



# BID

DOWNTOWN FARGO  
business improvement district

CLEAN | SAFE | MAINTAIN | PROMOTE

## **DOWNTOWN FARGO 2026 BID OVERVIEW**

*Rocky Schneider*

*BID Administrator*





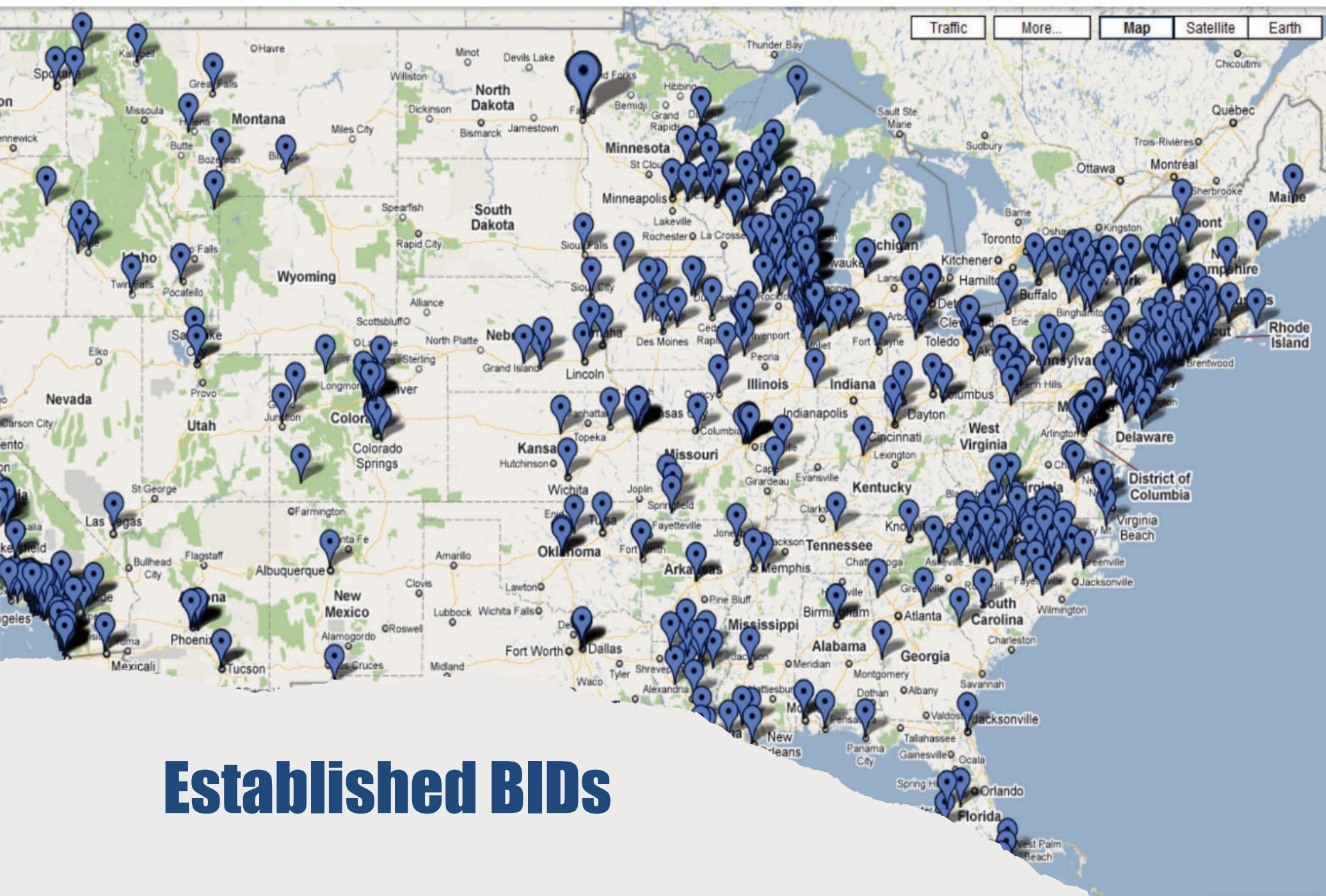
# WHAT IS BID?

- With property owner approval, allows City to defray the expense of improvements by special assessments and implement a specific scope of work that go above and beyond regular city services.

