



# In This Together: The Mutual Benefits of a Special Improvement District



# The Basics: What?

- BID, SID, BIA
- Geographic boundary in which property owners provide a self-assessed tax for services or improvements to the area





# The Basics: What?

- SID Legislation
  - Ohio Revised Code
    - Chapter 1710



# The Basics: What?

- Geographic Boundary
- One municipal corporation, township, or contiguous corporation or township
- Contiguous property
  - Exception-energy improvement projects





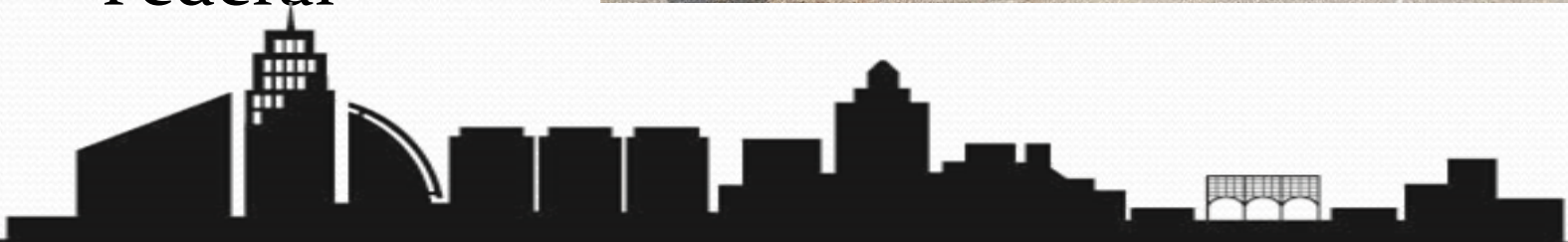
# The Basics: Who?

- Inspired by
  - Community leadership
  - Property Owners
  - Local government
- Created by owners of real property by petition
- Governed by a board of trustees of a non-profit corporation



# The Basics: Who?

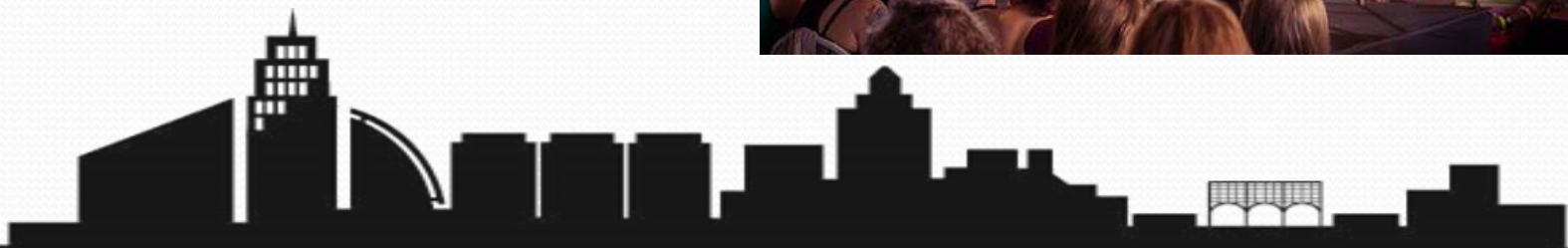
- Exempt
  - Municipal\*
  - Township\*
  - County\*
  - Church\*
  - State
  - Federal





# The Basics: When?

- Ten years or less in a service plan
- Renewal process
- Disbanding



# The Basics: Why?

- Developing and implementing plans for public improvements and public services that benefit the district
- Predict and address the changing needs of the SID





# The Basics: Why?

- Revitalization
  - Safety
  - Change perceptions
  - Address physical environment
  - Attract visitors
  - Coordinate communications
  - Build a climate for retail and business growth
  - Package collaborative marketing and promotion
  - Attract and retain talent
  - Manage improvement projects



# Downtown Akron SID

- History
  - Decline of Downtown
  - Akron Tomorrow
- Articles of Incorporation 1.29.1999
- First Services Plan 2000-2004





# Downtown Akron SID



Boundaries:

- North: Ridge
- South: Selle
- West: Bowery/Rt.59
- East:Broadway/  
Summit



# Downtown Akron Partnership

- Mission:
  - Promote and build a vibrant and valuable Downtown
- Customer: Downtown Spenders
  - Anyone who can spend time or money in downtown Akron





# Downtown Akron Partnership

- Services Plan
  - 2000-2004 \$555,000
    - Beautification
    - First Night Akron
    - Enhanced cleaning
    - Coordination with City
    - Advocacy
    - Website

