

"Bestowal of the BID AWARD"

**Laudatory speech for the
Winners of the 2016 BID Award**

Ladies and gentlemen,
fellow contributors,
honoured guests,

This year for the first time, the IHK organization in Germany sponsored a European-wide BID competition.

The DIHK wanted to use this occasion to honour the commitment of enterprises to making Europe a premier business location and contributing to the positive development of shopping streets and business districts.

The group of participants was extended for the first time this year:

- because enterprises and the chambers of industry and commerce are very interested in facilitating exchanges between BIDs within Europe;
- and in order to promote an exchange of experience;
- to receive new impulses and ideas from other European countries; and
- to use these initiatives to gauge the competition among business locations.

This means that in addition to the current 27 ongoing BID projects in Germany, 227 BIDs in Great Britain alone had the

opportunity to compete for the BID AWARD bestowed by the IHK organization.

Since 2004, the legal foundations have existed in Great Britain for the formation of BIDS, the first BID having been initiated in 2005.

In contrast to Germany, however, these BIDS were exclusively financed by private businesses until 2015, though government start-up financing had become available shortly before —a major topic at the BID Conference this year.

What did the Brits do?

In 2013, the British Parliament:

- provided 500,000 pounds sterling to initiate BIDs.
- in their starting phases, BIDs received up to 50,000 pounds of start-up financing.
- This financing has to be paid back again after a successful BID start.
- No repayment obligation exists if it is not possible to successfully establish the BID.
- Until 2014 alone, 15 BIDs were able to take advantage of this opportunity.

This provides a bit of insight into the varying approaches for BIDs within Europe.

But now let's turn to the competition for Europe's best BID in 2016.

The BID Award sponsored by the IHK organization is intended to honour excellence in public-private partnerships aimed at strengthening and increasing activity in our inner-cities.

Before I announce this year's prize winners, I would like to draw attention to my real estate and location society, ISG Barmen-Werth. We were privileged to accept the award last year.

The Wuppertal-Solingen-Remscheid Chamber of Industry and Commerce seized the occasion by requesting to host the BID Conference this year in Wuppertal.

The Barmen-Werth BID thus affected a turn-around in the city, bringing about further revitalization of the district centre.

We put a stop to the downward spiral the shopping venue was experiencing, rendering our contribution to creating an attractive and livable downtown area.

We are pleased to be able to show you this turn-around today and tomorrow.

The DIHK then expressed its recognition and gratitude by giving us the opportunity to host this year's BID Conference.

But I don't want to let the excitement build any further. Now, I would like to announce the winners of the 2016 BID Award!

The BID AWARD was first bestowed in 2009. The call to enter the competition is publicized through e-mails, the BIDNEWS, the DIHK website and the websites of the IHKs.

The jury meets under the direction of the DIHK, with members from the IHKs.

The jurors for the 2016 BID AWARD were:

Hans-Hermann	Buhr	IHK Hanover
Christof	Deitmar	IHK Berlin
Dr. Liane	Faltermeier	IHK Kiel
Malte	Gräve	IHK Potsdam
Michael	Kuhlmann	HK Hamburg

Patric	Raeschke	IHK Koblenz
Dr. Daria	Stottrop	IHK Wuppertal-Solingen-Remscheid
Hannah	Sudholt	IHK Offenbach am Main
Leander	Wappler	IHK Saarland
Tine	Fuchs	DIHK

Candidates for the BID AWARD are evaluated based on the following criteria:

- a description of the strategy of the relevant BID and the BID measures implemented locally during the project;
- a presentation of the degree of organization between property and business owners and the city;
- thirdly, an explanation of the cooperation within the steering committee as a key body for structuring action in the BID.
- We also wanted to know how the BID collaborated with city marketing agencies and the municipal and district administrations.
- Was success quantified in studies?
- Finally, the local chambers explained the projects to the jurors and were also able to award points for entries from

their own IHK districts. Thus, the final criterion: Did the local chambers have a key impact on the jury's decision?

The prizes were awarded based on the overall picture gleaned from these selection criteria and not on any specific category.

So now we come to the winners of the 2016 competition.

