

Theater District  
Ladder District  
Downtown Crossing  
Financial District  
Downtown Boston  
Business Improvement District

Few neighborhoods have within a half-mile radius the wide range of amenities, historic architecture, residential living, state-of-the-art office spaces, unique retail options, and cultural, dining and entertainment choices that Downtown Boston offers. And now, increased revitalization efforts are working to achieve downtown's full potential as a premier and vibrant destination. Starting or relocating a business downtown has never been more exciting.

### Revitalization Efforts

The Downtown Boston Business Improvement District (BID) is a 501(c)3 non-profit corporation created in 2010 by over 500 property and business owners committed to transforming downtown. With a budget of **\$3 million** (for FY2011), the Downtown Boston BID offers supplemental programs and services to create a clean, welcoming, and vibrant environment that will increase business activity in the area. The BID also provides economic development and marketing services to promote the district's amenities and businesses and to attract and protect investment in Downtown Boston.

### Demographics

The heart of Boston, downtown is both a local and international crossroad. Downtown Crossing at its center experiences the densest pedestrian traffic in New England.

- 230,000 pedestrians daily
- 165,000 office workers
- 14,000 students
- 6000 residents
- 1800 hotel rooms

# Why Downtown Boston?

### Neighborhood Profile

In its walkable 34-block area the Downtown Boston Business Improvement District connects:

- The historic **Theater District** in which three architectural treasures—the Paramount, the Modern Theatre, and the Boston Opera House, home to the acclaimed Boston Ballet—were restored to their original glory.
- **Downtown Crossing**, the retail center of the district with an eclectic mix of shopping options.
- The **Ladder District**, the side streets between parallel Tremont and Washington Streets. Known for its popular restaurants and nightlife.
- Parts of the **Financial District**, an economic engine for the city of Boston.

### Diverse Amenities

Downtown Boston defies any singular characterization. Its richly diverse amenities—all only steps away—make this neighborhood convenient for businesses, employers, and residents.

- Major hotels like the Ritz Hotel, Ames Hotel, Hyatt Regency Boston, and Boston's oldest, the Omni Parker House
- Luxury condominiums and high-rise rental apartments
- The historic and revitalized Theater District
- Unique to Boston, a jewelers district comprised of over 200 independent jewelers and artisans
- Hundreds of retail shops and restaurants
- Suffolk University and Emerson College
- Human services and professional services
- Cultural and historical institutions
- Places of worship
- Federal and state courthouses.



BUSINESS IMPROVEMENT DISTRICT

## Current and Planned Investment\*

In the past year alone, major renovations and projects, representing over **\$200 million** of investment downtown, were completed. Key projects include:

**45 Province** 31 story 337,098 sf mixed use project with ground-floor retail, 150 residential units, health club, and parking. Prices \$500k- 2.6 million.

**One Boston Place** First building in the world to be awarded LEED-EB Gold-Level certification (2007). A \$2.0 million renovation of the ground floor of the building to create retail space. Four Green Fields restaurant opened in 2010.

**Paramount Center (Emerson College)** 145,000 sf renovation and new construction. 550 seat theater, 140 seat black box theater, 180 seat screening room, 2,000 sf rehearsal space, 150 seat restaurant, 262 bed dormitory. Estimated construction cost \$80 million

**Ames Hotel** Purchased April 2007 for \$17.7 million. Estimated cost of renovations \$40 million. 125 room boutique hotel, Woodward restaurant and bar.

**Modern Theatre (Suffolk University)** Preservation of the theatre's façade, as well as new 12-story addition containing a 180-200 bed student residence. Suffolk University incorporated cultural uses on the ground-floor; uses include 2,400 sf black-box theatre (185 seats) and 800 square foot art gallery/pre-function space. Construction cost \$45 million. Building purchased for \$2.7 million.

