

**THIRD GENERATION  
BUSINESS IMPROVEMENT  
DISTRICT RENEWAL PLAN**

**DOWNTOWN OKLAHOMA CITY PARTNERSHIP**



# WHAT IS A BID?

*Business Improvement Districts (BIDs) are public/private partnerships in which property owners pay a special assessment for supplemental services such as the maintenance, development, and promotion of their commercial district.*

*A BID is not intended to replace municipal services.*



# DOWNTOWN OKC BID

- Downtown Oklahoma City BID was created in 2001
- Developed in compliance with state legislation
- BID Renewal is every 10 years
- Downtown Oklahoma City Partnership manages the BID on behalf of the City

**Private sector advisory board** comprised of ratepayers and stakeholders; oversees management, budget, and governance of the BID

**City of OKC Finance Department** works hand in hand with DOKC to prepare BID assessment rolls and budgets

**City Council** reviews and approves the BID contract and budget



# BIDs AT A GLANCE

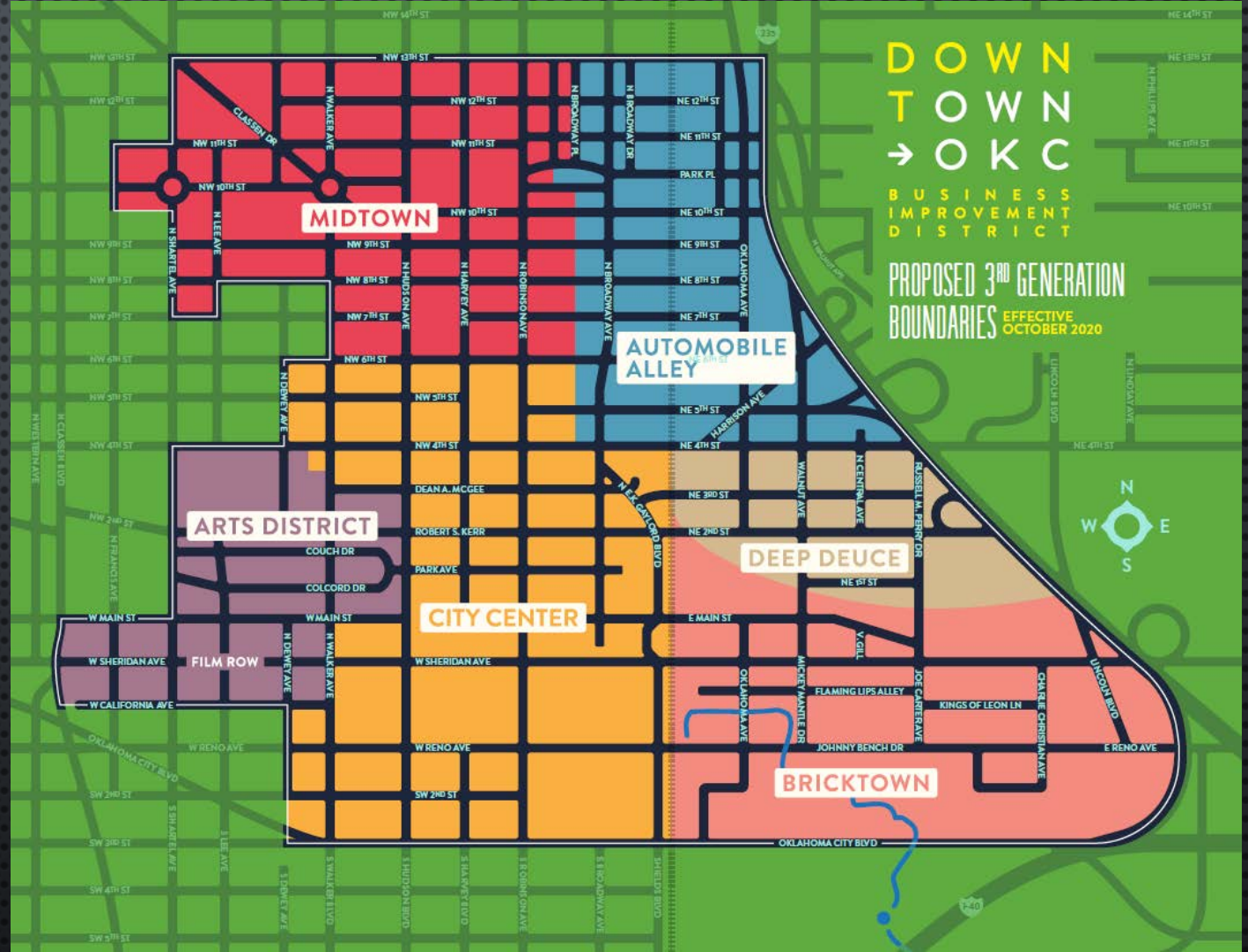
- 1,200+ BIDs in the US
- 9 BIDs in Oklahoma
- 6 BIDs in OKC

