

City of Fresno, CA

Fresno Chinatown PBID



What is a PBID

- A Property-based Business Improvement District (PBID) is a collaborative partnership between the public and private sector, organized for the improvement of a specific commercial area.
- A PBID is a tool for economic development – authorized by the California State Legislature in 1994.
- There are over 100 PBIDs throughout California and upwards to 1,500 similar districts throughout the country.
- Competition for trade dollars is increasing and changing all the time. The underlying concept of a PBID is that much more can be accomplished by working together as an organized unit than by working alone.

PBID Purpose

- A PBID provides improvements, services, and activities over and above those provided by the City.
- A PBID is a unique funding tool which allows business district property owners to pool their financial resources by assessing themselves to pay for certain improvements and activities that will encourage commerce, investment, and business activities.
- In order to meet these objectives PBIDs typically fund one or more improvements and/or activities for the special benefit of the properties and business community within the PBID.

PBID Law - “Improvements”

- "Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:
 - Parking facilities.
 - Benches, booths, kiosks, display cases, pedestrian shelters and signs.
 - Trash receptacles and public restrooms.
 - Lighting and heating facilities.
 - Decorations, Parks, Fountains, Planting areas.
 - Closing, opening, widening, or narrowing of existing streets.
 - Facilities or equipment, or both, to enhance security of persons and property within the district.
 - Ramps, sidewalks, plazas, and pedestrian malls.
 - Rehabilitation or removal of existing structures.

PBID Law - “Activities”

- "Activities" means, but is not limited to, all of the following:
 - Promotion of public events.
 - Furnishing of music in any public place.
 - Promotion of tourism within the district.
 - Marketing and economic development, including retail retention and recruitment.
 - Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.
 - Other services provided for the purpose of conferring special benefit upon assessed real property.

Establishment of a PBID

- Property owners determine the boundaries of the PBID and how much they are willing to spend to allow for the improvements and activities they desire in the district.
- Takes up to two years from “idea” to approval.
- Key: involve the stakeholders in formulating their district.
- Develop Management District Plan including but not limited to the District boundaries, the proposed improvements, activities, and budgets for each year of operation, and the proposed assessments.
- Once the plan (Management District Plan) is ready to circulate, must receive petitions in support.
- If petitions qualify, then the process proceeds to a Property Owner Balloting (Proposition 218 proceeding).

The Organization

- This is **not government this is your district**
- A PBID is governed by an “Owners’ Association” that is a private nonprofit entity that is under contract with the City to administer and/or implement improvements, maintenance, and activities specified in the PBID management district plan.
- An owners’ association may be an existing nonprofit entity or a newly formed nonprofit entity in which the property owners govern the non-profit organization.
- City acting as the legislative body approves annual assessments to be placed on the property tax bills but the assessments are based on the Management District Plan prepared by the Owners’ Association

Notable PBID Provisions

- PBIDs have a defined life, which initially cannot exceed five years, pursuant to the PBID law.
- Property owner support is required for the formation and any future renewals.
- All funds raised by the assessments are distributed to the Owners' Association, which is responsible for managing the district and delivering district services.
- All properties within the boundaries of the PBID are assessed unless specifically exempted by law.

Proposed Chinatown District Boundary



How are properties charged

- Assessments will vary based on the proportional special benefit to be conferred on each property.
- Zones are commonly established to address differences in services or levels of service being provided in different parts of the District.
- Assessments are computed in proportion to the expected level of benefit to be derived from the programs, improvements and activities being funded.
- An assessment formula is developed to reflect proportional benefits usually based on one or combination of property characteristics that may include:
 - Land use
 - property lot size,
 - building size, and/or
 - street frontage

Sample Benefit Zones



Legend

- PBID Parcel
- Potential Service Levels**
 - High Service
 - Moderate Service
 - Reduced Service

Chinatown's Unique Issues

- Brand identity
- Need to develop consensus on a vision for the future
- Address Homeless and related security issues
- Need for revitalization and new development
- Lack of pedestrian amenities and coherent enhancement plan

Potential Activities for Chinatown PBID

- The following are activities that might be funded or addressed through a PBID. These are activities not typically provided by city government or could be enhancements to existing city services:
 - Deploying overnight and or daytime security working in tandem with Fresno PD.
 - Centralized Security Camera System.
 - Identify resources and mitigate the impact of homeless/transient population on the business community.
 - Improve signage and adding banners.
 - Work with the City of Fresno to address maintenance or repair issues.
 - Removing litter and installing/maintaining new garbage receptacles.

Potential Activities (Continued)

- Enhanced Graffiti abatement, trash removal, sidewalk washing and/or street sweeping.
- Creating a business network that encourages exchange among businesses.
- Becoming a conduit between property owners, business owners and resources that create viable business opportunities.
- Marketing Chinatown through various promotions, networks, events, social media and internet vehicles.
- Recruiting new businesses to Chinatown by demonstrating the growth potential and the vision.

What's Tonight's Objective

- Develop a general level of interest for potentially establishing a PBID.
- What would you like to accomplish with a PBID?
 - Identify the top three or four activities the group would like to address.
 - Prioritize those three or four activities.
 - Should all services and activities be equally provided throughout the District or are there potentially different levels of service or combination of services that benefit properties differently?
- Are you interested in participating in a steering committee?

Let's Talk



Discussion