

FOR IMMEDIATE RELEASE

November 18, 2019

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PRESS RELEASE

Camden City Council approves Business Improvement District (BID)

BID would further enhance the city, retain and create jobs

Camden, NJ – On Tuesday, Camden City Council voted to approve a Business Improvement District (BID) in downtown Camden, which would work with City government to support the continued revitalization of the City and to make Camden more vibrant and welcoming. Over the past several weeks, representatives from the City of Camden and the Camden Special Services District (CSSD) have begun collecting community feedback on the proposed BID and have begun the process of engaging stakeholders to explain components of the proposal. The BID would enhance – not replace – existing services, including day-to-day management, marketing, cleaning of outdoor public spaces, landscaping and streetscaping projects, and is expected to create and retain approximately 17 jobs for Camden City residents.

“Since 2005, CSSD’s Ambassadors have worked tirelessly providing cleaning, landscape maintenance and hospitality along Camden’s public spaces,” said Camden Mayor Frank Moran. “A BID would allow us to take our level of service to a whole other level with the support of more sustainable, broader-based funding from larger companies paying their fair share. The BID would benefit the whole district without assessing residential properties and smaller businesses, and we truly believe the BID, like similar long-operating programs throughout New Jersey and in Philadelphia, will become another avenue to bringing true inclusive prosperity to the City.”

A BID is a municipal self-governing body, a public-private partnership, that provides services to a specific commercial area of properties in the City, such as the downtown, through the use of a public assessment. State laws provide authority for municipalities to create publicly financed BIDs and to designate business-led non-profit corporations to manage the district.

“Over the past year, CSSD has been working with a BID consultant and a Steering Committee reflective of the government, business, corporate, and residential downtown communities to study the feasibility of a BID in Camden,” said Caren Fishman, Executive Director of CSSD. “A BID would allow us to more equitably leverage the recent investments and interest in our great city to expand beautification of Camden, providing residents, businesses, and community groups with clean, attractive, and welcoming business corridors and neighborhoods.”

The boundary for Camden’s BID would extend from Elm Street in North Camden to Clinton Street in Lanning Square, and from the Delaware River to Cooper River.

While residential properties and small businesses within the BID’s boundary would benefit from increased maintenance and potentially higher property values under the BID, they are among a

number of property categories that would not be assessed. These include residential properties, small businesses with properties valued under \$400,000, charitable properties valued under \$10 million, and select others. The BID's budget would be approximately \$1.7 million.

"Thanks to our collaborative efforts over the last seven years, Camden has grown safer, cleaner and more beautiful, and establishing a BID would allow us to further improve and enhance these efforts," said Freeholder Director Louis Cappelli, Jr. "BIDs have long been a useful tool for urban renewal, helping cities like Philadelphia, Newark, New Brunswick, Collingswood, and New York City self-revitalize and boost the local economy and standard of living. We strongly believe a BID could achieve the same result here in Camden, making the City an even better place to live, work, and play."

The BID would be governed by a 13-member Board of Directors, comprised of (1) member of Camden's local governing body; (10) representatives of businesses and other entities inside the BID; and (2) Camden residents selected by the Mayor.

"There's no doubt that a BID partnership would help Camden companies big and small further build our businesses and customer bases here," said local businessman Damon Pennington. "We strongly support the establishment of this BID and look forward to working with BID leadership to make sure we effectively leverage investment dollars to improve the community for the greater good."

For more information and frequently asked questions on BIDs, please visit the City of Camden's website at <https://www.ci.camden.nj.us/>.

About Camden Special Services District (CSSD)

CSSD is the District Management Corporation (DMC) for the Camden BID. CSSD is a non-profit management organization. The CSSD's "Yellow Jacket" program has been working exclusively in the City of Camden since 2005 supporting the downtown businesses, government, stakeholders and community by providing enhanced cleaning, landscaping, hospitality and event support. The CSSD hires only city residents as Supervisors and Ambassadors. The non-profit is currently financed by voluntary contributions, grants, and fee-for-service programs. The BID's funding structure will enable the DMC to be sustainable and focused on meeting the ongoing needs of its district stakeholders and the City of Camden.

For more information on CSSD, please contact Caren Fishman at cfishman@Camdenssd.com or 856-823-4282.

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