

BID Start-Up Guide

Introduction

Once a BID has been signed into law, the work of getting the organization up and running begins. To assist those groups who have successfully completed the BID formation process, provided here is valuable information on the steps new BIDs must take in order to start providing services in their districts. In this section, you can access information and templates that will help you:

- Apply for non-profit corporation status
- Elect an Interim Board of Directors
- Develop by-laws and management procedures
- Issue Requests for Proposals (RFPs) for services
- Hire staff to run your organization
- Establish a committee structure that supports your organization's work

All newly-formed BIDs should immediately begin taking steps to formalize their organization by establishing an interim board of directors, forming executive committees and a by-laws committee, and completing VENDEX questionnaires. However, the order in which the rest of these steps are completed will depend on the preference of the BID's steering committee and sponsoring organization that helped form the BID.

Since many of the start-up activities can run concurrently, they are not listed as steps but in order of Governance, Administration, and Program Activities.

To help new BIDs navigate this process, SBS has developed the ["Starting BID Operations" checklist](#).

GOVERNANCE

INTERIM BOARD OF DIRECTORS OVERVIEW

A new BID is initially represented by an Interim Board of Directors. The Interim Board functions as the main decision-making body for the BID until the first Annual Meeting is held.

The Interim Board is often formed from members of, and is elected by, the BID Steering Committee.

Board Composition Requirements

The Interim Board of Directors must contain a minimum of 13 members and represent the varied interests of the BID.

Like the actual Board of Directors, the Interim Board must be composed of:

- A majority of property owners (at least seven)
- At least one commercial tenant
- At least one residential tenant (when there are residential properties within the BID)
- Representatives of each of the BID's four public officials
- Representatives from the local Community Board and other community organizations (these representatives are non-voting members of the Board)

Useful skill sets to consider when recruiting Board members are financial, legal, fundraising, and accounting skills.

Executive Officers

The Executive Officers of the Board must be voting members who are not representatives of any of the four public officials. Officers should be willing to participate in BID activities and get involved in BID management functions.

Each Executive Officer of the interim Board of Directors must complete and submit a VENDEX questionnaire. Executive Officers of a Board normally include a President, Vice President, Secretary, and Treasurer. This is a basic Board structure and open to modification depending on the BID's by-laws.

Interim Board's Initial Responsibilities

Form the following BID committees: Executive, Hiring, Finance, and Programs/Services.

- Create the BID by-laws
- Protect the assets of the BID
- Approve financial and policy matters of the BID
- Ensure the BID's annual and financial audit reports are prepared in a manner consistent with the BID contract
- Ensure that a written record of each Board and committee meeting is kept and distributed to each director

A detailed overview of Board of Directors responsibilities is available [here](#).

MEETING ORGANIZATION AND MATERIALS

The number and frequency of Board meetings held each year is a function of management style and is set forth in the BID by-laws. The by-laws must be adopted by the Interim Board before the first Annual Meeting. At a minimum, the Board should meet quarterly.

How to Prepare

- Schedule meeting and prepare agenda
- Distribute agendas and supplemental documents prior to meeting
- Set up location for meeting and reserve space
- Appoint someone to take minutes
- Produce handouts, presentations, and interim BID reports
- Arrange for refreshments and seating
- Contact and invite all meeting required BID members, Steering Committee members, and other interested groups

Issues to Discuss at First Meeting

- Purpose and procedure of meeting
- Elect Interim BID Board Members, Officers, and form temporary committees
- Determine annual schedule of meetings
- Review BID by-laws
- Set voting procedures and define quorum

Achieving a Quorum

A quorum is essential for conducting BID business and voting. A quorum is defined by the by-laws of the BID, and is usually defined as a majority of voting Board Members or Executive Committee members.

A quorum must be achieved whenever a vote is taking place by the Board of Directors or Executive Committee.

General Meeting Procedures

Conduct meetings according to Robert's Rules of Orders, which provides common rules and procedures for discussion and decision-making.

The above preparations and procedures should be followed whether the meeting is an interim or an actual Board meeting.

