

Managing your Downtown



What is a Management District



Hormann & Associates
urban marketing and management



Provides Essential Services:

including security, maintenance, marketing, economic development, special events, etc.

- Over & beyond what government provides
- Concentrated within a distinct geographic area
- Paid for by a special property owner assessment
- Services managed by a not for profit organization
- Organization governed by a Board
- Board Directors represent those who pay

Benefits of Districts

1500+
Management
Districts in
North
America

Common successes:

improved property values

increased sales

reduced crime

enhanced physical appearance

increased numbers of people using
downtown for a variety of purposes

Speaking with one voice – creating the
collective clout

What you can do

Districts typically serve some or all of the following 10 functions:

A graphic of a street signpost with a spherical top and a rectangular sign that reads "Main Street" in red text on a dark blue background.

Main Street

Maintenance. Collecting rubbish, removing litter and graffiti, washing sidewalks, shoveling snow, cutting grass, trimming trees, planting flowers in public places.

Security and hospitality Hiring uniformed security and street "guides" or "ambassadors"; buying and installing electronic security equipment or special police equipment, staffing sidewalk tourism kiosks.

Consumer marketing. Producing festivals and events; coordinating sales promotions, producing maps and newsletters; launching image enhancement and advertising campaigns; erecting directional signage.

Business recruitment and retention Conducting market research; producing data-oriented reports; offering financial incentives for new and expanding businesses; marketing to investors.

Public space regulation. Managing sidewalk vending, street performances, street furniture, code compliance.

What you can do – continued

Districts typically serve some or all of the following 10 functions cont.:

Main Street

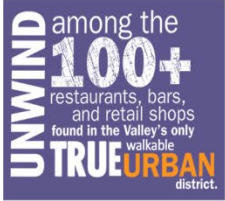
Parking and transportation management. Managing the public parking system; maintaining transit shelters; operating ridesharing programs.

Urban design. Developing urban design guidelines; managing facade improvement programs.

Social services. Creating or aiding help-the-homeless, job training, and youth services programs.

Visioning. Developing a vision or strategic plan.

Capital improvements Installing pedestrian-scale lighting and street furniture; planting and maintaining trees and flowers.



What Other Cities Have Done

Safety Ambassadors

- Program designed using proven methods utilized by over 125 downtown organizations across the country
- Aimed at improving the safety, friendliness and accessibility of downtown visitors, residents, and workers
- An excellent tool for addressing Homelessness in the district and changing not only the reality but the perception of the downtown area



Ground Support

Ground Support on the streets

- Provide enhanced cleaning services and customer service
- Trained as tourism ambassadors to be well-versed on the area attractions, events, and businesses



"You think something is clean if it looks clean, you know it is clean when you see someone cleaning it." - Disney School of Management

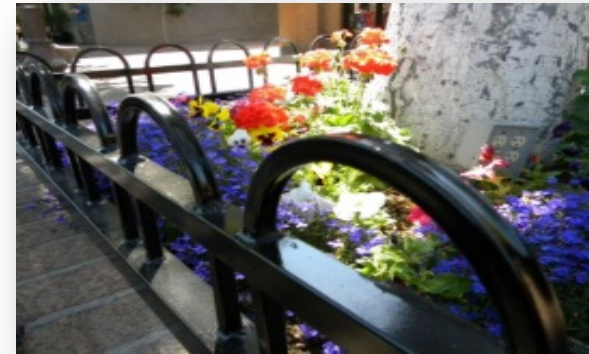
Streetscape Improvement & Maintenance





Beautification

- Planter boxes
- Hanging Baskets
- Electrical box beautification



Street Banners and Signage



Façade Improvements



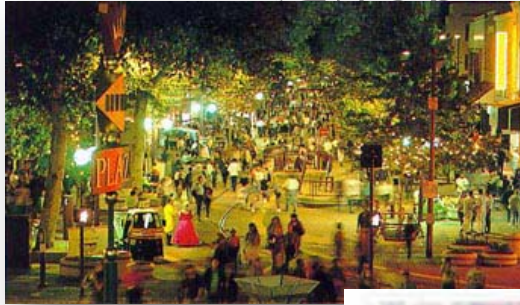
Before

- Develop Design Guidelines
- Manage Improvement Initiatives
- Find matching Grants and encourage participation



After

Marketing and Promotions



Reasons to Act

Support new programs and events bringing targeted segments to Downtown.



