

DOWNTOWN *Ventura*



Budget and Priorities 2021

Downtown Ventura Partners

Property-Based Business Improvement District



The Voice of Downtown

Welcome to our great city. The Downtown Ventura Business Improvement District (d.b.a. Downtown Ventura Partners) has been serving Ventura's historic core for over 10 years. We lead with a clear mission: To make Downtown as clean and safe and economically viable (and fun) as possible. We step in to address particular needs above what the City can do. And the success of our Downtown is based upon partnership.

2020 brought unprecedented challenges — and unexpected opportunities. Faced with Covid mandates and Stay Home orders, we pivoted and reimagined Main Street as a public space, free of cars and invigorated with outdoor dining. This proved a lifeline to businesses and a flexible approach to post-pandemic life, where our built environment must be flexible and adapt. To this end, we eagerly serve as the voice for downtowners and play a vital role in the growth and vitality of our evolving urban core.

We couldn't be more proud of this evolution and support. 2021 will be a year of resilience, with added staff, strong funding and endless possibilities. We are rolling up our sleeves and jumping in.

Enjoy our city,

Kevin M. Clerici

Executive Director

Our Downtown is better than ever, and an important part of our City's economic vitality. The Downtown partnership includes strategic capital improvements, enhanced maintenance, events, and support for a growing mix of retail, restaurants and other innovative businesses. We are at an exciting inflection point.

Ventura Mayor Matt LaVere

Our Mission

Downtown Ventura Partners promotes Downtown Ventura as a vibrant residential, 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:

- ◆ A clean, safe, well-lit, and inviting appearance, both day and night.
- ◆ Appealing storefronts occupied with an eclectic variety of inviting and interesting retail and service businesses.
- ◆ High-quality activities and events that will attract and benefit area residents, businesses and visitors.
- ◆ Historic architecture preservation and adaptive reuse that offers visual unity and quality experiences.
- ◆ A healthy mix of retail, restaurant, entertainment and service businesses and to be known as having a reputation for welcoming and supporting new businesses.
- ◆ Creative and lively places where people will live, work, shop, enjoy, remember and return.
- ◆ Improved connections with our natural resources, from our beaches and state parks to the Ventura River to the Ventura Botanical Gardens and public spaces.



A Robust Vehicle for Success

PBID Explained

Separate Parts Contributing to a Collective Whole

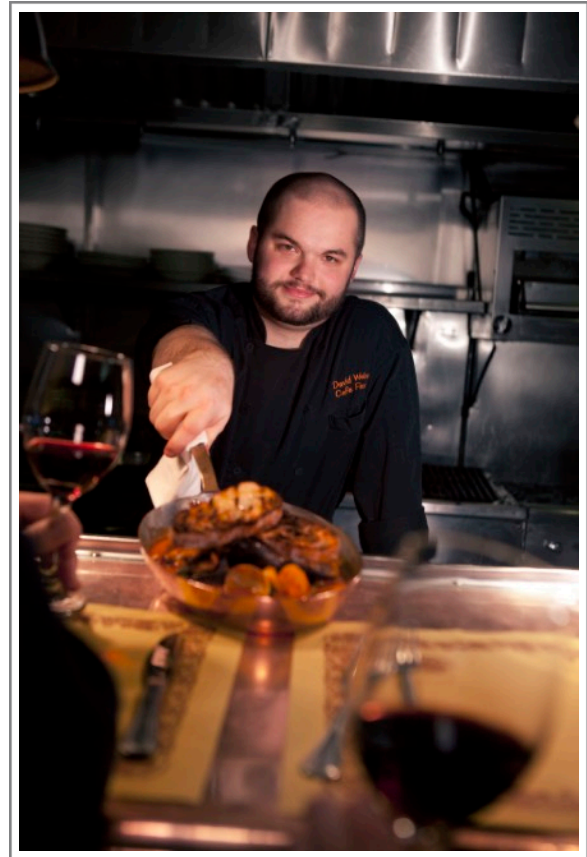
Downtowns, new and old, frequently rely on a skilled management firm like Downtown Ventura Partners to navigate economic changes.

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

Priorities

In its basic form, a PBID creates and sustain a vibrant and prosperous City Center by:

- ◆ Producing a consistently clean and attractive Downtown experience
- ◆ Attracting and retaining new businesses
- ◆ Cultivating a fun and vibrant Downtown
- ◆ Enhancing property values, sales, and occupancies
- ◆ Helping businesses compete locally and regionally



Making a Difference Across the Country and State

Over the past 25 years, PBIDs have benefited more than 1,000 communities across the United States. They have consistently been successful in improving areas as diverse as Oakland, San Francisco, San Jose, Santa Cruz, Los Angeles, and Santa Monica.

