

DOWNTOWN



VENTURA

DowntownVentura.org



Downtown Ventura Partners Improvement District

Work Plan 2014, approved unanimously on Dec. 4, 2013

About Downtown Ventura Partners

Downtown Ventura is unique urban neighborhood spanning 22-blocks of retail, office, residential and entertainment/ cultural uses. The District is managed by the Downtown Ventura Partners, a California nonprofit mutual benefit corporation established in 2008 and set for renewal in 2014.

The mission is to promote Downtown Ventura as a vibrant commercial and cultural destination. This is achieved through strategic capital improvements, enhanced maintenance and security, effective marketing and promotions, historic preservation education, and effective administration. This includes:

- 1 A clean, safe, well-lit, and inviting appearance, both day and night;
- 2 Appealing storefronts occupied with an eclectic variety of inviting and interesting retail and service businesses;
- 3 Activities that will attract and benefit area residents, businesses and visitors;
- 4 Historic architecture preservation and adaptive reuse that offers visual unity and quality experiences;
- 5 A healthy mix of retail, restaurant, entertainment and service businesses and to be known as having a reputation for welcoming and supporting new businesses, and;
- 6 Creative and lively places where people will shop, enjoy, remember and return.



District boundaries



What is a Property-Based Improvement District?

A Property Based Business Improvement District, or PBID, is a designated area in which property owners choose to assess themselves to supplement baseline city services for the benefit of property owners, merchants, businesses, workers, visitors and residents.

How is the PBID Funded?

Property owners within the PBID pay an annual assessment based on the square footage of their parcel and building.

What is the Purpose of the PBID?

The purpose of the PBID is to create and sustain a vibrant and prosperous City Center by: 1) Producing a consistently clean and attractive Downtown experience, 2) Attracting and retaining new businesses, 3) Cultivating a fun and vibrant Downtown, 4) Enhancing property values, sales, and occupancies, and 5) Helping Downtown businesses compete locally and regionally.

Why a PBID?

A PBID creates an efficient mechanism for property owners and businesses to fund and manage improvements in commercial areas, with the ultimate goal of promoting business activity and enhancing property values. A PBID is based upon the “mutual benefit” concept. Assessments on properties within a specific geographic district with the proceeds directed back to the district to provide services that benefit the district. California law does not allow discrimination based upon use. In other words, residential property within the district is assessed in the same manner as commercial and government property.

Who Oversees the Downtown Ventura PBID?

An 11-member board of directors is elected. Seven must be property owners who pay into the district. The Ventura City Council appoints one of its own to the board. The remaining seats can be filled with property or business owners in the district. The board oversees the PBID and is responsible for all key program, staffing, and budget decisions.

Are PBIDs Proven Entities?

Over the past 25 years, PBIDs have benefited more than 1,000 communities across the United States and Canada. They have been successful in improving areas wherever they have been enacted, including approximately 100 districts throughout the State of California, counting numerous districts in Oakland, San Francisco, San Jose, Santa Cruz, Los Angeles, and Santa Monica, among them.

Some Other Attributes of a PBID Are:

- 1 It is designed and created by those who will pay the assessment;
- 2 It is established through a petition and ballot process by the property owners who will pay the proposed assessments;
- 3 It is governed and implemented by those who pay through a 501c6 non-profit, private sector management organization that manages the day-to-day operations;
- 4 It provides for a set term of existence (5 years) and requires a new petition process, by those who pay, to renew the assessment district;
- 5 It allows a wide range of service options, including security, maintenance, marketing, economic development, special events, parking improvements, access improvements;
- 6 In California, all PBIDs are subject to the Brown Act and all meetings are open to the public.

