

BUSINESS IMPROVEMENT GRANTS

21

Total number of matching grants distributed to businesses in 2023, leveraging a total combined investment of **\$99,900.30**.

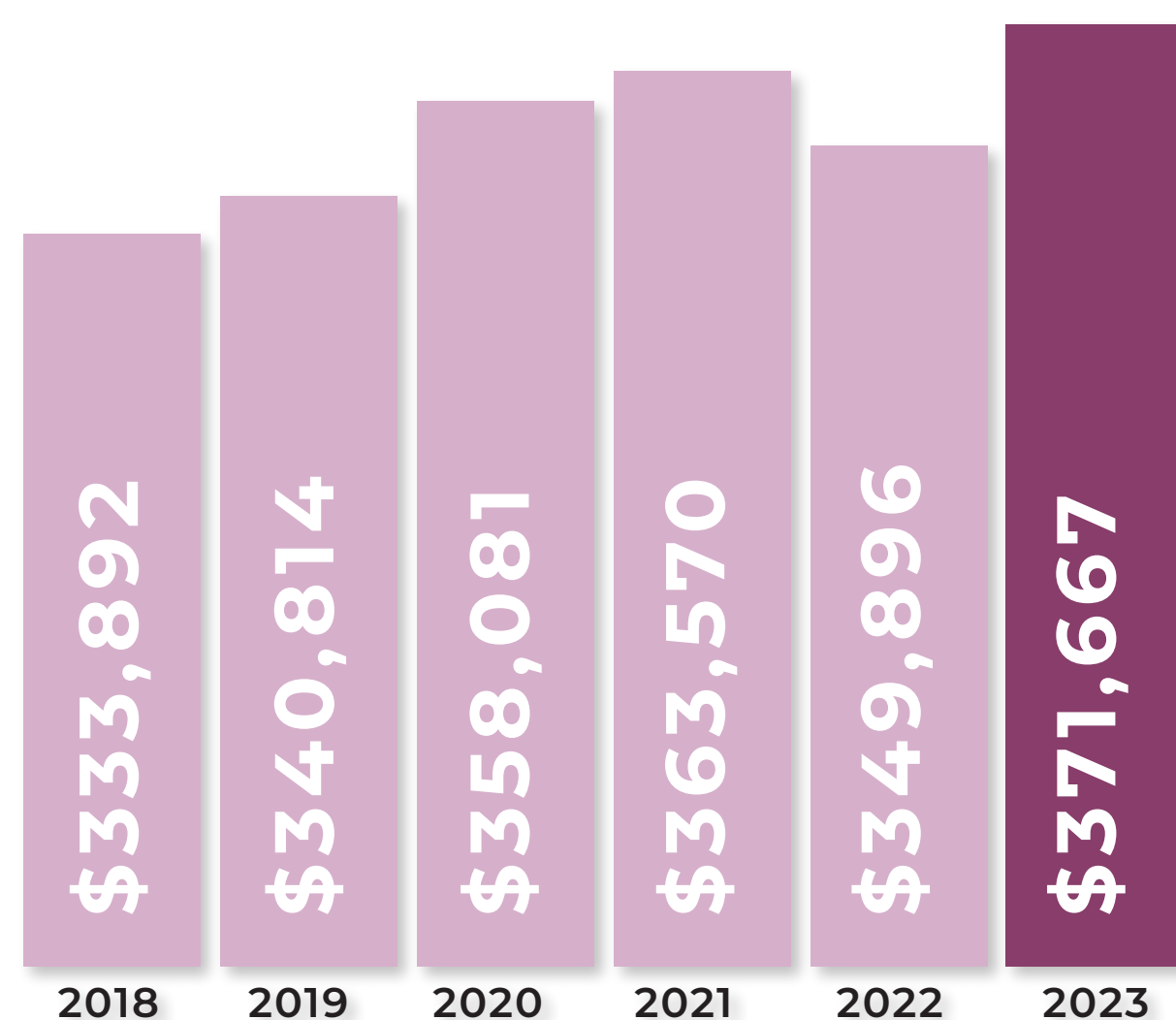
Marketing & Promotion **10**

Beautification **6**

Safety & Security **5**

Number of Grants Distributed by Type

ANNUAL BID ASSESSMENT TRENDS



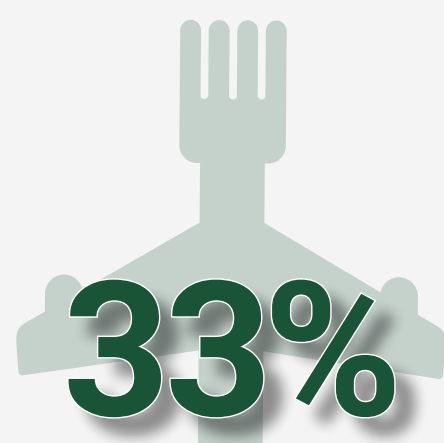
DISTRICT MARKETING & PROMOTION

Taste of the Gateway RESTAURANT EVENT

2 day event (Wednesday & Thursday)

