



PBIDs allow property owners to express their views with a strong, unified voice.

Why Form a PBID?



There are numerous reasons to form a Property and Business Improvement District (PBID). Some of the most common reasons are:

To Reverse a Negative Image or Strengthen a Positive Image



Many city commercial districts are perceived to be unsafe, dirty, rundown, and unexciting. This image can have a direct affect on the success of businesses in the general vicinity. A PBID can be an effective solution to help combat the problems that arise from being perceived negatively. Services such as maintenance and security help eliminate the negative image by ridding the district of blight and crime. Additionally, implementing a strong marketing program can promote the new cleaner, safer district. Improvements can also be used to create character in the commercial district and further promote a positive image. For example, sidewalks can be widened to allow outdoor seating for restaurants and cafes to promote a charming and dynamic atmosphere. Parking areas can be built to increase parking while leaving the commercial district's streets small and picturesque. A positive image can translate to increased foot traffic and higher revenues for the commercial district.



To Promote Economic Development

A PBID can provide business retention and recruitment programs to further the economic development possibilities of a district. These programs may be beneficial if a commercial district experiences high vacancy rates as a result of business relocation. For example, some businesses may lose potential revenue because their particular customer base feels stifled by the constant presence of another demographic. The loss of revenue and negative image may adversely affect certain businesses to the point of relocation. A PBID can help promote those items that affect a customer's perception, and thus, willingness to shop in an area. For example, a PBID can be used as a tool to promote downtown activities, such as concerts, festivals, farmer's markets, and art exhibitions, to attract people with differing tastes. By supporting various tastes, a district's revenue potential is not limited to, or dependent on, one demographic.

To Give the District a Powerful, Unified Voice

Many downtown/commercial areas are composed of various types of businesses, each with their own goals, cultures, and customer base. A PBID, through its stakeholders, unifies each business's individual interests to support a common goal of success. A group of organized businesses has more success in accomplishing their goals than a disorganized set of individual businesses. The district's owner's association acts on behalf of the district to ensure successful resolution with issues such as parking, infrastructure improvements, landscaping, monumentation, and security. Unification also gives the district more power to seek additional funds like Transit Occupancy Taxes, Community Development Grants, or Redevelopment Agency funds to help further the goals of the district.

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