Directors and staff

President	David Armstrong	Armstrong Advisors
Vice President	Doug Wood	Crowne Plaza Ventura Beach Hotel
Treasurer	Greg Smith	Smith-Hobson, LLC
Secretary	Mark Hartley	The Fitzgerald Hartley Co.
	David Comden	Southland Publishing
	Mark Draganchuk	Draganchuk Security & Patrol, Inc.
	Cheryl Heitmann	Ventura Mayor
	Mike Merewether	Plaza Park, LLC
	Jeff Smith	Smith-Hobson, LLC
	Ed Warren	Property owner
	Christy Weir	Ventura City Council

Staff

Kevin Clerici	Executive Director
Meredith Hart	Project Manager

Our approach

The Main Street Approach™ is a downtown management model developed by the National Trust for Historic Preservation. It has been implemented in over one thousand historic downtowns across the country. The DVP is using elements of this approach and maintains three of the four recommended committees:

- 1 Promotions
- 2 Streetscape (Design, Clean & Safe)
- 3 Economic Restructuring

In addition the DVP hosts the following committee meetings/events:

- 1 Restaurant Committee
- 2 Finance Committee
- 3 All-hands Quarterly Merchant Meetings
- 4 Annual Meeting
- 5 Downtown "Spotlight" events

Promotions Committee

The Promotions Committee's main goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in Downtown. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Downtown to the community and surrounding region. The Promotions Committee communicates Downtown's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

Economic Restructuring Committee

The Economic Restructuring Committee focuses on strengthening Downtown's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today's consumers.

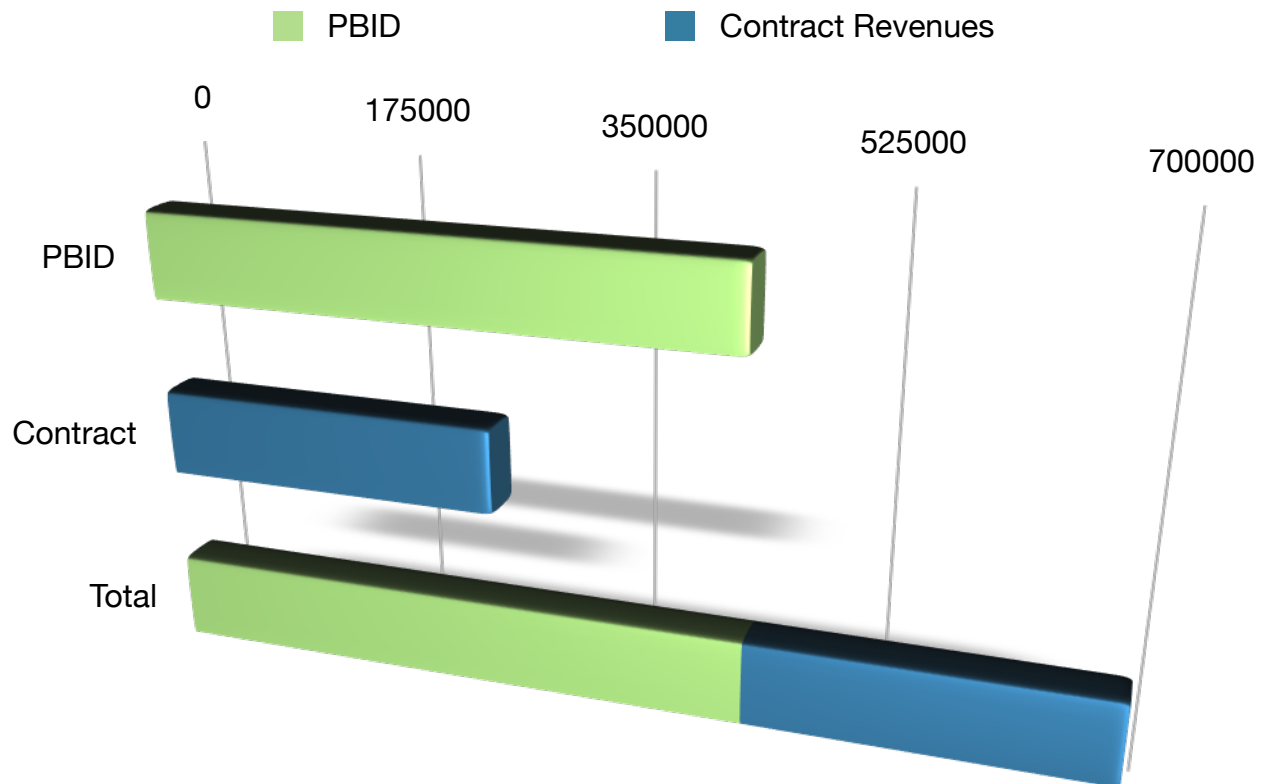
Streetscape Committee

The Streetscape Committee works on getting Downtown into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. The group takes advantage of the visual opportunities inherent to Downtown by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, safety and accessibility issues. An appealing and safe atmosphere, created through attention to all of these visual elements, conveys a positive message about Downtown and what it has to offer. Streetscape activities also include instilling good maintenance practices in the commercial district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.

