

# Proposal to Form a Downtown Oroville Business Improvement District



— Spring 2019 —

## **A Letter of Importance To All Downtown Oroville Business Owners**

Dear Downtown Oroville Business Owner:

Please study the attached document and then plan to attend an information workshop on the proposed Business Improvement District, (BID), scheduled for **Thursday, January 31**. This downtown improvement planning session will be held at the Historic Oroville Inn located at 2066 Bird St. from 6:00 until 7:30, or as long as it takes to answer all questions that might come up. Complementary refreshments will be served at 5:30 and the workshop will begin promptly at 6:00. All downtown business owners are invited and strongly encouraged to attend.

Today there are countless local business owners throughout the State of California that are facing the problem of a declining Central Business District. This unfortunate economic condition also currently exists within our traditional downtown business community. However, we feel that Downtown Oroville has all the necessary ingredients to allow us to improve our business climate in order to begin enjoying a new period of revitalization and transition with significant improvements being made in both its physical and economic condition.

How can we do this? In the specific area of commercial marketing, there are hundreds of California downtown districts that have found a means of competing more effectively with nearby big box stores as well as the larger new regional shopping centers within their districts that are siphoning off a large percentage of their shoppers and their shopping dollars. That means of funding these effective downtown marketing programs and projects is called a "BID" which is short for Business Improvement District.

We, as a group of business owners, must raise money for advertising and promotion just as many other successful downtown areas are currently doing. The time has come for our downtown Oroville business community to unite. We must regain, and then maintain, our energy and our commitment to this area. Our traditional downtown business community must find a way to remain and grow as a unique, healthy and vital commercial center. Downtown Oroville must increase its expertise in advertising and self-promotion. The strong, coordinated management organization that is found in regional shopping centers and larger communities must be copied. Improved economic research and business development is needed to assure a better level of competition.

Furthermore, our downtown businesses must develop a means of speaking as one strong and unified voice rather than as many individual voices without the common goal of overall downtown economic and physical revitalization.

None of these things are really attainable on an individual basis, but can certainly be achieved at the community-wide level by pooling our individual marketing resources with the help of the new BID's year-to-year coordinated commercial marketing program such as you will see as you review this BID Information Package.

During the past several months a group of downtown business and property owners has moved ahead with the careful exploration of the BID concept. The BID concept is acknowledged as the most effective downtown economic revitalization mechanism available to central business districts today. Currently there are over 400 BIDs existing in California with a few nearby examples of successful BIDs being Chico, Grass Valley, Redding and Roseville.

The downtown Oroville commercial economic development program as described within the attached *Proposal For the Establishment of a Downtown Oroville BID* would give downtown businesses the opportunity to benefit from organized management and a better chance of receiving future downtown improvement grants.....as well as overall long-term economic success.

Members of the BID Formation Committee, listed at the bottom of this letter, are available to visit you personally in order to answer any questions you may have concerning the information provided in this package.

One subject we hope to examine and discuss during the evening of **Thursday, January 31** is a future downtown Oroville annual marketing program. Furthermore, we will be discussing in detail a new Downtown Oroville Civic Beautification Plan. Please plan to attend the workshop and give us the benefit of your thoughts on these important new plans and programs that are designed to bring about overall downtown economic revitalization.

If you have any questions regarding this letter, the attached BID Information Package or the upcoming BID Information Workshop, please feel free to contact one or more of the Committee members that are listed on the following page.

We need your personal involvement if we are to achieve downtown Oroville's full commercial marketing potential and ultimate prosperity. If your business or property is located in the downtown area, this program is designed for you. Your support is needed and will be greatly appreciated.

In conclusion, let's work together to make 2019 the first year in a series of many more to come that will see downtown Oroville become a more dynamic, unique and positive force in our regional marketplace.

We are looking forward to seeing you on the evening of **Thursday, January 31**. Furthermore, we are looking forward to earning your support for the establishment of a new Downtown Oroville Riverfront Business Improvement District.

Best wishes for you and your business during 2019 as well as throughout many more years into the future.

