



## Downtown Kingsburg BID

### Frequently Asked Questions

#### 1. What is a BID? Why Downtown Kingsburg?

A business improvement district (BID) is a public/private partnership created to revitalize a business area like the Downtown Kingsburg. Together, the Kingsburg business owners will

- Take the lead role
- Maintain a recognizable identity
- Improve the customer experience
- Assure economic sustainability

#### 2. Speaking of assessments, what will our assessments be?

That is to be determined in the formation process. The current proposal is the amount of your business license or \$100 for businesses that are not required to have Kingsburg business licenses. Keep in mind that the amount you pay on your business license includes a \$29 fee. You will only pay double the amount of your actual business license, not the total invoice amount.

#### 3. What about City services that are currently being provided? Is the BID assessment used to replace these services?

**No!** At no time will normal City services be reduced in Downtown Kingsburg in response to this funding.

#### 4. What about the Chamber of Commerce? Will this replace the Chamber?

**No!** The Downtown Kingsburg BID and the Kingsburg Chamber of Commerce provide services that complement each other, but do not overlap. While the Chamber serves the entire community, the BID focuses marketing services only on the Downtown core.

#### 5. Who decides how the assessments are used?

The BID Advisory Board. This group consists of five Downtown businesses who apply and are appointed by the Kingsburg City Council. The Advisory Board will recommend budgets, monitor service delivery, and provide oversight of the district.

#### 6. Duration? What does that mean?

The BID formation process only needs to happen once, but it needs to be reviewed annually by the City Council. Each year, they accept the annual report and approve the operations for the next year, as proposed by the BID Advisory Board. Changes can be made to assessments, benefits, and BID Advisory Board members.

#### 7. How does all this happen?

The Downtown Kingsburg BID Steering Committee has been meeting over the last six months discussing the options in the Management District Plan. This document will govern the decisions made by the City Council and the BID Advisory Board regarding the BID district.

During this review phase, Downtown businesses provide feedback on the Management District Plan. Updates are made and the document will be available for final review in July.

Once there is consensus approval, the Kingsburg City Council takes the next steps.

- Resolution of Intent to establish the district
- Mail complete district information to all businesses within the district
- Public Hearing
  - Without a majority of businesses protesting, the district can then be formed by ordinance.

#### 8. Why support a BID?

Supporting the BID will spur revitalization through programs and services that supplement, not replace, work of the Kingsburg Chamber of Commerce or the City of Kingsburg. In addition, BID budget decisions will be made by a Board of business owners, which ensures direct accountability for these enhanced services.

#### Downtown Kingsburg BID Steering Committee

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