



The logo for Downtown Revitalization Inc. features a red triangle above the word "Downtown" in a stylized, brown, blocky font. Below "Downtown" is a teal horizontal bar containing the word "REVITALIZATION" in white, uppercase letters, followed by "INC." in a smaller font.

Downtown

REVITALIZATION INC.



Downtown Revitalization Inc.

Introduction to BID—A Tool for Economic Recovery and Resiliency



- **What** is DRI, its purpose, and Mission
- **Where** - Downtown area from...we decide
- **When:**
 - Over the next 90 days is phase 1 – information gathering, ...grant writing and grant submittal and donor funding
 - The next 18 - 24 months is next phase when we see additional results
- **How** - With the assistance of a group of people like yourselves who each do a little, so no one does a lot
- **Who** - You and other concerned and interested stake holders in the Virgin Islands community.



Benefits for each person in our community

- Bring downtown to life again
- Increased activities for both tourists and residents
- Incentive for new businesses to develop
- More Jobs
- More Taxes Paid
- More Money in the Treasury for Government Services
- More Money flowing thru the VI economy
- Reduce brain drain
- Bring back qualified talent to the VI
- Take back our position as the #1 cruise destination
- Create incentive for more airline passengers & cruises to come to the VI
- Funding will be private sector controlled

We've got an idea in mind...

BID is a geographically defined area in which services, activities, and programs are paid through assessments to members within the district in order to equitably distribute the benefits received and the costs incurred to provide agreed-upon services, activities, and programs.

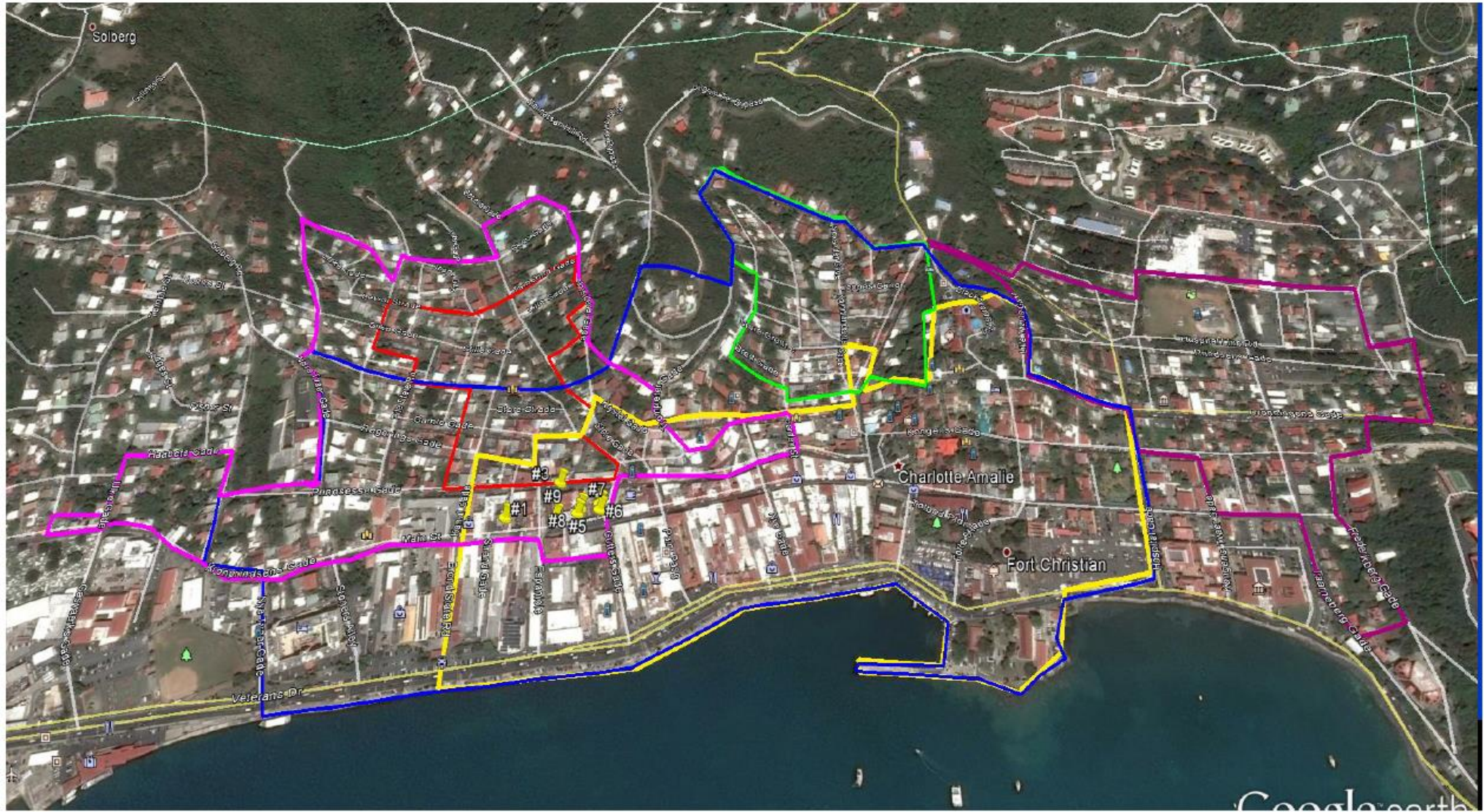
Plans should consider range of issues affecting downtown, including land use, infrastructure, and accessibility.







