

DOWNTOWN



VENTURA
PARTNERS



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Downtown Ventura Business Improvement District

ACTIVITY REPORT

January 1 - June 30, 2010

CITY OF
VENTURA
www.cityofventura.net

INTRODUCTION

Pursuant to the Agreement to Administer the Downtown Ventura Property Based Improvement District (Agreement No. 2009-024) between the City of Ventura and the Downtown Ventura Property Owners Association (dba Downtown Ventura Partners or DVP) as well as the California Streets & Highways Code 36650 (Code) et. seq., the DVP Board of Directors is pleased to present its semi-annual "Activity Report" summarizing actions from January 1 - June 30, 2010.

This report documents the status and progress of the various programs and activities for the previous six-month period. These programs and activities are defined in the District Management Plan that was approved by the property owners and the Planning Report submitted to the city on November 30, 2009. The report consists of a narrative description of the activities during the past six months, a statistical summary, and financial data.

This Activity Report documents the PBID's first six months of operations. The all-volunteer board of directors ran the organization in the absence of a professional executive director during this period. A number of key programs were successfully implemented including establishing and staffing a clean and safe program, creating a comprehensive set of board policies and bylaws and completing an extensive search for a new executive director.

The following descriptions of activities and programs is presented according to the Management Plan and identifies four major categories of activities:

Clean & Safe

Economic Development

Communications

Advocacy & Administration



CLEAN & SAFE PROGRAM

In order to consistently and effectively address the many maintenance issues in the District a multi-dimensional approach has been developed consisting of the following elements. The clean & safe program will focus primarily on maintenance, but staff and volunteers will be trained to be additional eyes and ears for the police department. The clean program staff will also be trained to interact with visitors to give direction and share relevant information. Details of the clean and safe program include:

- Sidewalk Maintenance
- Trash Collection
- Graffiti Removal
- Landscape Improvement/Maintenance
- Paper Sign and Handbill Removal
- Special Collections
- Maintenance Problems Requiring Third Party Intervention

ACTIVITIES & PROGRAMS

In the first six months of operations, DVP successfully implemented a professional clean and safe program including the following elements:

Service Group, Inc. Contract

In February, DVP launched formal clean and safe programs with Service Group Inc. a Pennsylvania-based company specializing in providing such services to downtowns throughout the country. SGI hired a program manager, one full-time and one part-time staff members. SGI conducted extensive training in all areas including CPR and visitor information.

Calworks Program

By having the SGI program in place, we were able to work with Goodwill Industries who administers a Calworks jobs training program and bring on five additional full-time workers at no cost to the District. The trainees are paid for through Goodwill and we provide the uniforms and equipment.

SnapShot System

In June, SGI and DVP rolled out the SnapShot work order system that allows us to carefully track the location and types of activities that are being conducted and also allows merchants, property owners or any District stakeholder to submit their own web-based work order. If someone sees litter or graffiti, for example, they can go to our website and fill out a request. The request goes immediately to and SGI team member's cell phone and a confirmation is sent to the requestor. Once the issue is completed, a follow-up e-mail is sent. This also allows us to track the timeliness of our responses.



Truck & Power Washer

In June, DVP purchased a used pick-up truck and power washing trailer to enhance our cleaning services. The pick-up was provided by Paradise Chevrolet at cost and the power washer was acquired through Craigs List.

Planters

The DVP plants and maintains the decorative sidewalk planters along Main and California streets.

News Racks

DVP has been working closely with the Redevelopment Agency and Streets Division of the city to design and manufacture new news racks for key locations throughout the district. Currently, every periodical places their own rack that, when combined with all the others, blocks the sidewalks and creates visual blight. The new racks are scheduled to be installed by the end of August.



Lighting Program

The city and DVP are developing a comprehensive lighting program to improve safety. DVP volunteers walked the district to determine which areas needed additional lighting and submitted a map to Public Works. The city hired a lighting consultant that is developing an implementation plan.

City Janitorial Services

DVP's clean and safe team contracted with the city to provide janitorial services in the downtown core for four weeks in June while city staff conducted sand removal in the Pier-pont area. The city and DVP are working on a contract to have DVP take over these services permanently.