10 participating restaurants

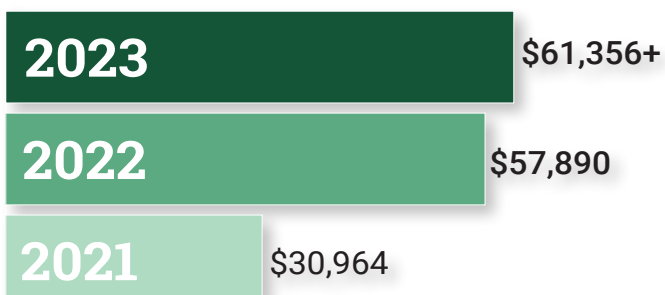
1,649 discounts redeemed & reimbursed



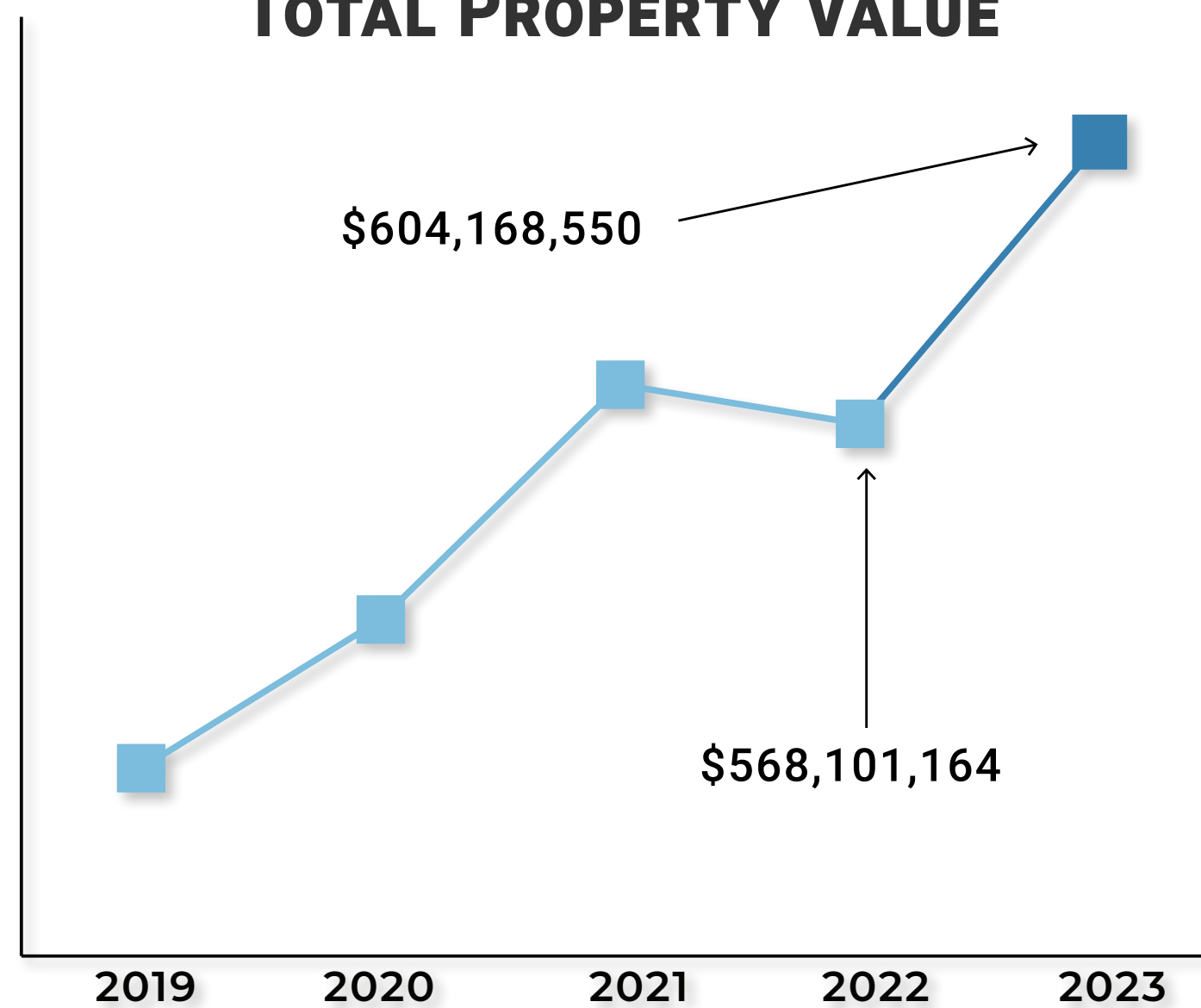
Average increase in sales during event ranging from 17% - 70%

