

Management District Plan
for the creation of the
Downtown Kingsburg
Business Improvement District

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Exhibits

- List of businesses to be benefited
- Map with business detail
- Base level of services letter of intention from City of Kingsburg
- Roster of the Downtown Kingsburg BID Steering Committee

Exhibits are available upon request from the City of Kingsburg City Clerk

Prepared for the
City of Kingsburg and the Downtown Kingsburg BID Steering Committee
by AMI Concepts

Downtown Kingsburg Business Improvement District (BID)

I. Summary

DRAFT (6.5.2020)

The proposed Downtown Kingsburg Business Improvement District (BID) will be an assessment district that conveys special benefits to the businesses located within the district boundaries. As described in this plan, it is proposed that the BID will provide marketing services and branding experience above and beyond those provided by the City of Kingsburg. This approach has been used successfully in downtowns throughout California and the nation, helping to increase customers on the street and improve sales.

Location

The district will encompass the core of the downtown area centered around Draper Street running from Sierra Street to California Street. A map is included.

Improvements and Activities

The goal of the BID is to create an economically vital Downtown. The district will finance marketing and branding services to attract residents and visitors while stabilizing and improving the downtown environment and experience.

Method of Financing

The district will be funded by a levy of assessments upon businesses that benefit from improvements and activities within the district.

Budget

Total district assessment budget for its first year of operations is \$25,000 (estimate).

ACTIVITY	BUDGET	% OF TOTAL
Marketing and Branding	\$23,750	95%
Delinquency & Contingency	\$1,250	5%
TOTAL	\$25,000	100%

Cost

Annual assessments are based upon an allocation of program costs and a percentage of business license fees. All businesses within the district will receive benefits. Annual maximum assessment for the first year of the district is 100% of business license fee. Businesses within the district that don't require a business license will pay a flat \$100 fee.

City Services

The City of Kingsburg has established and documented the base level of preexisting City services and has evidenced its intention to continue to deliver and/or pay for these services if a BID is formed. The BID will not replace any preexisting general City services.

District Governance

The BID Advisory Board will be appointed by the Kingsburg City Council. The Board shall consist of five (5) members approved annually by a majority vote of the Kingsburg City Council. Prospective Board members will complete applications prior to the Downtown BID annual review. The BID Advisory Board will recommend a budget and assessment rates, and monitor service delivery.

District Creation

The Downtown Kingsburg BID district will be formed by the Kingsburg City Council upon request by the Downtown Kingsburg BID Steering committee. Included in this first ordinance will be the Management District Plan with a budget and assessment rates.

Duration

The BID remains in place once approved. However, annual Council actions are required to keep it operable. Those include accepting the annual report, appointing the BID Advisory Board, approving the annual budget and approving assessments.

II. WHY CREATE THE DOWNTOWN KINGSBURG BID?

What is a BID?

A Business Improvement District (BID) is created to energize a business district through a public-private partnership that is a catalyst for revitalization. The district can provide improvements and activities, such as marketing, maintenance and image enhancement, that are *in addition to those provided by local government*. BIDs provide services that improve the overall viability of business districts resulting in increased sales.

Why Create a BID for Downtown Kingsburg?

- *Proactively Improving Downtown* Downtown Kingsburg faces similar challenges to other small downtowns in the Central Valley. The BID is viewed as a proactive step to create immediate impact through marketing and image creation. It will be governed by an Advisory Board of business owners.
- *Create a Consistently Appealing Image of Downtown* The Downtown area has many interesting shops and restaurants, but would benefit from attracting more customers, both Kingsburg residents and visitors. Working in concert with the City of Kingsburg, the BID will provide supplemental resources to improve Downtown's image to these markets.
- *Attract New Businesses and Customers to Downtown* In keeping with priorities established by downtown business owners, the BID will devote resources to a variety of marketing services that are intended to improve the customer experience.
- *Enhance Sales and Occupancies* BIDs are acknowledged as a critical ingredient in downtown revitalization and are proven to work by funding services that enhance the economic viability of a business district. Success is measured by higher sales and occupancy rates.
- *Private Sector Control* An Advisory Board consisting of downtown business owners will govern the BID. Annual BID work plans and budgets will be developed by the Advisory Board, ensuring that the BID will be directly accountable to those who pay an assessment.

