

Dublin City Business Improvement District (DCBID)

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Business Improvement Districts

- North American model
- Address 'Donut effect'
- Businesses & Local Authority working in partnership
- 94 in UK
2 in Ireland
- Local Government (Business Improvement Districts) Act, 2006



Role of the Dublin City BID

- Dublin a vibrant, dynamic and attractive city
- A location of choice
- Removing obstacles to footfall
- Accentuating the positive for Dublin
- BID's in a recessionary environment
- Partnership essential



Remit of the BID

- Improving quality of our street environment
- New additional cleaning services
- Marketing campaign
- Visitor assistance
- Capital projects & improvements

2 years on

- Core objectives and more delivered
- City is cleaner
- Graffiti/fly posters/stickers eliminated
- 100,000 visitor assists
- 1,000 actions per week from DCC



BID on the street

- Additional Street lighting
- Flower planters and baskets
- Christmas Lights
- Measurable strategic event based marketing
- Positive PR



Experience from Dublin

- BID model works
- Decide on area carefully
- Get buy in from the business community
- Establish clear goals and targets



Strategic vision

- New strategic plan
- Area action groups
- Policy planning groups
- Local integrated area plans

Thank You