Budget at a glance

- PBID Revenues: \$438,069* (*If every property owner pays their annual assessment. Historically, a few payments are not made and are tracked in bad debt and accounts receivable.)
- City Contract: \$144,000 for baseline services and additional Clean & Safe services.
- Crowne Plaza Ventura Beach Hotel Contract: \$55,572 for Security Ambassador services.
- Trolley Advertising and Operations Contracts through June: \$55,800 for 60 hours of trolley service per week. *Existing contracts run through June 30, 2014, with automatic renewal clauses.

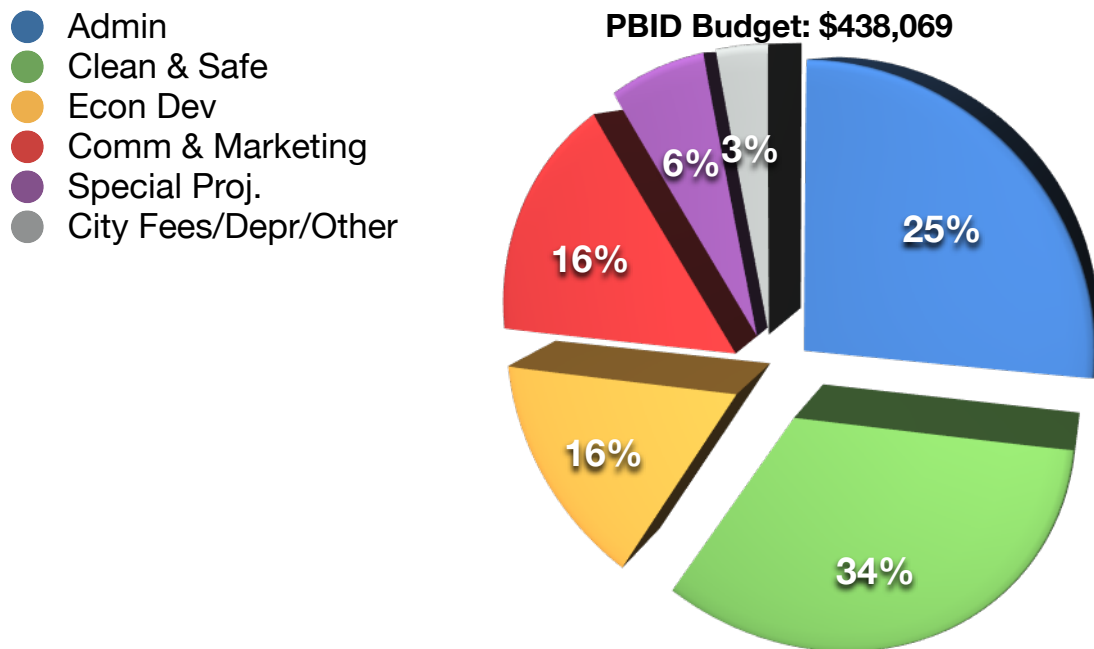
Total 2014 Projected Revenues: \$663,441



How the budget is spent:

The Management Plan adopted by the property owners requires PBID assessments be split among six funds:

- Clean & Safe: 34%, or \$148,943 (*Salary and staffing costs are shared among funds)
- Advocacy & Administration: 25%, or \$109,517
- Communications & Marketing: 16%, or \$70,091
- Economic Development: 16%, or \$70,091
- Special Projects: 6%, or \$26,284
- City Fees/Depreciation/Bad Debt: 3%, or \$13,142



Clean & Safe: \$148,943

Goal

Enhance Downtown's overall physical appearance through its buildings, streetscape, level of cleanliness, sidewalks, landscaping, parking lots, alleys and roadways resulting in perceptions of safety and accessibility.

