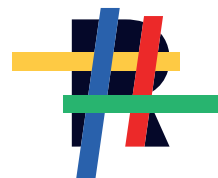




# BIZ Rotterdam Centrum 2024-2028



#RotterdamCentrum

## What is a BIZ?

A Business Improvement Zone (BIZ) is a designated area where entrepreneurs and property owners collaborate to invest in the quality of their surroundings and the visitor experience.

### Purpose of BIZ Rotterdam Centrum

The goal is to enhance the liveability, safety, spatial quality and economic development in this area through cooperation.

Consumers are drawn to the city centre for a complete experience - shopping, dining, cultural enjoyment and entertainment. A BIZ is the best tool to contribute to this because it consolidates activities, aligns programs and combines budgets. Without a BIZ, each business owner or property owner would have to organize this individually. We strengthen the position of Rotterdam city centre as a whole and anticipate changes in the Retail and hospitality sectors.

## Key results 2019-2023

- ▶ **Strong positioning of the Rotterdam Centrum brand, making the area top of mind for visitors.**
- ▶ **Successful online platform Rotterdam Centrum, consisting of a website and social media mix.**
- ▶ **Powerful and recognizable programming of impactful events.**
- ▶ **Unique collaboration on safety with the Supervisory Model RC, youth approach, and street deployment.**
- ▶ **High-quality standards for Clean & Undamaged, including graffiti removal and the Glutton (electric street sweeper).**
- ▶ **More greenery in public spaces and a focus on sustainable applications.**
- ▶ **An attractive Customer Journey through new Wayfinding.**

### BIZ contribution

All BIZ members contribute proportionally, so that everyone benefits equally from the results achieved through collective efforts. No indexing will be applied in the new BIZ period. The contribution is collected through municipal taxes.

**BIZ contribution is 0.08% of the WOZ** (Property Valuation Act) value annually for 5 years

#### Business owners

**Minimum:** € 500,-  
**Maximum:** € 4.500,-

#### Property owners

**Minimum:** € 1.000,-  
**Maximum:** € 15.000,-



## Organization

The BIZ Board formulates the policy, creates the annual plan, ensures the allocation of resources in accordance with the annual plan approved by the BIZ members and provides accountability for these actions. The activities of the BIZ always complement those of the local municipality in the area. You can find the articles of association and other relevant documents on [rotterdamcentrum.nl](https://rotterdamcentrum.nl)

A part of the budget is spent collectively on the entire area, including the maintenance of public spaces, collective marketing and hospitality. Another part is allocated to the sub-areas for targeted marketing, decoration and security. This way, in addition to addressing the collective interests of the entire area, the individual needs and desires of the separate sub-areas are also taken into consideration.

## Benefits of the BIZ Rotterdam Centrum

- ▶ **Powerful area positioning through a unique online platform and marketing.**  
More promotion means more public engagement.
- ▶ **Strong and recognizable programming to extend the duration of stays.**
- ▶ **Direct connections with the Police, City Enforcement, City Safety Officer and Mayor. The BIZ is the only shopping district connected to the Supervisory Model.**
- ▶ **A clean and undamaged city centre; city cleaning doesn't stop at municipal basic level. The BIZ invests extra budget to keep the city centre exceptionally clean throughout the entire day.**
- ▶ **A future-proof city with more greenery and an attractive mix of businesses.**
- ▶ **Effective advocacy with the Municipality and direct access to where decisions are made.**
- ▶ **Strong internal communication through Chainels; information comes to you.**



# BIZ topics in 2024-2028

## Economic reinforcement

- ▶ Increase visitors and extend their length of stay
- ▶ Acquire innovative retail concepts
- ▶ Organize one to two major marketing events
- ▶ Strengthen the Rotterdam City Centre platform
- ▶ Forge intensive collaborations with marketing partners of the Brand Alliance such as RotterdamPartners



## Safety

- ▶ Implementing additional security measures and training
- ▶ Security analysis for the BIZ area in collaboration with Supervisory Model and Safe Business Platform
- ▶ Extension of the Supervisory Model Covenant 2024-2029
- ▶ Temporarily renting out or branding vacant properties
- ▶ Swift communication through Chainels

## Mobility & Logistics

- ▶ Clear signage and improved appearance of the 15 Park&Ride locations
- ▶ Bicycle parking; expansion of the facilities
- ▶ Aligning mobility transitions with making the city car-free
- ▶ Adequate loading and unloading areas on the outskirts of the City Centre due to the Zero Emission Zone starting in 2025