Inner Workings

The Model in Ventura

Property owners within the established footprint of Ventura's PBID pay an annual assessment based on the square footage of both their underlying parcel as well as any building on top of it.

An 11-member board of directors oversees the organization's work. Seven must be real property owners who pay into the district. The Ventura City Council appoints one council member to the board. The remaining seats can be filled with business owners or nonprofits in the district.

Regular meetings are open to the public. Board minutes are available at www.DowntownVentura.org

Directors and Staff*

*As of January 2021. Annual elections held in March.

President	David Armstrong	Armstrong Advisors/Smith-Hobson
Vice President	Mark Hartley	The Fitzgerald Hartley Co.
Treasurer	Yvonne Besvold	Patagonia
Secretary	Emily DeArkland	OFI Properties Management
	David Comden	The Ventura County Reporter
	Debbie Fox	Fox Fine Jewelry
	Eddie Melendez	OFI Properties Management
	Mike Merewether	Plaza Park, LLC
	Danny Quintana	Crowne Plaza Ventura Beach Hotel
	Whitney Riles	Findings Market
	Joe Schroeder	Ventura City Council

Staff

Kevin Clerici	Executive Director
Megan Hook	Social Media Manager
Ashley Smith	Office Coordinator

Block By Block

Steve Caramihai	Operations Manager
J Vazquez Jr.	Team Lead
Aaron Rocha	Clean & Safe Ambassador
Anthony Evans	Clean & Safe Ambassador
Anthony Rodriguez	Clean & Safe Ambassador
Alberto Hernandez	Clean & Safe Ambassador
Anthony Wiggins	Clean & Safe Ambassador
Franky Rodriguez	Clean & Safe Ambassador
Gary Shaw	Park Ambassador
Jesus Alonzo	Clean & Safe Ambassador
Juan Avelar	Clean & Safe Ambassador
Kyle McDonald	Park Ambassador
Richard Winder	Clean & Safe Ambassador
Sean O'Sullivan	Park Ambassador
Shadoe Austin	Park Ambassador
Steven Vazquez	Clean & Safe Ambassador
Tim Higgins	Park Ambassador
Victor Ramirez	Park Ambassador
Zachary Orozco	Park Ambassador

2021 Budget

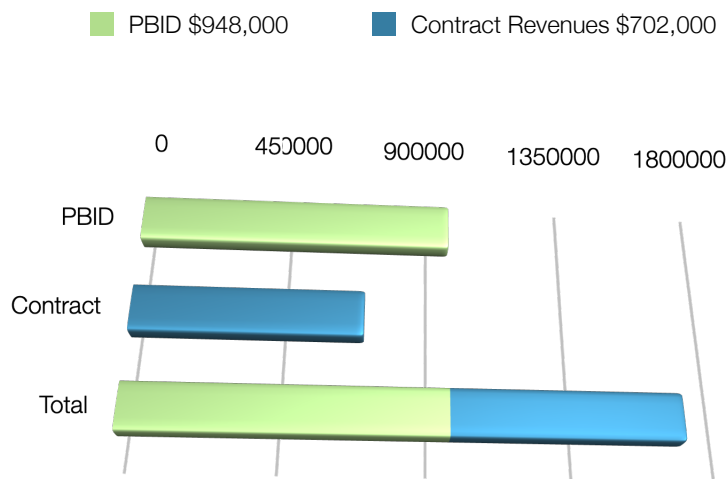
Building on Success

A budget is a statement of one's values and priorities. Downtown Ventura Partners, through outreach and stakeholder input, prioritizes programs and strategic services that address fundamental needs of the District. The Main Street Moves street closure is evidence of DVP's focus on consistent, high-quality services to property owners, merchants, businesses, workers, visitors and residents. We look forward to building on that success as we enter year 2 of our 10-year window of service and growth.

