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Agenda Item: ID#15-244 (2-A)

Date: 4/30/15

2015 APR 29 AM 8 27

CITY CLERK, FRESNO CA

FRESNO CITY COUNCIL



Supplemental Information Packet

Agenda Related Items – ID#15-244

Contents of Supplement: PowerPoint Slides

Item(s)

Approval of items related to the renewal of the Downtown Fresno Property and Business Improvement District (DFPBID) upon verification of sufficient number of valid petitions collected to support the renewal of the district (Property located in District 3)

Supplemental Information:

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

Americans with Disabilities Act (ADA):

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

PBIDs

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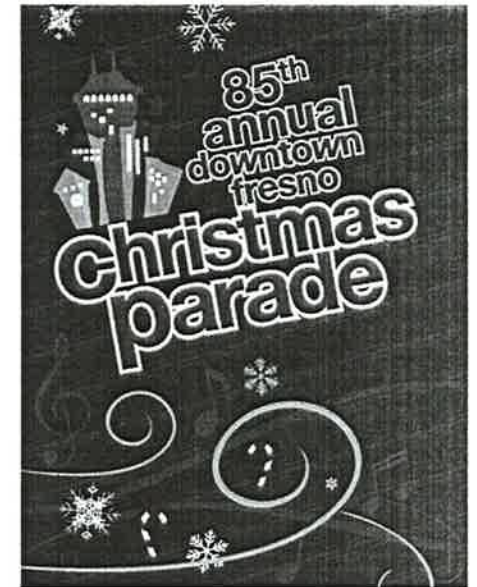
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Property and Business Improvement District (PBID) is a common and important tool for downtown revitalization throughout the U.S. and especially in California cities with the loss of Redevelopment. Through a PBID, property owners pool their resources, talents, and energy to address the unique needs of a defined area.

Approximately 200 PBIDs exist in California, many of them in downtown areas. PBIDs are found in all of the state's largest urban areas, including the downtowns of comparably sized cities such as Sacramento, San Jose, Stockton, and Long Beach. PBIDs have also been an important component of revitalization in downtowns as nearby as Visalia and Tulare.

