



# Brockton

Business Improvement District

2023





# Introduction

**In the past decade Brockton has experienced tremendous growth**, with over \$178 million in new investment from the city, entrepreneurs, and residential developers. The investments in modernizing the city's infrastructure and over 1,000 new residential units created in this time have set the stage for a reinvigorated and vibrant downtown. To continue and capitalize on this momentum, downtown property owners have proposed the establishment of a Business Improvement District (BID), a tool enabled by Mass. General Law Ch. 400. The BID creates a vehicle to help sustain this progress by providing enhanced supplemental services and programs beyond those the city provides, without the red tape that comes with local government. Creating a BID will help establish downtown Brockton as a destination to invest, live, work and visit. When property owners collaborate with the City to leverage the downtown through a well-managed and sustained effort such as a BID, the downtown becomes an economic driver for the city of Brockton.

This is an unprecedented opportunity to support our downtown. In forming the BID, we will strengthen downtown Brockton by creating a welcoming, attractive destination offering diverse cultural and entertainment options. A BID will benefit every resident, visitor, business owner and employee who spends time here. By supporting the BID, you can help ensure a downtown that is the social and economic heart of our city. We appreciate your commitment to working together to make downtown Brockton thrive.

*"In thousands of communities across the country, including here in the Commonwealth, Business Improvement Districts are helping property owners create more robust, attractive and profitable downtowns. A BID doesn't replace the work of the Chamber, or the Business Association, it works with them to add new capabilities for business owners to go that extra step in creating welcoming, vibrant areas to bring in new shoppers, diners, residents and businesses — and that not only creates new jobs, profits and tax revenues, but a revitalized Brockton."*

*"Our city is seeing a burst of redevelopment and a long-sought resurgence. By helping property owners to take a bigger role in planning and implementing improved streetscapes and amenities, working alongside city leadership, we are taking the next step toward a better future for all downtown."*

— **Joseph F. Casey, Co- Chair, Business Improvement District Steering Committee;  
President and Chief Executive Officer, Harbor One Bank**



# The Brockton Plan

## District Services

The BID's activities will supplement – not replace – the services already provided by the City of Brockton. The core components of the initial 3-year BID plan are designed to create a destination that includes welcoming and attractive public spaces, special events and entertainment, and dining and cultural experiences for multigenerational audiences. The BID will promote the district to new and existing businesses to sustain economic growth and encourage a healthy and vibrant merchandising and restaurant/entertainment mix. The BID will help “create the buzz” that downtown Brockton is a great place to invest, live, locate a business or visit and provide opportunities to create a sense of community through collaborations.



## Beautification, Maintenance & Safety Services:

- Clean Team
- Landscaping
- Placemaking

**FOCUS:** The BID will create an enhanced level of maintenance and beautification activities to make the district feel welcoming and attractive to anyone who uses it. By raising the bar to make the district feel and look like it's ready to “put out the welcome mat” for businesses, residents and visitors to have a positive experience. The BID will build on this foundation to add landscaping and other enhancements to create a downtown that will be a place to gather, connect, socialize and enjoy.

- Uniformed CLEAN Team deployed through the district on a daily basis
- Enhanced landscaping and flowers
- Graffiti removal
- Trouble shooting hotspots
- Activation of public spaces



## Marketing & Events

**FOCUS:** The BID will put a strong emphasis on collaborating with others to market the district as a destination to residents, potential businesses and residents, and visitors. Through special events, placemaking activities, and public relations, the BID will promote the businesses, dining, cultural and entertainment offerings in downtown Brockton. Working in collaboration with the Brockton Business Association and other stakeholders, the BID will leverage marketing resources to elevate awareness of opportunities in downtown.

- Seasonal Promotions
- Cultural Programming
- Website
- Collaborative Advertising
- Signature Events
- Public Relations
- Social Media





## Business Development

**FOCUS:** Support existing businesses and attract new businesses and investment in the district. The BID will partner with the city and other stakeholders to make downtown Brockton a desirable location for existing and new businesses alike.

- Technical assistance for local businesses
- Collaborations with property owners / retailers to promote available spaces opportunities
- Market research to identify customer needs and business opportunities.