Other completed projects:

**Ritz Hotel and Towers** 1.8 million sf hotel, condos, Loews Movie Theatre, Sports Club LA; **Lafayette Corporate Center** 575,000 sf office and 34,000 ground-floor retail space. **10 West Street** dormitory beds, retail, and restaurants.

Approved upcoming projects include:

**Hayward Place** A 15 story mixed-use building with approximately 12,000 sf of retail, 390,705 sf of residential space (265 units), and up to 125 underground parking spaces. Estimated construction cost: \$200 million, Purchase price of site: \$23 million. Ground-breaking summer 2011.

## Accessibility

Downtown Boston is known for its walkability, as well as its proximity to government institutions, key transportation networks, and major convention centers. A connector neighborhood, the district is the link between Boston's open space treasures, the Olmsted-designed Emerald Necklace parklands, the Rose Kennedy Greenway and Boston Waterfront, as well as the new Seaport Innovation District.

\*Compiled by the **Boston Redevelopment Authority**.

## Major Transportation Hub

Downtown Boston is a major hub of our public transportation network: The MBTA Green, Orange, Red and Blue subway lines, the Silver Line and nearly 40 other bus routes, commuter rail and regional train service to Washington D.C., New York, and Philadelphia all converge here, transporting over **100,000 passengers** who visit, work, shop, or do business here daily.

**Major Employers** | Nearly 165,000 office professionals work downtown. Among the area's largest employers are the following companies and institutions: BNY Mellon Financial Center, Bank of America, Digitas, DLA Piper LLC (US), State Street, Fidelity Investments, Emerson College, and Suffolk University.

**Prime Office Space** | Class A office space includes towers at 33 Arch Street, 101 Arch Street, One Boston Place, 50 Federal Street, 75-101 Federal Street, Lafayette Corporate Center, and 99 Summer Street.

**Retail** | Downtown Boston has 1.4 million square feet of established retail space that includes over 500 retail businesses and restaurants. The retail center is anchored by department store Macy's, Borders book store, and a Food Court with over 100 eating options. Macy's downtown boasts the highest number of international visitors of all the Macy's stores nationwide. Downtown's historic jewelers district is home to over 200 independent jewelers and artisans. Nearly 50 new retail businesses have opened in the last three years. As of March twelve new leases have been signed in 2011.

**Business Incentives** | The Downtown Boston BID serves as a resource for downtown businesses and business relocating to Boston. We also help connect business owners to the many resources available from the City of Boston, such as Neighborhood Restaurant Initiative, ReStore Boston, Boston Buying Power, Boston Invests in Growth, Partners with Non-Profits, Boston Industrial Development Financing Authority, and Boston Local Development Corporation. [www.cityofboston.gov](http://www.cityofboston.gov)

Let the Downtown Boston BID be your resource.

## Contact the Downtown Boston BID

101 Arch Street, Boston MA 02110  
617-482-2139  
[info@bostonbid.org](mailto:info@bostonbid.org)  
[www.bostonbid.org](http://www.bostonbid.org)



Cleaning  
Welcoming  
Promoting  
Connecting  
Transforming  
Downtown Boston

Founded in September 2010, the Downtown Boston Business Improvement District Corp. is a 501(c)3 non-profit made of up of over 500 property and business owners committed to achieving downtown's full potential as a vibrant and thriving destination. We work toward this goal by providing programs and services that will enhance business activity and attract further investment in the area.

### Clean and Hospitality Ambassador Program

The BID's mission is to create a vibrant and welcoming environment for everyone who experiences downtown. To improve conditions to standards that will make downtown a premier destination, the BID has allocated 62% of its budget to the Cleaning and Hospitality Ambassador Program.

Friendly ambassadors wearing bright orange shirts and green jackets are on the streets, seven days a week, 7 am to 10 pm providing services that target the needs of the district. Ambassadors work to:

- Remove graffiti from public spaces
- Sweep and power wash sidewalks
- Remove litter and weeds
- Water flower baskets and planters
- Assist pedestrians who need directions
- Connect homeless individuals to social services programs
- Visit business owners regularly to extend the BID's outreach

Our ambassadors reflect Boston's rich diversity and collectively they speak eight languages in addition to English. All are trained in first aid and CPR.