- ***NDCC Chapter 40-22.1:***

Promotion of business activity and new business development through... including advertising, public information, marketing, maintenance and decoration of public places, promotion of public events, furnishing of music in any public place, providing professional management, planning, and promotion, and the general promotion of trade activities.





**Established BIDs**



# HISTORY OF BID IN FARROW

- 2011 - Amended NDCC to include cities above 10K pop.
- 2012 -
  - Engaged property owners.
  - Determined scope and support. Created boundaries and presented to City Commission.
  - Approved by City Commission and RFP to Administer Contract with DCP for Administration of BID
- 2017 – DCP BID agreement renewed for 3 years.
- 2021 – 1-Year Renewal
- 2022 – 1-Year Extension
- 2023 – 5-Year DCP BID Agreement



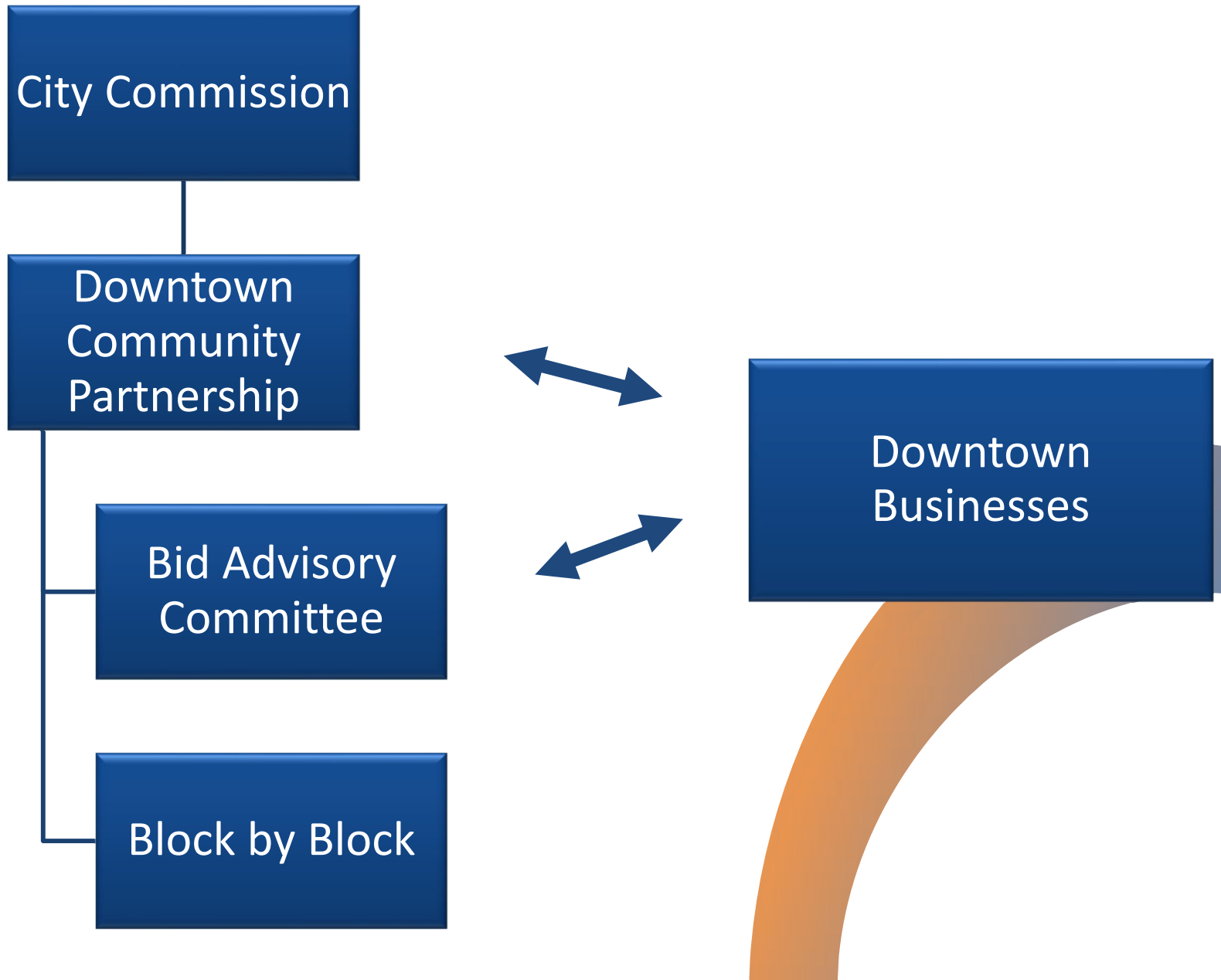


# MISSION STATEMENT

The Business Improvement District (BID) works to improve and enhance the overall attractiveness and appeal of Downtown Fargo. This is done by making sure our downtown is clean, safe, maintained and properly promoted.