Meeting Agendas

Typical Board meeting agendas include some or all of the following elements:

- Call meeting to order
- Take attendance to ensure a quorum
- Review and approve minutes from last meeting
- Officers' reports, most often the treasurer
- Committee reports
- Special Business up for review from previous meetings
- Unfinished Business from previous meetings
- New Business
- Announcements of events
- Adjournment and Voting

COMMITTEE TYPES AND COMPOSTION

The DMA should form the following 4 interim committees for the first year. Positions on these committees are temporary until the DMA is fully established:

- Executive
- Hiring
- Finance
- Programs/Services

Executive Committee

The Executive Committee can be composed of Board members and may include non-Board members if Board approval is given. The Executive Committee may be given the authority by the Board to approve major

expenditures. The formation of the Executive Committee must be approved by the full Board and in accordance with the by-laws.

Responsibilities:

- Provide strategic direction and operational oversight for the BID
- Oversee operating budgets and actual expenditures
- Make personnel management decisions
- Develop the By-Laws for approval by the Interim Board

Hiring Committee

The Hiring Committee usually consists of a group of 3 to 5 Interim Board members exclusive of public representatives. The committee should meet as needed for hiring staff, contractors and subcontractors.

Responsibilities:

- Solicit, interview, and hire Executive Director, Certified Public Accountant (CPA), supplemental sanitation and security contractors/workers
- Recruit and nominate Board members and executive officers

Finance Committee

The Finance Committee usually consists of a group of 3 to 5 Interim Board members exclusive of public representatives; at least 1 member should have financial or business experience. The committee should meet quarterly, and must present the proposed budget to the full Board by March or April of each year.

Responsibilities:

- Review operating budgets and actual expenditures
- Prepare monthly or quarterly projections
- Assure that the BID operates in a fiscally sound manner
- Review the annual financial statements prepared by a Certified Public Accountant (CPA) and results of audits by the City Comptroller

Programs/Services Committee

The Programs/Services Committee usually consists of a group of 3 to 5 Interim Board members exclusive of public representatives. The committee should meet as needed to provide direction for the DMA's initial service offerings (sanitation, security, etc.) and to plan other initiatives undertaken by the organization.

Responsibilities:

- Provide overall direction for the DMA's initiatives

BY-LAWS OVERVIEW

The first task of the Board of Directors is to prepare and approve a set of by-laws. By-laws are developed to detail the BID's governance structure and decision-making protocol.

By-laws must regulate:

- Location of the BID office, which should be within or adjacent to the BID boundaries
- Board membership classes and terms
- Composition of the Board of Directors, which must contain at least 13 members
- Executive Officer appointments and duties

- Meeting and voting protocol, which regulates how many meetings per year, when those meetings are held, and also what constitutes a quorum
- Fiscal and contractual procedures, including how the BID deals with procurement, obligations to the City, etc.

By-laws can also include information on specific committee designations, such as what the function is, who is eligible to serve, what authority they have, who they report to, and how often they meet.

Typical Board Membership Classes

Voting members of the BID's Board of Directors are typically separated into the following four classes:

- Class A: Property owners who receive real property tax bills
- Class B: Tenants who lease commercial space
- Class C: Tenants who lease a dwelling unit, not eligible under Class A or B
- Class D: The four public representatives of the DMA

Non-voting members of the BID's Board of Directors are typically represented by the following class:

- Class E: Community Board representatives and Non-Profits, not eligible under Class A, B, C, or D

[View Sample BID By-laws.](#)

MANAGEMENT PROCEDURES

The BID's management procedures help to safeguard assets, provide accountability for operation, and ensure integrity. These procedures may be incorporated into the BID's by-laws or they may stand alone as separate policies.

At a minimum, BIDs of any size should develop and follow written procedures on Fiscal Management, Contracting and Procurement, as well as Public Outreach.

Fiscal Management procedures should:

- Describe in detail the deliberative process of budget preparation and approval
- Safeguard against theft, fraud, and waste of resources
- Delegate check signing authority
- Ensure that the annual financial audit be performed by a Certified Public Accountant (CPA) and accounting practices be followed

Sample Fiscal Management Procedures are available [here](#).

Contracting and Procurement procedures should:

- Comply with the City contract requirements, which include procedures for authorizing and approving contract expenditures
- Establish rules for securing appropriate solicitations for bids, including best efforts to solicit bids from Minority & Women-owned Businesses
- Comply with City's VENDEX requirements

Sample Contracting and Procurement Procedures are available [here](#).

