

Subject: AED- Enhancing the Value of BIDs and Partnerships

**FY 2019 Proposed Budget
Budget Work Session Follow-up**

4/4/2018

The following information is provided in response to a request made by John Vihstadt at the work session on 3/19/2018, regarding the following question:

Does the Manager have further thoughts on enhancing the value of our BIDs and Partnerships going forward?

The value of the BIDs and Partnerships is widely recognized by staff for a number of reasons, such as extending the County’s marketing reach, placemaking ability, community engagement around planning efforts, and improving infrastructure in our parks and public spaces through the partnership with the County. Staff is regularly looking for continuous improvement and identifying ways we can be innovative and efficient in delivery of programs and services, not only with BIDs and Partnerships but in all operations, programming, and relationships with service providers. For example, the Columbia Pike retail market study currently in process will provide valuable analytical material for AED and the County to develop strategies around business attraction and retention along the Pike, while also aiding CPRO with data driven insights toward its own local marketing and programming. Also, by partnering with both CPRO and Rosslyn BID for concert programming (Blues Fest and Jazz Festival, respectively), AED Cultural Affairs has extended its marketing reach and ability to land unique world-class bookings at other County performance events. Each BID and Partnership acts as a sort of incubator for new ideas in the County which staff can observe and adapt our County programming to make use of lessons learned in these unique geographic subareas.

Going forward, staff will continue to look for new ways to leverage the value of these organizations. Staff will continue to work closely with representatives from each respective Board of Directors and with organizational leaders to expand the reach of our County staff and leverage those resources where appropriate – to eliminate barriers to sensible programming or to expand service without increasing costs. Staff will also, as we have done and continue to do, look to other jurisdictions for examples of smart governance as it relates to service-oriented partnerships and Business Improvement Districts.