Most Sincerely:  
The BID Establishment Committee

BID Establishment Project Coordinator  
-Bud Tracy, Tracy Realty

Committee Members:

-Marsha Bamford	Bamford Family Farms
-Carissa Gaines	Dot Kidz
-Tracy Grant	Lowla's, Tracy Grant Photography
-Dean Gurr	Creative Imaging Center
-Lisa Kelly	Restored Boutique
-Madeline Kingsbury	Pure Spa
-Karissa Nelson	Nelson's Footwear
-Michelle Paloma	Lunatic Fringe, Bohemian Boutique
-Lori Pierce	Mugshots, Kusel's Big Store, Copa de Oro
-Krysi Riggs	The Axiom
-Steve Rocchi	Oroville Vision Optometrics Group
-Chio Saelee	Nori's
-Brian Wong	Tong Fong Low, The Depot
-Robin Zanon	Gallery Interiors

**Note: Please bring this BID Information Package with you to the meeting as we will be reviewing this document page by page.**

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## **Introduction**

Throughout the State of California there are countless cities facing the problems of a declining downtown Business District. The problem is often simply a failure to keep up with today's new merchandising trends. Sometimes it's a more serious problem - a big, bright, new shopping mall such as is found in Chico or nearby metropolitan shopping alternatives such as Roseville, Sacramento or San Francisco.

Our downtown Oroville businesses must find a way to remain and grow as a healthy, vital center. Downtown's businesses must increase their expertise in advertising and self-promotion. The strong, coordinated management organizations that are found in shopping centers and larger communities must be copied. Improved economic research and business development is needed to assure a better level of competition. None of these things are really attainable on an individual basis, but most of them can be achieved at the community level with organization and management assistance.

The Business Improvement District or "BID" program gives Downtown businesses the opportunity to provide organization and management.....and economic success. Members of the BID Formation Committee, (see page 5), many of whom are your business neighbors, are available to visit you personally in order to answer any questions you may have concerning the information provided in this package. If your business or property is located within the traditional Oroville Downtown area, this program is designed for you. Your support for this exciting new downtown improvement campaign is needed and will be greatly appreciated.

### **Concept Overview: What is a BID?**

The BID is a self-initiated Business Improvement District funded by an annual benefit fee based on a formula developed by the Formation Committee, which is made up entirely of Downtown Oroville businesses.

The benefit fee formula is based on type of business, size and location as a means of determining the most fair and equitable charge method possible. The benefit fee will be collected and used to fund an annual and year-to-year program of economic stimulation and property value enhancement. All business owners stand to directly benefit to a much greater extent than what their annual fee might be.



## **What A BID Can Do For Your Business:**

The formation of a Business Improvement District is currently one of the most effective means of financing traditional central business district revitalization efforts. The history and success of over 400 Business Improvement Districts throughout the state provides excellent examples of the benefits and virtues of this economic development program. There are more BIDs in California than in any other state.

A few examples of merchants associations that have formed Business Improvement Districts within the Northern California area are Chico, Grass Valley, Redding and Roseville. Furthermore, there are numerous BIDs that have been successfully established in the Greater Sacramento Region as well as dozens throughout the Greater Bay Area. Currently the City of Lincoln is also considering the establishment of a Downtown Business Improvement District.

### **Benefits of a BID:**

- 1) A BID unifies all businesses to work toward a common goal, that of an economically revitalized Business District.
- 2) A BID mitigates retail sales leakage by allowing our area to compete more effectively for regional business through the generation of greater marketing resources and strengths.
- 3) A BID supports businesses in the area through commercial recruitment, retention and promotion as well as through the sponsorship of shop at home and image-building campaigns.
- 4) A BID creates a strong unified voice to represent business interests to local government agencies.
- 5) A BID helps fund other projects as suggested by business owners including cleanup programs, benches, lighting, signage, decorations, parks, civic beautification, fountains and special events.

## **Establishment of an Oroville Downtown Business Improvement District**

A Downtown Oroville Business Improvement District can be established at the request of local business owners. To begin the BID establishment program, a written request containing signatures of businesses representing the Ad Hoc BID Establishment Committee must be presented to City Council.

Following a thorough review of the comprehensive BID Management Plan the City Council may then adopt a resolution stating the merchants' intent and the requirements of State law. The resolution must describe the proposed boundaries as well as set the time and place for a public hearing. Notice of the public hearing on the proposed Business Improvement District must be published in the newspaper and mailed to all business owners in the area. The City Council must then hold a public hearing to consider all oral and written opinion regarding the formation of the Business Improvement District.

If a majority protest is not filed, the City Council may establish the proposed Business Improvement District by adopting an ordinance to that effect.