Public Outreach procedures should:

- Require frequent and effective communication to inform property and business owners, community residents, and the public about BID activities to improve the neighborhood

- Ensure regular door-to-door visits to merchants be made in order to assess their needs, evaluate BID services and inform about upcoming events or meetings
- Establish a mailing list database of property and business owners that is updated regularly
- Outline standards for mass mailings of BID newsletters, business surveys, and informational brochures about sanitation and safety issues
- Guarantee that the BID Annual Report be made available to all BID members

ADMINISTRATION

INCORPORATE THE DMA

The District Management Association (DMA) is the formal entity through which a Business Improvement District operates. The DMA must be incorporated as a Not-for-Profit Corporation with the New York Department of State in order to claim tax exempt status with the Internal Revenue Service (IRS) and before the contract between a newly established BID and the Department of Small Business Services (SBS) can be finalized.

Incorporating Members of the DMA

The four public officials (or their appointed representatives) who sit on the BID's Steering Committee or Board of Directors serve as the four incorporating members of the DMA:

1. The Mayor (represented by the Department of Small Business Services)
2. The Comptroller
3. The Borough President
4. The City Council Member representing the council district in which the newly formed BID is located, or if more than one City Council Member represents a portion of the district, then appointed by the Speaker of the City Council

Filing a Certificate of Incorporation with New York State

In order to incorporate the DMA, members of the BID Steering Committee must file a Certificate of Incorporation signed by these four incorporating members with the New York Department of State. A comprehensive explanation of the filing process is available through the New York Department of State's Division of Corporations.

Before obtaining signatures of the DMA's four incorporating members, the BID Steering Committee must send the following information to SBS for review:

- The completed Certificate of Incorporation form (See a sample [here](#))
- The chosen name of the District Management Association
- Names and addresses of the four incorporating members of the DMA
- Definitions of Board membership classes
- The boundaries of the Business Improvement District

After SBS has reviewed this information, it will be returned to the BID Steering Committee who will then be responsible for obtaining the signatures of the three non-Mayoral incorporating members of the DMA. After these representatives have signed, the SBS Commissioner will sign the Certificate of Incorporation as the Mayor's representative.

Once all signatures have been obtained, the Certificate of Incorporation must be filed with the Secretary of State in the New York State Department of State.

Additional incorporation information is available through the New York Department of State.

Payment

Payment must be made by certified check. These fees are the responsibility of the proposed DMA or persons sponsoring the BID proposal.

Approval

Once the Certificate of Incorporation has been approved by the Secretary of State, it will be sent to the DMA accompanied by a filing receipt.

The DMA is now officially incorporated and must send a copy of the approved Certificate of Incorporation and the filing receipt to SBS.

Federal Filing

Once the organization is created under state law, the DMA's employer identification number and appropriate federal tax classification is established.

Check the IRS website, and contact the local IRS branch office, for forms and applications. The DMA's Certified Public Accountant will also be able to help with this process

VENDEX OVERVIEW AND REQUIREMENTS

What is VENDEX?

VENDEX is New York City's Vendor Information Exchange System, which is used by the Mayor's Office of Contract Services (MOCS) to determine the responsibility of the entities that have contracts with the City.

Pursuant to the rules of the Procurement Policy Board, the City may award contracts only to responsible contractors. A responsible contractor is one which has the capability in all respects to perform fully the contract requirements and the business integrity to justify the award of public tax dollars.

Because all newly-formed BIDs must sign a contract with the City of New York, they must undergo a VENDEX review.

VENDEX Questionnaires

There are two VENDEX questionnaires that must be completed and submitted to the Mayor's Office of Contract Services (MOCS) when first establishing the BID. These questionnaires provide MOCS with the information it needs to make a responsibility determination:

- 1) Vendor Questionnaire – The DMA must complete and submit the Vendor Questionnaire on behalf of the BID. This is necessary for the BID organization background check.
- 2) Principal Questionnaire – The BID's Executive Director and four Executive Officers of the BID Board are each required to complete and submit a Principal Questionnaire

Both Questionnaires are available for download on the [MOCS website](#).

Submission

All VENDEX Questionnaires must be submitted directly to the Mayor's Office of Contract Services (MOCS), not to SBS.

The Mayor's Office of Contract Services
VENDEX Unit
253 Broadway, 9th Floor
New York, NY 10007
www.nyc.gov/vendex

Confirmation

In order to confirm to SBS that the VENDEX Questionnaires were sent to MOCS, the DMA must complete a [Submitted VENDEX Memo](#) and send it to SBS.

