



# **Stadtmarketing, Business Improvement Districts, Geschäftsstraßenmanagement - Neue Wege für öde Straßen? (German Edition)**

*Jens Ender, Bernhard Wachall*

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Studienarbeit aus dem Jahr 2005 im Fachbereich Geowissenschaften / Geographie - Wirtschaftsgeographie, Note: 1,7, Friedrich-Schiller-Universität Jena (Geographie), Veranstaltung: Hessen-Exkursion, 24 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Business Improvement District – Hilfe für Bedrohte Handelslagen? Durch veränderte Rahmenbedingungen wurden in Nordamerika zum ersten Mal die BID's eingeführt. Sie wurden Anfang der 70er Jahre in Kanada erfunden. Seine Hauptsächliche Anwendung findet es im Einzelhandel, hat aber trotzdem auch die Möglichkeiten und das Potential die allgemeine Stadtentwicklungen zu verbessern und zu unterstützen. Die besondere Bedeutung im Einzelhandel entsteht durch die Schaffung vieler großer Center, die einen Kundenrückgang und damit auch einen Umsatzrückgang hervorrufen oder auch z.B. durch hohe Kriminalität.

Da diese Entwicklung weltweit vorzufinden ist, wird die Idee der Bid's mittler Weile in vielen Ländern der Welt angewendet oder eine Umsetzung mit den dortigen Rahmenbedingungen angestrebt (Australien, Südafrika, Neuseeland, Brasilien, Jamaika und Europa (MENSING 2003 WWW.CIMADIREKT.DE)

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