

# DOWNTOWN PBID

Property Owners support PBIDs in Sacramento and Visalia

I am a commercial developer who has focused the majority of my efforts in downtown Sacramento for the past 20 years. When I arrived in town in 1988, there was no vision for downtown that was clearly and consistently communicated by either the City Council or by any advocacy group. The only real advocacy group was one that had a few retailers involved but no real budget and very poor leadership.

During the severe economic downturn of the early 1990's, I was involved with Dan and other business leaders, with strong support from Mayor Joe Serna, in forming the Downtown Sacramento Partnership (DSP) and its PBID. That effort has proven to be one of the most pivotal events for Sacramento in the past 20 years.

The DSP has been the primary mover of Sacramento's downtown planning and development efforts by forging the interests of all of the private and public entities with stakes in downtown as the largest economic engine in the City. The DSP is first and foremost the voice of downtown property owners and businesses, and it provides irreplaceable services to those entities through its Clean and Safe Programs and its focused marketing efforts.

If I came to Fresno as a retail tenant or developer/investor and found there to be no similar entity to DSP, I would be very concerned about the viability of any project I would want to propose because its success would depend upon a unified vision of the downtown and its centralized marketing and advocacy.

I am happy to answer any questions you may have.

Sincerely, David Taylor,  
President, David S. Taylor Interests, Inc.

For us, the property values have maintained over the last 10 years we've had a PBID. People feel comfortable and safe when they shop and dine here. Buildings are filled and lights are on.

Bob Link  
Links Mens and Womens Wear  
Visalia City Council

When I came to this area, I learned that Visalia had an established property owners group (PBID) and Fresno didn't, so I invested in Visalia.

William Martin  
Martin & Martin Properties