VENDEX Requirements for Sub-Contracts

Many BIDs sub-contract for the services they provide to their constituents (supplemental sanitation or security services, for example). New York City requires that the vendors selected to provide these services undergo VENDEX reviews when:

- Subcontracts are in excess of \$100,000; or
- Subcontracts awarded to the same contractor have an aggregate value in excess of \$100,000.

This VENDEX requirement should be included in the procurement policy that governs all of the BID's purchasing and contracting. This policy should be written into the BID's by-laws or separately as one of the BID's Management Procedures.

VERIFICATION OF BID ASSESSMENT

First Billing

The DMA must contact SBS for a first billing of the BID's assessment. This billing will contain information on all of the properties located within the BID's boundaries and the assessment to be paid by each.

It is the DMA's responsibility to review this billing and confirm that the SBS computed assessment data is accurate. The DMA must notify SBS of any changes.

Changes to the BID billing may include:

- Changes to property class (e.g. commercial, mixed-use, residential, or industrial)
- Building consolidation
- Additions of properties
- Omissions of blocks and lots

Once these changes have been confirmed by DMA, the New York City Department of Finance prepares the BID assessment bills and sends them to each property owner of record of each block and lot within the BID.

Subsequent Billings and Budget Approvals

The DMA's Board of Directors should meet annually in March or April to approve a new budget and total assessment for the upcoming fiscal year (which runs from July 1 to June 30).

Each DMA must submit its proposed budget and requested total assessment to SBS no later than May 1 of each year.

BID BANKING

In order to receive the annual BID assessments from the Department of Finance, the DMA must open a bank account and establish electronic deposit with SBS.

Open a Bank Account

Once the DMA has been incorporated as a legal entity with its own name, the BID bank account can be opened.

Important questions to consider when researching a bank:

- Does the bank have a special account for non-profits or small businesses?
- What is the minimum required deposit?
- Is there a minimum balance requirement? What happens if the account falls below this amount?
- Is there a monthly account fee?
- Is there a check-writing fee?
- How convenient is the location of the bank?

Check Signing Authority

Check signing authority must be specified in the BID by-laws or in the BID's Fiscal Management Procedures.

It is recommended that checks be signed by two Board members **or** a Board member and the BID Executive Director.

Set Up Electronic Deposit

BID assessments can only be transmitted from the Department of Finance to the DMA via electronic deposit. The following two forms must be completed in order to establish electronic deposit.

1. Fill out and submit [Substitute W-9 Form](#) available from the [New York City Comptroller](#)
2. Fill out an [EFT Form](#) available from the [New York City Department of Finance](#) to enroll in Direct Deposit

Once electronic deposit is set up, the Department of Finance will disburse the BID's assessment to the DMA in two equal installments in July and January of each fiscal year.

OPENING THE BID OFFICE

Location of the BID office must be within or directly adjacent to the BID boundaries. The size of the BID office should correspond to the BID's resources, staff size and needs.

Check local newspapers, management companies, or on-line resources for office space rentals. Board members are often the best resource for finding space.

Purchase the following supplies:

- Computer(s)
- Software (i.e. MS Office, QuickBooks, Peachtree)
- Desks and Chairs
- Filing Cabinets

- Fax Machine
- Copy Machine
- Phone
- Other supplies (stapler, copy paper, pens, files, etc.)

Have internet and phone service set-up, and keys made for all eligible staff and Board members.

Storage Space

The BID should also find storage space for sanitation and other services. This could be extra space in the BID office, or in a building within the BID. Area businesses and institutions may be willing to donate space for such purposes. The BID can also require a contractor to supply such space.

Setting up Shop

Corporate Seal

Corporate kits may be purchased at any legal stationery store. A kit includes a corporate seal as well as forms for adoption of by-laws and recording the minutes of meetings.

SBS requires a DMA to have a corporate seal.

Business Cards

Business cards may be ordered directly from printing services, copy shops or on-line. Templates are available from both sources as well.

The key components of a business card are:

- Name of the BID
- Street Address of the BID Office
- Phone Number
- Fax Number
- Email Address
- Website (if applicable)

Business Stationery

Personalized business stationery such as letterhead and envelopes are important for professional communication, and should have a similar font, color, and design as the business cards.