## Advocacy

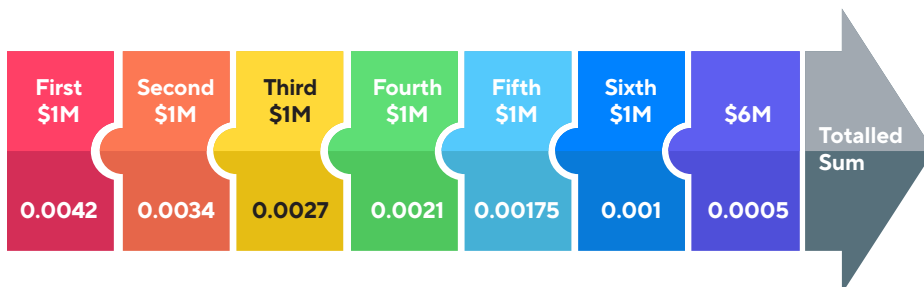
**FOCUS:** Advocate for district priorities by providing a unified voice for the district and working in collaboration with City and other community partners. Ensure the district has “a seat at the table” on matters that impact the downtown and its stakeholders.

- Create a MOU with the City to outline the partnership and baseline services to the district.
- Act as the voice of the district with City and partners.

## What Will It Cost?

Property owners pay for the BID services based on the following fee structure.

Property owner assessments will be leveraged with other funding sources such as grants, sponsorships, negotiated cash and in-kind services, and revenue generating activities.



### COMMERCIAL, NONPROFITS:

Applies an aggregated graduated fee for commercial and nonprofits on the following formula:

- **First \$1M of Total Value** - (0.0042) x Assessed Value
- **Second \$1M of Total Value** - (0.0034) x Assessed Value
- **Third \$1M of Total Value** - (0.0027) x Assessed Value
- **Fourth \$1M of Total Value** - (0.0021) x Assessed Value
- **Fifth \$1M of Total Value** - (0.001) x Assessed Value
- **Value Over \$6M** - (0.0005) x Assessed Value

### PUBLIC:

- Publicly owned properties will be negotiated agreements.

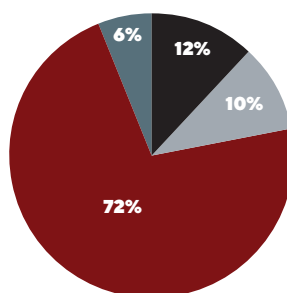
### RESIDENTIAL:

- Residential - \$100/unit/year fee for market residential properties over 4 units. \$60 / unit /year for qualified affordable residential properties. *Fees for residential units may be increased annually by a percentage not greater than the percentage by which the real estate tax rate of the city of Brockton has increased over the prior fiscal year.*
- Residential properties under 4 units and condominiums are excluded from fee structure.

## Budget

The initial BID budget is \$700,000 and would be allocated in the following manner:

Administrative .....	12%
Marketing / Cultural Placemaking / Events .....	10%
Clean Team/Landscaping /Safe.....	72%
Business Development .....	6%



## BID Steering Committee

### Joseph F. Casey, Co-Chair

President and Chief Executive Officer,  
Harbor One Bank

### John Merian, Co-Chair

Owner, Tuxedos By Merian

### Mary Waldron, Convener

President, Downtown  
Brockton Association

### Rob May

Brockton Planning and  
Economic Development

### John Fay

Brockton Planning and  
Economic Development

### Geoffrey Anatole

South Shore Property Management

### Jonathan Brahmer

Trinity Financial

### Kevin Brower

HarborOne Bank

### Ted Carman

Concord Square Development

### Chris Cooney

Metro South Chamber

### Hugo Dematos

HarborOne Bank

### Joseph Goncalves

New Vision

### Vanessa Jean-Baptiste

Legal Greens

### Michael Lambert

Brockton Area Transit

### Vinnie Marturano

Old Colony YMCA

### Cynthia Pendergast

NeighborWorks Housing Solutions

### LaTisha Silvera

Brockton Beer Company

### Eval Silvera

Brockton Beer Company





# Frequently Asked Questions

**Are there other BIDs in MA?** Thousands of BIDs are active in cities and towns of all sizes throughout North America. Massachusetts was the 48th state to adopt enabling legislation to join the BID movement. There are currently 10 BIDs with budgets from \$150,000 to \$6.5 million dollars offering supplemental programs and services to downtowns across the state. Cities with BIDs include Springfield, Taunton, Worcester, Cambridge, Amherst, and Boston. Nearly a dozen other communities in MA are in the planning stages of forming BIDs.