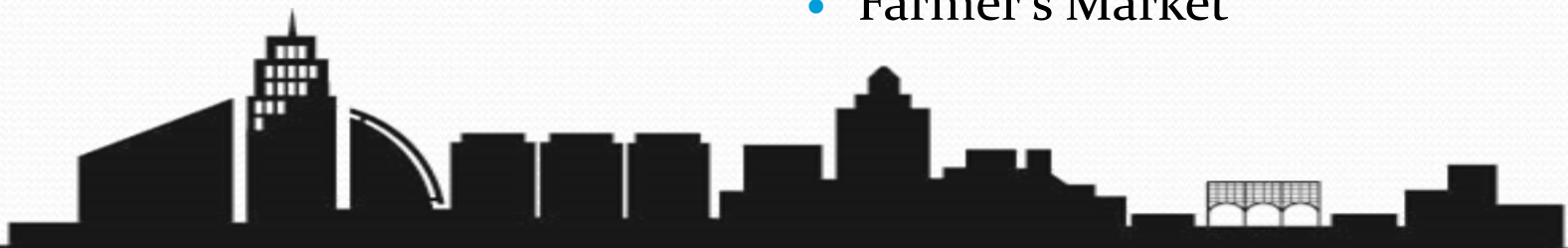


# Downtown Akron Partnership

- Services Plan

- 2005-2009 \$700,000

- Beautification
    - First Night Akron
    - Coordination with City services
    - Advocacy
    - Website
    - Ambassador Program – Clean & Safe
    - Enhanced Stakeholder Services
    - Do Downtown Marketing
    - Block Watch
    - Business Outreach
    - E-Newsletters
    - Green & Clean Day
    - Farmer's Market





# Downtown Akron Partnership

## • Services Plan

### • 2010-2014 \$700,000

- Beautification
- First Night Akron
- Coordination with City services
- Advocacy
- Website
- Ambassador Program – Clean & Safe
- Enhanced Stakeholder Services
- Do Downtown Marketing
- Block Watch
- Business Outreach
- E-Newsletters
- Green & Clean Day
- Farmer's Market

- Engage University
- Engage Young Professionals
- Residential Outreach
- Nighttime Economy
- Social Services Coordination
- Artwalk Coordination
- Pop up Events
- Akron Art Prize
- Towpath Wayfinding



# Downtown Akron Partnership

## • Services Plan

### • 2015-2019 \$750,000

- Beautification
- First Night Akron
- Coordination with City services
- Advocacy
- Website
- Ambassador Program – Clean & Safe
- Enhanced Stakeholder Services
- Do Downtown Marketing
- Block Watch
- Business Outreach
- E-Newsletters
- Green & Clean Day
- Farmer's Market
- Engage University
- Engage Young Professionals
- Residential Outreach
- Nighttime Economy
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- Increase Ambassador Hours
- Nighttime Economy Management
- Residential Programming
- Recruit Retail
- Residential Outreach
- Diversify Transportation
- Signage
- Brand Districts

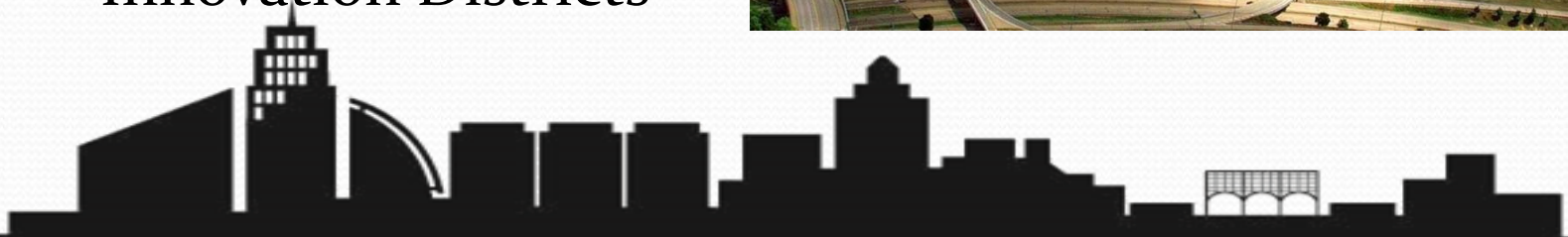




# Creating a Climate for Growth

- Where to locate/relocate?