All business stationery can be designed and ordered from printing services, copy shops and on-line sources.

SIGNING THE BID CONTRACT

The newly-formed BID must sign a contract between the DMA and SBS. SBS will develop the contract, which is based on the language of the BID's District Plan.

An SBS representative will send the contract to the BID for review.

Once the Executive Officers of the BID have reviewed the contract, they must sign and send it to SBS for the Commissioner's signature.

A copy of the BID contract will be made, and the copy will be sent to the BID.

HIRE THE EXECUTIVE DIRECTOR

A BID Board of Directors usually elects to hire a District Manager or Executive Director to oversee the day-to-day operations of the BID.

In some instances, the Board of Directors may choose to contract with an established Local Development Corporation (LDC) or other local organization that has the resources and expertise to perform the requisite administrative duties. This arrangement must be approved by the BID's Board of Directors and SBS. Once approved, a management agreement is signed by authorized individuals of the DMA and the organization.

In both cases, however, the BID Board of Directors retains complete oversight of the expenditure of the BID's assessment.

Executive Director Hiring Process

Solicitation

For those BID Boards that elect to hire an Executive Director, it is the duty of the Board's Hiring Committee to conduct the search and hiring process. When searching for an Executive Director, the DMA must cast wide nets and maintain transparency in the process. The Committee should publish job notices in local and community newspapers, on relevant Web sites (e.g. Careerbuilder, Monster, International Downtown Association, Craigslist, Idealist, etc.), as well as career center Web sites at universities and colleges.

Include in the job posting:

- A brief description of the BID
- An overview of the position and responsibilities
- Desired skills
- Salary range and start date
- Contact information for submitting a resume
- Deadline for submission

Sample Job Responsibilities:

- Provide strategic direction and operational oversight for the BID
- Manage daily administrative tasks
- Coordinate BID Board meetings and prepare agendas
- Prepare marketing materials
- Organize promotional events
- Formulate BID budget and monitor fiscal transactions

- Communicate and act as liaison with SBS, community groups, BID Board Members, property owners, developers, politicians, etc.
- Select vendors and manage contracts for BID services
- Monitor public works projects and capital improvements

Sample Recommended Skills:

- Highly motivated, self-starter, and comfortable working independently
- Excellent interpersonal, communication and organizational skills
- Substantive administrative and contract management experience
- Ability to manage other staff and volunteers
- Familiarity with managing budgets, financial reports and spread sheets; including ability to create, analyze and control budgets
- Extensive fundraising experience
- Experience with preparing proposals, minutes, and letters
- Must be outgoing and enthusiastic
- Knowledge of New York City government and urban issues
- Experience with program management, evaluation, and analysis

A sample job description is available [here](#).

Interviewing

When interviewing, focus on open-ended questions requiring more than a yes or no answer; include situational questions that help to identify strengths and weaknesses in communication, problem-solving, and skill-sets.

Selection

Once the job notice has been published and resumes have been received, the hiring committee screens resumes and begins interview process.

Conduct first and second interviews of qualified candidates, check references, then select the best qualified candidate and make formal offer.

HIRE A CPA

SBS requires that each BID have its financial statements audited by a Certified Public Accountant (CPA) annually. Therefore, in addition to procuring major service providers, a BID must engage a CPA as it begins its operations.

CPA Hiring Overview

The Executive and Finance Committees, in coordination with the Interim Board of Directors, are responsible for hiring a Certified Public Accountant (CPA) to work on an as-needed basis for the BID.

Why hire a CPA?

- SBS requires annual financial statement audits
- IRS Tax compliance

- The BID is a not-for-profit and is open to public scrutiny
- Help with the BID's budgeting process and project estimates
- Help the Executive and Finance Committees set up a financial system (i.e. QuickBooks, Peachtree)
- Payroll taxes
- Designing account controls and preventing fraud

Annual Financial Audit Overview

SBS requires that each BID submit audited financial statements for its most recently completed fiscal year by December 31st. The audit should employ the accrual method of accounting and be accompanied by a management letter.

Prior to submission to SBS, all audit reports and management letters should be presented to the Board by the Executive Director for review and approval.

Selection Process

Depending on the BID's by-laws and management procedures, the BID may follow the same procurement procedures when selecting a CPA as when contracting for supplemental sanitation and security services.