**The third place 2016 BID AWARD is given to...
...an impressive BID from Hamburg...The BID
Opernboulevard is the third-place winner in this year's
European BID AWARD!**

> Pause < Applause >

What did the jury say?

“Form follows function” is the best way to describe the redesign of the BID Opernboulevard, the Jury found.

After a complete remodeling of the street into a boulevard with broad sidewalks and the planting of new trees in the BID's first phase, the current goal is to ensure the long-term viability of the newly created shopping street and nightlife district.

To do so, there are:

- numerous marketing measures;
- special cleaning services that ensure a clean and inviting atmosphere every day; and
- the creation of *Winterlicht*.

Synchronized with the new design of the boulevard and the freshly renovated and new buildings, the Winter Lights are a real eye-catcher.

The sustained commitment of the owners and the many innovative ideas have earned the BID Opernboulevard this year's third place in the European-wide BID competition.

I have the pleasure of handing the BID Opernboulevard the 3rd place certificate and call on Mr. Binger, Ms. Wedekind, Mr. Büttner and Mr. Schote to come up and accept your award.

> Pause < Applause > Photos <

Now we come to **2nd place!**

Having landed last time in third place, the Ansgari Quartier has this time moved up to second.

The second place 2016 BID AWARD this year goes to Bremen!
The smallest BID in Germany around the municipal square, Ansgarikirchhof in Bremen's downtown district, has rendered excellent work.

Particularly to be highlighted is the relocation of new enterprises to a previously vacant shopping arcade in collaboration with established retailers.

From March to October, outdoor gardens along the square make for inviting places to repose.

And everyone has free wi-fi access.

The BID Ansgari Quartier has thus earned the 2nd Place 2016 BID AWARD. Representing the BID Ansgari Quartier from Bremen, I ask Mr. Jan-Peter Halves for the special-purpose entity and Mr. Oldenburg for the City of Bremen to come to the stage to receive the certificate.

> Pause < Applause > Photos <

For the very first time, the WINNER of the 2016 BID AWARD comes from Great Britain.

The NE1 BID from Newcastle upon Tyne is the winner of the first European BID AWARD!

What makes the NE1 BID the winner?

The jury from the IHK organization was impressed that the English BID undertook the redevelopment of the entire inner-city.

To be highlighted are the sound collaboration among the business people in the city as well as the restaurant and hotel businesses along the Tyne River.

The NE1 BID carried out a colourful mix of measures to revitalize the city.

Exciting for the retail trade was the project “Alive after 5”, an initiative to extend store opening hours in the inner-city beyond 5 p.m. until 8 p.m.

Action was also taken to ensure good transportation connections: the train station and the square in front of it were redesigned together with British Railways and the city. Both are now inviting places to spend time and travelers enjoy free wi-fi access.

Finally, the marina along the Tyne River was redeveloped, creating a tourist attraction for the entire region.

The IHK organization assessed the NE1 BID from Newcastle upon Tyne to be the best European business initiative for a vital city center in 2016.

The 2016 BID AWARD 2016 therefore goes to the BID from Newcastle upon Tyne.

I would like to call:

- Adam Serfontein, Hanro Property Development, Chairman of the NE1**
- Sean Bullick & Stephen Patterson, Managing Directors of the NE1 BID**
- Councillor Nick Forbes, Leader of the Newcastle City Council**

to join me here on stage.

> Pause < Applause > Photos <

Congratulations on the 2016 BID Award!

> Pause < Applause > Photos <

I ask all the winners to come join me on the stage.

I wish a lot of continued success to all BID trendsetters who are committed worldwide to creating vital inner-cities. Enjoy the rest of your stay in beautiful Wuppertal!

We would also like to express our gratitude to the organizations here in Wuppertal: to the Wuppertal-Solingen-Remscheid Chamber of Industry and Commerce, especially to Dr. Stottrop, Mr. Rust, Mr. Knoll and Mr. Kirchhoff, and, on behalf of the DIHK, to the employees of the City of Wuppertal and to my partners at the ISG Barmen-Werth for their tours.

Thank you, everyone.