The community needs to assess existing conditions, market trends, and population and employment projections.

What's being proposed: Concept of Operative BID

- Assessments based on what we want included and budget and size of BID area
 - Reference to uses around US
 - Supplementation of Govt. Services and control
 - How would it be funded and operated
 - Legislative authorization required
-

Combined District 6



PROPOSE BID		SAVAN/DOWNSTREET EZ	
SAVAN EZ		UPSTREET EZ	
GARDEN STREET EZ		HISTORIC DISTRICT	

Outline of BID Structure

Downtown Revitalization Inc.



Business Improvement District
Businesses,
Property owners



Funding Assessment
Commercial Property



Formation Process

- Approval by 51% of property owners,
- Senate approval of BID legislation



Areas of Focus

- Management,
- Marketing,
- Street Maintenance
 - Signage
 - Security

**Working Closely
in Partnership
with:**

**Government
of the Virgin
Islands**

**Chamber of
Commerce**

**Realtors
Association**

**Community
Residents**



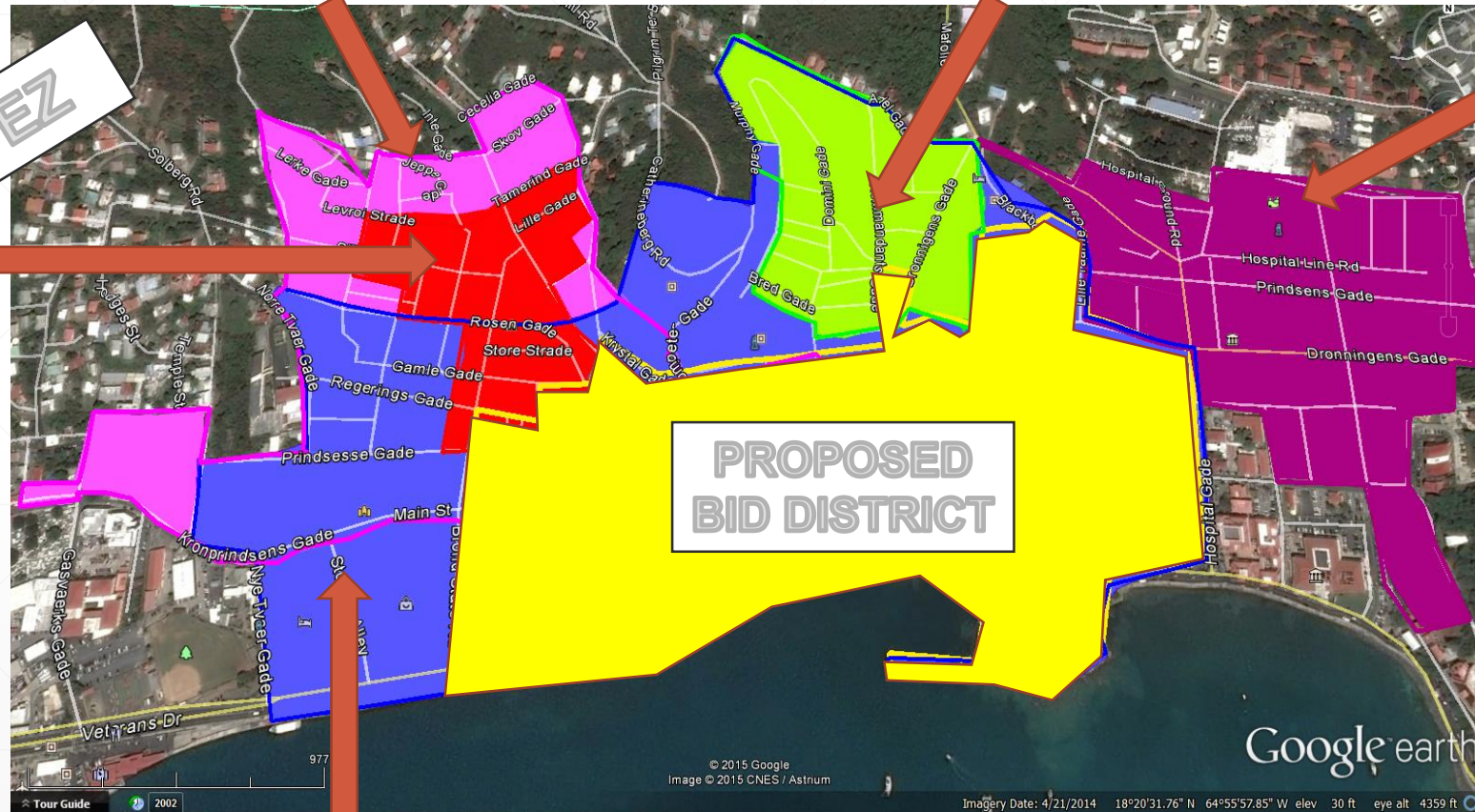
