



Downtown Ventura Partners Improvement District

Work Plan 2017, approved on 12/07/15

About Downtown Ventura Partners

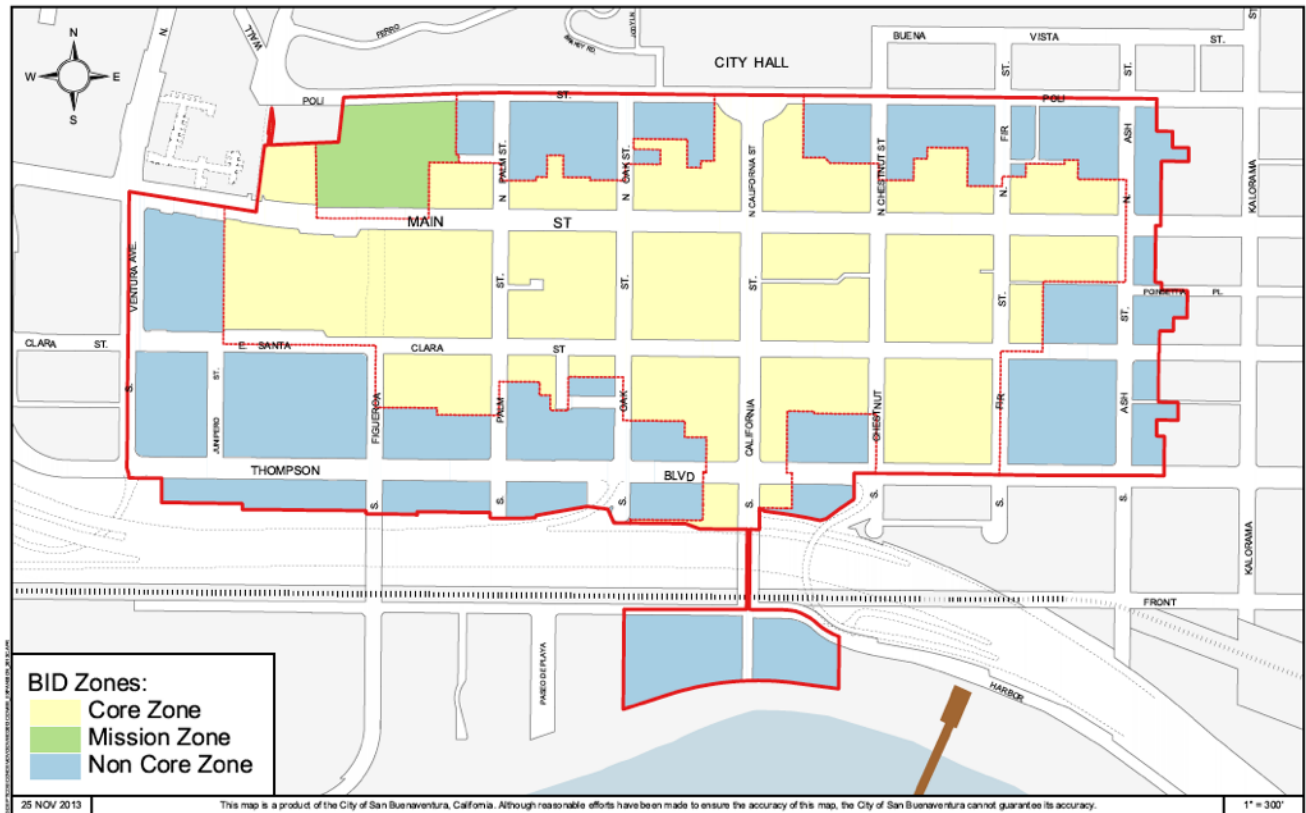
Downtown Ventura is a unique urban neighborhood spanning 25-blocks of retail, office, residential and entertainment/cultural uses. The District is managed by the Downtown Ventura Partners, a California nonprofit mutual benefit corporation established in 2008. Last year, the District was renewed until 2019 with 85% of voters in favor.

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.

How do I learn more?

DVP maintains a copy of all board minutes on its website, DowntownVentura.org. For questions or comments, you can contact Executive Director Kevin Clerici at kevin@downtownventura.org, or by phone at 805-641-1090.



Directors and staff (*as of January. Annual Board elections held in March.)

