

# CITY CENTER DISTRICT

MANAGEMENT CORPORATION

## MID-2020 BID ACTIVITY UPDATE

A **BID**, or **Business Improvement District**, is designated by ordinance as a district where property owners formally pool their resources to provide supplemental services (like CAP!) to build on those provided by the city—sidewalk sweeping, trash removal, security, special events, marketing programs, etc. It's paid for by those property owners via a special assessment.

Think of it as a homeowner's association for a district. Those extra services can make districts more competitive by creating a cleaner, more attractive district and giving it a distinctive identity. Birmingham has one BID—and if you received this in the mail, it's because you own property within the City Center BID. **Yay, you!**

In this envelope, you have a 2019 annual report. But 2020 has been a bit different, hasn't it? This page gives you more information about **what the BID has done for you** so far in this unprecedented year.



## 2020 in Birmingham's City Center

**Y**our Center City BID team has stepped up in new ways to address the unique challenges that 2020 has presented.

COVID-19 has impacted downtown foot traffic, office operations, and small businesses. REV Birmingham, which manages the City Center BID on behalf of the City Center District Management Corporation, has compiled a [report on the state of small business downturn](#) that includes quantitative and qualitative data; see the full report at [revbirmingham.org](http://revbirmingham.org).

That research has already helped shape strategies to drive small business recovery within the BID. [Parkside Trail](#) was a place-making project in May that increased outdoor exercise space and boosted nearby businesses. REV is collaborating on [Rebound Bham](#) workshops and resources with more than 15 other organizations to help business owners navigate the current environment. REV is advocating for expanded [outdoor seating](#) options for downtown restaurants. And the [Great Receipt Race](#) is incentivizing local purchases with chances to win local products and gift cards.

Since the pandemic began, business and property owners have been concerned about crime—but crime in Birmingham's north precinct is actually down **36.7%** in 2020 (compared to January to July 2019). CAP Ambassadors have conducted more than **5,500** extra patrols to deter crimes of opportunity. Ambassadors have proactively checked in with business owners more than **12,000** times to see if they have issues CAP could help address.

Another side effect of lowered foot traffic in the City Center is that panhandlers have fewer opportunities for success, which pushes some to be more aggressive with those who pass. So far in 2020, CAP Ambassadors have disrupted **2,290** instances of panhandling, and our team is developing plans with the City of Birmingham and Birmingham Police Department to address underlying issues that can lead to panhandling.

CAP has expanded clean and safe services to Sundays and has sanitized more than **2,700** high-touch surfaces downtown since March. To help those experiencing homelessness prevent the spread of COVID-19, CAP partnered with One Roof to install two handwashing stations in Kelly Ingram Park and Linn Park until the City was able to put more permanent measures in place.

On May 31, 2020, the City Center was shaken again when a peaceful demonstration protesting U.S. police brutality later turned to unrest that resulted in downtown property damage. The next day, CAP cleaned broken glass from **61** different spots, using our data collection app to document damage and contact property owners.

The City of Birmingham, the Birmingham Business Alliance, REV Birmingham, Urban Impact and the Community Foundation of Greater Birmingham created the [Birmingham Business Relief Fund](#) to respond to the needs of the small businesses with property damage. Repairing physical damage is also important to focus the public conversation on positive change.

*No matter what the rest of 2020 may bring, your City Center BID team will be **downtown for you.***