

Special Improvement District

To Be or Not To Be?

PUBLIC/PRIVATE PARTNERSHIPS

Presented by:

The logo for S3X Associates, LLC, featuring the letters 'S', '3', and 'X' in a bold, yellow, 3D-style font with a slight shadow effect.

Associates, LLC

**15 years experience working
with governments**

25 plus SID in NJ and NY

\$90 million in grants, funding and projects



WHAT IS A SID?

- A public/private partnership
- Modeled on the shared maintenance program of many suburban shopping centers
- Multiple property & business owners align themselves to collectively plan future
- There are more than 90 in NJ and over 1000 in the US

SEVERAL ADVANTAGES FROM THIS ARRANGEMENT

- **A cleaner, safer and more attractive business area**
- **A steady and reliable funding source for supplemental services & programs**
- **The ability to respond quickly to changing needs of the business community**
- **The potential to increase property values, improve sales & decrease vacancy rates**

SID *vs.* Merchant Association

SID

- Provide a steady & reliable source of funding
- Legislation state all property owners in SID must pay; there are no free rides

Merchant Association

- Does not offer a continuous source of funding, voluntary contributions only.
- Can't enforce the financial participation of all stakeholders.

WHAT DOES A SID DO?

- Maintenance - street/sidewalk cleaning, graffiti removal
- Public Safety/Hospitality – Police, Security, Visitor assistance
- Business Development – Commercial vacancy, business mix improvement
- Marketing – Special events, public relations, promotional materials, holiday decorations
- Capital Improvements – Streetlights, custom trash receptacles, street signage, custom news boxes, flower boxes
- Landscaping – Planting trees/flowers, tree pit maintenance
- Community Service – Fundraising, charitable events, homeless and youth services

WILL MUNICIPAL SERVICES BE REDUCED?

- NO, No, no! The services provided by the SID are supplemental
- If SID provides sanitation services, it will still receive the same level of service from the Municipality.

HOW ARE SID PROGRAMS AND SERVICES PAID FOR?

- Funds are generated from a special assessment
- The assessment is billed and collected by the Municipal government
- The annual assessment is unique to each SID
- The amount paid by each property owner is determined by a formula that each SID creates
- Formulas are based upon property size, value, etc.; determined in the formation process

HOW IS A SID FORMED?

- Formation of a SID requires the support of property & business owners in the district.
- A SID is created only when there is widespread support and all are fully informed.
- There are usually three phases in the formation of a SID:
 - Phase One – Planning
 - Phase Two – Outreach
 - Phase Three – Legislative Authorization

WHO OVERSEES THE SID?

- A Board of Trustees is elected by the members in accordance with Bylaws.
- The Board is divided into classes that include property and business owners, civil leaders, public officials and sometimes residents
- The majority of Trustees must be property owners.
- A District Management Corporation (DMC) is the operating arm of the SID.
- Hires the management that administers the SID on a day-to-day basis.

ROLE OF SID... is to **C L A P**

- **C**oordinate services with Municipal Depts.
 - Clean, safety, code enforcement
- **L**iaison between government & stakeholders
 - know where \$ comes from & who approves
- **A**ssist redevelopment, zoning, planning
 - meetings, information dissemination
- **P**rovide value to businesses
 - retail mix, real estate listings, seminars

And **C H E E R**

- **C** apitalize services/programs/bricks
 - money, grants, sponsors,
- **H** elp make corridor a destination PR
 - marketing, promotions, events
- **E** ncourage partnerships
 - chambers, associations, governments
- **E** nlist community support
 - board involvement, membership
- **R** evitalize
 - beautify, refresh and energize

CONCLUSION: Next Steps

- A SID is the most qualified mechanism to encourage local property and business owners to improve the district.
- It is self determination for the future.
- Makes it possible for members of the general and business community to support the revitalization of the district.
- **SIGN UP – VOLUNTEER – Get INVOLVED**

SPECIAL IMPROVEMENT DISTRICT SERVICES: SUCCESS



S3X

Associates, LLC

MAKING PUBLIC PRIVATE PARTNERSHIPS SIMPLE

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DOWNTOWN NEW JERSEY, INC

- 20 Plus years working with revitalization of shopping corridors
- State wide organization with more than 200 professional, municipal officials and government organization
- DBAT – Downtown Business Assistance Team
- Resource for information, support and products

[WWW. DowntownNJ.com](http://WWW.DowntownNJ.com)