote Richard Starr, one of the top development experts in the USA, who says, “He who benefits, pays; and he who pays, benefits.”

If we form a BID, is it forever? Can we dissolve a BID if things don't work out?

Once a BID is established, all property owners participate in the BID. Every five years, property owners vote to continue the BID or not. If a majority of the property owners vote to dissolve the BID, it will be disbanded. A BID can be dissolved at any time by a vote of 51% or the real property owners OR the owners of 51% of the assessed valuation within the district.

What are the proposed boundaries for the BID and how are they established?

BID boundaries are established at the discretion of property owners in the district. Boundaries are not limited to zoning constraints or traditional definitions of downtowns or neighborhoods. Geographic or physical barriers that create a natural boundary often create a natural ending point to the district. District boundaries

can also be determined by land use, owner interest or other commonly agreed upon criteria. Ultimately BID boundaries are established by a consensus of property owners in the proposed district.

How does the Town or nonprofits participate in the BID?

The municipality participates by providing both financial support and in kind services. Most BIDS have a Memorandum of Understanding with the municipality that spells out the relationship with the BID, the baseline services provided by the municipality and a “baseline plus” agreement that outlines how the municipality will participate in the BID as a property owner member of the district.

How is a BID different from a Chamber of other Business Association?

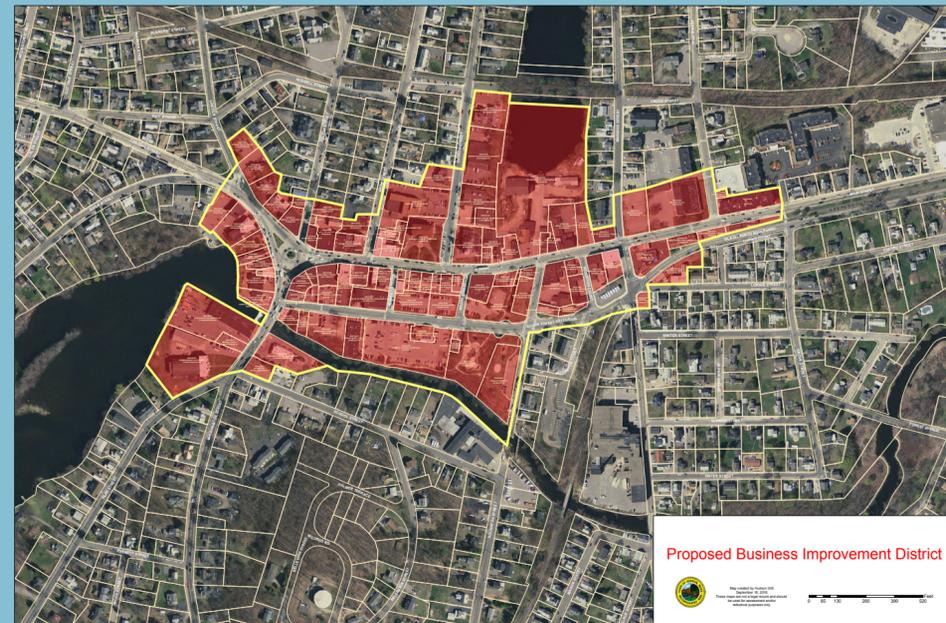
The BID is a legal mechanism for property owners to collectively purchase supplemental programs and services in a specific geographic area, establishing a dedicated revenue stream to execute the business plan approved by property owners in the BID. A Chamber typically provides membership services that are geographically dispersed, sometimes over multiple communities.

Why consider a BID in any community?

Successful downtowns are an actively managed hub of a variety of activities that contribute to its health and economic vitality. Residents, visitors, customers, employees, business owners and students of all ages comprise the downtown community and contribute its success. When property owners partner with the municipality to leverage the downtown through a well management and sustained effort, the downtown becomes an economic driver for the overall community.

Do they work?

