

DOWNTOWN PBID

Q&A ON THE BACK

Improvements and Services

ECONOMIC ENHANCEMENTS: ALL ZONES

Based upon property owners input from interviews, surveys and forums, economic enhancements were considered most important. To actively improve the downtown business climate, combat Fresno's lingering stigmas and the challenges associated with a prolonged national economic recession, new downtown-wide economic enhancements designed to fill building vacancies and storefronts will be supported by the PBID.

A collaborative approach is proposed, whereby multiple property owners and real estate professionals will work collectively with civic leaders to promote the advantages of downtown as a business location. Based upon "best practices" from other PBIDs in major downtown markets throughout the country, three primary program activities included:

- Business Retention and Recruitment
- Image and Marketing
- Leadership and Policy

ENVIRONMENTAL ENHANCEMENTS: ZONES 2 & 3

Environmental enhancements will include ambassador services to enhance both the reality and perception of public safety, streetscape and signage to make downtown more attractive, and parking management initiatives to better utilize existing parking and plan for future needs.

Environmental enhancements are proposed along Downtown's key Van Ness and Fulton Mall corridors. In this area, PBID resources will be concentrated to make Downtown's most highly visible vehicular and pedestrian corridors safe, attractive and easy to use. Key environmental enhancements include:

- Ambassadors
- Streetscape Enhancements
- Parking Management

FULTON MALL ACTIVATION: ZONE 3

For properties along Fulton Mall from Tuolumne to Inyo, an additional assessment has been adopted to support a full time mall manager and Fulton Mall activation program. The mall manager is envisioned to provide a variety of marketing, communications and support services for Fulton Mall property and business owners.

ECONOMY

| | | |
|--|--------|-------------------|
| Marketing Manager (\$50K x 20%) | 60,000 | |
| Market Research & Business Development | 20,000 | |
| Image Enhancement – Consumer Marketing | 60,000 | |
| Website, electronic marketing | 20,000 | |
| Special Events | 30,000 | |
| Total Economy | | \$ 190,000 |

ENVIRONMENT

| | | |
|------------------------------------|---------|-------------------|
| Clean & Safe | | |
| Ambassadors (160 hrs/wk @ \$12.50) | 104,000 | |
| Insurance, Workmans Comp, Etc. 20% | 21,000 | |
| Streetscape Enhancement Allowance | 50,000 | |
| Parking Management Strategies | 10,000 | |
| Total Environment | | \$ 185,000 |

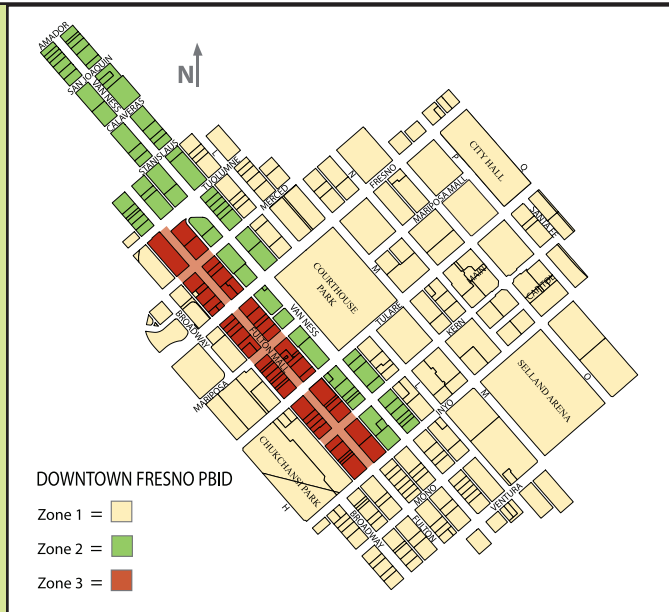
FULTON MALL ACTIVATION

| | | |
|-------------------------------------|--------|------------------|
| Fulton Mall Manager (\$37K x 20%) | 44,500 | |
| Total Fulton Mall Activation | | \$ 44,500 |

ADMINISTRATION AND ADVOCACY

| | | |
|--|--------|-------------------|
| Executive Director 67% (\$85K x 20%) | 68,340 | |
| Administrative Asst 67% (\$25K x 20%) | 20,100 | |
| Rent, Audit, Bookkeeping, Supplies, etc. | 41,560 | |
| Total Administration and Advocacy | | \$ 130,000 |

| | | |
|-------------------------|--|-------------------|
| Delinquency Contingency | | \$ 57,500 |
| TOTAL | | \$ 607,000 |



DOWNTOWN PBID

SERVICES, BUDGET AND MAP ON THE FRONT

Questions and Answers

What is the Downtown Fresno PBID?

The PBID (property-based business improvement district) is a special district where property is assessed to fund specific downtown improvements and services in addition to those provided by the City of Fresno. A majority of property owners (based on assessments) have signed petitions and marked ballots to form the district. A governing board of property owners will oversee the budget and operations.

What services will the PBID provide?

The PBID management plan was created from input from property owners, focusing on economic and environmental enhancements. Programs and incentives attract, grow and incubate new businesses. Marketing and promotions improve downtown's image and invite consumers to downtown. Special events attract residents and visitors. Ambassadors help serve as "eyes and ears" for police by acting as witnesses to nuisance crimes such as aggressive panhandling and public urination, connect unhoused people on downtown streets to social services and provide information about downtown activities and establishments.

Streetscape and signage make downtown more attractive, and parking management initiatives better utilize existing parking and plan for future needs. Fulton Mall activation provides coordinated programming of the Fulton Mall with events, entertainment and activity.

Beyond services, what else will the PBID do?

City of Fresno efforts on behalf of Downtown Fresno have improved in the last year, but that alone will not create the economic vitality sought by property owners. The PBID will provide property owners with a strong advocacy position in furthering Downtown revitalization. In addition, the nature of this public-private partnership will assure greater cooperation between public and private sectors in creating a vibrant Downtown Fresno.

Who will manage the Downtown PBID?

The PBID Owner's Association will be the Downtown Association of Fresno with a reconfigured board of directors consisting primarily of property owners within the District. The PBID Owner's Association will determine budgets and monitor service delivery.

Will the City reduce existing services?

No! The City of Fresno has established and documented the base level of preexisting City services and has articulated its intention to continue to deliver and/or pay for these services. The PBID will not replace any general City services.

Is this PBID unique to Fresno?

More than 1,000 PBIDs exist throughout North America, and in California more than 80 PBIDs have been established since 1995. These districts are viewed as an effective way to help business districts compete in an increasingly competitive retail environment.

What about the BIA?

The existing BIA (business improvement area) raises assessments through business tax fees of retail and restaurant businesses within the Central Business District. It is recommended in the PBID management plan that the BIA be eliminated and its services be replaced by the PBID.

How much will it cost me?

Assessments are based on benefits. Those in Zone 1 pay for economic enhancements. Those in Zone 2 pay for economic and environmental enhancements. Those in Zone 3 pay for economic and environmental enhancements plus Fulton Mall activation. Adjustments are made for nonprofits and residential uses.

The assessment rates are computed from property lot and building square footage. The rate chart is available at www.downtownfresno.org/pbidresources in the management plan, the management plan summary and the newsletter.

How long does the PBID last?

By state law, the PBID has a five-year life. Any subsequent renewal of the district would require a new management plan, petition and mail-ballot process like the one just completed.

More at www.downtownfresno.org/pbid or call 490-9966 x11