



# AED & BIDs: A New Approach to Partnership

December 13, 2016





# BIDs: What and Why?

## What do BIDs do?

- BIDs help deliver services to specific neighborhoods to supplement the bundle of public services provided by the government.
- Services generally include some combination of sanitation, security, capital improvements, neighborhood promotions and business attraction.

**(SURPRISING) FACT: In Arlington, our BIDs manage a combined resource allocation of over \$8M in tax dollars.**



# Why BIDs in Arlington?

## Different BIDs were developed for different reasons...

- Rosslyn BID – the first; focused on clean and safe programs, street beautification; placemaking.
- Crystal City BID – multiple BRAC rounds posed serious concerns about its future.
- Ballston BID – needed a “there there” to help it compete.

**(WONKY) FACT: In Arlington, BIDs are created as service districts, with a service agreement between the BID and Arlington County.**



# AED's Previous Approach

**Traditionally, AED approached BIDs from a real estate perspective...**

- AED staff worked with different BIDs in different ways during formation, but...
- Ultimately AED's ongoing interest was from a real estate perspective.

**(NOT SO GREAT) FACT: with this approach, we missed opportunities to work collaboratively, and our BIDs spent too much time trying to navigate the County on their own.**



# AED's New Approach

**BIDs are boots-on-the ground experts in their neighborhoods...too valuable to ignore and too important not to support.**

- AED established a consistent staff liaison to manage relationships with ALL our BIDs and Partnerships.
- The CMO appointed a consistent member of the Manager's Office to each BID Board of Directors.

**(NOT SURPRISING) FACT: greater knowledge, closer collaboration and improved efficiency promptly ensues.**



# AED's New Approach

## AED and BIDs created working partnerships for:

- Economic Development – BIDs and the County work together to help retain existing tenants AND attract new tenants.
- Placemaking – BIDs and the County work together to help create attractive, interesting places filled with amenities and programming.

**(JUST A) FACT: Though we're always trying to improve, Arlington is not always an easy gig: helping BIDs navigate the County remains a big part of the job.**



# Future Opportunities

**Last year, the County Board reiterated the importance of this partnership...**

- Tasked staff to take a more collaborative role in work plan development.
- Asked BIDs and staff to raise initiatives and efforts that affected Arlington and crossed BID boundaries.

**(SNEAK PREVIEW) FACT: This year, look for a louder and more unified BID voice calling for more flexibility in wayfinding systems, changes to signage and greater ease of space use for events.**