



# INTRODUCTION TO PBIDS

CITY COUNCIL MEETING, OCTOBER 21, 2019

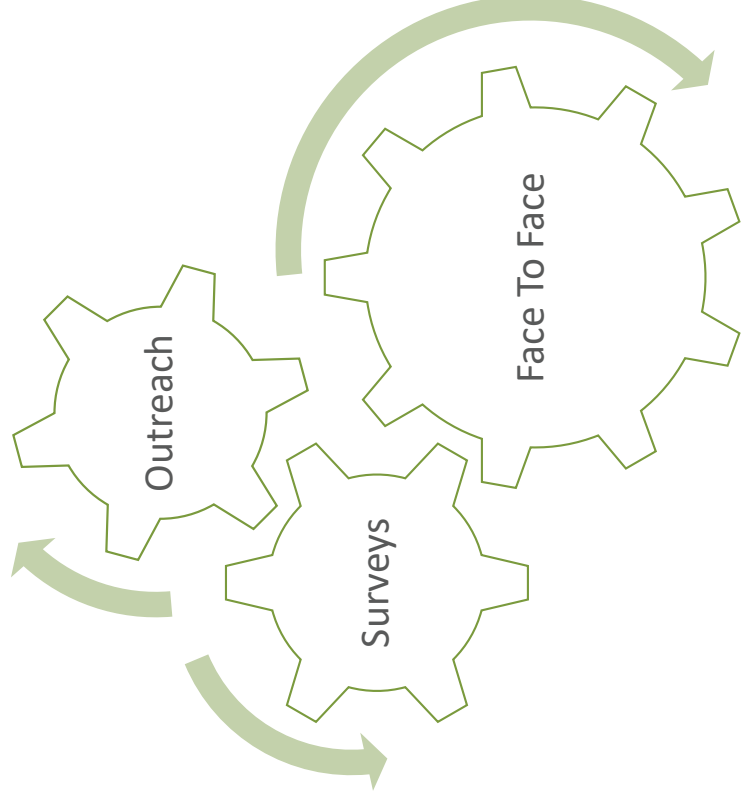
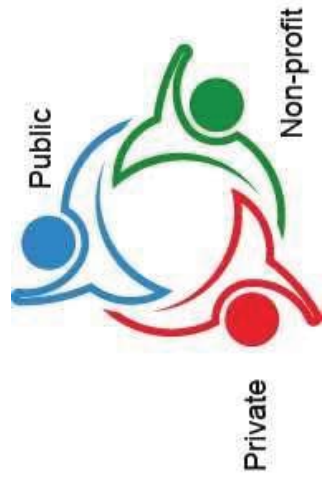
# PURPOSE – PROPERTY BASED IMPROVEMENT DISTRICT

- Voluntary Benefit District
- Enhance Downtown Merced
- Economic , Beautification, Improvements, and More



## GETTING STARTED – GETTING BUY-IN

- Building Momentum
- Issue Request for Proposal
- Owners and Stakeholders





## PBID EXAMPLE - VISALIA



July 15, 2019 – (EXCERPT)

Downtown Visalia business district renewed for 10 more years

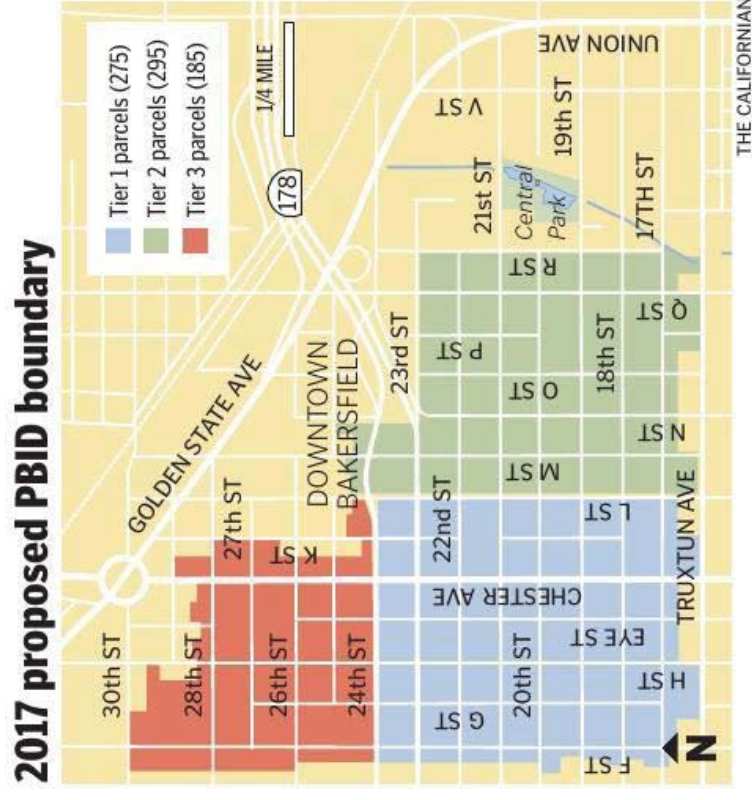
PBID services include 24-hour security, economic development, graffiti removal, maintenance of public areas, parking, and political advocacy regarding issues affecting business.

