



**Public Safety & Cleanliness:** The Asheville Area Chamber of Commerce supports policies that foster a community that is welcoming, clean, and safe.

- City
  - o Study the feasibility of Business Improvement Districts in the Downtown, the River Arts District, and West Asheville.

A Business Improvement District, or BID, is a defined area within city limits where enhanced services or improvement projects are paid for by a district assessment and coordinated by local organizers. BIDs are created to make a city, neighborhood, or district a better place to work, live, and visit through additional services with programs that target local needs and revitalization. BIDs are managed by a nonprofit organization with oversight by a citizen advisory board that gives property owners and other involved parties a voice so that their community receives the highest benefit.

BIDs may offer a large variety of services depending on the needs and interests of the district. These can include: clean-and-green services (e.g., trash pickup), hospitality (e.g., visitor assistance), marketing (e.g., kiosks and events), security (e.g., camera surveillance), economic development (e.g., business recruitment, and social resources.

BIDs are an effective tool to:

- Provide private sector solutions for public sector problems by reacting quickly to district needs as a private organization.
- Create a positive image for the district and strengthen district identity, which encourages loyalty from existing property owners and draws visitors.
- Stimulate the district economy.
- Attract new businesses and foster innovation.
- Aid in preserving property value.
- Meet specific, local needs.
- Enable the district to work towards long-term goals.
- Give property owners a say in how their money is used to better their district.

The Asheville Area Chamber of Commerce will undertake a feasibility study for BIDs in Downtown, the River Arts District, and West Asheville in an effort to understand the potential role that BIDs could play in making each of these areas and Asheville at large a safer and cleaner community.