BIDS have now been in existence for over 50 years. They are so fully integrated into most major cities that multiple BIDS are commonplace, and policies and legislation are rarely modified. The International Downtown Association (www.ida-downtown.org) documents a proven track record of success that can be demonstrated through increased values, improved tenancy, and an enhanced “sense of community” in BIDS in large and small cities across the country.



HUDSON DOWNTOWN Business Improvement District

Q&A

What is a Business Improvement District?

A Business Improvement District, or BID, is a legally established, contiguous geographic area within which property owners initiate, manage, and finance supplemental services for the benefit of everyone who lives, works or visits the district. Over 2000 BIDS exist throughout North America and the world.

Why a BID for Hudson?

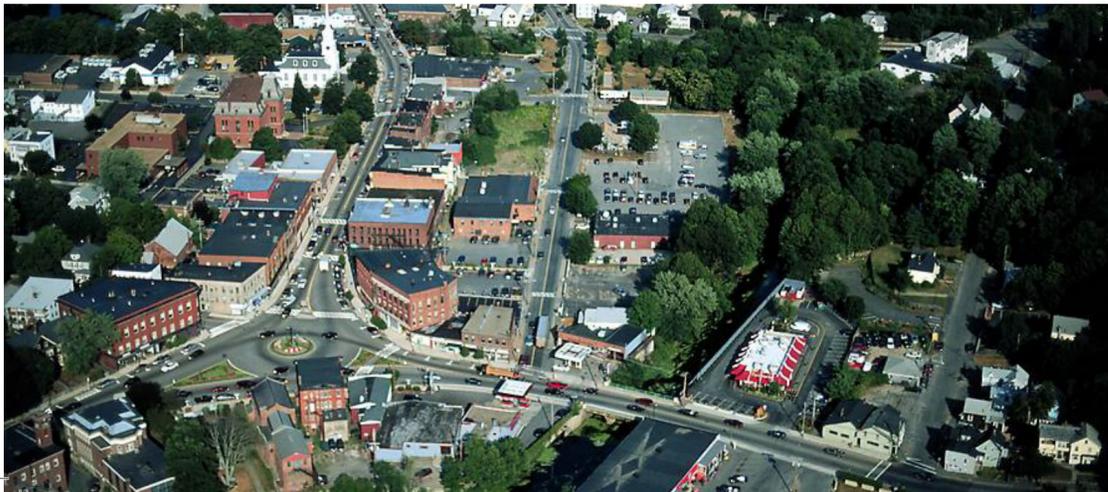
Downtown Hudson is experiencing a sense of renaissance fueled by the emergence of younger entrepreneurs and residents, new independent businesses and a vibrant cultural scene. To capitalize on this opportunity, downtown stakeholders are interested in working together to continue and

reinforce these positive trends by investing in strategic programs and services like streetscapes enhancements, arts and culture, parking improvements, and marketing that will create a sustainable, vibrant, welcoming and economically healthy destination for entrepreneurs, residents and visitors. The Hudson BID enables downtown stakeholders to decide which services to provide to benefit the downtown community and develop the programs to make it happen!

Why your support is important!

Property owners working collectively can leverage their resources and make strategic decisions on programs and services that will strengthen downtown Hudson and have a greater impact than any individual owner can accomplish alone. By supporting the BID, you will play an active part in helping to create a vibrant, attractive and sustainable downtown Hudson for the future.

THE PLAN | DISTRICT SERVICES



CULTURAL PLACEMAKING

“Placemaking is more than a bench! We need to make the downtown consumer friendly through activities and physical improvements. Integrate Arts, Culture and Creative energy in all downtown improvements”

FOCUS: Using a cultural “lens”, undertake physical improvements and activities that will unify the district as a location; improve the user experience, and development opportunities and create a vibrant destination.