# BID ADMINISTRATION FLOW CHART





# BID ADVISORY COMMITTEE

**Sally Loeffler – Beyond  
Running**

**Sarah Bond - Sanford Health**

**Greg Erickson – RDO**

**Morgan Kroschel – Kilbourne  
Group**

**Randy Christianson –  
Beverage Wholesalers**

**Eric Christenson – RDO**

**City of Fargo**

**Angie Bear**

**Brenda Derrig**

**Ben Dow**

**Rocky Schneider - DCP**

**Victor Heitkamp - BID**





**Operations Manager**

**Victor Heitkamp**

**Team Leader**

**Seth Ekdahl**

**Cleaning Ambassadors**

**Shawn Exner    Shannon Burton**

**Emily O'Neal**

**Hospitality/Safety Ambassadors**

**Valentine Ajuaye**

**Foday Sheriff**

**Riziki Mwajuma**

**Ben Roach**



# 2026 ANNUAL FINANCIALS

▪ <b>Annual Revenue</b>	\$ 958,132
▪ Assessments	\$ 829,447
▪ Additional Income	\$ 72,648
▪ Previously Allocated	\$ 56,037
▪ <b>Annual Expenses</b>	
▪ Clean & Safe	\$ 615,616
▪ Maintained	\$ 105,750
▪ Beautify	\$ 132,500
▪ Promotion	\$ 7,000
▪ Admin/Insurance	\$ 95,795
▪ <b>Total Expenses</b>	\$ 956,661
▪ <b>NET Revenue</b>	\$ 1,471