President	David Armstrong	Armstrong Advisors
Vice President	Doug Wood	Crowne Plaza Ventura Beach Hotel
Treasurer	Yvonne Besvold	Patagonia
Secretary	Mark Hartley	The Fitzgerald Hartley Co.
	Jeffrey Becker	The Becker Group
	Emily DeArkland	OFI Properties Management
	Debbie Fox	Fox Fine Jewelry
	Angie Hecht	Sespe Consulting
	Mike Merewether	Plaza Park, LLC
	Jeff Smith	Smith-Hobson, LLC
	Christy Weir	Ventura City Council

Staff

Kevin Clerici	Executive Director
Meredith Hart	Deputy Director

Block by Block

Steve Caramihai	Operations Manager
Vince Velasquez	Team Lead
Lisa Munoz	Clean/Hospitality Ambassador
Todd Schulties	Clean/Hospitality Ambassador
Sarah Thomas	Clean & Safe Ambassador
J Vazquez	Clean & Safe Ambassador
Anthony Wiggins	Clean & Safe Ambassador
Jaisson Abbud	Park Ambassador
Gary Shaw	Park Ambassador
Kevin Trejo	Park Ambassador
Lars Yahr	Park Ambassador
Jaisson Abbud	Trolley Driver
Nancy Ontiveros	Trolley Driver

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.

Pathways to Home Collaborative

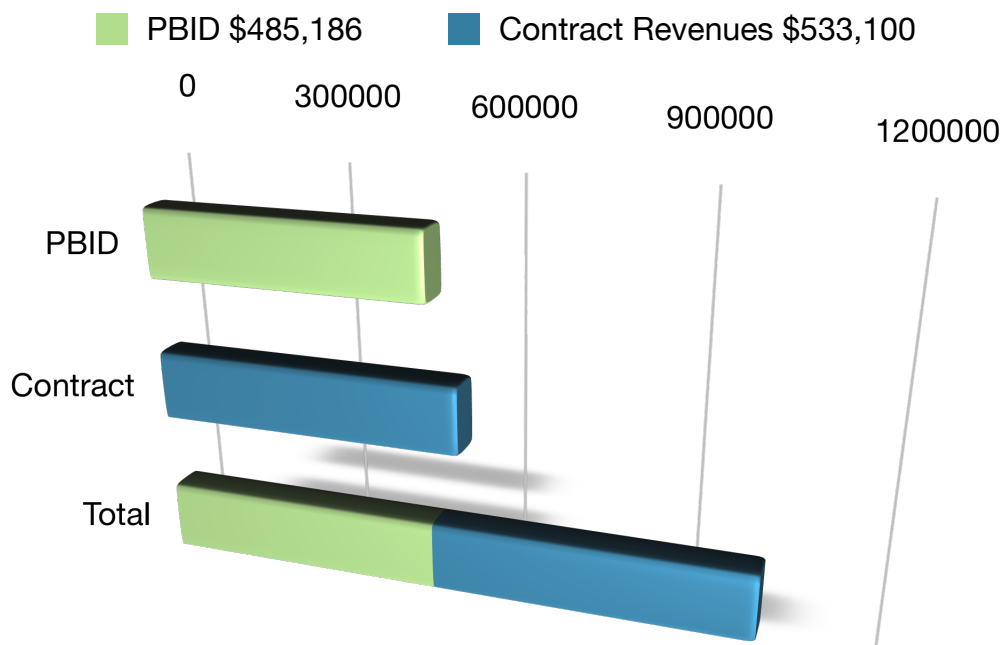
This unique, weekly roundtable features representatives from more than a dozen agencies and nonprofits, from law enforcement to Emergency Room staff to Salvation Army, who are focused on the most chronic homeless individuals and chronic abusers of the community safety net. The collaborative meets every Tuesday morning to discuss individual clients (often many times) and how best to serve their individual needs, from housing to mental health service to focusing on their addictions or how to address an abusive situation.

DVP and the Park Safety Ambassador program are often the first to interface with this clientele and work daily to compel individuals into the care they need. The goal is to help the individual obtain safe housing and the dignity of self-sufficiency, and to lessen or remove the negative impact on, among others, the Downtown community, law enforcement, the jail system and local Emergency Rooms.

Budget at a glance

- PBID Revenues: \$485,186 (*If every property owner pays their annual assessment. Historically, a few payments are not made and are tracked in accounts receivable.)
- City of Ventura Baseline Contract: \$172,000 for baseline services, including added Clean & Safe hours paid by the Downtown Parking District.
- City of Ventura: \$205,000 for daytime Park Ambassador services.
- Trolley Advertising and Operations Contracts through June: \$125,100 for 73 hours of Trolley service per week in the First Quarter and 60 hours per week in 2nd-4th Quarters. *Existing contracts run through June 30, 2017, with automatic renewal clauses.
- Big Belly Trash/Recycling Bins: \$31,000 in anticipated advertising revenues on the Big Belly trash/recycling units.