- ▶ Wayfinding Signage
- ▶ Landscaping/Maintenance/Snow Removal
- ▶ Amenities – Artist Designed Benches, Bike Racks, Tables and Chairs
- ▶ Façade Improvements
- ▶ Physical Connections – Alleys, Soften Gateways
- ▶ Banners
- ▶ Enhanced lighting
- ▶ Art/Cultural programming/events and activities



ARTS/CULTURE

FOCUS: Develop partnerships to intentionally activate downtown spaces to unleash creative energy and community engagement and interest in the downtown.

- ▶ Small Stages in Found Spaces for weekend bookings, open mics, community based entertainment
- ▶ Promote Outdoor Piano
- ▶ Expand Farmers Market to promote food, cooking experiences, orchards and farm and specialty food demonstrations
- ▶ Create Antiques and crafts market
- ▶ Develop Avenue of the Arts



MARKETING

FOCUS: Promote downtown Hudson to a broad audience of businesses, residents, and visitors through wayfinding, events, joint marketing and Public relations to increase food traffic, sales and development opportunities.

- ▶ Create Wayfinding system that signifies downtown Hudson
- ▶ Develop and Implement a consistent and sustainable marketing strategy for the downtown
- ▶ Implement a Social Media Strategy for the whole downtown
- ▶ Implement Events and Promotions

PARKING/INFRASTRUCTURE

FOCUS: Work in collaboration with the Town to implement a comprehensive approach to manage and expand parking that is convenient, affordable and accessible.

- ▶ Create a Parking Management System administered by the management district.
- ▶ Parking Wayfinding signage – Parking Directional signage for existing parking
- ▶ Advocate for Public Transit enhancements
- ▶ Develop Additional Parking Inventory
- ▶ Expand Shared Ride Services

ADVOCACY/POLICY/ADMINISTRATION

FOCUS: Advocate for Town policy /zoning and codes to support development goals of the district.

- ▶ Create MOU with Town to outline relationship and Baseline services to be provided in the district
- ▶ Evaluate and propose zoning or regulations to support strategies outlines for the district

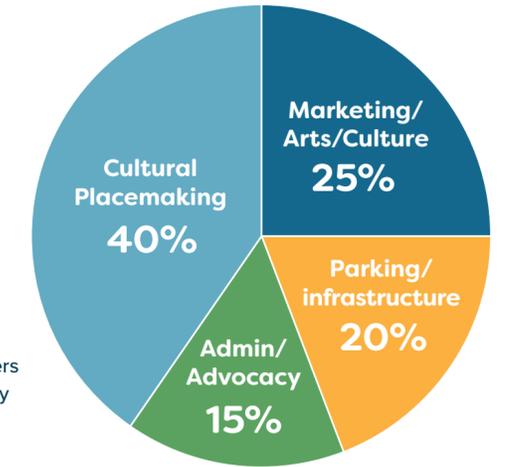
WHAT WILL IT COST PROPERTY OWNERS?

Property owners pay for the BID services based on the following fee formula:

Businesses – 0.035%
Residential – 0.02%

Mixed use:

Commercial – 0.035%
Residential – 0.02%
Non profits – negotiated agreements
Public – negotiated MOU



HOW IS THE BID MANAGED?

The BID is managed and financed by the property owners in the district. A board of directors representing property owners, businesses, residents, town and other key stakeholders makes all personnel, program and budget decisions. The BID will hire a professional manager to implement and manage the BID plan. BIDS run lean to maximize and leverage resources.

BENEFITS OF A BID

A BID creates a way for property owners to pool their resources to fund and coordinate improvements and supplemental services in downtown Hudson with the goal of promoting business and cultural activity to enhance value, generate more business activity and enhance the overall experience for anyone who lives, works or visits. BIDS have been an important part of thriving downtowns for over 50 years in communities of all sizes. From small towns like Burlington VT, Amherst, Hyannis and Taunton MA, to major cities like New York, Denver, Boston and Baltimore, BIDS have demonstrated success. Simply put... BIDS work!

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