City Council cannot add territory to the boundaries or change the annual benefit fee of the area without notifying business owners of that change, and then only after again holding a full and formal public hearing. The adopted ordinance must include the method and basis of levying the benefit fees and the time and manner of collecting the fees.

Many safety features are built into the BID legislation for the purpose of protecting downtown business owners. (See page 7 for additional information on this issue).

If written protests are received by owners of businesses within the proposed area, which equal 50% or more of the benefit fees proposed, a Business Improvement District, as described in the Council's resolution, cannot be completed. If the majority protest is only against the furnishing of a specific type or types of improvement or activities, those types of improvements or activities must be eliminated.



## **The BID Formation Committee**

For the past several months, a group of Downtown business and property owners have been meeting to improve our overall commercial economy. These people are:

<u>Name</u>	<u>Business</u>
Bud Tracy	Tracy Realty
Marsha Bamford	Bamford Family Farms
Carissa Gaines	Dot Kidz
Tracy Grant	Lowla's, Tracy Grant Photography
Dean Gurr	Creative Imaging Center
Lisa Kelly	Restored Boutique
Madeline Kingsbury	Pure Spa
Karissa Nelson	Nelson's Footwear
Michelle Paloma	Lunatic Fringe, Bohemian Boutique
Lori Pierce	Mugshots, Kusel'sBig Store, Copa de Oro
Krysi Riggs	The Axiom
Steve Rocchi	Oroville Vision Optometrics Group
Chio Saelee	Nori's
Brian Wong	Tong Fong Low, The Depot
Robin Zanon	Gallery Interiors

BID Consultant: Dave Kilbourne, Downtown Revitalization Consultants

This group, the Ad Hoc BID Establishment Committee, has been working hard on the creation of a new Downtown economic revitalization approach. The Committee is convinced that a well-organized effort, adequately funded and properly implemented, will create more marketing activity, promote greater sales and increase profits for every business within Oroville's traditional downtown area.

Note: The following two pages contain a partial listing of downtown business owners, property owners and community members who strongly support the establishment of a Business Improvement District.

A partial listing of organizations, businesses, property owners and community members supporting the formation of a Downtown Business Improvement District is as follows:

SEE FOLLOWING TWO PAGES OF SIGNATURES

After carefully studying and considering the benefits of a Downtown Oroville Riverfront District Business Improvement District, (BID), we the undersigned, strongly encourage and personally support moving forward with the BID establishment:

Name

business.....

Robin Zanon	Gallery Interiors
Lisa Kelly	Restored Boutique
Michelle Palomas	Bella Paloma
Eric Smith	Oroville Area Chamber of Commerce
Madeline Kingsbury	Pure Spa
Carissa Aguilera	DOT KIDZ
Lois Pierce	Kusel's BIG Store
Amber Marton	Oroville Chamber of Commerce
Karissa Nelson	Nelson's Footwear
Susan Corbin	Property owner
Lyndi Waples	MARCOZI TRAVELERS
Thonda Teeland	marcozi Travel
Bill PROADES	STATE BARBER SHOP
Pamela Rene Wilson	Cap'n
CHLO STEVENS	XBOX
Kelley Corstille	Fire Lines Apparel
Kristina Riggs	<del>THE</del> The Axiom
Andrew Smith	Sierra Gem Co.
Drew Keenan	Pinks Transmission
DEAN Gurr	Creative Imaging
Jesse Brown	The Exchange
SEAN PIERCE	WALK SHOTS
Peggy Parker	Ultimate Balance
MARY Lake Thompson	"

After carefully studying and considering the benefits of a Downtown Oroville Riverfront District Business Improvement District, (BID), we the undersigned, strongly encourage and personally support moving forward with the BID establishment:

Name	business.....
Curtis Elwell	BlackBARBIKES
Ted Hanson	Brushstroke Studio
ANDY NELSON	Nelson's Footwear
Paige	Ruby's Boutique
Sandy Harlan	2110 2110 Salon & Spa
Brett John	Houser's music
Brad Corkin	Property Owner (Downtown Oro)
Jennah Terry	Gallery Interiors
Monique Gun	Creative Imaging
Steven A. Rocchi, MD	OROVILLE VISION
ORVILLE E. TRACY, JR.	TRACY REALTY CO/OROVILLE INN
Brian Wong	Tong Fong Low
PAUL BOBK	HOUSERS MUSIC
FAWZI MORRAR	DISCOUNT BOOKS
Helen Castillo	Fine Line's Apparel
James H. Moe	STIFEL
Emek Copping	Woodoo Tattoo
Lacey Grant	Linda's Boutique
Rachael Santana	2110 Salon
Christine J Bamford	Bamford Family Farms
	COPR DE ORO
CHAZ GADDIE	PROPERTY OWNER
Tom Martin	The Boss Burger
Shane Stafford	"OFF THE TOP Barbershop"