**What are the benefits of a BID?** A BID creates a way for property owners to advocate for their downtown priorities, provide resources to sustainably fund and coordinate improvements and supplemental services that add value, generate more business activity, and enhance the district for everyone. Property owners can collectively leverage resources and make strategic decisions on supplemental programs and services to achieve scale and impact more effectively through a BID than any individual owner can accomplish alone.

## **How is a BID different from the Chamber or Downtown Brockton Association?**

**Association?** The Brockton BID will be a vehicle for property owners to collectively purchase supplemental programs and services specifically for the downtown, establishing a dedicated revenue stream to execute the business plan approved by the property owners in the BID. The Chamber provides membership services that are geographically dispersed over multiple communities. The Downtown Brockton Association is a membership based voluntary organization that provides membership services to businesses. The BID will work in collaboration with these organizations and other stakeholders in the downtown.

**Who controls the BID?** The BID is controlled and financed by the property owners in the district. The BID is formed as a 501c3 governed by a Board of Directors and is comprised of property owners selected from the district in accordance with the BID bylaws. The Board of Directors also oversees management and implementation of the BID Business Plan. The Board of Directors makes personnel, program, and budget decisions within the scope of the plan approved by the BID members.

**How much does it cost?** Property owners within the BID determine the priority supplemental programs and services it will provide in the district. Property owners in the district determine a budget and fee structure based on the BID work plan. Each BID determines the appropriate fee structure for their district and no two are alike. The Brockton BID steering committee strives to develop a fair and equitable fee structure as part of the planning process to form the BID. The fee structure for the Brockton BID is outlined in this brochure.

**How are the boundaries for the BID established?** BID boundaries are established by a consensus of property owners in the proposed district. Boundaries are not limited to zoning constraints or traditional definitions of downtowns or neighborhoods. Geographic or physical barriers that create a natural boundary often create a natural ending point to the district.

**Is there a hardship provision?** Yes. A BID will consider a waiver or reduction of fees for a period of time based on severe financial hardship. The Board of Directors will establish financial hardship criteria and a waiver process as part of the petition to establish the BID.

## **We pay taxes — why should we pay more for services? Isn't that the City's responsibility?**

This is the most common question and arises from the concern that private property owners are being asked to provide services that some feel should be undertaken by the City. The BID provides supplemental services that are over and above those commonly offered through taxes. The BID fee is an investment in strategic activities for the district that will yield returns in the form of increased property values, improved tenancy, and revenue to businesses and City through increased business activity and visitor expenditures. Investing in the BID leverages public expenditures, grants and other revenue for programs offered within the district. BIDs encourage property owners to become active members of the downtown community by making investments that benefit their properties and enhance the district for all who use it.

**How does the City of Brockton participate in the BID?** The City participates by providing financial support and/or in-kind services to support the implementation of the BID Plan. The City participates as a property owner of the district through a Memorandum of Understanding that spells out the relationship with the BID, the baseline services provided by the City and a "baseline plus" agreement that outlines how the City will participate.

**How is the BID managed?** The BID is managed and financed by the property owners in the district. A Board of Directors representing property owners, businesses, residents, City, and other key stakeholders make all personnel, program, and budget decisions, and oversees the management of the BID. The BID will hire a small professional staff to implement the BID plan.

**Is a BID permanent? Can a BID be dissolved?** Once the downtown Brockton BID is established, all property owners are required to participate in the BID. Every five years, property owners vote to renew the BID or not. If a majority of the property owners vote to dissolve the BID, it will be disbanded. A BID can be dissolved at any time by a vote of 51% of the real property owners or the owners of 51% of the assessed valuation within the district and approval by the city council.

