

2016 - 2026
SMART CITY

GO
TIRANA

Transforming the market “Tregu Çam” into a Business Improvement District

about project

E07



Budget

Undefined



Municipal contribution

Project drafting, implementation and monitoring.



Municipal sectors/ directorates

The General Directorate of Economic Development, The General Directorate of Financial Management, The Legal Department, The General Directorate of Local Taxes and Fees.

PROJECT DESCRIPTION

This project will transform “Tregu Çam” into a BID, that will improve the infrastructure and façades of the area and will diversify the provided services, leading to an increase of the number of visitors. The project will cover a wide range of initiatives, including marketing and construction projects in public spaces. The main functions include improving the infrastructure and façades, keeping sidewalks clean, wiping out graffiti and street patrolling to keep streets safe. The BID will undertake several projects and services to make commercial spaces more attractive to visitors and local residents. In order to establish a positive image and a unified identity, the BID will engage into self-promotion through the advertising of the image and public relation activities such as: designing the organisation logos and websites, publishing newsletters and administering fairs. The BID will try to intervene to construct new sidewalks, to provide better lighting, to place trash bins, benches and accurate road signs. The BID safety programs may also include analyses, assistance in preventing crime on the location, safety fairs and the provision of services to local residents

OVERALL OBJECTIVE

To establish an improved business area by providing a clean, safe and attractive environment in favour of the enterprises and the community.

PROJECT IMPLEMENTATION MODALITY

This project will transform the area of “Tregu Çam” into a BID where the businesses will pay a certain fee, but in contrast to other taxes, the Municipality returns the total amount of this tax to the BID managers to use it for maintenance and investments in the area of their businesses. Following the identification of the area and respective business, a business plan, identifying the area, measures to be taken and the financial source, will be drafted. In this framework it is defined what the contribution of each enterprenour will be. The BID finances may be extended also through donors contributions for specific economic events or activities. Then a specific structure to manage the market and take care of the services, will be established.

PRELIMINARY IMPACTS

- ⇒ Improved infrastructure;
- ⇒ Safety;
- ⇒ Joint marketing;
- ⇒ Income for the business increased;
- ⇒ Employment increased.