Downtown, Stockyards, Adventure District, Western Avenue, Capitol Hill, Uptown 23 (recently added!)

## OUR UNIQUE BID

**Downtown OKC Special Services District #6**

- 1.5 square miles
- 6 character districts





# MISSION

*The Downtown Oklahoma City  
Business Improvement District's  
mission is to manage, maintain and market  
the downtown BID area.*

The logo is set against a solid green square background. It features the words "DOWNTOWN" in a large, bold, sans-serif font, with "DOW" in yellow and "NTOWN" in white. Below this, "OKC" is written in a smaller, white, bold, sans-serif font, preceded by a white right-pointing arrow. At the bottom, the words "BUSINESS IMPROVEMENT DISTRICT" are written in a small, yellow, all-caps, sans-serif font, arranged in three lines.

DOWNTOWN  
→ OKC  
BUSINESS  
IMPROVEMENT  
DISTRICT



# BID RENEWAL PROCESS

- Internal assessment and strategic planning
- Evaluate needs and desires of ratepayers & the public
- Draft operating plan
- Legal review
- Host public meetings
- Send letters regarding renewal with petitions
- **Collect petitions**



# BID SERVICES

- **Placemaking**
- Advocacy
- Promotion

Special Events  
Public Art  
Clean Team  
Street-Level Maintenance  
Downtown Guides  
Safety  
Street Furniture and Amenities





# BID SERVICES

- Placemaking
- **Advocacy**
- Promotion

Representation of Constituents  
Administration and Budgeting  
Policy Making  
Research and Data Collection  
Board and District Management  
Engage and Unify Residents  
Serve as a Resource Center

Downtown Oklahoma City Partnership presents

## The Annual Developers' Luncheon

Tuesday, Jan 14, 2020 11a-1p  
OCU School of Law  
800 N. Harvey Ave


**D O W N  
T O W N  
→ O K C  
P A R T N E R S H I P**

[dokcdevelopersluncheon.eventbrite.com](http://dokcdevelopersluncheon.eventbrite.com)

LIMITED SEATING AVAILABLE - COST \$30  
PLEASE REGISTER BY JANUARY 6  
CALL 235-3500 FOR MORE INFORMATION

**KEYNOTE SPEAKER**

**ALBUS BROOKS**  
VP OF BUSINESS DEVELOPMENT AND STRATEGY  
MILENDER WHITE





# BID SERVICES

- Placemaking
- Advocacy
- **Promotion**

Marketing for Downtown and Districts  
Social Media, Press, and Newsletter  
Branding and Image  
Education and Workshops  
Visitor Services  
Individual Business Outreach  
Community Engagement





# ASSESSMENT STRUCTURE

- **Districtwide**
  - *All properties pay into this*
- **Sub-Districts**
  - *Automobile Alley, Bricktown, Midtown, Deep Deuce*
- **Street Level Maintenance and Amenity Zones**
  - *2C (portions of City Center and Arts District)*
  - *2E (Bricktown, north of Reno Ave)*
  - *Underground*
  - *Bricktown Canal*