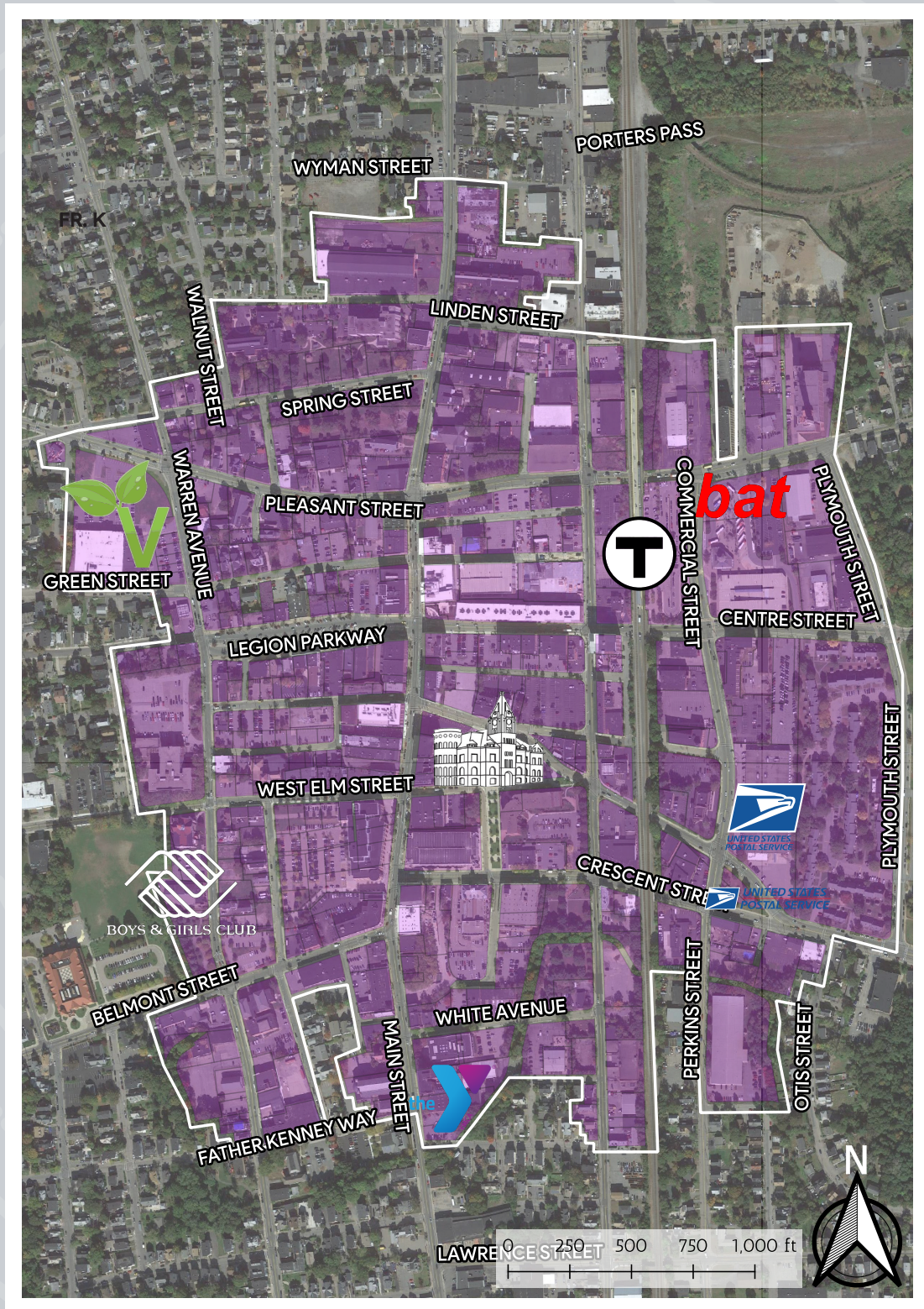
**Why should a property owner be mandated to participate?** All properties, tenants, residents, and visitors benefit from the supplemental programs and services provided. The BID creates the vehicle to distribute both the burden and the benefits equitably. Skipping properties who do not want to participate negatively impacts the effectiveness of the service and its impact on the district.

**Do BIDs work?** BIDs have now been in existence for over 65 years and are fully integrated into many municipalities, policies, and legislation to form them is rarely modified. The International Downtown Association ([www.idadowntown.org](http://www.idadowntown.org)) documents a proven track record of success that can be demonstrated through increased values, improved tenancy, and an enhanced "sense of community" in BIDs across the country.





# Brockton BID Boundaries



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