

CITY OF GLENDALE

BIDs: Are there lessons to be learned???

CALED: Business Improvement Districts – What's New
Jacqueline Sales
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OMG,

YES!

YES!

YES!

❖ Educate

- Yourself & Other City Officials
- Stakeholders/Potential District Members

❖ Know Your District

- Stakeholders
- Who & What makes up District
- Desires

❖ Communicate

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If you keep these few
suggestions in mind,
you will have a greater
chance of being successful.