Bring them down 10,000 at a time - to bring them back one at a time

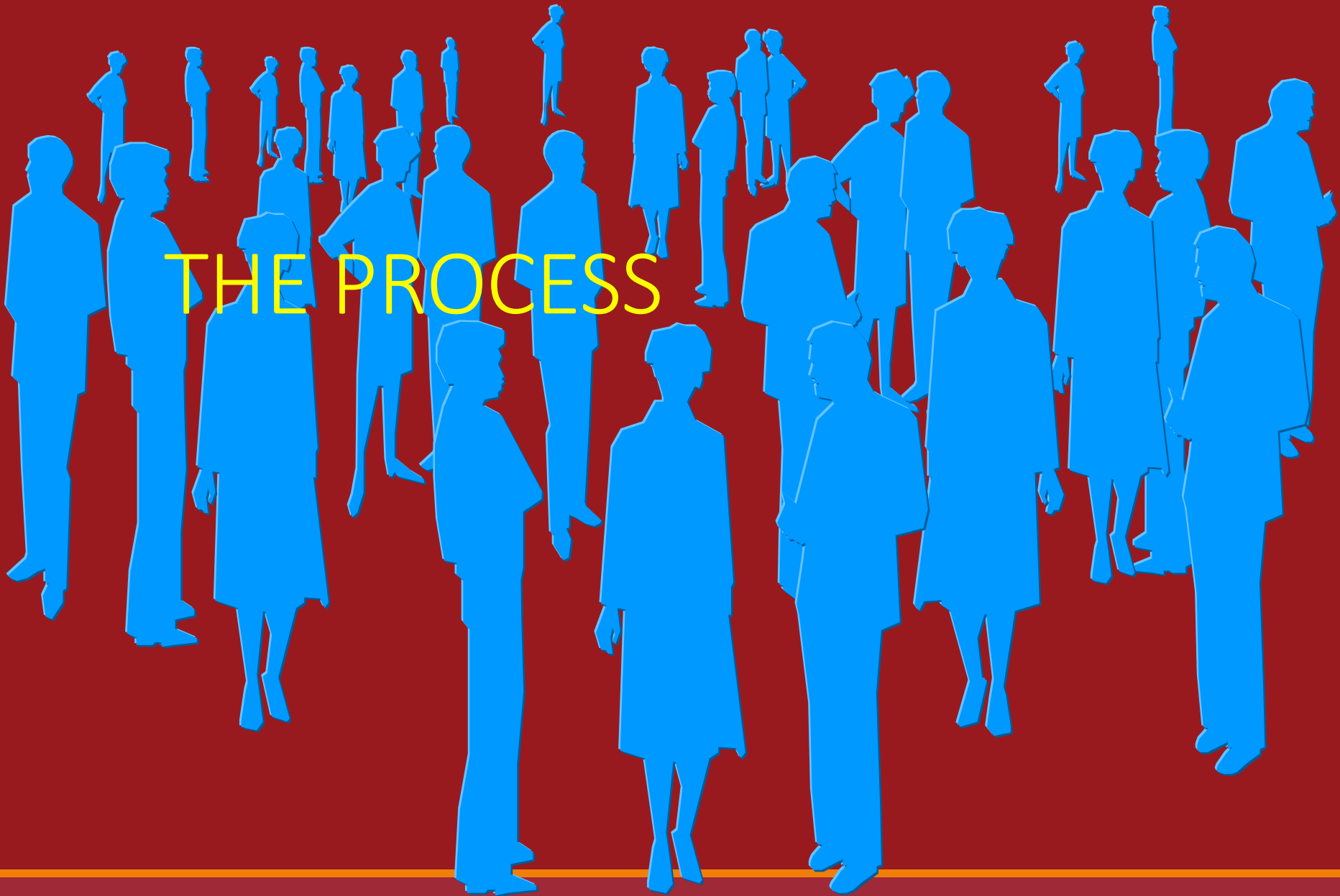
Hire Staff – A Downtown Professional

The Executive Director (a seasoned professional) will take a proactive approach in developing and implementing programs

- Coordinate desired programs
 - Clean and Safe
 - marketing
 - event coordination and production
 - Façade improvements
- Facilitate board & committee meetings
- Government liaison
 - Advocate in policy discussions
 - Leverage more benefits/money for district



THE PROCESS



Cross-Education

Cross-Education



Hear Opinion/Find Consensus on:

- Perceived needs
- Priorities for improvement
- Which services are desired
- Costs and willingness to pay

Outreach/Inform :

- What is a Management District
- How Districts Benefit Stakeholders
- Case Studies from Other Cities

District Formation



Feasibility



Organizational Infrastructure



Service Plan



Consensus



Marketing/Education



Support

Formation Process



BOUNDARIES



SERVICES



BUDGET



DATA



MAPS



METHODOLOGY



COLLECTION

Assessments

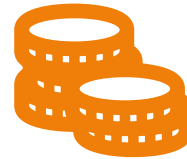
Everyone pays their fair share



Create Plan and Budget



Create Assessment to
match budget



Assessment is a Surcharge
on Property Tax