ECONOMIC DEVELOPMENT PROGRAM

The District's economic development activities are designed to enhance business activity and increase values within the downtown boundaries. The activities include:

- Planning Activities
- Retail & Office Recruitment Programs
- Retail & Office Retention Programs
- Residential Development Attraction
- Research, Studies and Data Collection

ACTIVITIES & PROGRAMS

The DVP board entered into a Memorandum of Understanding with the Downtown Ventura Organization (DVO) to provide certain services. The DVO's Economic Restructuring Committee involves merchants, property owners and other stakeholders who meet twice a month to develop and implement economic strategies. Some of the recent activities include:

Thrift Store Regulations

Working closely with the city's Community Development Department, DVP worked toward implementing new regulations for thrift stores that will benefit all merchants and property owners in the District.

V2TC Launch Party

DVP Co-sponsored the launch party for the new downtown hi-tech incubator. The event drew technology executives and entrepreneurs from throughout the region and is part of a larger program to establish downtown as a hub for technology companies.

Database

DVP created a new database of downtown businesses, property owners and economic information. Our SGI team is visiting each merchant to get more detailed information so that we can track indicators including vacancies, tenant mix, lease rate trends and values. Our goal is to have the information available on the web by the third quarter.



V²TC
Ventura Ventures
TECHNOLOGY
CENTER
launch party

Network with local venture capitalists and start-up companies
See Geodelic's vision for the "Global Mobile Web"

Join us at the launch party of Ventura County's only high-tech business incubator ... the Ventura Ventures Technology Center (V²TC).

— Thursday —
January 28, 2010 • 6 pm
Top of the Crowne Plaza Ventura Beach Hotel
450 East Harbor Blvd., Ventura
Free admission and validated parking
(use public parking structure adjacent to the hotel)

6 pm Reception
Enjoy a Taste of Ventura, featuring food from local downtown restaurants

6:30 pm Program Begins – Welcome Remarks
by Mayor Bill Fulton

Introductions by **David Cremin**, DJF Frontier 

Fast Pitches from V²TC incubator companies:

- Harry Lin**, CEO, Lottay 
- David Compton**, CEO, NetPlenish.com 
- Jeff Green**, CEO, The Trade Desk
- Roberto Beteta, Jr.**, Managing Partner, TransitionITnow 

7 pm Keynote Presentation, the "Global Mobile Web"
Rahul Sonnad, CEO, Geodelic 

7:30 pm Networking

Hosted by the V²TC, in partnership with the Downtown Ventura Partners. 

RSVP at www.VenturaIncubator.eventbrite.com
For more information or special needs contact
Alex Schneider aschneider@cityofventura.net or 805.654.7758

Where High-Tech...Meets High-Surf

www.VenturaIncubator.com

COMMUNICATIONS PROGRAM

It is important to not only provide the services needed in the District, but to tell the story of improvement in the District. The communication programs identified in the Management Plan include:

- Image and Marketing
- Media Advertising
- Website Development
- Meetings & Workshops
- Special Events
- Quarterly Newsletters



ACTIVITIES & PROGRAMS

The DVO's Marketing & Promotions Committee meets regularly with merchants and other interested stakeholders and provides direction.

Newsletter

DVP publishes a quarterly newsletter that is mailed to nearly 1,000 stakeholders and is placed on the DVO website.

Social Media

DVP hosts a Facebook group and maintains a Constant Contact e-mail list to keep stakeholders up-to-date with activities in downtown.

Special Events

DVP was a major co-sponsor of the last two ArtWalk weekends downtown and is working with city staff on future events.

A DVO board member launched monthly Block Party events that close down part of Main Street and set up vendors, live music and cooking demonstrations. DVP is exploring an on-going sponsorship of this event.

With the loss of the Holiday Street Fair, DVP hosted a downtown tree-lighting event and provided holiday lighting installation to participating property owners. We hope to expand this event in 2010.

Recycle Bin Advertising

Through the DVO-controlled recycle bins, we are able to advertise upcoming events on a quarterly basis.

ADVOCACY & ADMINISTRATION

DVP is very active in advocating for downtown interests. In addition to the new thrift store regulations mentioned earlier, DVP works closely with departments throughout the city to effect positive changes for downtown.