- Location
- Access
- Environment
- Authenticity
- Amenities
- Live, Work and Play
- Innovation Districts

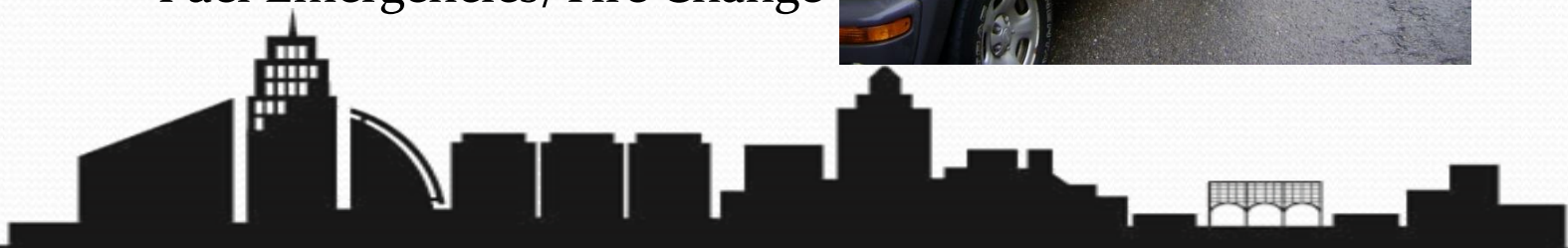




# Clean & Safe

- Clean and Safe Ambassador Patrol

- Litter
- Graffiti
- Panhandling
- Escorts
- Services
  - Jump Starts
  - Lock Outs
  - Fuel Emergencies/Tire Change





# Clean, Safe and Vibrant

- Beautification
  - Planters
  - Hanging baskets
  - Community Garden
  - Green Spaces



# Clean, Safe and Vibrant

- Information
  - Safety Series brochures
  - Parking maps
  - Clean and Safe Newsletter
  - Block Watch Meetings
  - Safety Network
  - Social Services Committee





# Clean, Safe and Vibrant

- Nighttime Economy
  - Policy
  - Enforcement
  - District Building
  - Management



# Marketing and Promotion

- Connecting you with Downtown

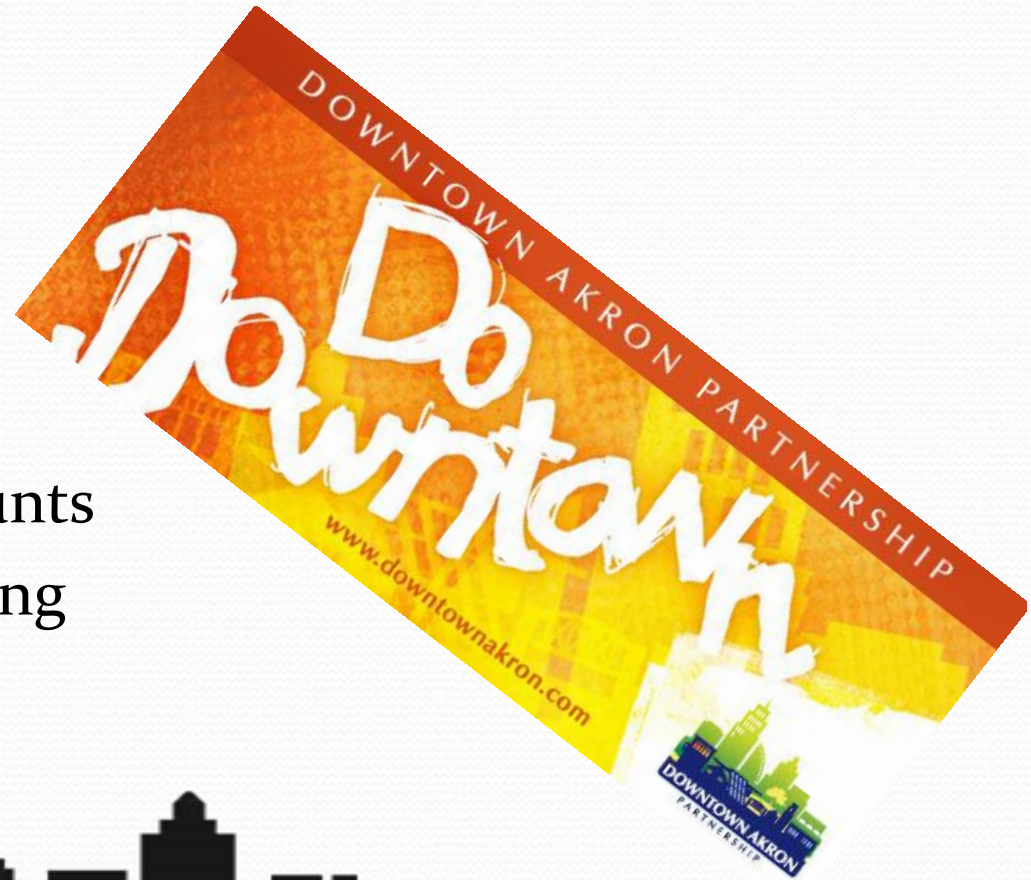
- Website
- Mobile website
- Parking App
- Social Media