# SUB-DISTRICT FUNDS

**Funds collected within a subdistrict go toward items such as:**

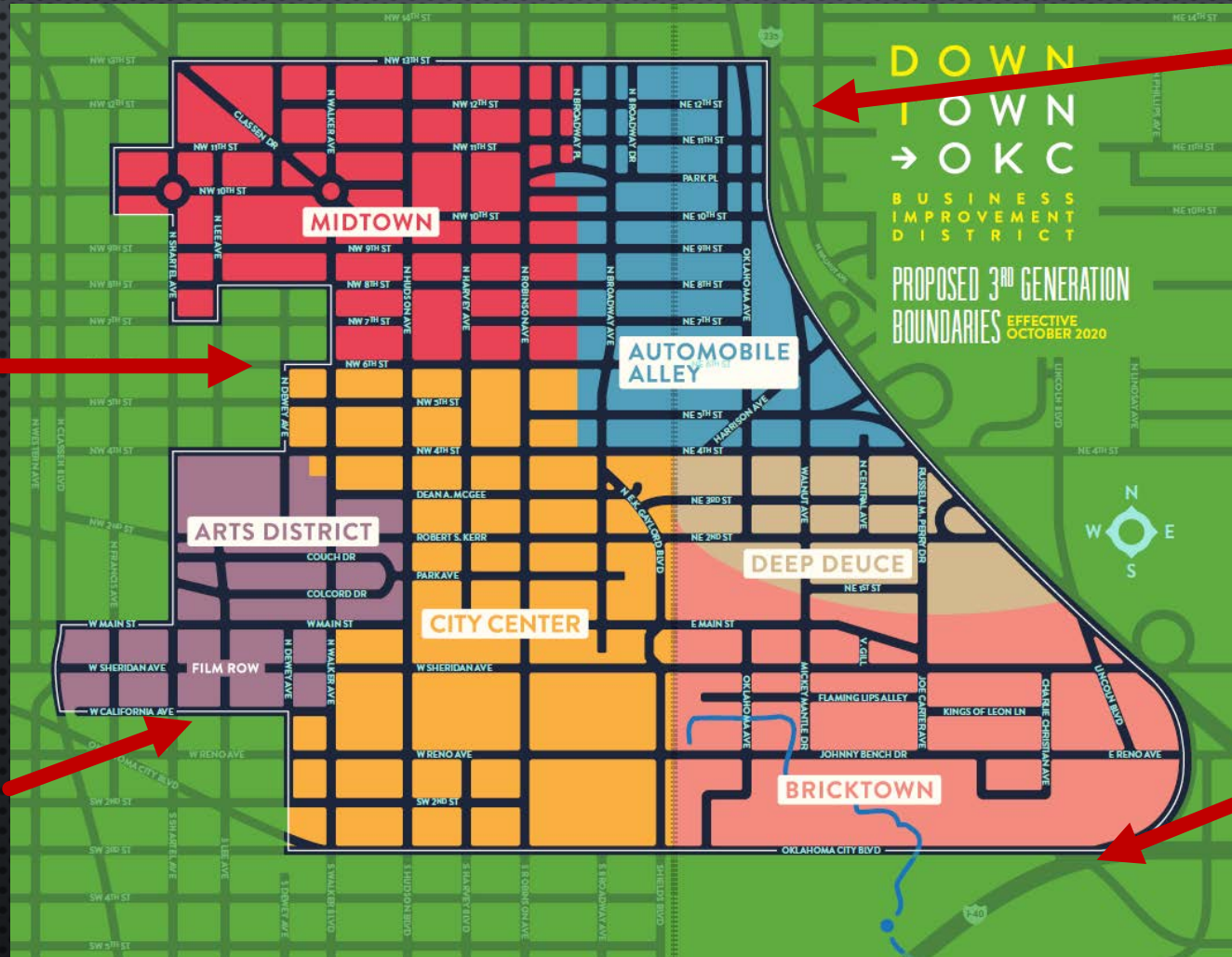
- **Marketing & Events:** advertising, maps/rack cards, special events
- **Special Projects**
- **Event Sponsorships**
- **Street-level Maintenance:** street-sweeping, trash pickup, landscaping, etc. where applicable
- **Business Alliances**
- **Social Media Management**
- **Board Management and Financial/Bookkeeping Services**



# CHANGES TO BOUNDARIES

# Divide Park Plaza into Midtown and City Center

Film Row will be included in Arts District, but assessment formulas will not change