## **BID Safety Features:**

### **1) Safety features provided under state law:**

The BID formation process provides for a system of checks and balances which very effectively protects participating merchants from escalating benefit fees or misuses of the annual funds as follows:

- a) The benefit fee cannot be increased once the BID is approved without a full and formal public hearing before the City Council.
- b) The BID is performance-based and must be re-approved by the membership on an annual basis.
- c) The BID membership controls how the money is spent and what the annual programs are to be.
- d) The BID membership elects its own Board of Directors.
- e) The annual fees collected can only be spent within the district's boundaries and can only be used for the specific physical and economic revitalization of the area.
- f) The BID can easily be dis-established by the members presenting Council with a petition representing 50% or more of the annual fees paid.

### **2) Additional local safety features provided within the City of Oroville BID Ordinance are as follows:**

- a) The BID Ordinance will confirm full and immediate payment of funds collected.
- b) The BID ordinance will re-confirm sponsoring agency controls...including:
  - \*Selection of BID Advisory Board
  - \*Development and implementation of programs
  - \*Management and expenditure of fees collected

Furthermore, a Memo of Understanding, (MOU), will be attached to the BID Ordinance as a further means of documenting the agreement between the City and the BID Management Organization.

## **Proposed Annual BID Programs**

After much consideration to the concerns and desires of our downtown businesses, we are proposing to use 60% of our budget towards marketing and special events and 40% towards downtown beautification.

### **BID Program 1: Commercial Marketing and Special Events:**

#### **January**

- **Winter “Indoor” Sidewalk Sale**

Spring comes early to the shops of Downtown Oroville. Help these businesses clear out of winter merchandise while it’s still in season for you! Shop deals from a wide selection of retail. Anything from home furnishings to shoes! Participating businesses will be setting up outside if the weather permits, but rain or shine the deals will be happening!

- **Restaurant Week - Chamber Event**

#### **February**

- **Wine Walk**

15 plus local wines await you in Downtown Oroville. Join us for a beautiful night of wine tasting at our annual Wine & Chocolate Walk. Call up your friends, grab your significant other and let your wine glass be your guide to the charming shops and eateries of Downtown Oroville. Free souvenir wine glass with each ticket.

- **Marketing for Valentine’s Day gifts and dining out.**

#### **March**

- **Around the World**

A mojito from Cuba, papaya salad from Thailand, flan from Mexico. You never know what delicious dish you will find at our annual “Around the World” drink and tasting event. Experience different cultures and countries when you visit participating businesses.

- **Advertise Saint Patrick’s Day Bars/Eateries**

## **April**

- **Creeper Races**
- **Spring Bar Crawl**
- **Advertise for Easter shopping**

## **May**

- **Margarita Walk**

Kick off Cinco de Mayo weekend in Downtown Oroville! Annual Margarita Mixer the first Friday in May. Participating businesses will be serving up margaritas of all flavors! Grab your friends and come stroll through downtown!

- **Salsa Taste Off**

Stroll downtown stopping into each participating shop, to not only try some amazing salsa, but to also experience all of the local businesses we have in our beautiful historic downtown district! A list of participating stores will be available at (insert info)! Each store's salsa is homemade and completely unique, varying from sweet mango to spicy habanero!

- **Feather Fiesta Days, May Parade and Car Show**

## **June**

- **Strawberry Days**

Kicking off summer the best way, with fresh strawberries! June 1st, come downtown to enjoy some sweet berries and even sweeter deals! Summer Sidewalk Sale at all your favorites shops! The deals begin at 10am, come early for the best selection. After you work up an appetite from all that shopping, head to a local eatery where they will be serving up delicious strawberry dishes. From fresh summer salads to creamy strawberry deserts. Join us for this new downtown tradition!

## **July - None**



## **August**

- **Back to School Advertising**

## **September**

- **Mile Long Yard Sale**

Every Labor Day Weekend on Saturday experience and enjoy the annual MILE-LONG Community Yard Sale! Starting from Downer Street & extending all the way down to 5th Avenue. Oroville residents and businesses throughout Downtown Oroville will have their goods out from 8am-2pm. There will be all kinds of treasures to be found & shops to discover! Grab a coffee and make your way down the road! After you've conquered the sale, swing by one of the local eateries downtown & grab a bite to eat!