Budget Grows with District Expansion

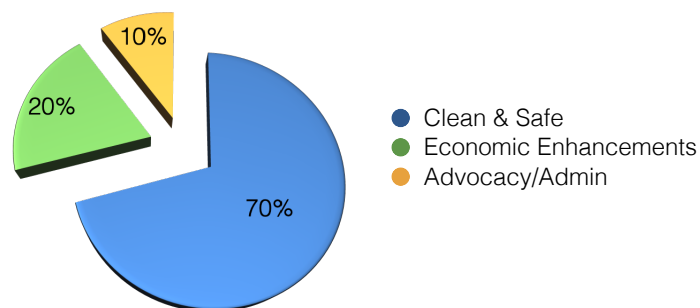
The budget projection for 2021 is \$1.65 million, up from to \$1.1 million in 2019.

The funds derive from two major sources: PBID Assessment fees paid by property owners, totaling \$948,000, and contracts, sponsorships and building revenues totaling a projected \$702,000.



PBID Allocation

Downtown Ventura Partners, listening to stakeholder input, prioritizes its commitment to keeping the district **Clean & Safe** by allocating 70% of assessments (\$671,500) to this critical service. Another 20% (\$178,500) supports **Economic Enhancements**, from events and our newsletter to business recruitment and retention programs. The final slice of the budget earmarks 10% of funds (\$98,000) to **Advocacy & Administration**, which includes DVP's outreach, administrative expenses and advocacy at City Hall and other agencies.



DVP 2021 Priorities

- ◆ Successfully extend the Main Street Moves street closure as a flexible, welcoming public space amid ever-changing pandemic conditions.
- ◆ Continue to emphasize District wide cleanliness, particularly steam-cleaning.
- ◆ Collaborate with the CLUE Group to produce a forward-thinking Downtown Economic Recovery action plan, and initiate a visioning process for Main Street and its possible permanent closure or evolution.
- ◆ Advance our parking goals related to the new parking structure and other development plans in progress.
- ◆ Continue to engage all existing and new stakeholders, with an emphasis on providing Covid financial assistance opportunities and financial consulting.
- ◆ Promote & market Downtown as an authentic and activated cultural and retail space and increasingly residential hub of the community.
- ◆ Continue stewardship of the expanded Park Safety Ambassador Program, and seek to expand evening hours in summer.
- ◆ Support the creation of City Outdoor Dining Guidelines for greater outdoor dining opportunities in post-pandemic times.
- ◆ Support completion of JDA West's Haven/Coastline apartment community and champion improvements and connection to the Pier/beach at South Ash Street.
- ◆ Partner with Code Enforcement to educate and ensure Covid compliance and clean up derelict or abandoned properties.





SPOTLIGHT | Programs That Shine

Park Safety Ambassadors

Park Safety Ambassadors play a crucial role in the daily life of our urban center. They keep our parks and public spaces welcoming for all to enjoy. They are easy to identify with their red apparel, radios and bicycles.

You will see them go out of their way to actively engage park users with a friendly greeting. They also check in with our many visitors to offer directions, information or recommendations.

Ambassadors take pride in getting to know individuals who end up on our streets, for whatever reason, without a home. We strive to “touch” these folks every day, often multiple times a day, to know each individual on a first-name basis. Ambassadors develop relationships over time to better understand an individual’s past traumas, afflictions and current needs. These relationships often result in win-win situations: individuals know they can trust Ambassadors to honor their dignity, while Ambassadors can provide guidance to support an individual into housing, appropriate medical or mental care and minimize disruptive public behavior. Above all, they focus on behaviors, not a person’s housing status, which ultimately can change.

Community Intervention: This program, led by Police, helps chronically homeless individuals obtain safe, stable housing and the dignity of self-sufficiency, while reducing the negative impact on the community. Via a weekly roundtable, over a dozen agencies discuss clients and custom design action steps to move clients forward. Learn more at: <https://downtownventura.org/park-ambassadors/>

Family Reconnection: DVP’s Family Reconnection Program provides transportation to needy individuals who end up vulnerable on Ventura’s streets and wish to reconnect with a family member or support group. The program works to place the client in an environment best suited for personal success. Learn more at: <https://downtownventura.org/reconnection/>

A Day In The Life

On the Street

Every morning at 7am, uniformed, trained Clean & Safe Ambassadors grab their brushes and pans and hit the streets to remove litter, graffiti and debris, while ensuring our many guests and visitors are comfortable and welcome. We believe in fighting grime one block at a time!

