



BID Management:

## The Uptown Progress Team

UPT is a non profit, economic development organization in Uptown and is the driving force behind the Uptown BID.

The UPT partners with property owners, businesses, arts and cultural institutions, social service providers, government agencies and elected officials in a united effort to promote the development and redevelopment in the Uptown area.

UPT's vision is to enhance the value for existing and future business and property owners through active participation within the community, City and State.

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# Uptown Business Improvement District



**UPTOWN**  
PROGRESSTEAM



## What is a BID?

A Business Improvement District or BID is a creative approach for a community to provide public services above and beyond City services already in place within that community. A BID is formed when a group of property owners agree to assess themselves a benefit fee, determined by the property owners within the BID boundaries. While individual BIDs decide which services their BID will provide, many BIDs choose to provide services such as consumer marketing, economic development, parking/transportation, policy advocacy, public space regulation, security and social services. The goal of a BID is to attract customers, clients, shoppers and new businesses to the district while creating a sense of place and a destination community with increasing property values.

## How Does a BID Work?

A BID is formally and legally established by the government who then collects the special assessment or benefit fee. Once the fees are collected, the funds are then transferred to the BID organization for the implementation of services decided upon by the BID district.

## What Can a BID Do?

A Business Improvement District provides the opportunity of a staff dedicated to Uptown. This staff may provide services such as marketing Uptown, promoting community involvement, performing as a liaison for property owners with groups throughout the City and allowing for corporate memory and a unified voice within Uptown.

## Possible Services

- Manage parking structures, providing free parking to the community.
- Partner with the City to provide a free shuttle circulation system dedicated to Uptown.
- Promote Uptown through marketing efforts designed to attract local consumers as well as provide support to the Albuquerque Convention and Visitors Bureau in their efforts to attract tourism dollars to our City and State.
- Help to create, through public/private partnerships, a people friendly environment with shaded walkways, pedestrian plazas, dedicated bicycle lanes, scaled lighting for safety and pleasure, secure crossing zones for streets and an easy to follow wayfinding system.