The screenshot displays the Downtown Akron Partnership website. At the top, there's a navigation bar with links for Home, Search, and Safety Team. Below this is a 'Mobile Directory' section with categories like Dining, Nightlife, Destinations, Shops & Services, and Parking. A central area features a search bar, a calendar for September, and a large photo of a farmers market. To the left is a 'GETTING AROUND' sidebar with links to various downtown resources. Below the main content, there's a 'DOWNTOWN NEWS' section with articles about a food drive and a concert. On the right, an 'Events Calendar' lists upcoming events like a Halloween party and artwalk. At the bottom, there's a 'FEATURED' section highlighting the Akron Bar Association and a 'FREE Trolley' offer.



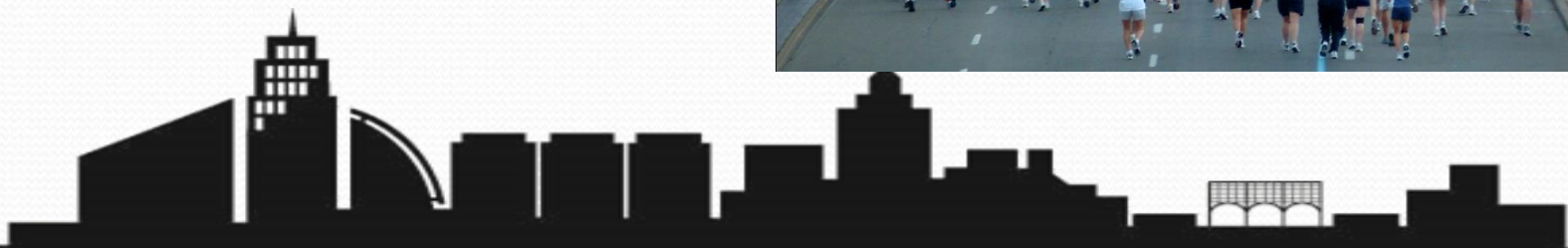
# Marketing and Promotion

- Connecting you with Downtown
  - Do Downtown and Downtown Partners Newsletters
  - Do Downtown Discounts
  - Collaborative marketing opportunities



# Marketing and Promotion

- Events
  - Promote and partner with events
  - Enhance events
    - Artwalks
    - Market at Lock 3
    - Holiday Market at Lock 3





# Marketing and Promotion

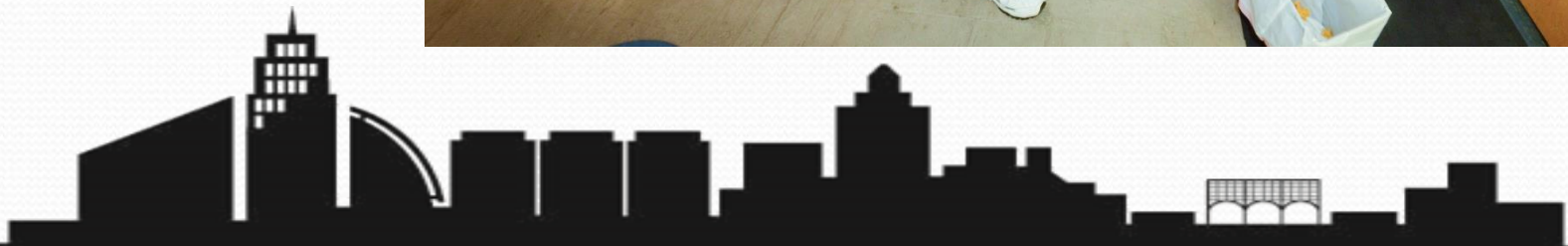
- Create Events
  - First Night Akron





# Marketing and Promotion

- Create Events
  - Akron Art Prize





# Marketing and Promotion

- Create Events
  - Live & Local



# Stakeholder Services

- Advocacy
- Expedite service, repairs, etc
- Welcome packets/visits to new businesses
- “Pop-ins” with established businesses
- Business interviews and surveys
- Emerging Leaders





# Redefining Downtown



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[www.downtownakron.com](http://www.downtownakron.com)