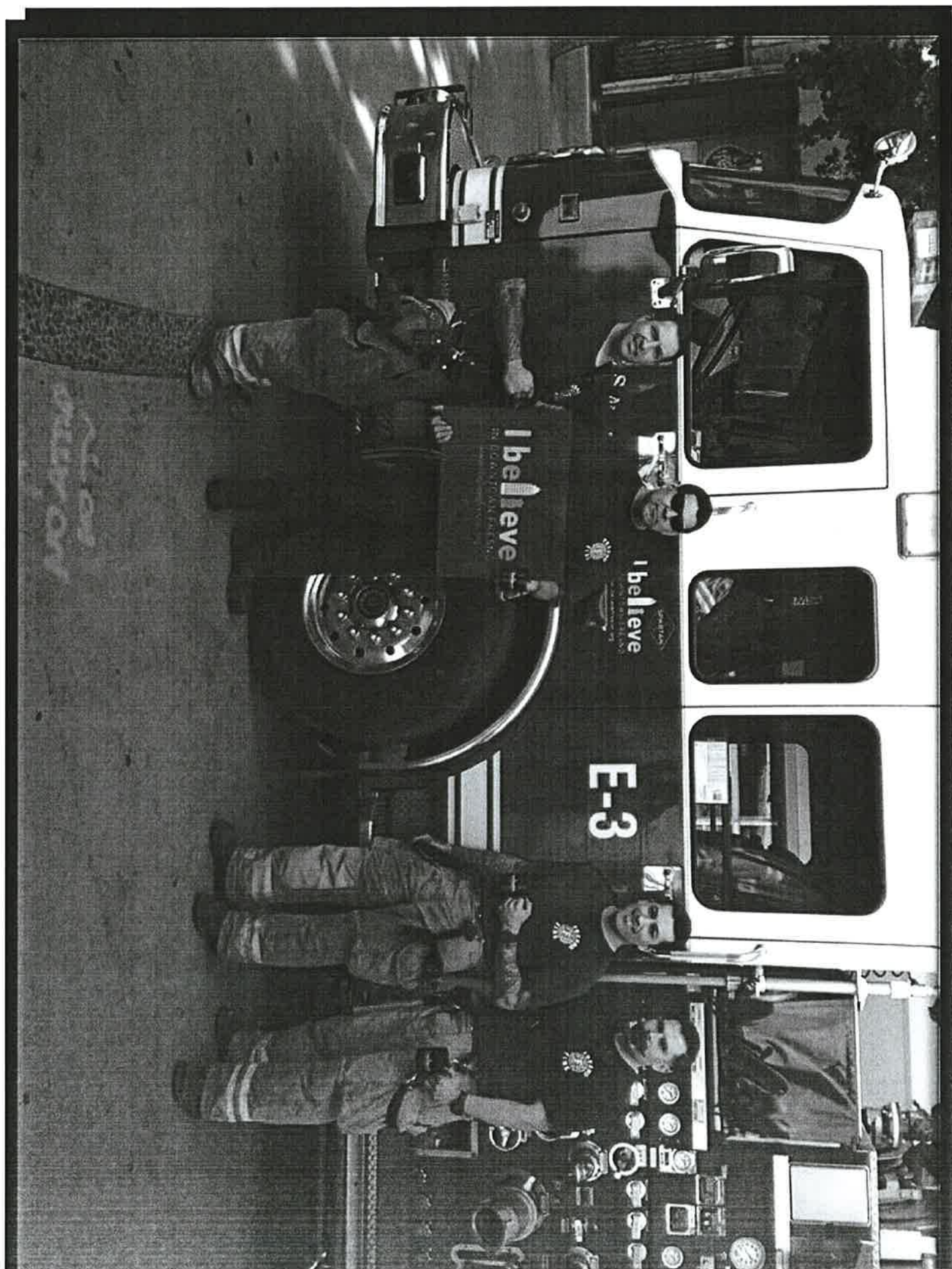
2010-2015 PBID

Our services have been aimed at improving the overall vitality of downtown, increasing property values, business recruitment, and creating positive perceptions through events and programs. We also provide clean and safe initiatives above and beyond City services.



Our impact can be seen throughout downtown

- Day and night security patrol
- Landscape and fountain maintenance
- Sweep and pressure-wash sidewalks, alleys
- Pick up litter and leaves
- Remove graffiti tags
- Assist property owners with maintenance issues
- Direct and assist visitors
- Distribute information about downtown events and activities
- Serve as communications link to other downtown stakeholders
- Subsidized parking for business and employees



2010-2015 PBID

2010-2015 PBID

2010-2015 PBID

Our impact as a City of Fresno partner.

- We provided a cell phone, cell service, and a bike for the bicycle police.
- We manage and issues permits for all vendor carts, and events on the Fulton Mall on behalf of the City's Parks Department. *All vendor cart income is returned to the City.*
- Took over the Christmas Parade. *\$12,000 / 50,000 people.*
- Provided funding for Fulton Reconstruction Project. *\$250,000*
- Our Ambassadors serve as "eyes and ears" for police.
 - Report, document, and remove general maintenance issues
- Clean Team.



2010-2015 PBID

Our impact as a City of Fresno partner.

- Increase revenues to the City in the form of tax increment, tax receipts, and user fees.

	2010	2011	2012	2013	2014
DFP to City	\$16,773	\$50,011	\$52,906	\$100,446	\$22,151
Ambassadors (Clean & Safe)			\$112,702	\$138,835	\$136,437
Total	\$16,773	\$50,011	\$165,608	\$239,281	\$158,588

*2015 Projections =
\$270,000

Economic and Business Development

-Without a Redevelopment Agency DFP must shift how it approaches downtown development.

-Focus on initiatives, business data, and programming that brings new businesses and investment into the core. One significant result of this will be a shift from DFP being just an advocate for downtown to the primary downtown economic development force.

