

Developing the Discipline of Downtown Management

CPC Hudson Valley Main Street
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Kingston, NY

Larisa Ortiz Pu-Folkes
Senior Director
New York City Department of Small Business
Services

An Established Profession

- 1,500 + BID's and growing monthly
- 2,000 + "Main Street" communities

Public contributions are significant

A small sampling...

City/State	# of Districts	Assessment
Philadelphia	12 + BID's	80,000 – \$18 million/ average
New York City	64 BID's	\$100 million
Chicago	43 SSA's	\$23.2 million
Los Angeles	38 BID's	\$28 million
San Diego	20 BID's	\$1.3 million
Wisconsin	65 BID's	\$1.8 million

.....and growing
monthly

Challenges

- Professional networks exist, but...
- Limited accountability
- No professional certification
- No shared lexicon
- Significant staff turnover
- Learning on the job...with public contributions at stake

Advancing a Discipline

● Conferences

- Hudson Valley Main Street Summit
- International Downtown Association
- National Main Street Center

● Government-Sponsored Training

- New York City Department of Small Business Services
- New Jersey Main Street Institute

● University-Based Coursework

- Drexel University, City of Philadelphia BID Managers Certification
- Rutgers University, Institute of Business District Management

Is there an alternative model?

A Rallying Cry...

- Increased scrutiny of existing BIDs
- An era of fiscal restraint
- Resistance to new BID formation

The Villager Since 1933



Hey New York
did you know you have the power to ch

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West and East Village, Chelsea, Soho, Noho, Little Italy, Chinatown and Lower East Side, Since 1933



Photo by Aline Reynolds

Sean Sweeney, director of the Soho Alliance, speaking at the Feb. 28 meeting. The wall's message refers to Soho residents' belief that a quasi-governmental agency, the BID, should only be set up if residents support it.

Soho residents wrangle over BID, artist-in-residence

Coro Neighborhood Leadership Program

● Partners:

- NYC Department of Small Business Services
- Coro Leadership New York
- Association for a Better New York

● Participants

- Twenty (20) Executive Directors and Senior Staff from District Management Entities



Assumptions

● Professional development means:

- Access to knowledge and resources is critical at every stage of one's career
- Peer relationships continually maintained and developed
- Leadership skills AND technical skills are equally important
- Managing community change means learning to lead with informal authority.

Neighborhood Leadership Program

Skills Tracks



A Typical Strategy Day

● Strategy Day 2: Small Business Resources

- Guiding Question
 - How can we **best facilitate** the use of **technical assistance** and **financial resources** to help start, operate or expand a business?
- Focusing Questions
 - What **challenges** must resource providers overcome?
 - What **pitfalls** must small businesses overcome?
 - What makes small business owners **receptive**?

A Typical Strategy Day

● Small Business Resources

- Tour and Presentation
 - NYC Business Solutions Center
- Interviews
 - Queens Overall Economic Development Corporation
 - Goldman Sachs 10,000 Small Business
 - The Entrepreneur's Space (a kitchen incubator)
 - CPC Resources
 - Con Edison Economic Development
 - SeedCo
 - Small business owner
- Debrief and Report Back

Program Objectives

● Objectives

- Build Peer-to-Peer Networks
- Develop Leadership Skills
- Raise Awareness of Resources
- Increase Utilization of Resources
- Exposure to Best Practices

Program Feedback

- “As always, interacting with my colleagues was an amazing learning and bonding experience.”
- “My organization just does not have the staff nor the expertise... [so] it is a tremendous resource to know about other organizations that we can collaborate with.”
- “It gave me insight into Con Ed's ‘psychology’ and how I might solicit them for sponsorships.”
- “The amazing part [was] the caliber of interviewees to whom [we] connected.”

Questions

- Do we need to develop professional standards?
- Are the current training opportunities sufficient?

Thank You

....and please don't forget to fill out your
survey!