It may not be necessary to issue an RFP for CPA services if the total estimated budget for those services does not meet the BID's threshold for doing so.

The BID should attempt to solicit three competitive bids from CPA firms. After interviewing and evaluating the top candidates, the Board of Directors should select a CPA and secure an engagement letter from the selected firm.

CPA Evaluation Criteria

The Executive and Finance Committees should consider the following criteria when selecting a CPA:

- Experience with non-profits, BIDs, and auditing
- Fee/cost structure: (a) Fixed Price, (b) Hourly, (c) Combination
- Size and personality of firm
- Experience with using different accounting methods and systems
- Turnaround time on various projects

PROGRAM ACTIVITIES

RFP FOR SERVICES

The BID's most significant expenditures will be for major service and improvement programs, such as supplemental sanitation or security services. These programs are usually provided through contractual agreements with private companies, although some BIDs deliver these services directly.

Request for Proposals (RFP) Overview

For BIDs that choose to sub-contract for services, a Request for Proposal (RFP) must be developed and issued to solicit bids from potential service providers.

The contract between SBS and the DMA outlines the following requirements for RFP issuance:

- The lowest responsible bidder to a given RFP must be selected. If other than the lowest bidder is selected, documentation must be presented to the BID Board or responsible committee justifying the selection.
- All contracts over \$25,000 must be approved by the Board of Directors or an authorized committee.
- In order to procure services via sole source selection, the DMA must provide written justification to and obtain written approval from the SBS Commissioner.

Additional rules surrounding the issuance of RFPs should be outlined in the BID's by-laws or the BID's Procurement Management Procedures.

In general, all RFPs should contain the following elements:

- Project's scope and any relevant background information on the BID as it relates to the project
- Clearly outlined deliverables and tasks associated with completing each deliverable
- Timelines and deadlines for each task
- Required qualifications as they relate to the project
- Fee schedules and costs as they relate to the deliverables

A sample RFP for supplementary sanitation services is available [here](#).

Solicitation

Solicitation of an RFP usually takes place during the time between the Board's approval of the budget (March or April) and before the start of the new fiscal year (July):

- Notice of the RFP should be posted on the BID's website, in newspapers, and in other media
- All solicitations should be issued to at least three responsible bidders
- The DMA must use its best efforts to solicit bids from minority and women-owned businesses
- All RFP correspondence should be documented and filed for future reference

Review and Approval

All bids should be submitted in writing and on company letterhead. In the bid's price proposals, costs should be sufficiently itemized so that reviewers can properly evaluate each bid.

Depending on the RFP and as specified in the BID's by-laws and procurement procedures, bids should be reviewed and approved by the proper person(s) and/or committee.

A complete list of all awarded contracts should be included in the BID's Annual Report.

- Experience with using different accounting methods and systems
- Turnaround time on various projects

BID KICKOFF ESSENTIALS

Organize a kickoff event to formally recognize the creation of the BID. The size of the event should be commensurate with the size of the BID and the budget.

Steps for Organizing Kick-Off Event

1. Check with key participants to set a date for the BID Kickoff event
2. Designate a Master of Ceremonies

3. Create a list of invitees
4. Assemble a list of and contact local media organizations (i.e. newspapers, radio and television stations) that can publicize the event and be sure to coordinate with the SBS Press Secretary
5. Design an invitation to announce the kickoff ceremony
6. Plan and outline a program and event schedule
7. Mail the invitations and keep track of the RSVPs
8. Purchase a ribbon for the ribbon cutting ceremony, and rent a large pair of scissors (available at party rental stores), or prepare another symbolic ceremony
9. Arrange for event seating and street closures if necessary
10. Present sanitation crew and/or security crew in uniform

BID Kick-Off Event Invitation List

- List of invitees should include:
- Mayor, Borough President, City Council member, other local politicians, community board members, SBS commissioner and BID staff
- Members of the BID, including all business and property owners within the BID boundaries
- Members of the BID Managers Association
- Any other individuals who were instrumental in getting the BID up and running
- Designing Invitations & Programs
- Key information to include:
- Time, date, and location of the event
- Name of the sponsoring BID
- Event agenda, including names of key speakers and distinguished guests
- Purpose/goals of BID
- Names of the BID Officers and Board of Directors
- RSVP Information