III. IMPROVEMENT AND ACTIVITY PLAN

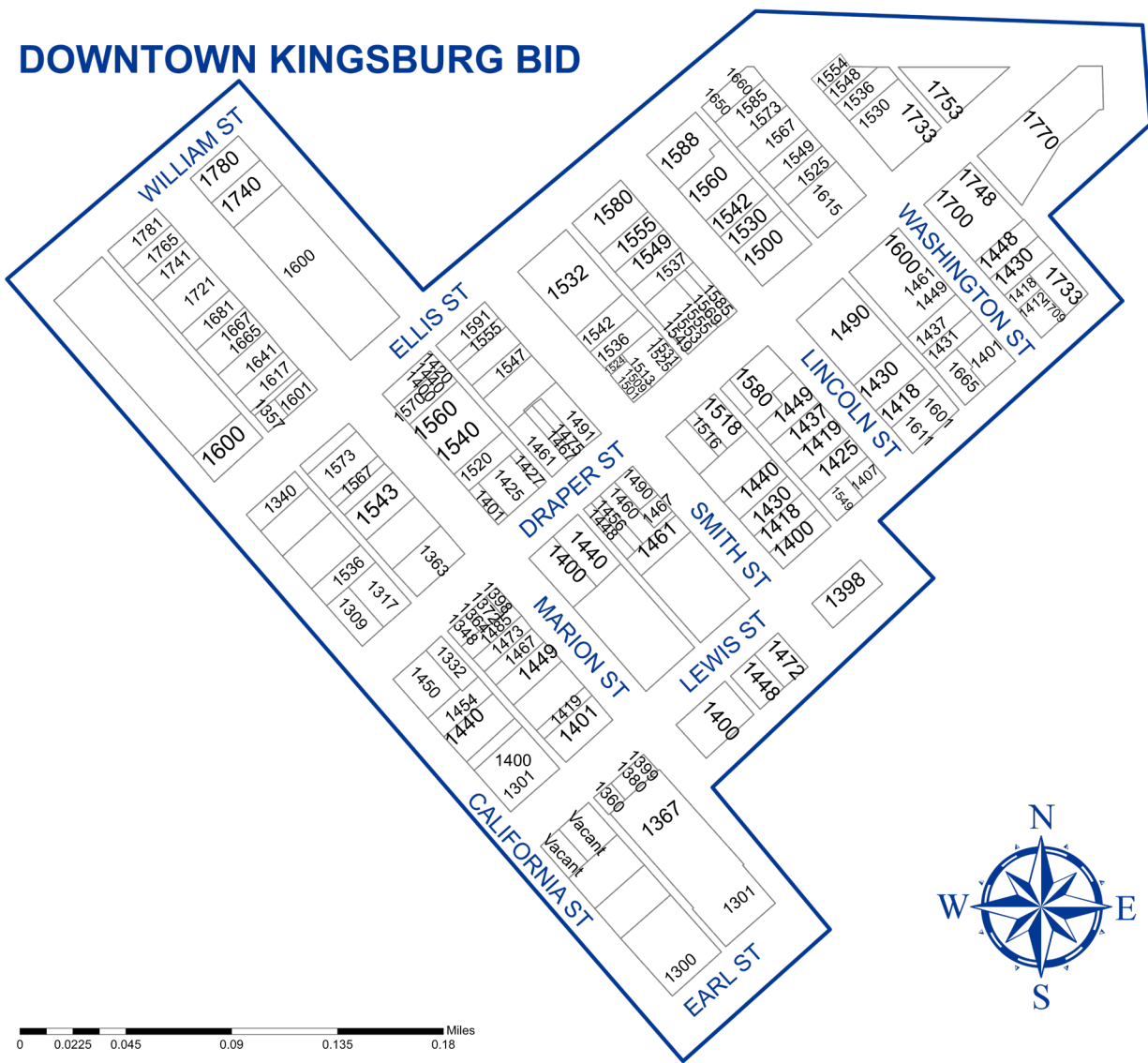
A. Process to Establish the Management District Plan

The idea to create a Downtown Kingsburg BID first came up in the document titled Revitalization Strategy for Downtown Kingsburg prepared by the Community Planning Assistance Team of the California Chapter of the American Planning Association. The consulting firm of AMI Concepts was retained by the City of Kingsburg to guide the process for creating the BID. Key steps of the process included:

1. **BID Steering Committee** To guide the consultant team and test BID concepts, a group of business owners and other interested parties was formed. A roster of the BID Steering Committee is provided in the Appendix.
2. **Business Owner Engagement** Working with business owners, the consultant held an Open House and conducted a survey in December 2019 and held a series meetings in the spring and summer of 2020. Priorities that emerged:
 - Advance downtown revitalization
 - Combat a slow decline identified by community leaders and merchants in 2016
 - Confirm BID services as supplemental to, and not in replace of, City services
 - Focus on marketing and image
3. **City Base Level of Services** A letter was provided by the city manager identifying current relevant city services and an intention to continue these services throughout the life of the BID.
4. **Plan Review & Final Plan** The draft BID Management District Plan and budget were reviewed by the BID Steering Committee and individual business owners. Business owners were invited to a series of forums in June and July of 2020 to review the plan. Input from these meetings led to the completion of the final plan.

B. BID Boundaries

The proposed BID district will encompass the core of the Downtown area along Draper Street with a block in either direction, from Sierra to Marion, and two blocks from Marion to California. A detailed map of the proposed district boundary is provided below.



C. Work Program

An Inviting, Attractive and Economically Vital Downtown

To respond to stakeholder priorities and guiding principles for a Downtown Kingsburg BID, the BID Steering Committee reviewed several scenarios for providing district-wide services. Objectives in developing the scenarios included:

- Deploy a program that will make a visible, tangible and lasting impact.
- Ensure that BID-funded services are supplemental to, and do not replace, existing City services.
- Provide flexibility in the modeling of the program so that the BID can make adjustments as market conditions change.

Marketing Services and Branding Experience

Marketing strategies and programming to freshen the existing Swedish Village image will be developed as part of the overall program. Strategies will build off existing strength of current shops and the developing amenities in the dining sector. Image and marketing efforts will aim to support business retention as well as encouraging both locals and visitors to explore Downtown Kingsburg. Business recruitment efforts that support the Swedish Village concept will be developed in conjunction with the Economic Development Committee.