



INTRODUCTION TO PBIDS

CITY COUNCIL MEETING, OCTOBER 21, 2019

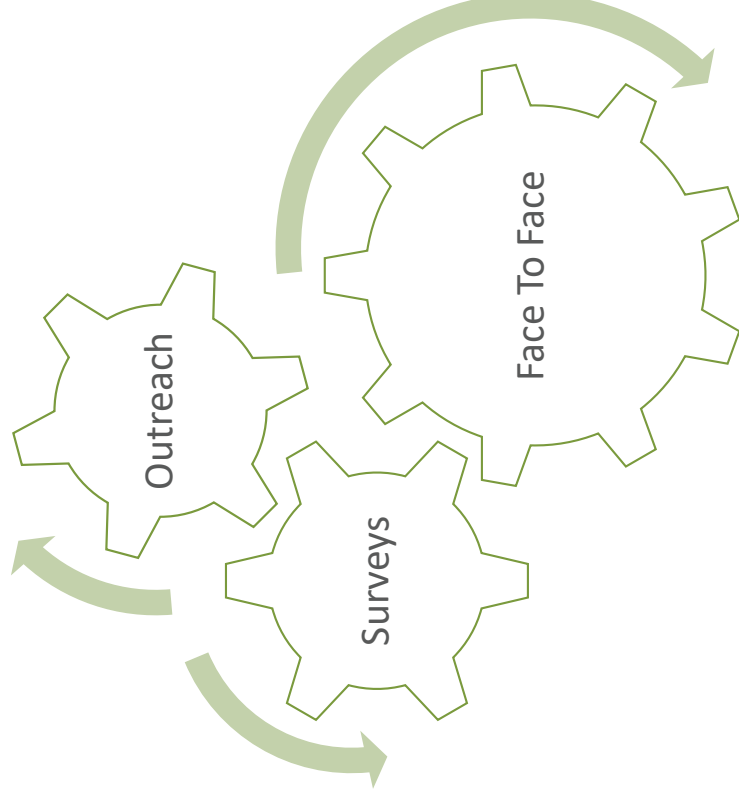
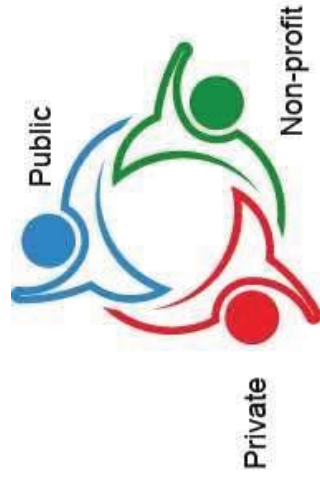
PURPOSE – PROPERTY BASED IMPROVEMENT DISTRICT

- 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 – THE STEERING COMMITTEE

- Property Owners
- Business Owners
- Organizations
- Residents

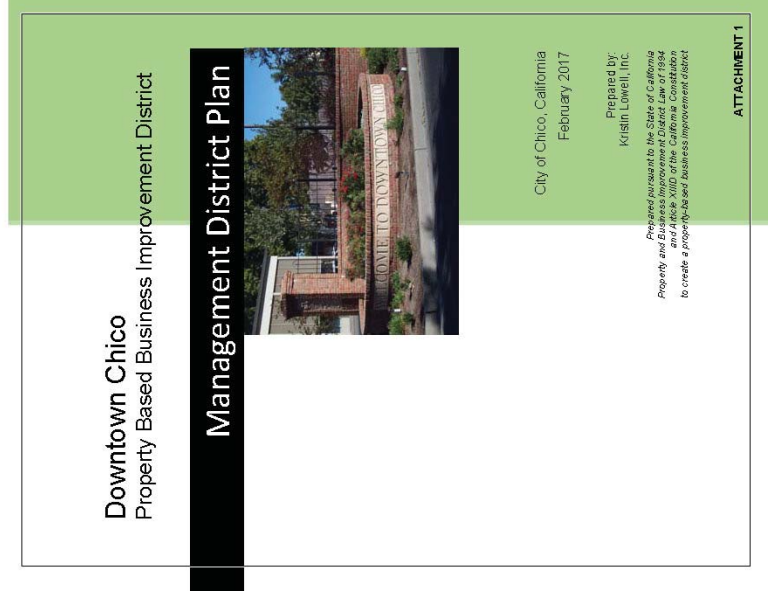
Ambassadors & Network

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



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
Downtown Chico Property-Based Business Improvement District
ASSESSMENT BALLOT

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 year 2017. If the assessment is approved, then in each of the subsequent years the assessment may be increased below the indicated rate 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 owner of the parcel(s) identified on this ballot, or 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 week prior to the public hearing. Ballots mailed 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 5:00 p.m. on July 5, 2017 at the City Clerk's office at 411 Main Street, Chico, CA 95924. Ballots delivered at the public 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 after the word "YES" or after the word "NO," print your name, sign and date the ballot and return it to the City Clerk. The ballot must be completed in ink. Only the person(s) identified on the ballot may sign and 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

APN	2017/18 ASSESSMENT
004-178-005	\$818.21
004-178-006	\$572.20
004-178-007	\$1,192.53
004-178-008	\$3,952.53

	\$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

Issue the RFP – Oct. 2019

Review Committee

Selection by Jan/Feb 2020