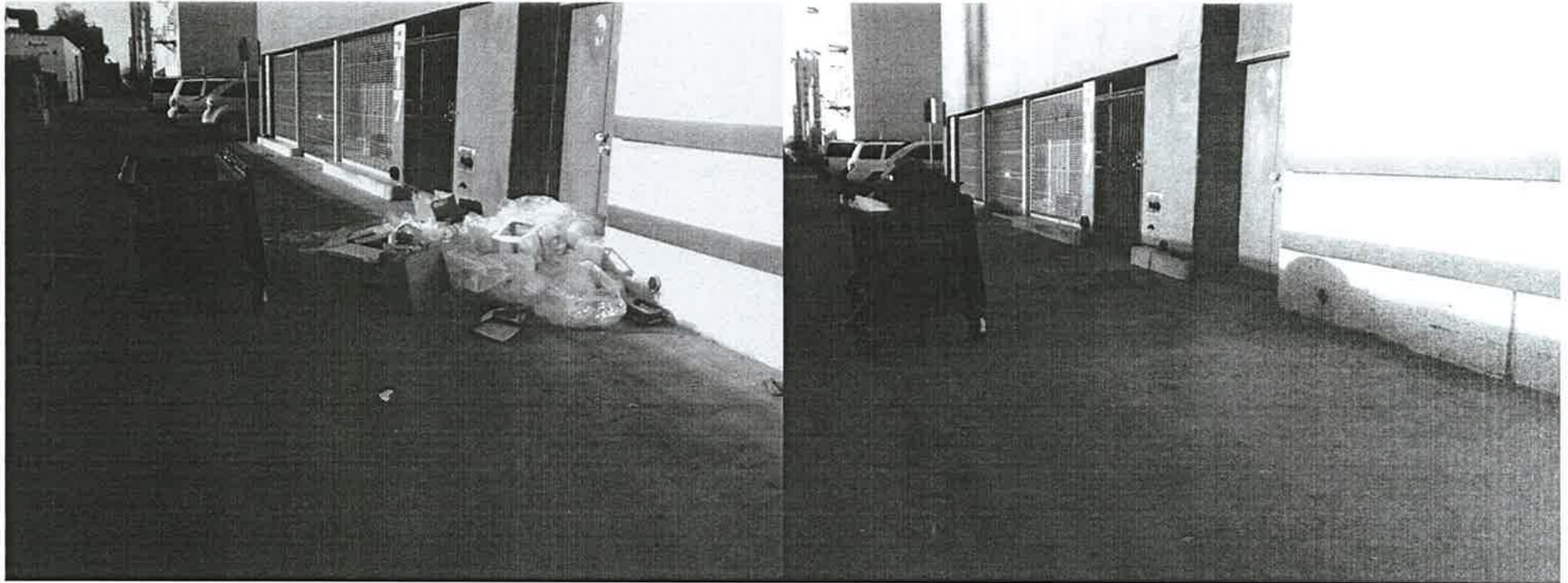
2016-2023 PBID

Expansion of our Clean Team and Safety Team



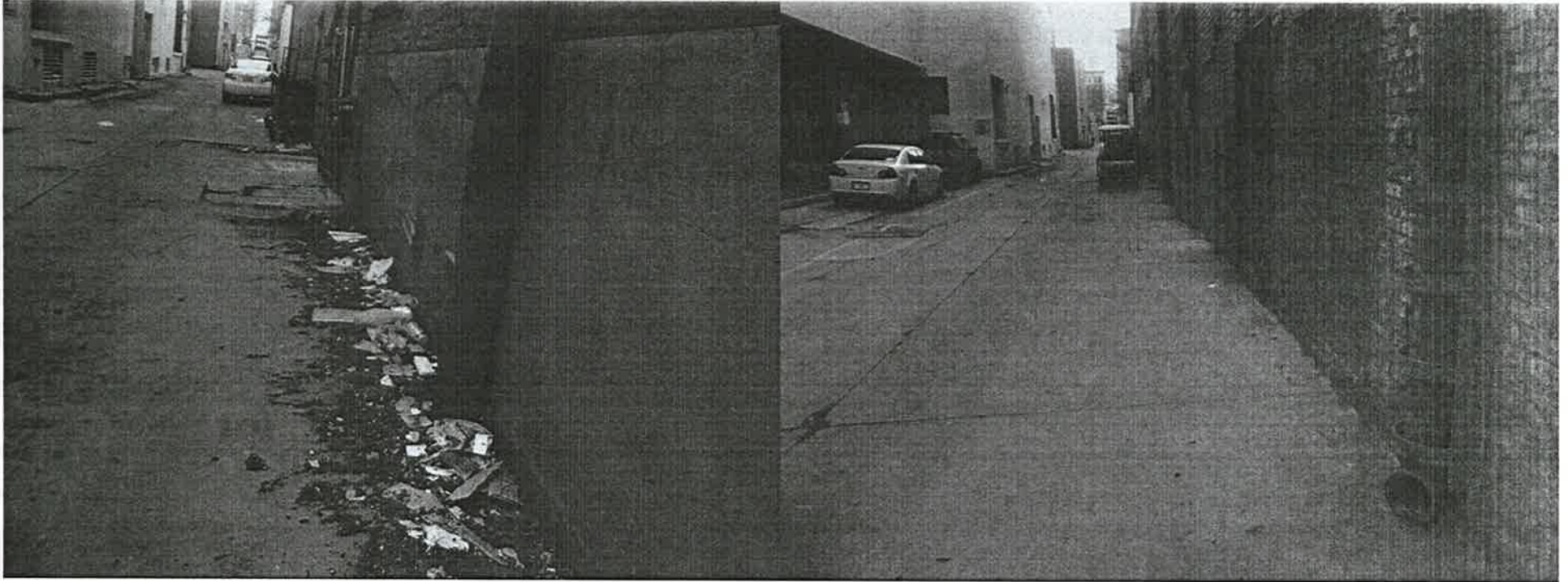