# About Downtown Boston BID

#### BID Area Facts

Number of blocks.....	34
District size.....	4.2 million sf
FY 2011 budget.....	\$2.9 million
Member properties.....	528

### Economic Development and Marketing Services

The Downtown Boston BID works to increase business activity and to attract further investment to downtown. Our economic development functions and marketing materials support property owners, brokers, leasing agents, and businesses in their efforts to recruit and retain tenants, retailers, employers, residents, customers, and visitors to Downtown Boston. Our functions:

- Develop and maintain regular profiles of the downtown economy
- Support real-estate brokers in recruiting new tenants by downtown market information and advertising available space
- Maintain regular communication with downtown businesses to encourage retention
- Distribute a weekly e-newsletters with over 4,000 subscribers to advertise promotions, events, and district news
- Promote downtown's diverse amenities through local media outlets, concierge organizations and tourism bureaus and developing a print and online Visitor's Guide



BUSINESS IMPROVEMENT DISTRICT

## Stepping Up Downtown! Markets, Music, and Events

To create a vibrant environment for district residents, workers, and visitors, the Downtown Boston BID schedules regular programming all year round.

Summer Series 2011 (May through October)

**The Boston Phoenix / WFNX Thursday Night Block Parties** Boston's biggest patio party with DJ's and live music, prizes, beer and wine, and food from local restaurants.

**Art Fridays** Downtown's largest weekly outdoor arts and crafts market, with thousands of patrons shopping for original jewelry, clothing, accessories, and objects in wood, metal, and fiber handmade by local artisans. Enjoy live music performances while you shop.

**Classic Car Shows** View beautifully restored classic cars from the 30s, 40s, 50s, 60s, and 70s every Saturday in May and August.

**Jazz in July** Enjoy live performances of fine jazz music afternoons and evenings throughout July while you shop, meet friends, and dine downtown.

**Kitchen and Garden Specialties Market**  
(New this fall)

**Holiday Market and Winter Festival**  
(November and December)

**Downtown Marketplace** (Year-round)

### Upcoming Events

No other neighborhood has within walking distance the range of amenities, unique retail options, dining and entertainment choices that Downtown Boston offers. The Downtown Boston BID will debut special events this summer and fall to provide a wide variety of entertainment and showcase the best downtown has to offer.

- Theater District: Behind the Scenes
- Restaurant Crawl
- Women's Fitness and Beauty Event
- Home Tour
- Retail Treasures
- Downtown Book Fest
- Antiques & Appraisals Fair



## Beautification and Capital Improvements

The BID works to improve and maintain the physical space through landscaping, consistent design, new street furniture, and wayfinding.

**Community Service** | As part of its commitment to creating job opportunities, the BID partners with Project Place workers, who perform sidewalk power washing and plant maintenance services. Project Place promotes hope and opportunity for homeless and low-income individuals by providing skills, education, and resources to obtain stable employment and housing. The BID is proud that Project Place workers are part of the BID services team.

**BID Funding and Oversight** | The BID is funded by commercial property owners who pay a special assessment based on each property's value. BID members represent over 500 properties and a wide cross-section of Boston's business community. An elected board of directors made of 34 business and civic leaders governs the BID. A staff manages daily operations.

**Key Partnerships** | A successful BID would not be possible without our Neighborhood Advisory Board, a collaborative partnership of property and business owners; city officials and agencies; educational, cultural, historical, and religious institutions; social services organizations; real-estate professionals, and residents.

Let the Downtown Boston BID be your resource.

## Contact the Downtown Boston BID

101 Arch Street, Boston MA 02110  
617-482-2139  
info@bostonbid.org  
www.bostonbid.org

