

Carrie Gartner

From: Carrie Gartner [cgartner@discoverthedistrict.com]
Sent: Wednesday, June 11, 2008 1:31 PM
To: cgartner@discoverthedistrict.com
Subject: SBD Update

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S.B.D. Update

June 11, 2008

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Welcome to our Special Business District Member Newsletter.

• [Strategic Plan](#)

We now have a working draft of the Downtown Columbia Strategic Plan available for review. The overall recommendation is that the organization shifts from the role of event promoters and into the role of property managers, focusing on economic development, business recruitment and maintenance of the area.

Specific strategies include:

1. **Economic Development** - Business recruitment and retention, developer recruitment, business marketing.
2. **Public Realm** - Clean and safe, beautification, master plan involvement.
3. **Organizational** - Leadership and advocacy, increased staffing, communication.
4. **Resources** - Explore new assessment options to fund increased member services, including a possible Community Improvement District (CID).

Increased services and a broader role for the organization will clearly require more resources, both staff and financial. Nearly 55% of members said "definitely yes" or "probably yes" when asked if they'd be willing to pay for this increase in services.

Only 10% said "probably no" or "definitely no."

This provides a good start for exploring the possibility of changing from a Special Business District--which can only receive revenues from property taxes and business license fees--to a [Community Improvement District](#)--which can also generate sales tax revenues.

A CID is created by and requires approval from the members. To that end, the Board of the SBD has recommended forming a Community Improvement District Exploratory Committee to determine if a CID is right for us.

[Download the plan...](#)

- **Member Meetings**

We will be hosting member meetings next week to discuss the working plan. Brad Segal, of the downtown consulting firm Progressive Urban Management Associates (P.U.M.A.), will be on hand to present the plan and answer any questions. Because this is a working document, we urge all members to attend and offer feedback.

Member meetings will be held at the Tiger Hotel on Tuesday, June 17 at 4:00 - 5:30 p.m. and Wednesday, June 18 from 8:00 - 9:30 a.m. Both meetings will be the same so you only need to attend one.

[Member meeting RSVP...](#)

- **Contact Us**

If you are unable to attend one of these meetings, feel free to email us with your thoughts. You can also speak with any SBD Board member or call this office at 442-6816. It is always useful to have comments in writing so we can distribute them to the board.

info@discoverthedistrict.com
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