CUSTOMER SPENDING DURING TASTE OF THE GATEWAY 2021 - 2023

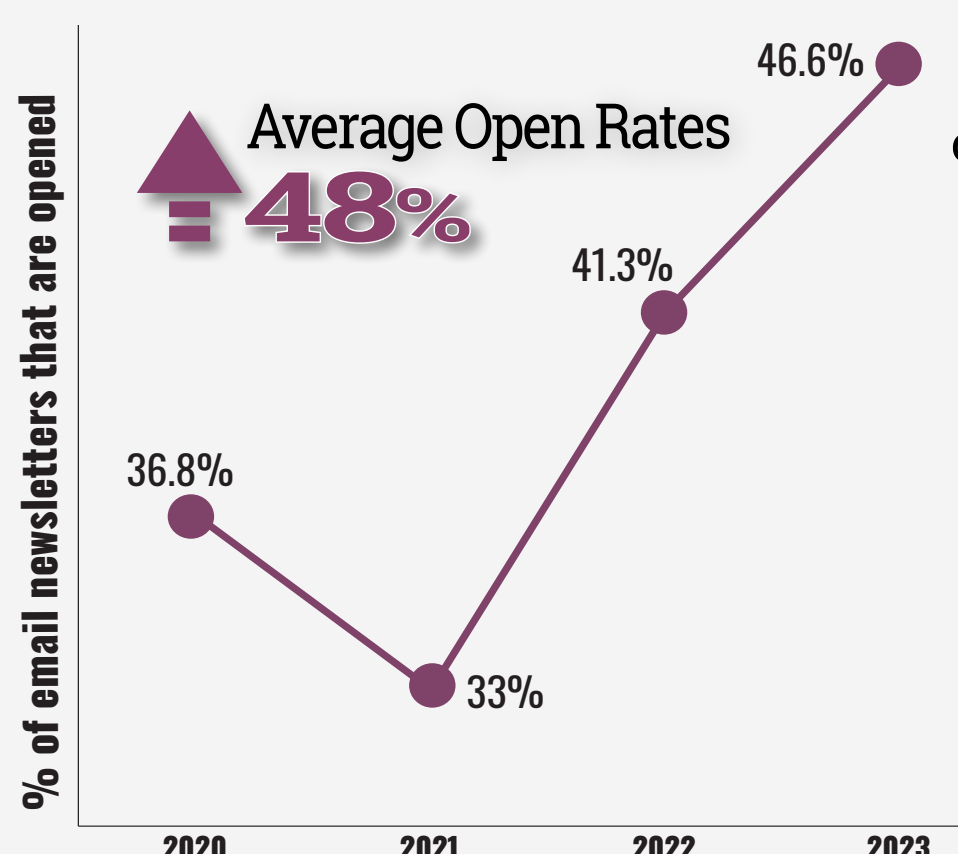
Restaurants experienced a **98%** rise in gross sales from customers who took part in the event between 2021 and 2023.



TOTAL PROPERTY VALUE



Member Communication EMAIL NEWSLETTERS



Average Open Rates **48%**

MONTHLY email newsletters sent to over 500 members & partners



open rates for e-newsletters have increased nearly **50%** since 2019

2023 FINANCIALS

Revenue & Reserves = **\$515,462**

- Airport Gateway BID #40 Assessment = \$371,667
- Interest = \$1,551
- Reserves = \$142,244

Expenses = **\$435,059**

- District Landscaping & Beautification = \$147,848
- District Marketing, Promotion & Economic Development = \$40,222
- District Safety & Security = \$41,993
- Administrative = \$153,747
- Office & Operations = \$51,249