Total 2017 Projected Revenues: \$1,018,286

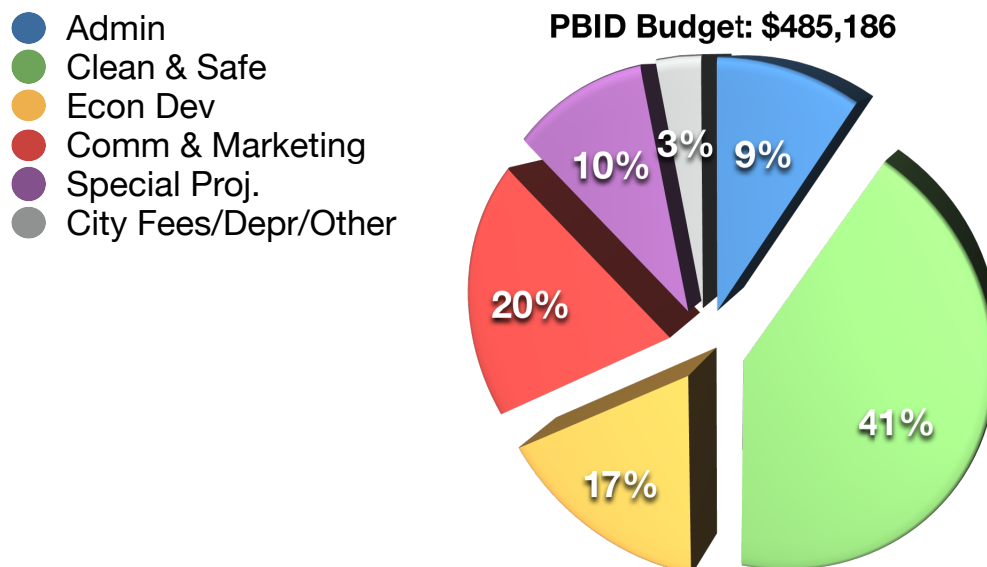


How the PBID budget is spent:

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

- Clean & Safe: 41%, or \$198,926 (*Salary and staffing costs are shared among funds)
- Advocacy & Administration: 9%, or \$43,667
- Communications & Marketing: 20%, or \$97,037
- Economic Development: 17%, or \$82,482
- Special Projects: 10%, or \$48,519
- City Fees/Depreciation/Bad Debt: 3%, or \$14,555

DVP budget at a glance:



Clean & Safe: \$198,926

Goal

Enhance Downtown's overall physical appearance through its buildings, streetscape, level of cleanliness, side-walks, landscaping, parking lots, alleys and roadways resulting in perceptions of safety and accessibility. Pays for Clean & Safe Ambassador staff, planters maintenance and materials, equipment, supplies.

Action Steps

Actions
Work with City to make permanent the "Park Safety Ambassadors" in Plaza Park, Mission Park and the Promenade.
Champion efforts with City Code & Planning staff on revisions to vacant building and vacant lot regulations.
Advocate for and support VPD's call for an Exclusionary Ordinance for stay-away orders for repeat offenders.
Track completion of California Street bridge lighting and public art enhancements.
Work with City, stakeholders to advance Playground concept, and other activation in Plaza Park.
Continue relationship with Holy Cross School, other stakeholders to activate Mission Park.
Maintain Festival Lighting and work to expand lighting where appropriate.
Remove aging news racks and furniture from sidewalks, as needed.
Advocate for City electrical system upgrades in tree wells along Main and California Street.
Advocate for increased and regular tree trimming of Palm Trees, especially those that generate fruit.
Daily trash & litter removal in expanded boundary.
Daily graffiti & handbill removal.
Daily sidewalk inspection and power washing, as needed, throughout entire District.
Landscape improvements & parking lot maintenance.
Promenade trash removal & parking structure monitoring and maintenance.
Planter watering & maintenance.
Manage landscape contract and seek ways to improve overall landscaping.
Develop, finalize and distribute Streetscape Plan, including outdoor dining guidelines.
Manage CalWorks and Goodwill partnership.
Reduce panhandling and any occurrence of unauthorized public feedings.
Work with Police, City, H2H and other partners to address needy individuals and reduce vagrancy.

Actions
Conduct lighting audit, particularly in and around parking lots, and work to add additional lighting as needed.
Work to resolve historic parking districts, including communication with City Attorney.

*Some items will be listed among multiple categories, as money for those items can come from multiple funds.