Sample BID Zone

PROPOSED DOWNST/GARDEN ST EZ

GARDEN ST. EZ

UPSTREET EZ

SAVAN EZ



Boundaries

North: Crystal Gade/Store Gronne Gade

East: Hospital Gade

West: General Gade

South: Veterans Drive

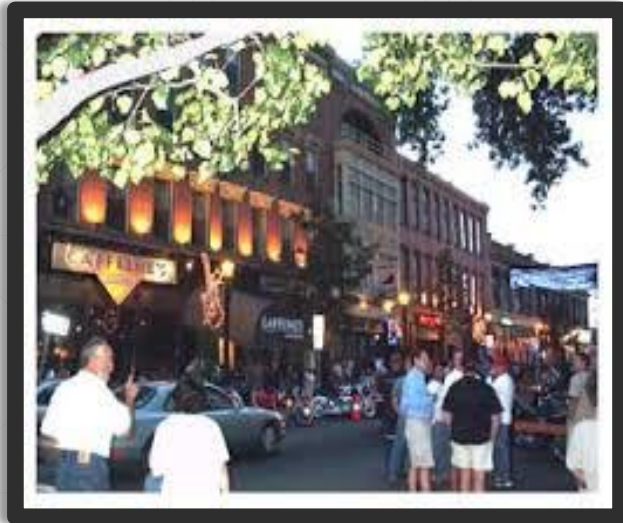
HISTORIC PRESERVATION

PROPOSED BID: THE PROCESS

- **FEASIBILITY PHASE** – Conduct feasibility to identify interest and important players in the process
- **PLANNING PHASE** – During the Planning phase the district boundaries are finalized, a database of property owners and commercial tenants within proposed district is compiled, and a needs assessment survey is conducted to determine what owners think is needed in the bid
- **OUTREACH PHASE** - The purpose of the Outreach phase is to raise awareness of and secure support for the proposed bid **before** initiating the legislative process.
- **LEGISLATIVE PHASE** - Develop an estimated timeline based on requirements outlined in the bid ordinance, senate procedure, and on individual circumstances to ensure successful passage and implementation of the BID



