

NYDailyNews.com

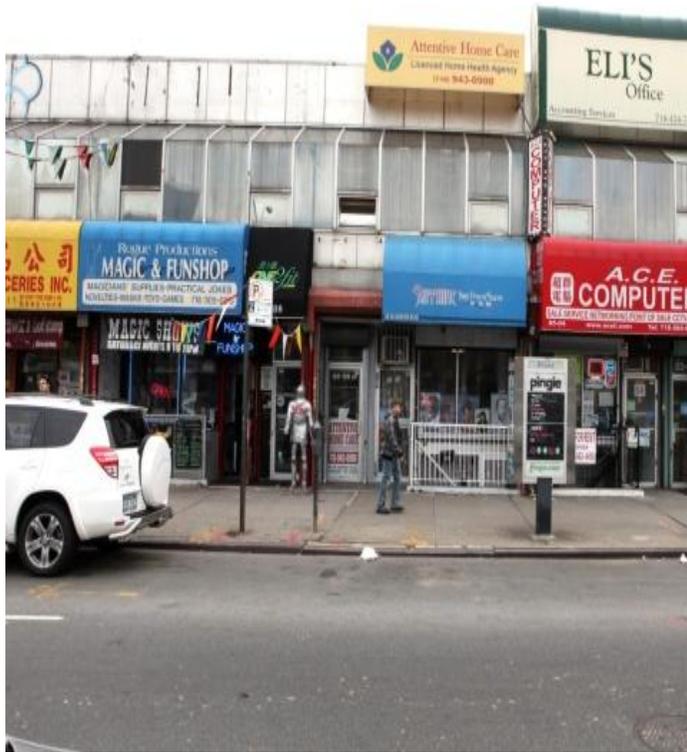
**DAILY NEWS**

## City to give business improvement districts a boost

Two programs aimed at lifting local neighborhoods to be announced today

BY [PHYLLIS FURMAN](#) / NEW YORK DAILY NEWS

Thursday, June 21, 2012, 5:00 AM



SIEGEL, JEFFERSON

Local neighborhood merchants stand to gain as the city looks to beef up BIDs.

New York's business improvement districts are about to get a lift.

The city is launching two programs, one that provides seed funding for BIDs and another that gives smaller BIDS a leg up.

Robert Steel, deputy mayor for economic development, is set to announce the programs Thursday at an Association for a Better New York breakfast.

"BIDs have helped stabilize neighborhoods across the city, but now they've matured and are going beyond making their neighborhoods clean and safe," Rob Walsh, commissioner of the NYC Department of Small Business Services, told the Daily News. "These two new initiatives will push the envelope and take BIDs to a new level.

The city will provide \$250,000 in funds through a contest called BID Challenge. Awards ranging from \$25,000 to \$75,000 will be given to BIDs who submit creative ideas for strengthening their neighborhoods.

The deadline to apply is Friday, Aug. 31 at 5 p.m. Winners will be announced after Labor Day.

The second program, BID Express, is a new cost sharing model that will provide smaller BIDs, as well as commercial corridors that do not have BIDs, access to central city small business services. They will also be able to pool resources and share overhead expenses.

Smaller BIDs spend as much as 45% of their budgets on administrative costs, compared to just 15% for larger BIDs.

New York City currently has 67 BIDs, more than any other city in the nation. Of those, 23 were formed under the Bloomberg administration.

[pfurman@nydailynews.com](mailto:pfurman@nydailynews.com)

