

# MidCity Business Improvement District

Business Plan Highlights, October 2017



## BACKGROUND

The MidCity area of Washington, DC, is a vibrant, diverse cross-section of the Logan Circle and U Street neighborhoods defined essentially by the intersection of 14th and U Streets NW, and radiating from that center. While the MidCity area bursts with energy, its brand has yet to be clearly defined and there are many aspects, particularly in the public realm, which need to be improved. Local business owners and landowners have embraced the business improvement district model to provide a collaborative, unified voice to resolve challenges and advocate for smart business development in the future.

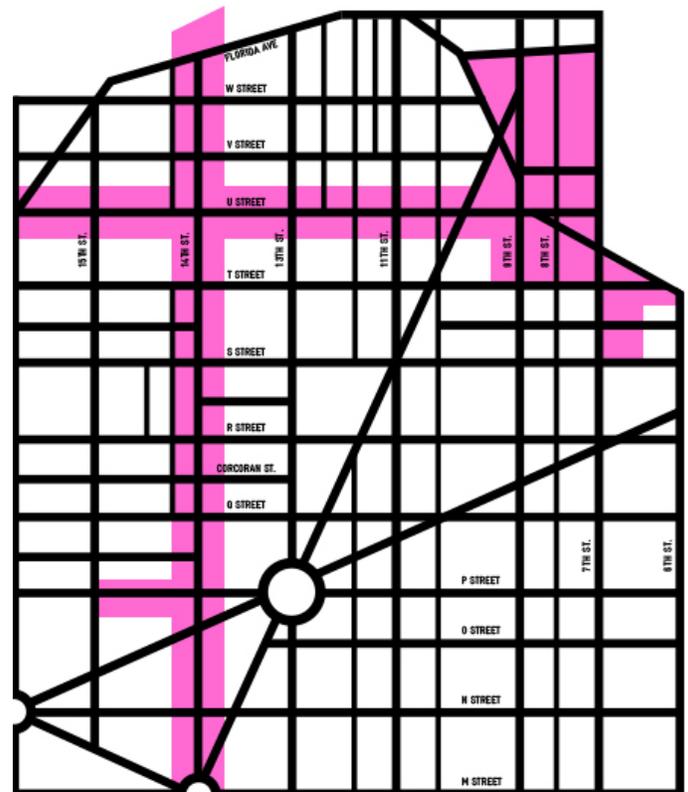
## MISSION

The mission of the MidCity Business Improvement District (BID) is to provide a range of public space enhancement and management services that will assist in creating a vibrant, dynamic environment intended to help stimulate commercial, retail and residential quality of life, as well as attract users to the many cultural institutions in the area.

Beyond focusing on the immediate needs of ensuring that the area is clean, safe and friendly, with well-maintained and inviting public spaces, the BID will also sustain a vision of the area that is vibrant, dynamic and inclusive.

## GOALS

- To increase sales and occupancy
- To improve the perception of the area both for consumers and investors
- To increase visitation to area attractions and businesses
- To attract and retain more residents



**>> BID BOUNDARY**  
BOUNDARY IS A DRAFT AND IS SUBJECT TO ALTERATION.

View the full plan at  
**MIDCITYBID.ORG**

# MidCity Business Improvement District

## Business Plan Highlights, October 2017 (cont.)

- To attract and retain local businesses of all sizes as part of the vibrant retail mix
- To raise the stature of the area with public sector leaders and agency directors
- To improve the public space
- To create a safe and inviting environment for businesses, residents, visitors, and patrons

### OPERATING PLAN

BIDs are a proven mechanism to sustain the kind of place management, place enhancement and place branding services that help mixed-use neighborhoods thrive:

**PLACE MANAGEMENT:** The MidCity BID will be committed to enhancing the experience of a welcoming and inviting place through activities such as sidewalk cleaning, trash collection, graffiti removal and maintenance of public streetscape elements.

**PLACE ENHANCEMENT:** The MidCity BID will work to enhance the sense of place by creating a more dynamic and vibrant public realm through initiatives such as installing art and bike racks; providing landscaping services; assisting with facade improvements; and activating public spaces with events and activities.

**PLACE BRANDING:** The place branding program will work to promote MidCity as a unique destination to live, work, open a business, and visit, not only for city and regional visitors but for national and international tourists. An integrated marketing strategy will include targeted media outreach, building community partnerships, and differentiating the MidCity brand.

### ABOUT THE BID

The MidCity BID, a registered 501(c)(6) organization, will be governed by a Board of Directors of up to 19 members and managed by a chief executive officer who will manage day-to-day affairs. The MidCity BID area proposes the following tax rates:

- Commercial buildings at \$0.11 cents per \$100 of assessed value
- Hotels at \$90 per room
- Multifamily residential rental units at \$120 per unit

The annual budget of the MidCity BID in FY2018 will be \$980,000 and grow to more than \$1 million within five years.



Details & petition info

[MIDCITYBID.ORG](http://MIDCITYBID.ORG)