Expand  
Automobile Alley  
to the north

Southern boundary  
is now the OKC  
Boulevard

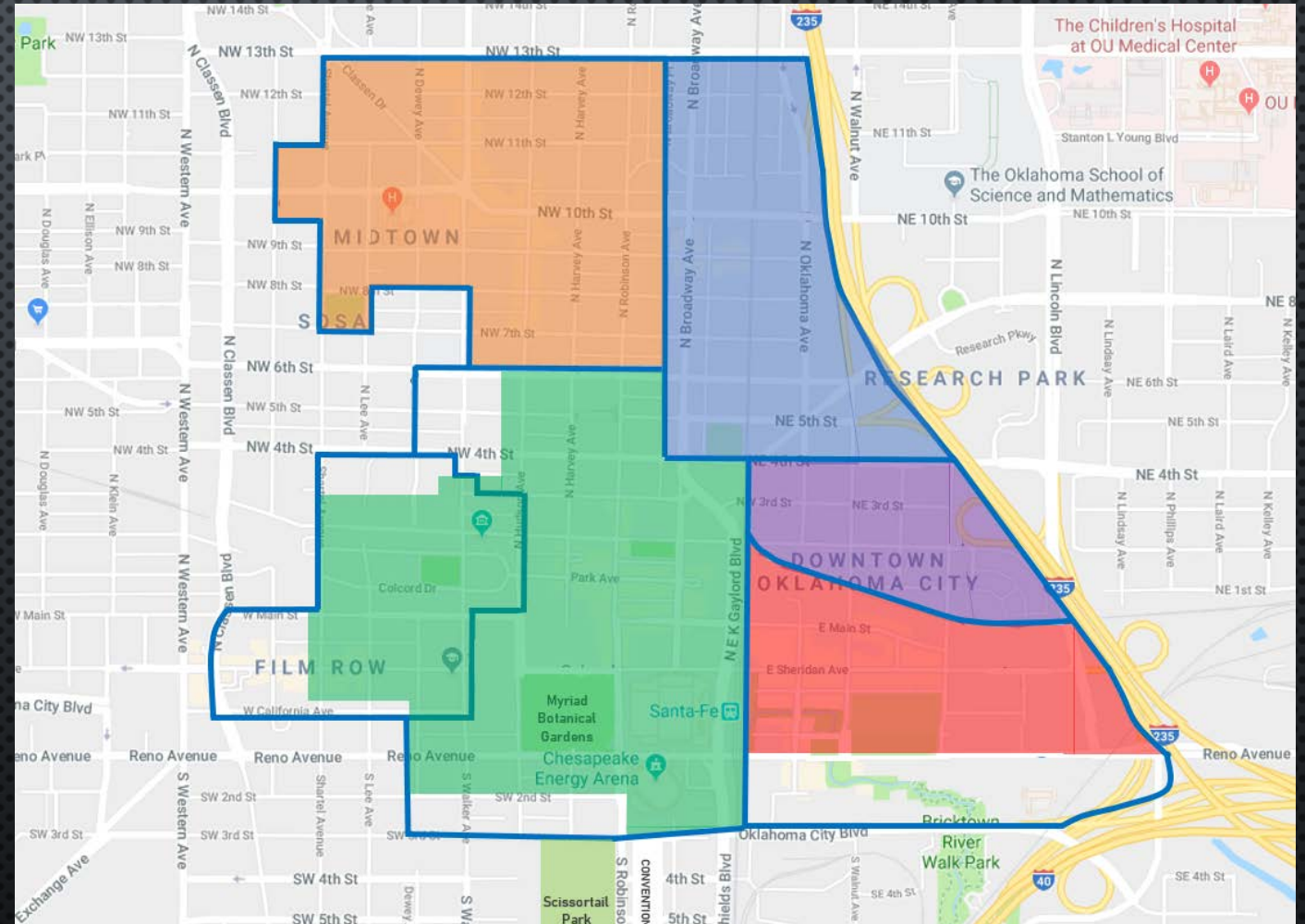


# STREET- LEVEL MAINTENANCE ZONES

**Midtown** and **Automobile Alley** street-level maintenance zones are expanded to align with district boundaries.

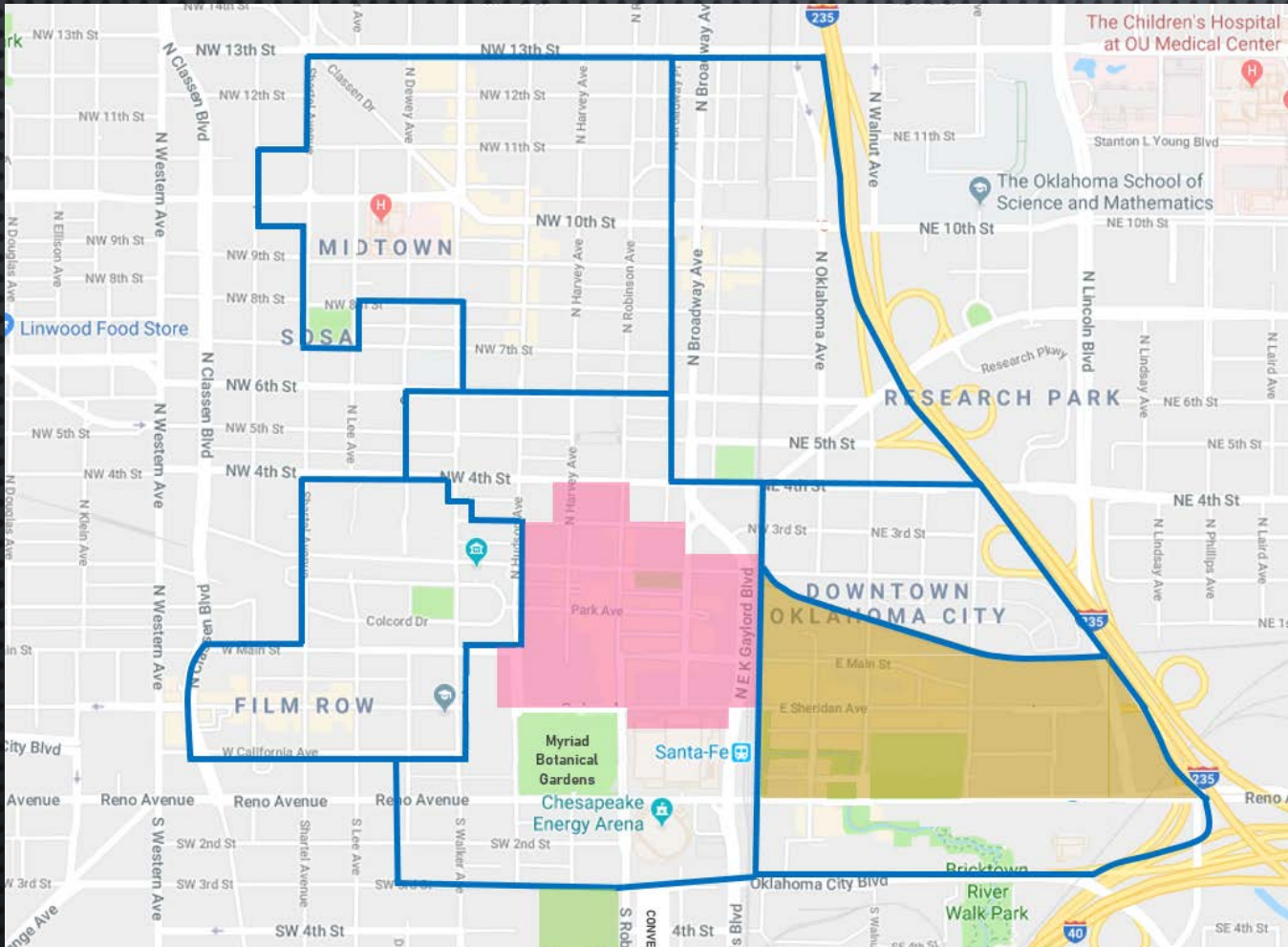
**Deep Deuce** has a new street-level maintenance zone to allow BID to fund services.

*Annual budgets for the street-level maintenance zones for Automobile Alley, Midtown, and Deep Deuce will be added into each subdistrict's budget*





# AMENITY ZONES



## Underground (pink)

Assessments were audited and methodology for assessment has been updated

## Bricktown Canal (gold)



# BID RENEWAL NEXT STEPS

- **Collect petitions**
- **City Council discussion – begins May 2020 (5 meetings total)**
- **Budget process for year one begins**
- **City Council approval in September, invoices are sent**
- **New BID begins October 1, 2020**



# QUESTIONS?

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**This presentation, the petition, and additional  
resources regarding BID renewal are online at**

**[www.downtownOKC.com](http://www.downtownOKC.com)**