In January 2010, the DVP board and the Executive Director agreed to end the employment relationship. Shortly thereafter, the board formed a search committee and launched a nationwide search for a new director. The new executive director will start in August and has an extensive background as a small businessperson/entrepreneur, developer and downtown economic development specialist.

ACTIVITIES & PROGRAMS

DVP Board of Directors & Committees

The DVP board is elected by the property owners and consists of a super majority of property owners as well. The board meets semi-monthly to set policy, implement programs and review finances. The board also receives regular updates from the Ventura Police Department, city staff and reports from each of the committees.

Downtown Action Team

DVP board members meet monthly with city department heads and city staff to set strategy and track progress on a large number of downtown programs, capital improvements and initiatives. The city, working closely with DVP, revamped the process in the spring to be more efficient and effective.

Parking Management

DVP is working closely with the city and the downtown Parking Advisory Committee to effectively manage the limited supply of parking in the district.

Public Safety

DVP and the Ventura Police Department are implementing new strategies to create a safer downtown district. Through the parking management program, a new foot patrol officer is now patrolling downtown and our SGI team is working to provide extra “eyes and ears” for the patrol officers. Working with the Redevelopment Agency, we were able to continue the program to add uniformed foot patrols during summer weekends.

PARK IT DOWNTOWN

New Parking Pay Stations

— IT'S YOUR CHOICE —

Public Parking
Free All Day
Free 4 Hour

PAY HERE

Coming to Downtown September 2010

UPCOMING EVENTS

- Ventura County Fair**
August 8-15
Ventura County Fairgrounds
- Aloha Beach Festival**
September 17-19
C Street Promenade
- California Beer Festival**
September 18
Mission Park

VENTURA CITY OF VENTURA DOWNTOWN VENTURA

SGI SNAPSHOT WORK ORDERS

STATISTICAL DATA

Request Types		
	Description	# of Work Orders
1.	Debris Removal - # of bags (Downtown Ventura)	140
2.	Remove feces human/dog, vomit (Downtown Ventura)	38
3.	Shopping Cart Retrieval # (Downtown Ventura)	38
4.	Broken glass (Bottles) (Downtown Ventura)	37
5.	Merchant/Business Contacts # (Downtown Ventura)	32
6.	Other (Downtown Ventura)	30
7.	Debris Removal - other (Downtown Ventura)	20
8.	Blow/Vac- # Block Faces (Downtown Ventura)	18
9.	Homeless - Contact (Downtown Ventura)	16
10.	Graffiti Removed - Paint (Downtown Ventura)	13
11.	Pan & Broom - # Block faces (Downtown Ventura)	13
12.	Information/Directions (Tourists) (Downtown Ventura)	12
13.	Public Drinking (Downtown Ventura)	8
14.	Graffiti Removed - Stickers (Downtown Ventura)	8
15.	Weed Abatement - # block faces (Downtown Ventura)	7
16.	Trash Cans - # bags (Downtown Ventura)	6
17.	Graffiti Removed - Other (Downtown Ventura)	6
18.	Trash Cans - # cleaned (Downtown Ventura)	5
19.	Graffiti reports - Paint (Downtown Ventura)	5
20.	Panhandling - Aggressive (Downtown Ventura)	3
21.	Homeless - Sleeping (Downtown Ventura)	3
22.	Suspicious person/s checked (Downtown Ventura)	3
23.	Pressure Washing - Parking Garage (Downtown Ventura)	3
24.	Litter & Debris (Ventura Service Center)	3
25.	Drug Activity Reported (Downtown Ventura)	2
26.	Other (Ventura Service Center)	2
27.	Bike-Found/Abandoned (Downtown Ventura)	2
28.	Vandalism (Downtown Ventura)	2
29.	Blood Clean Up (Downtown Ventura)	2
30.	Leaf Removal - # of bags (Downtown Ventura)	2
31.	Panhandling (Downtown Ventura)	2
32.	Vehicle Assistance (Downtown Ventura)	2
33.	Graffiti reports - Private Property (Downtown Ventura)	1
34.	Property Damage (Ventura Service Center)	1
35.	Broken Window Discovered (Downtown Ventura)	1
36.	EMS called (Downtown Ventura)	1
37.	Business Check (Downtown Ventura)	1
38.	Fire (Downtown Ventura)	1