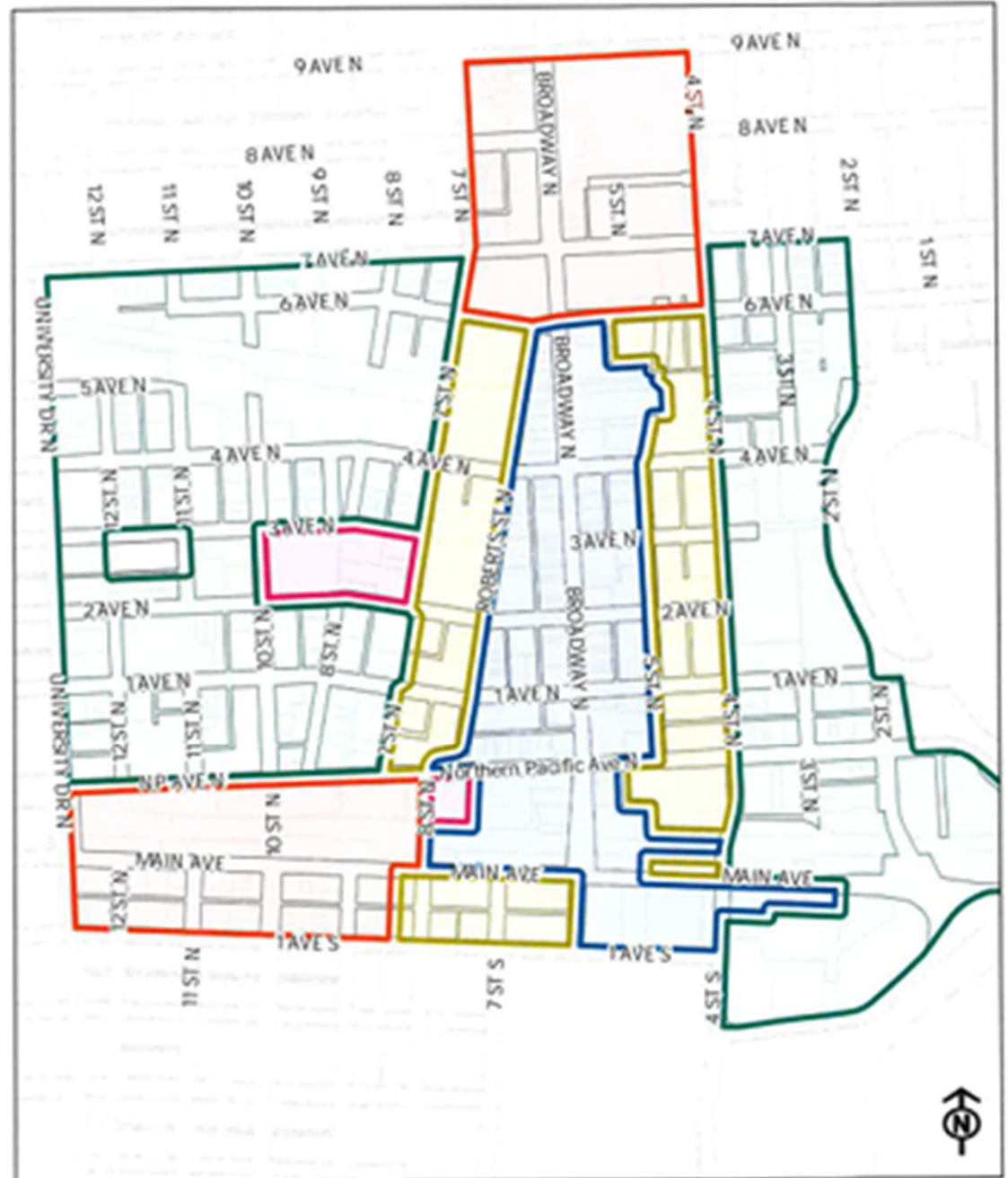


# 2026 BID ZONES

---

THE CITY OF  
**Fargo** BID ASSESSMENT MAP  
FAR MORE

Downtown Tiers 1 2 3 4 5





# ASSESSMENT METHODOLOGY

## **ZONE 1 – Median \$900**

- Assess Value  $\$0.925 \times \$1,000$  of Total Assessed Value +  
0.0386 per Assessable Square Foot

## **ZONE 2 – Median \$300**

- Assess Value  $\$0.2315 \times \$1,000$  of Total Assessed Value +  
0.00965 per Assessable Square Foot

## **ZONE 3 – Median ~\$170**

Assess Value  $\$0.0926 \times \$1,000$  of Total Assessed Value +  
0.00386 per Assessable Square Foot

## **ZONE 4 – Median ~\$170**

- Assess Value  $\$0.0926 \times \$1,000$  of Total Assessed Value +  
0.00386 per Assessable Square Foot

**TIER 5** – Educational areas are exempt, NDSU Downtown



# ZONE 1 SERVICES

## CLEAN

- Litter control (sidewalks, gutters, trash cans)
- Sticker/graffiti removal
- Sidewalk vacuuming - Billy goats
- Pressure washing sidewalks – Broadway
- Weed control - Broadway planter beds
- Wipe down benches, trash cans, directory signs, & cigarette receptacles

## MAINTAINED

- Information directories
- Planter beds – Broadway
- Broadway parklet
- Trash cans / recycle bins
- Cigarette receptacles
- Maintain pavers at Broadway bump-outs
- Pedestrian benches

## SAFE/HOSPITALITY

- Snow removal at Broadway bump-outs & railroad crossings
- Respond to business & property owner concerns
- Provide safety escorts (within entire Downtown District)

## BEAUTIFICATION

- Winter lights
- Seasonal flags
- Flower baskets
- Tree trimming w/ forestry
- Shrub pruning
- Planter Beds



# ZONE 2 SERVICES

## CLEAN

- Litter control (sidewalks, gutters, trash cans)
- Sticker/graffiti removal
- Wipe down benches, trash cans, directory signs & cigarette receptacles

## MAINTAINED

- Information directories
- Planter beds - Broadway
- Trash cans / recycle bins
- Cigarette receptacles
- Paver maintenance at Broadway bump-outs
- Pedestrian benches

## SAFE/HOSPITALITY

- Snow removal at railroad crossings
- Respond to business & property owner concerns
- Provide safety escorts (within entire Downtown District)

## BEAUTIFICATION

- Winter lights (8<sup>th</sup> St.)
- Seasonal flags (8<sup>th</sup> St.)
- Flower baskets (8<sup>th</sup> St.)
- Tree trimming w/ forestry



# ZONE 3 SERVICES

## CLEAN

- Litter control (sidewalks, gutters, trash cans)
- Sticker/graffiti removal
- Wipe down trash cans & cigarette receptacles