On Bikes

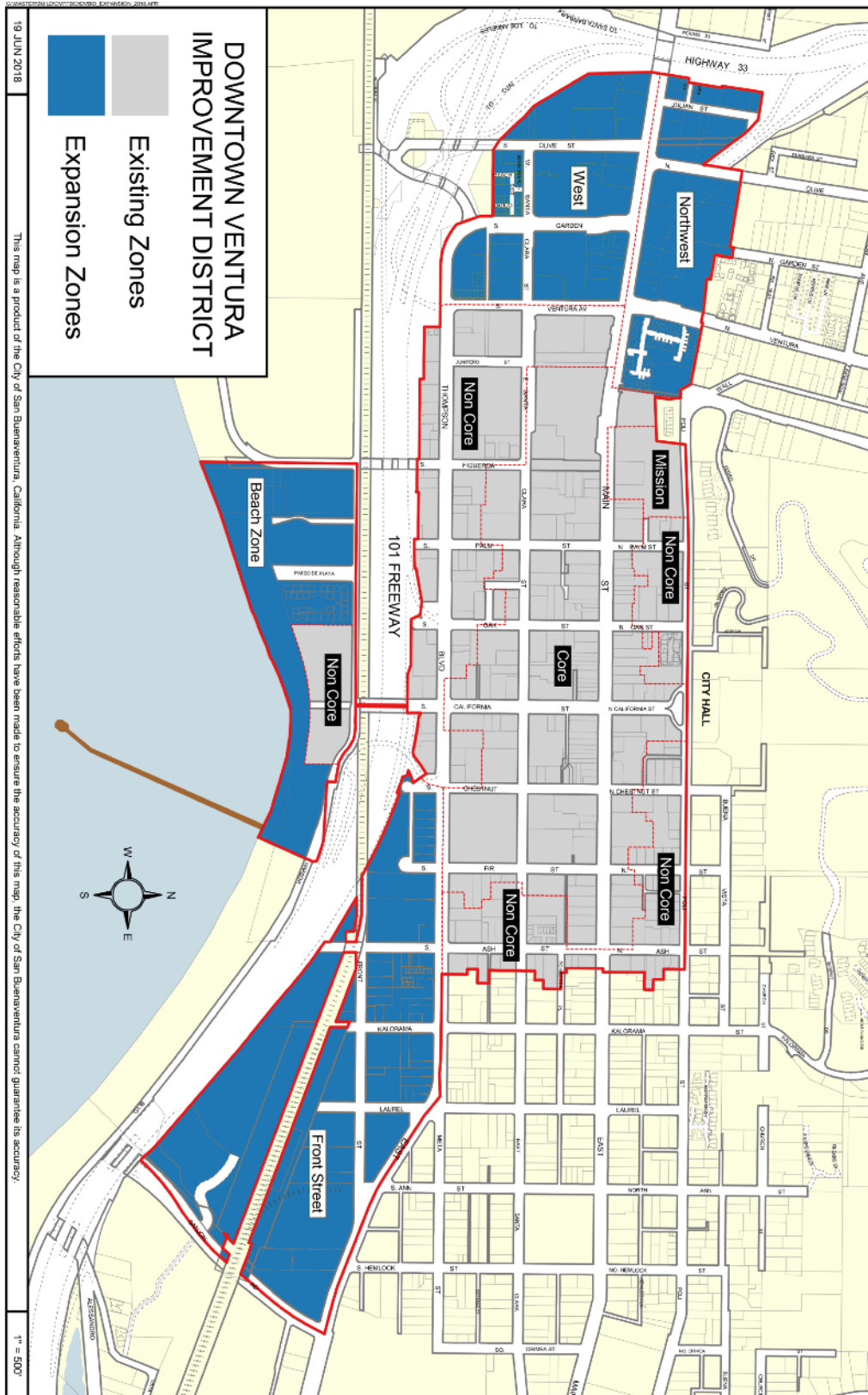
Highly recognizable in their red uniforms and on bikes, our Park Safety Ambassadors act as Downtown goodwill promoters, providing visitors with directions and assistance while also acting as “eyes and ears” for local law enforcement agencies to control nuisance behavior. Park Ambassadors patrol Downtown streets seven days a week, from 8am to 7pm and as late as 9pm on Friday and Saturdays.

At a Desk

DVP staff — Kevin, Megan, Steve & Ashley — are direct liaisons for our small business community and are on call to help current and new owners and residents navigate their way through City and County permits and processes. They monitor the pulse of Downtown by tracking demographics, vacancy rates and housing and commercial development to help people understand the market. Armed with small business experience, our team understands the perspective of owners and investors and has the know-how to get things done.



Expansion: New District Boundaries



Come here. Stay here. Love it here.
@downtownventura