Action Steps

Actions
Sidewalk Sweeping/Power Washing
Graffiti & Handbill Removal
Trash Removal
Landscape Improvement & Maintenance
Promenade Trash Removal & Garage Maintenance
Continued Planter Watering & Maintenance
Manage Landscape Architect Contract
Create and implement Streetscape Plan
Manage Big Belly Solar trash/recycling bin advertising contracts and program
Market & manage BBB's new Smart System work report program
Manage CalWorks Program
Work to add additional public restrooms
Reduce Panhandling and any occurrence on unauthorized public feedings
Track California Street bridge lighting and public art enhancements
Maintain Santa Clara Street kiosk and Mini Park lighting improvements
Work to implement alley enhancement project in the 500 block of Main
Work with partners to address needy individuals and reduce vagrancy issues
Maintain Festival Lighting and work to expand lighting where appropriate
Remove aging news racks from sidewalks, as needed
Continue development of a Downtown Volunteer Ambassador Program
Support, advocate for electrical system upgrades
Support, advocate for "parklets" pilot program and revised outdoor dining guidelines

Econ. Development: \$70,091

Goal

Recruit key businesses, developments, and venues that respond to the Downtown market needs including those of residents, employees, businesses and tourists.

Action Steps

Action Steps
Maintain Database (Property, Business, Contact)
Develop Fiber Initiative to expand fiber optic network throughout Downtown
When needed, assist prospective tenants as they navigate City's permit approval process
Market available spaces Downtown
Business and Office tenant recruitment, including the relocation of incubator tenants into office spaces
Track and support Residential Housing expansion
Identify a location and financing sources for a 2nd Parking Structure
Act as Liaison with Developers, City, and Various Commissions and Boards
Launch, implement new branding and positioning statement
Maintain on-street presence as often as possible
Track and identify funding sources for Welcoming Sign project on California Street
Meet with five existing businesses each week
Manage, distribute new Downtown Brochure
Work with partners to address undesired vagrancy behavior
Continue development of a Downtown Volunteer Ambassador Program

Comm. & Marketing: \$70,091

Goal

To market existing businesses, events, available spaces and business opportunities, and to promote an enhanced vibrant image of Downtown.

Action Steps

Action Steps
Restaurant, Retail Listings & Map
Manage Downtown Brochure (Map, Parking, Events)
Merchant/Stakeholder Interface
Research and explore Mobile site
Update & Maintain Website; add deals and custom pages
Quarterly Newsletter
Weekly Activities Eblast
Maintain Downtown Events Calendar
Maintain Social Media outlets, new branding effort and advertising and promotional campaigns
Downtown "Spotlight" Events
Ventura Film Society Film Series Collaboration
Annual Public Meeting
Identify funding sources and use guidelines for Welcoming Sign Project
Annual Financial Review and Activity Report
Support and Facilitate events, including launch of Summer Concert Series and encouraging the return of the Fourth of July Fireworks.
Work with Partners to Cross Promote Region (VVCB, Chamber of Commerce, VC Fairgrounds, Ventura Harbor, etc.)
Continue co-organizational role of Holiday Street Fair & Winter Wine Walk
Holiday Tree-Lighting Ceremony
Ventura Film Society Film Series Collaboration
Manage Downtown-Harbor Trolley promotions and contracts
Continue support of large events, including ArtWalk, Ventura Restaurant Week, Ventura Music Week, St. Patrick's Day Parade, Craftcation, July 4 Street Fair, Ventura Marathon, ATRA Classics on the Coast Car Show, Something Spooktacular Fest, among others.

Special Projects: \$26,284

Goal

To enhance the assets of the District, and to promote an inviting and vibrant image of Downtown. The Special Projects budget is reserved for opportunities and additional projects that present themselves during the life of the District, and is aimed at increased commercial activity which directly relates to increases in lease rates and enhanced commerce.

Action Steps

Action Steps
Launch, implement new branding and positioning statement
Family Reconnection Program, providing assistance for needy individuals to connect with their families or support group
Identify a location and financing sources for a 2nd Parking Structure
Identify financing sources for Welcoming Sign project
Promenade Improvements
Sponsorships
Create, implement Streetscape Plan for Downtown sidewalks
Develop, lead formation of Mission-Museum District plan
Support launch of Summer Concert Series
Work to implement alley enhancement project in the 500 block of Main
Work to add Public Art throughout Downtown, starting with the traffic control boxes