

# 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%
<b>TOTAL</b>	<b>\$25,000</b>	<b>100%</b>

### 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.