

What is a CID?

A Community Improvement District is a self-imposed, self-governed assessment district that finances a wide variety of services over and above what the city provides. This allows the district to better meet the needs of its members.

Revenue Options?

Property Taxes

Sales Taxes

Assessments

Programs and Services?

CIDs across the state typically use their additional revenue for services such as increased maintenance, safety patrols, marketing and other pressing needs, which directly benefit businesses, property owners, residents and customers.

Our recent member surveys showed that most members are interested in business recruitment, increased cleanliness, more beautification projects, additional marketing, public safety programs and increased advocacy.

CID Formation Checklist

1) Private Sector Leadership

CIDs are most successful and effective when the process is driven by private sector leaders within a business district. Peer to peer encouragement is the most effective way to “sell” the CID concept. Private sector leadership must be evidenced within a business district, either through an existing business organization or through an informal network of key stakeholders.

2) Supportive Local Government

Local government is best cast as a low key, yet dependable supporter in the drive to form a BID. Local government can provide resources including information, money and staff expertise. Many CIDs have been killed by an overzealous government that is skeptically viewed by property and business owners as too quick to increase taxes. On the other end of the spectrum, a disinterested local government can also kill a BID formation effort by fueling concerns that existing government services will be withdrawn.

3) Staff and Financial Resources

Formation of a CID is a labor intensive process that, depending upon the business district, can take from nine to 18 months. Stages of forming a CID include initial feasibility, service plan development and a political campaign to carry the CID through a petition process and/or City Council approval. Financial resources are needed for computer hardware and software, marketing materials, experienced BID consultants, legal counsel and unforeseen expenses.

Staff support is required to compile property and/or business owner databases, create marketing materials, manage consultants and coordinate volunteers.

4) Public/Private Partnership

The success of a CID formation effort is founded upon a viable public/private partnership. Private sector leaders should be out in front of the CID formation effort with a supportive local government that is visibly at the table. Base level of service agreements will prevent the city or county from scaling back programs or services once the CID is in place.

What are some stumbling blocks to a CID?

Lack of governmental support

Vocal minority

What are other revenue options?

Membership

Sponsorships/Events

Grants