Econ. Development: \$82,482

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
Advocate for construction and financing plans for 2nd multi-story Parking Structure at Palm and Santa Clara streets.
Develop tracking mechanism in concert with Planning Staff for all applicants in the City's entitlement and building approval process, with monthly reports to the board focusing on progress and reasons for any issues/delays.
Expand promotion of brand mark and positioning statement.
Foster strong, collaborative relationship with City's E.D. Manager and Chamber of Commerce CEO.
Collaborate with VVCB to produce, distribute revised brochure. (Map, parking, events).
Track and advocate for Oak Street Off-Ramp Relocation.
Attend annual CDA conference in Long Beach.
Track and support Residential Housing expansion.
Maintain Database (Property, Business, Contact).
Work with Police, H2H and service partners to address undesired vagrancy behavior.
Produce and organize 3rd Annual Downtown Works Conference.
Continue to promote Fiber Initiative and work to secure City, Building Owner support to expand fiber optic network throughout Downtown.
Interface with Downtown Stakeholders, City, and Various Commissions and Boards.
Meet with five existing businesses each week.
Assist prospective tenants as they navigate City's permit approval process.
Market available spaces Downtown.
Expand Business and Office tenant recruitment, including the relocation of incubator tenants into office spaces.
Update Downtown Works Brochure.
Identify a location and financing sources for a 2nd Parking Structure.
Continue promotion of new branding and positioning statement.
Maintain on-street presence as often as possible.

Comm. & Marketing: \$97,037

Goal

To market existing businesses, events, available spaces and business opportunities, and to promote an enhanced vibrant image of Downtown. Pays for Advertising, Events & Enhancements, Eblasts, Newsletters, Co-Op Ads, Print Promotions, Sponsorships, Website maintenance.

Action Steps

Action Steps
Expand "Co-Op" advertising opportunities.
Expand Social Media contract, as well as ongoing branding efforts, advertising and promotional campaigns.
Re-introduce Restaurant Week in January.
Maintain Restaurant, Retail Listings & Map.
Collaborate with WVCB to produce, distribute revised brochure. (Map, parking, events).
Maintain frequent on-street presence and merchant/stakeholder interactions.
Manage, promote and oversee all contracts for Downtown-Harbor Trolley.
Implement FTA/VCTC grant for replacement Trolley in First Quarter.
Update and maintain Website and Share Spring; add custom pages as needed.
Prepare weekly "This Weekend Downtown" eblast.
Produce quarterly electronic Newsletter.
Maintain Downtown Events Calendar.
Coordinate Downtown "Spotlight" Events.
Hold Annual Public Meeting/Party.
Work with Partners to Cross Promote Region (WVCB, Chamber of Commerce, VC Fairgrounds, Ventura Harbor, etc.)
Support and facilitate events, including the 10 Plaza Park, monthly VC Art Market events in the Main Street Mini Park, the free performances by the Ventura Music Festival in the Santa Clara Mini Park.
Continue co-organizational, beneficiary role of Champagne on Main event in April, Tacos & Tequila Music Festival in July, California Beer Festival and Blues & Brews Festival in September and Holiday Street Fair & Winter Wine Walk in December.
Produce annual Harvest Moon Spooktacular on Oct. 28 and Holiday Tree Lighting Ceremony on Dec. 1, 2017.
Continue support of large events, including ArtWalk Ventura, St. Patrick's Day Parade, Craftcation, July 4 Street Fair, Ventura Marathon, Color Run, among others.
Work to brand DVP's annual Holiday Tree Lighting Ceremony.

Special Projects: \$48,519

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. Pays for Events & Enhancements, Business Recruitment, Auto Expense, Family Reconnection Program.

Action Steps

Action Steps
Manage tenants and leasing for 420 E. Santa Clara St.
Manage Downtown-Harbor Trolley program.
Manage Big Belly Solar trash/recycling bin program and secure advertising contracts.
Work with City to create year-round banner program.
Maintain Santa Clara Street kiosk and Mini Park lighting improvements.
Continue to implement new brand mark and positioning statement.
Continue to manage, fundraise for Family Reconnection Program, which provides assistance for needy individuals to connect with their families or support group.
Advocate for and help identify financing plan for a 2nd Parking Structure.
Continue DVP sponsorship program to assist other organizations.
Complete Streetscape Plan for Downtown sidewalks, including comprehensive handout.
Work with City to make permanent the "Park Safety Ambassadors" in Plaza Park, Mission Park and the Promenade.
Work to add additional Public Art throughout Downtown, including mural and traffic control boxes.
Restart talks on the Welcome Banner project on California St.

Admin & Advocacy - \$43,667

Pays for Staff Salaries, Accounting, Copier Expenses, Dues & Subscriptions, Insurance, Meetings/Seminars/ Workshops, Postage, Office Supplies, Auto Expense & Fuel, Meals & Entertainment.

County Fees/Taxes/Depreciation - \$14,555

Pays for Annual Independent Review, Annual DVP Tax Return, County Fees to process PBID Assessments, Depreciation.

