

FORGING OUR FUTURE

N RTHAMPTON

Northampton Business Improvement District

Operations Plan Executive Summary



BACKGROUND

For 30 years Business Improvement Districts have been active in North America, dramatically changing the face of over 1600 downtowns in large and small cities. Through self imposed fees, property owners have collectively invested in a broad range of programs and services that give their downtowns a competitive edge in the marketplace. BIDS provide services that supplement the things typically provided by the municipality. Historically, these services elements have included:

- Physical improvements
- Supplementing city services
- Improving the downtown marketplace
- Marketing and public relations
- Animation of the street
- Addressing social needs
- Improving access and mobility
- Guiding development.

NORTHAMPTON'S BID

Northampton's new Business Improvement District will provide a comprehensive package of supplemental programs and services that will allow Northampton to expand its prominence as the region's preeminent college town and cultural/dining destination. Downtown Northampton property owners are committed to retaining and enhancing its reputation as an approachable, culturally stimulating and cutting edge place for fashion, entertainment and community life. Property owners are taking the lead in protecting this fragile and precious commodity and investing in a program that will help it to thrive in the face of regional competition.

BID services will create an attractive and safe, well programmed and aggressively promoted destination in which to live, conduct business, shop, dine, and visit. The BID will establish a private nonprofit entity, managed by property owners to deliver services that are supplemental to the basic services provided by the city of Northampton and other organizations. The BID will be a partnership with the City, private property owners, institutions and non-profits with the goal of generating greater profitability through cooperation than any individual property owner can accomplish alone.

The following is a brief description of the BID program components that have been developed to reflect the priorities of property owners, tenants, city officials and other organizations that are stakeholders in downtown Northampton's BID.

BASELINE CITY SERVICES

The city of Northampton has agreed to enter into a Memorandum of Understanding to provide a baseline of municipal services to the BID. Additionally, the City of Northampton will participate in the BID as a member through a “baseline plus” agreement that includes:

- Funding for the BID at \$35,000 annually.
- Financing for capital equipment for maintenance programs
- Dedicated police patrol with the BID
- Municipal Department support for BID events.
- Enhanced snow removal policies.
- Multi-year capital program for street , sidewalk and park improvements
- Street Trees
- Participation in panhandling intervention efforts and ordinances
- Support for the Academy of Music
- Funding for a contract with the BID for trash removal.
- District billing and collection at no cost to the BID.
- Implement bike paths within the district.
- Continue ownership of decorative light poles downtown and to major maintenance or repair to the extent feasible.

Boundaries

The proposed boundaries of the Northampton BID roughly include the Central Business District, Smith College, and the entryways into downtown Northampton. The BID is bounded by Trumbull Road to the North, Holyoke Street to the South, West Street to the West, and midway between Hawley Street and Pomeroy Terrace to the East.

**Proposed Northampton
Business Improvement District**



Program Areas

MAINTENANCE AND LANDSCAPING

The BID will create a CLEAN TEAM to expand on existing maintenance efforts in the downtown. The CLEAN TEAM will provide a visible and effective work force to enhance the general level of cleanliness and attractiveness of the BID. The CLEAN TEAM will provide supplemental maintenance to the entire district, targeting high traffic areas, neglected side streets and other problem spots.

The CLEAN TEAM will:

- Conduct Spring Cleanup program to establish an enhanced level of maintenance
- Sweep sidewalks, remove graffiti, clean tree wells, and lots daily



- Plant, water and maintain landscaping, hanging baskets and planting beds
- Operate power washers, mechanical sweepers, gum removers
- Plant trees
- Provide limited snow removal

The BID will utilize seasonal personnel and sheriff's programs to supplement maintenance efforts in the district.

MARKETING

The BID will execute and brand a sustained, dynamic marketing plan developed for downtown Northampton to provide maximum exposure for BID properties, businesses and attractions. The program will be fully integrated to provide continuity of message, tone, and theme throughout all marketing materials and public relations components.

Key elements of the plan include:

- Branding the district as a destination
- Events – Restaurant Week, WinterLights Festival, Designer Weekend, Open Air Arts Market
- Multi-Media Advertising
- Public Relations

Marketing and public relations activities will target both the consumer and business audience. Consumer marketing activities will position the BID as a destination of choice for leisure activities, and increase sales and patronage of BID attractions, hotels, retail stores, entertainment and dining venues and professional services. Business marketing will promote the competitive advantages of the BID as a location for business, and residential living.

PUBLIC SAFETY

The BID will assume a leadership role in a multifaceted approach to increase the sense of safety and security, reduce crime, homelessness and aggressive panhandling in downtown Northampton.

The elements to successfully implement a public safety effort will include:

- Leadership – the BID will chair a working committee on Public Safety
- Public Education - Promote homeless services and public safety initiatives
- Enforcement – Beat patrols and implementation of solicitation ordinance
- Social Services – Coordinate with social service efforts to provide seamless services



PARKING AND TRANSPORTATION

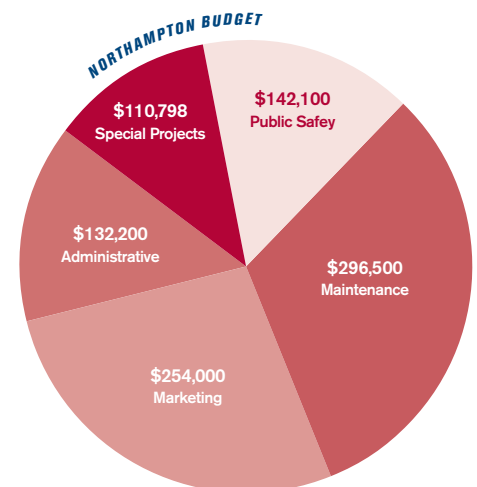
Accessible, affordable and convenient parking and transportation is essential for downtown Northampton. The BID will develop parking promotions and long-term strategies to utilize existing parking and prepare for future parking demands.

These efforts include:

- Promotion
- Customer Friendly Parking Education and Enforcement
- Improved Signage
- Plan for Additional Parking

Additionally, the BID will undertake improvements to alternative modes of transportation including

- Improved pedestrian access
- Bikeways
- Cab/Valet Service
- Trolley/Transit Service



Administration and Management

The BID Board of Directors will establish policy and budgets for the BID. Daily operations will be managed by BID staff and contracted vendors. The BID will maintain office space, equipment and general staffing to support the administrative operations of the BID.

The formation of a Downtown Northampton Business Improvement District is led by members of the Downtown Steering Committee.

MEMBERS OF THE DOWNTOWN STEERING COMMITTEE

Dan Yacuzzo, Eastside Grill, Chair

Joe Blumenthal, Downtown Sounds

Jack Finn, A2Z Science & Learning Store

Mansour Ghalibaf, Hotel Northampton

Anthony Gleason

Doug Kohl, Thornes Marketplace

Rich Madowitz, Hampshire Property Management Group

Bob McGovern, Packard's

Richard Rescia

Suzanne Beck, The Chamber, ex-officio

Ann Burke, Western MA Economic Development Council, project consultant

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COMMENTS OR QUESTIONS?

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