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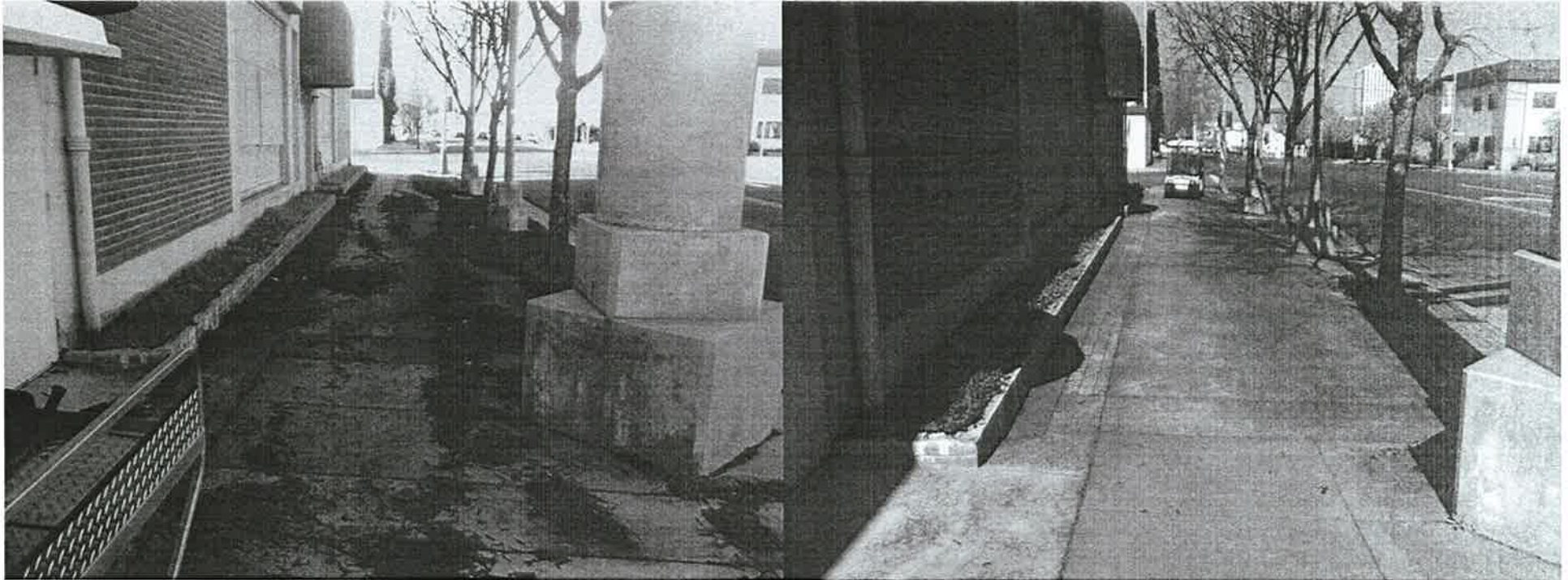
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