



Somerville *by*
DESIGN

**DAVIS SQUARE
PIN-UP IDEAS**

MANAGING DAVIS SQUARE

NON-PROFIT/ PUBLIC-PRIVATE MANAGEMENT ORGANIZATION

HOSPITALITY AMBASSADORS



NON-PROFIT/ PUBLIC-PRIVATE MANAGEMENT ORGANIZATION

EVENT MARKETING



Davis Farmers Market



Davis Flea

...Art Beat, Honk Fest, Somerville Open Studios, various road races, Joe's Jazz & Blues Festival

NON-PROFIT/ PUBLIC-PRIVATE MANAGEMENT ORGANIZATION

NEIGHBORHOOD BRANDING



MAIN STREETS ORGANIZATION

Typically a Public/Private Partnership

Executive Director

- Raises Funding
- Incorporates the Organization
- Drafts an Annual Work Plan
- Implements Programs

Potential Funding

- Standard Budget Appropriations
- Community Development Block Grant Funding
- District Improvement Financing (Property Tax Revenue taken from General Fund and recycled in the district)
- Enterprise Funds (Separate fund created for Sales Tax/Fee Revenue gather from a specific service provided)

Sometimes Supported by City Staff



BUSINESS IMPROVEMENT DISTRICT

A Business Improvement District (BID) is a non-profit corporation or quasi-governmental organization with a board of directors composed of some combination of property owners, businesses, and government officials.

Potential Funding:

- Voluntary Added Tax on Real Estate Assessments
- District Improvement Financing (Property Tax Revenue taken from General Fund and recycled in the district)
- Enterprise Funds (Separate fund created for Sales Tax/Fee Revenue gather from a specific service provided)

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