## Liveability & Spatial quality

- ▶ Christmas lighting
- ▶ Making the BIZ area more sustainable
- ▶ Programming of public display cases
- ▶ Alliance with the Neighbourhood Council (residents)

## Clean & Undamaged

- ▶ Additional effort through a Service Level Agreement, including the removal of stains on pavement stones
- ▶ Graffiti removal
- ▶ Extra cleaning of waste bins
- ▶ TrashR app: Expansion of collection times



## Management & Organization

- ▶ Continuation of collaboration with the Rotterdam Make it Happen Brand Alliance
- ▶ Intensify collaboration between Rotterdam Partners and Platform Gastvrij
- ▶ Expand the Advisory Board
- ▶ Dedicated contact person within the municipality
- ▶ United lobby towards the municipal government
- ▶ Collaboration with city centre managers of 13 provincial cities
- ▶ National level: Establish collaboration with major cities

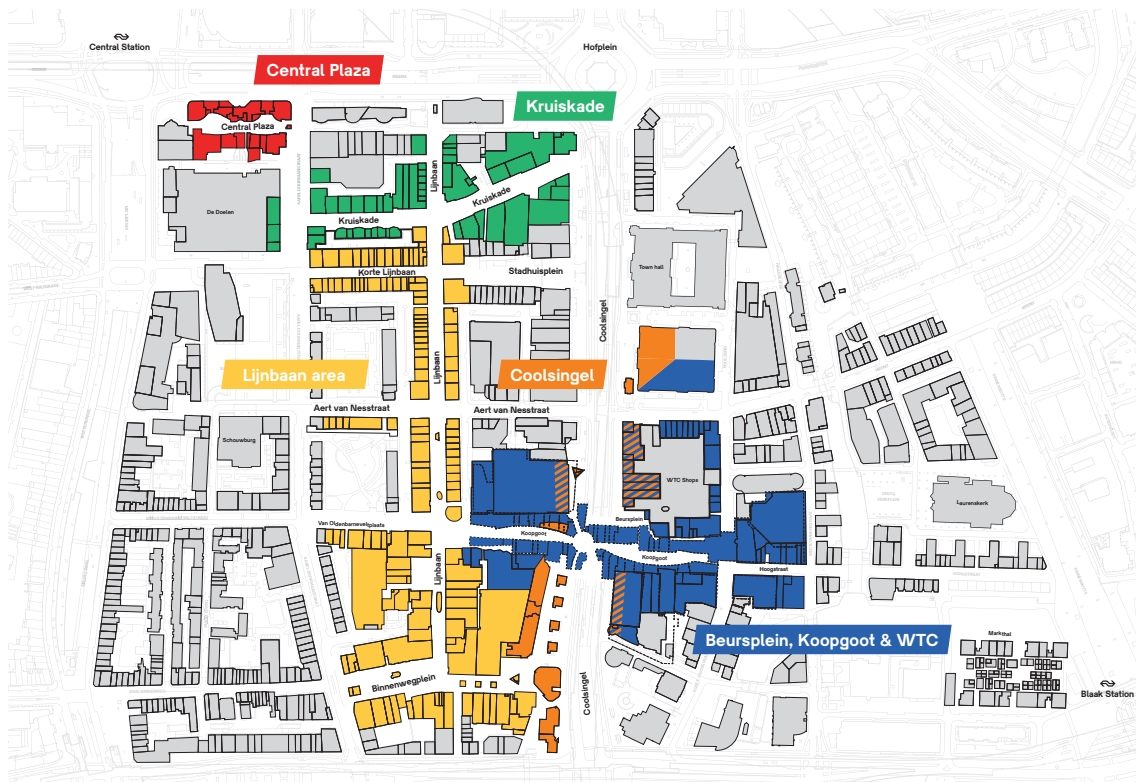
## Data = Knowledge

Pedestrian counts and store conversions are being expanded with more in-depth analyses, making them even more valuable. The Retail Monitor is enriched with data about visitor origin, length of stay, frequency and insights into spending. Trends in the Retail and hospitality landscape are also considered.

The KPIs for the social media platform are adjusted annually to keep the ambitions high. This forms the basis for online marketing content that is of great value in attracting new visitors.

Measuring the Clean & Undamaged level using the CROW method is a reliable approach that we apply in all inspections. The objectives are annually documented in contracts.





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