## MAINTAINED

- Trash cans
- Cigarette receptacles

## SAFE/HOSPITALITY

- Snow removal at railroad crossings
- Respond to business & property owner concerns
- Provide safety escorts (within entire Downtown District)

## BEAUTIFICATION

Tree trimming (w / Forestry)  
Flower baskets (North Broadway)



# ZONE 4 SERVICES

## CLEAN

- Litter control (sidewalks, gutters, trash cans)
- Sticker/graffiti removal
- Wipe down trash cans & cigarette receptacles

## MAINTAINED

- Trash cans
- Cigarette receptacles

## SAFE/HOSPITALITY

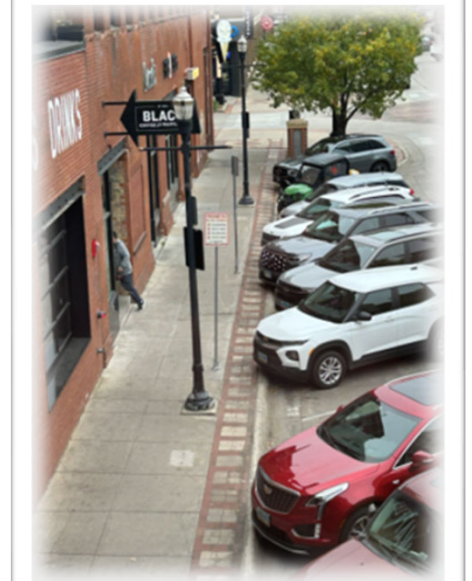
- Snow removal at railroad crossings
- Respond to business & property owner concerns
- Provide safety escorts (within entire Downtown District)

## BEAUTIFICATION

- Tree trimming (w / Forestry)

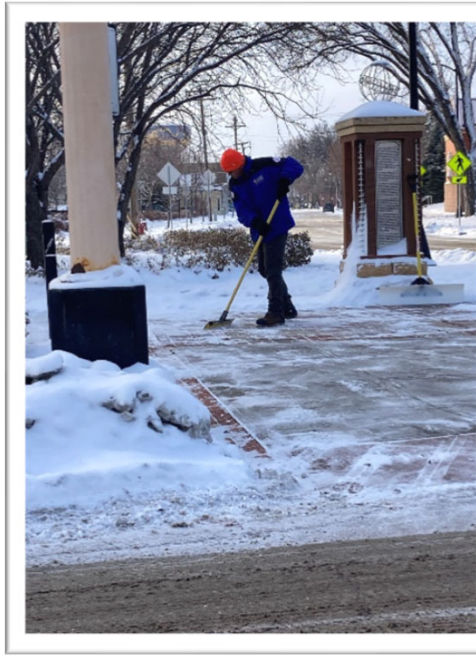


# BID - CLEAN





# BID - CLEAN



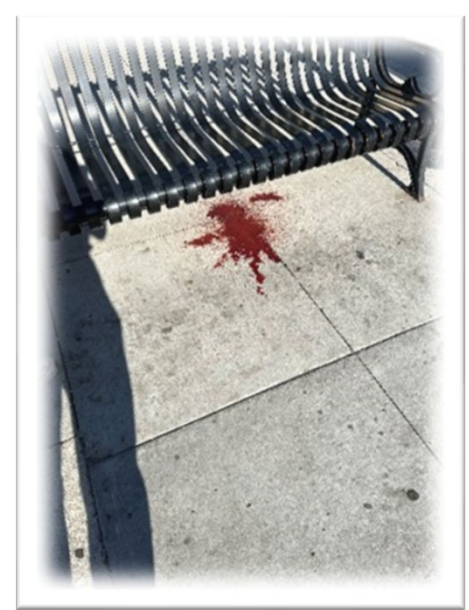


# BID – GRAFFITI REMOVAL





# BID - SAFE





# BID - BEAUTIFY







## 2025 BID STATS:

- **572 pieces of graffiti removed**  
– (808 in 2024)
- **6284 disinfected pieces of infrastructure:** benches, crosswalk buttons, trash can lids, etc. – (6920 in 2024)
- **56 referrals to Mobile Outreach Unit** – (55 in 2024)
- **Snow removal labor hours 588; 2323 location visits (ROW)** – (515 labor hours and 2312 location visits in 2024)
- **10,332 lbs. of Recycling**  
– (14,976 lbs. in 2024)
- **98,220 lbs. of Trash**  
– (93,999 lbs. in 2024)





**QUESTIONS?**