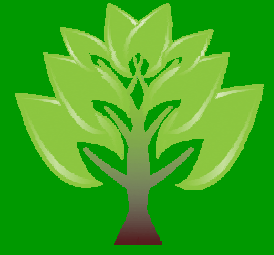


the new Benson BID

...of Benson, by Benson, for Benson



Why this? Why now?

The time is now to expand and refocus the Benson Business Improvement District.

- In January 2010, the Omaha City Council approved the creation of a Tax Increment Financing (TIF) District in downtown Benson. TIF is a special financing process used to promote commercial and industrial development. This designation is a proactive indication to developers that Benson is open for business. It also provides financial incentives for current businesses considering major renovations. The proposed Benson BID boundaries are similar to the boundaries of the new TIF District, whose creation was supported by the majority of businesses and property owners in downtown Benson.
- An expanded BID will unite downtown Benson's east and west gateways with its core, allowing all three areas to have a voice in the decision-making process and creating synergy from their collaborative approach to revitalization.
- Downtown Benson needs to take control of its own destiny by funding a series of physical improvements (landscaping, lighting, signage, sidewalk and parking lot enhancements) necessary to improve the look and feel of Benson. Without this investment, the number of empty storefronts will continue to increase and concerns regarding the overall safety of the area will continue to escalate.
- An expanded BID will complement the City of Omaha's proposed plans to construct a \$500,000 east gateway entrance to downtown Benson in 2011-12 and a \$900,000 west gateway entrance to downtown Benson in 2014-15. The gateways, part of the new streetscape design, mark the start of the implementation process.
- An expanded BID will cover all properties in the downtown Benson area. There are a number of geographic holes in the current district, which makes it difficult to move forward on a set of strategic objectives that will benefit the entire area.
- There is power in numbers. The greater the number of businesses and property owners in the Benson BID, the stronger its voice becomes in decisions that directly affect its future.
- Decisions regarding two major issues of concern—lighting and public safety— will be led by local business people and property owners who populate the area on a daily basis. These people are the eyes and ears of Benson, and this information is critical to the development of solutions that effectively address these issues.

QUESTIONS?

Contact:

Greg Bourne
402.558.1365
grbour4@aol.com

Mark Goodall
402.556.5010
mgoodall@goodfirm.com

Why this? Why now?

- An expanded BID will increase the organization's local circle of expertise to tackle tough issues—those known and those yet to surface.
- An expanded BID will allow for a better distribution of the organization's workload—more people and more resources to move projects forward, all contributing to a positive momentum swing.
- An expanded BID will improve the organization's decision making process—a larger representation of downtown Benson businesses and property owners will have a seat at the table where the decisions are made.
- An expanded BID will give businesses and property owners not currently represented a tangible incentive to invest in and “own” the new BID's strategic priorities and work plan.
- An expanded BID will result in greater control of the snow removal process in downtown Benson's public parking lot and alleys.
- An expanded BID and the implementation of its work plan gives the organization the framework for future marketing and promotional efforts on behalf of the BID, the Benson Business Association, the Benson Neighborhood Association and the Benson-Ames Alliance.

QUESTIONS?

Contact:
Greg Bourne
402.558.1365
grbour4@aol.com

Mark Goodall
402.556.5010
mgoodall@goodfirm
.com