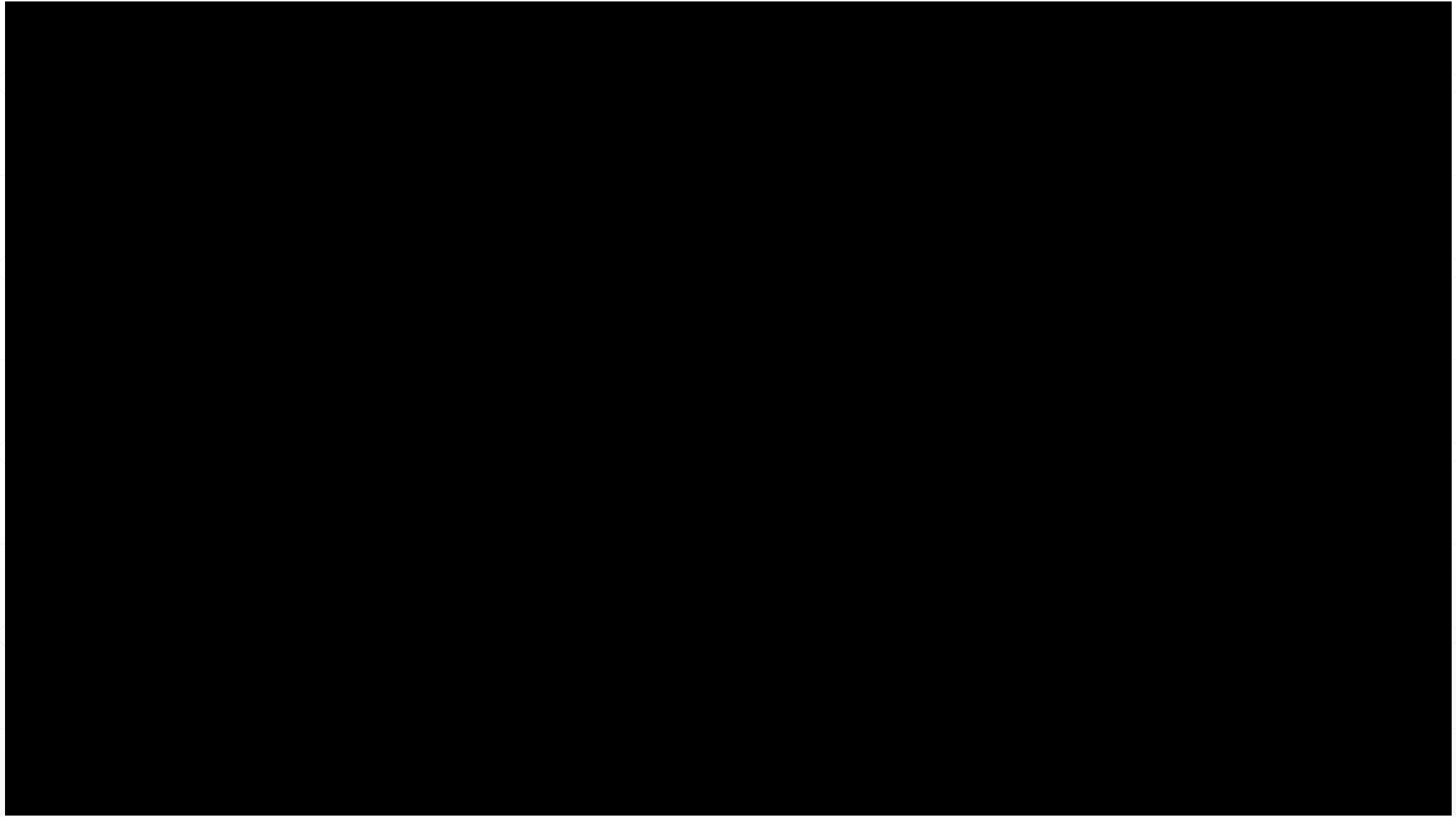
PROPOSED BID: STAY FOCUSED ON SUCCESS!



**THANK
YOU!**



Downtown Jackson Business Improvement District



<https://youtu.be/23JX4956EIs>