

MOVING FORWARD

Hello and welcome to the second edition of your Main Street BID Newsletter, where we will be answering your questions and keeping you updated as Main Street & Surrounds work together to become a Business Improvement District (BID).

Since our last newsletter, we of course are in the throes of a global pandemic with businesses facing unprecedented challenges. In light of this, we will be making changes to our process and timeline.

We would like to reassure all businesses and organisations involved that the BID project will continue to move forward in a sensitive and appropriate manner.

Whilst our business engagement work will require adjustment, elements such as the legislative development and business planning will be brought forward to ensure that when the time comes, we are ready to move forward and take advantage of collaborative working and the cumulative benefits, both direct and indirect, for all businesses involved.

We have the full support of the Chamber of Commerce and the Gibraltar Federation of Small Businesses, as well as generous backing from HM Government of Gibraltar, who have pledged to match pound for pound all monies raised by the BID levy to implement the business plan.

Now, more than ever, businesses must work together to develop a plan to secure our collective future, and the Main Street BID has the opportunity to form an important part of this.

Jade Edinburgh
Project Manager | Main Street BID

Mo Aswat
Project Director | The Mosaic Partnership



My Ministry is working closely with the BID Task Group and The Mosaic Partnership in trying to deliver on this initiative. We are currently looking at the new legislation and other practical issues that will be required.

Unfortunately due to the COVID – 19 situation there might be some delays. The Government will do everything possible to make this project a success. There is no doubt in my mind that we will pull through this crisis and emerge fitter and stronger than ever before. The Gibraltarian entrepreneur is a winner and we will win again!

**Vijay Daryanani, Minister for Business,
Tourism and Transport**

For more information, please visit our website at www.mainstreetbid.com or email your Main Street BID Project Manager, Jade Edinburgh, on jade@mainstreetbid.com

November 2019

BID Feasibility Study Completed



November 2019

BID Task Group Formed



Nov–July 2020

Business Consultation & Engagement (subject to Government restrictions)



May 2020

Develop Key Documents



June 2020

Draft Business Plan



August 2020

Full Business Plan



September 2020

BID Campaign



October 2020

BID Ballot



Nov 2020–April 2021

BID Set Up & Commences

A POSITIVE REPOSE

The BID team would like to thank all of you that have taken the time to get involved so far and provided us with information on what is important to you, what changes you would like to see and how you feel we can achieve those improvements together.

We are very pleased to say that positive feedback and support for the BID so far has been overwhelming, both from local businesses within the BID area, and supporting organisations.

YOUR THOUGHTS SO FAR

Since beginning business consultation, we have spoken to a wide range of business owners from different sectors in the BID area. The projects you have suggested so far and before the current situation are set out below. Whilst these may still apply, we expect that priorities may well have changed and we will reflect those as we engage further with businesses.

- Marketing of Main Street & Surrounds to increase visitors
- Support the development of new and existing events
- Improved visitor information and signage
- Create a uniquely Gibraltar town centre experience
- Attracting quality independent businesses
- Improving maintenance, cleaning and waste management
- Implementation of Town Centre Ambassadors/Wardens
- Providing business networking & training programmes
- Collective buying to reduce costs



**Julian Byrne,
Chairman,
Gibraltar
Federation
of Small
Businesses**

The current crisis makes the BID even more important, as it can help Main Street bounce back and speak as one voice too.

For many years Main Street traders have had good ideas and initiatives to improve our beloved city centre. We believe that the BID is the perfect vehicle to make many of these dreams a reality. The GFSB is committed to making Gibraltar the best place for business that it can be, we want to make the most out of Main Street and are firmly behind this vision.

We are sure that Gibraltar's businesses will use this opportunity to come back stronger and with new ideas, we hope the BID will help to make some of those ideas a reality.

HAVE YOUR SAY

The listed “thoughts so far” represent the feedback collected through our online survey, workshops and one-on-one discussions hosted to date.

We would like to hear from many more businesses in the BID area before we prepare our first draft of the business plan that will be put to ballot in October.

Due to the COVID-19 outbreak, the request by government to avoid unnecessary gatherings and the need for social distancing, we have chosen to cancel plans for workshops and group meetings for the foreseeable future.

Instead, the BID Team and Task Group kindly ask that you get in touch with us to arrange a consultation meeting by phone call.

REMEMBER

Your ideas and opinions are vital to the successful creation of a Business Improvement District in Main Street and the Surrounds. Please take the time to **get involved, have your say, and be a part of the positive changes to come.**

Book a date and time that suits you on mainstreetbid.com

What is a BID?

An arrangement whereby businesses get together, decide what improvements they want to make in their place, how they will manage these and what it will cost them. This all goes into a business plan which is voted on by all those who would have to pay. The BID lasts for a maximum of 5 years and must be able to demonstrate how it benefits the businesses that have funded it.



If ever there was a need to give Gibraltar's businesses a boost, it would be after this crisis is over. These times will pass and some semblance of normality will return in due course.

The work the BID team are doing and will do over the coming months will be extremely important in helping those businesses to rebuild and move forward and I want to thank the BID team for your continued effort and commitment to the project.

We need to collaborate and work together to invest in our town. This is why the Chamber has decided to back the Business Improvement District (BID) project.

A BID allows local businesses to enhance Gibraltar's trading environment and make a real difference, attracting more shoppers and visitors. In turn, more businesses will want to invest. Doing nothing is not an option and with government backing and potential investment, the time is right to capitalise on what we do well and be part of tackling the challenges that lie ahead.

**Edward Macquisten, CEO,
Gibraltar Chamber of Commerce**

Visit mainstreetbid.com to book a consultation call and have your say

MEET THE TASK GROUP

The BID Task Group is working hard with the BID management team to ensure businesses are aware of the BID, and that business improvement ideas are fed into the business plan development process. If you'd like to join the Task Group, please get in touch.



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Project X Productions



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Silver Key Management



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Sacarello's Café

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NEXT STEPS

The BID team are continuing with remote business consultations and we would love to have your input ahead of drafting the BID business plan.

To arrange a consultation and give us your vital input, visit mainstreetbid.com and book a call for a date and time that suits you.

**UPDATED: Main
Street and Surrounds
Proposed BID Area**

