

DOWNTOWN PBID

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

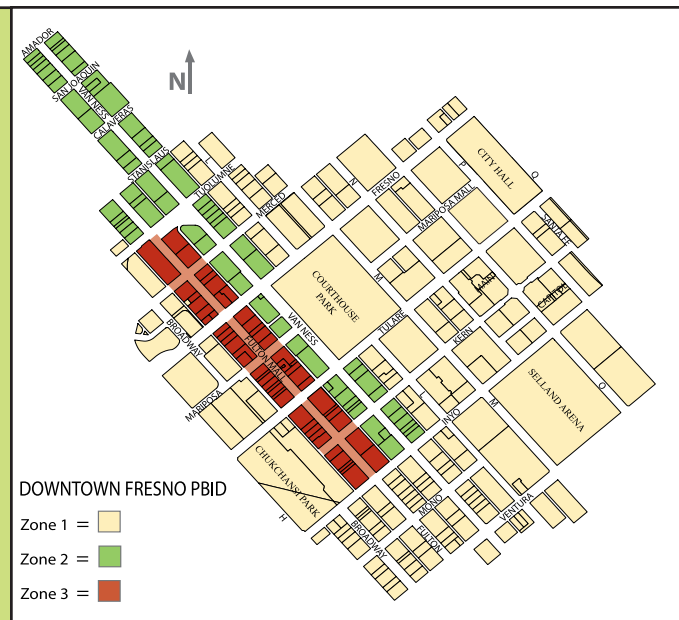
Fulton Mall Manager (\$37K x 20%)	44,500
Total Fulton Mall Activation	\$ 44,500

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
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TOTAL	\$ 607,000
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More at www.downtownfresno.org/pbid

DOWNTOWN PBID

PBID Formation

Although a PBID has been suggested for Fresno for over 10 years, the private sector property owners started gathering momentum behind the idea in 2008 when they brought an International Downtown Association Advisory Panel to town. They hired a formation consultant and began earnest work on the district in December, 2008. Property owners held meetings and conducted surveys throughout 2009, culminating in the PBID petition launch in October, 2009.

In order to legally form the district, the governing body (City of Fresno) supported the private property owners' decisions. When Mayor Swearingin took office in January, 2009, and formed the Downtown and Community Revitalization Department, there was strong staff support for the idea. The City Council showed their support in March, 2009, by approving a loan to the private property owners to pay a portion of the formation consultant fees. They were very clear that when the property owner petitions were brought back to them, there must be a majority of private sector support, based on assessments.

On April 22, 2010, the Fresno City Council and Redevelopment Agency met to review the private sector progress. Over half of all private sector property owners, based on assessment, signed their petitions in support of the district. The City and Redevelopment Agency then approved signing their petitions in support of the private sector property owners' decision. On May 6, the City Council ordered that ballots be sent to all property owners to determine their support for the district.

On June 24, a public hearing was held. All those who spoke supported the PBID. The ballots were counted by the City Clerk with a 2-1 ratio of support, based on assessments. The City of Fresno and the County of Fresno, as the largest property owners, remained neutral in this balloting process in order to allow the private sector properties to make the decision.

The Fresno City Council then approved a resolution of formation to enact the district.

While it's safe to say that there's no silver bullet to revitalizing Downtown Fresno, the grass roots effort that has culminated in the final formation of the PBID is about as close as it gets. This stepping stone to a vibrant Downtown Fresno brings everyone on board in a public-private partnership, creates a strong advocacy position for the private sector, and improves upon existing efforts for marketing, business recruitment/retention, cleanliness and safety, parking, special events and the activation of Fulton Mall.

Similar partnerships have successfully improved Downtowns across the state (more than 80 in California) and around the country (more than 1200).

PBID Organization

Interested property owners formed the PBID Steering Committee in July, 2010. They began work to create the legal framework for the property owner district, working in conjunction with the Downtown Association of Fresno Executive Committee. Work includes assuring representation on the PBID board, preparing the election process, holding the board election and updating the bylaws.

One of the first decisions made by the PBID Steering Committee was to change the name of the organization to PBID Partners of Downtown Fresno. Since then, the bylaws have been written in draft form, and are being reviewed. The election process has begun with the mailing of the nomination papers.

Another decision was to allow all interested PBID Assessment Members (property owners with the PBID boundaries who pay assessments) the opportunity to run for the board. The Board of Directors, which operates the PBID Partners of Downtown Fresno on behalf of the property owners, will be elected by those property owners.

On January 1, 2011, the Downtown Association of Fresno officially transitions into PBID Partners of Downtown Fresno, the PBID owners association with a board comprised primarily of property owners. When the elected board meets, they will begin development of specific programs that will turn the Management Plan (document approved by property owners during formation) into action for Downtown Fresno revitalization.

It is an exciting time in Downtown Fresno.