The approved budget for the renewal is \$500,291 for first year. There are two zones that make up the PBID: Zone 1 and Zone 2. The assessments are \$0.140 per square foot in Zone 1 and \$0.045 per square foot in Zone 2.



# PBID BOUNDARIES - WHO'S IN – WHO'S OUT

- Business Improvement Area
- Zoning
- Existing Uses
- Frontages
- Downtown Strategy
- High Speed Rail/ACE Train



# PBID – THE STEERING COMMITTEE

- Property Owners
- Business Owners
- Organizations
- Residents

Ambassadors & Network

Vision & Values

Surveys – What do you want?




# THE PBID MANAGEMENT PLAN PLAN THE WORK, WORK THE PLAN

- Serves as the Road Map
- Establishes the Budget
- Develops the Program
- Implementation
- Environmental
- Economic
- Activation

**Downtown Chico**  
Property Based Business Improvement District

**Management District Plan**



City of Chico, California  
February 2017

Prepared by  
Kristin Lovell, Inc.

Prepared pursuant to the State of California  
Property and Business Improvement District Law of 1994  
and the City of Chico Ordinance 1994-01  
to create a property-based business improvement district.

**ATTACHMENT 1**

## PBID – ASSESSMENT OPTIONS

- Per building square feet
- Per property square feet
- Zones of Benefits
- Ground Floors
- Upper Floors
- Collected with Property Taxes





# PBID – THE VOTE TO BE OR NOT TO BE

- Subject to Prop 218
- Ballot is Required
- Property Owners
- 5-Year
- Reporting
- Renew

**CITY OF CHICO  
ASSESSMENT BALLOT  
Downtown Chico Property-Based Business Improvement District**

This ballot is cast with regard to an annual assessment for the duration of five (5) years. The amount indicated below is the proposed authorized assessment rate for the assessment is approved, then in each of the subsequent years the assessment may be increased by no more than five (5%) percent. The City Council is not required to conduct additional balloting proceedings in the subsequent years to 5%.

This ballot may be used to express either support for, or opposition to the proposed assessment district. In order to be counted, this ballot must be signed below by an individual who is not an individual by an authorized representative of the owner. The ballot must then be delivered to the City Clerk, either by mail or in person, as follows:

- By Mail: Place in the return envelope provided, provide stamps for first class postage, seal the envelope and place in the mail not later than one calendar day after the date of mailing later than this deadline creates the risk that the ballot may not be received in time to be counted.
- In Person: Place in the return envelope sealed to the City Clerk at any time up to 6:00 p.m. on July 5, 2017 at the City Clerk's office at 411 Main Street, Chico, CA 95926. For the protest hearing itself on July 5, 2017 at 6:00 p.m. at the City Council Chambers at 421 Main Street.

However delivered, the ballot must be received by the City Clerk prior to the close of the public hearing, whether on July 5, 2017 or any date to which the public hearing is continued, to be counted.

**Summary of Procedures for the Completion, Return, and Tabulation of Assessment Ballots**

To vote, mark either the word "YES" or after the word "NO," print your name, sign and date the ballot and return it to the City Clerk at 421 Main Street, Chico, CA 95926, by the public hearing at the City Council Chambers at 421 Main Street. The ballot must be completed in ink. Only blue ink is permitted. If the ballot is not received by the City Clerk will not accept photocopies, faxes or other forms of the ballot. If your ballot is lost or destroyed, you may request a duplicate ballot from the City Clerk.

**TO CAST THIS BALLOT, RETURN THIS ENTIRE PAGE  
OFFICIAL ASSESSMENT BALLOT**

<b>APN</b> _____	<b>2017/18 ASSESSMENT</b>
004-178-005	\$818,21
004-178-006	\$572,20
004-178-007	\$1,927,53
004-178-008	\$5,811,72

Shall the City Council of the City of Chico establish the Downtown Chico Property-Based Business Improvement District and the annual assessment against the parcel(s) identified on this Assessment Ballot?

YES \_\_\_\_\_ NO \_\_\_\_\_

I hereby declare, under penalty of perjury of the laws of the State of California, that I am authorized to submit a ballot on behalf of the parcel(s) identified above.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_



# PBID RFP CONSULTANT SELECTION NEXT STEPS