- **Salmon Festival**

## **October**

- **“Taste of Oroville” - Event ends with Farm to Table (more info to come)**
- **Halloween/Fall Bar Crawl**

## **November**

- **Christmas Preview**

Stroll the historic streets of downtown Oroville, enjoy the crisp air and all the wonderful things the Holiday season brings. Christmas Carolers, music, and fun activities can be found during the event. Eateries will be offering cozy winter dishes and drinks. Shops will be showcasing all their new holiday arrivals and offering Early Bird Black Friday deals.

- **Black Friday Advertising**
- **Shop Small Passport Event**

Explore your downtown community with our Annual Passport Event! Grab a friend and a passport from the designated starting point. Then visit ALL the participating shops. Each shop will have unique inventory and offering Shop

Small savings! Collect a signature or stamp from each shop you visit. After you've completed your passport turn it in to the designated final destination. Three winners will be selected to win a tote bag full of local goodies.

- **Tree Lighting**

Join us for a festive evening full of Christmas magic! Downtown Oroville will be putting on our annual Tree Lighting Ceremony. Pictures with Santa, hot cocoa, holiday sing-alongs, treats, and more! Then finish the night with Santa as he lights the tree, and rings in the new Holiday season!

## **December**

- **Light Parade**

- **Christmas Bar Crawl**

- **Seasonal Marketing**

Additional events and programs will be added throughout the year as suggested by the BID membership.

## **BID Program 2: Civic Beautification and Signage**

It is recommended the BID play the lead role in the planning and implementation of a downtown civic beautification program. The purpose of this program would be the development of various appropriate commercial marketing-oriented civic beautification and special effects projects.

Some of the projects proposed for beautification are to clean up the main entry points of downtown, pick up trash, paint the light poles, filling and maintaining planters, restore or update murals, and add more holiday decorations such as twinkle lights on street trees as well as holiday street lighting.

Additional events and programs will be added throughout the year as suggested by the BID membership.

## **Estimated Annual BID Assessments**

**Zone A: total businesses = 84**

Retail and Restaurants 39

\*Small 28 @ \$250 = \$7,000

\*Large 11 @ \$350 = \$3,850

Service and Professional 45

45 @ \$200 = \$9,000

**Total Zone A assessments = \$19,850**

**Zone B: total businesses = 40**

Retail and Restaurants 10

10 @ \$150 = \$1,500

Service and Professionals 30

30 @ \$100 = \$3,000

**Total Zone B assessments = \$4,500**

**Total number of businesses = 124**

**Total estimated BID annual assessments = \$24,350**

\*note: small business=1-3 full-time workers including owners and family,  
see page 14

large business= 4 or more full-time workers including owners and family,  
see page 14

## Proposed Annual BID Budget Expenditures

<u>Program</u>	<u>Amount</u>	<u>Percent</u>
1) Commercial Marketing and Special Events Program	\$14,610	60%
a) Advertising and promotion		
b) Theme development		
c) Special events and activities		
d) Visitor attraction		
2) Civic Beautification and Signage Program	\$9,740	40%
a) Streetscape beautification, lighting		
b) Entryway cleanup and beautification		
c) Public-private directional signage		
d) Christmas decorations		
<u>Totals</u>	<u>\$24,350</u>	<u>100%</u>

## Proposed Annual BID Benefit Fee

	Zone A	Zone B
Retailers, Restaurants, Bars	(small) \$250 (large) \$350	\$150 \$150
Service and Professional Businesses	\$200	\$100
Financial Institutions (none at this time)	\$500	\$500

### Business type and size definitions:

**Retail and Restaurant:** Businesses that buy and resell goods, examples are clothing stores, shoe stores, home and office supplies as well as businesses that sell prepared foods and drinks.

**Service Businesses:** Businesses that sell services. Examples are beauty and barbershops, repair shops, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

**Lodging:** Includes renting rooms by the day or week to community visitors.

**Professional Services Businesses:** Includes Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists, Realtors, Insurance Offices, Mortgage Brokers and most other businesses that require advanced and/or specialized licenses and/or advanced academic degrees.

**Financial Institutions:** Includes banking and savings and loan institutions as well as credit unions, etc.

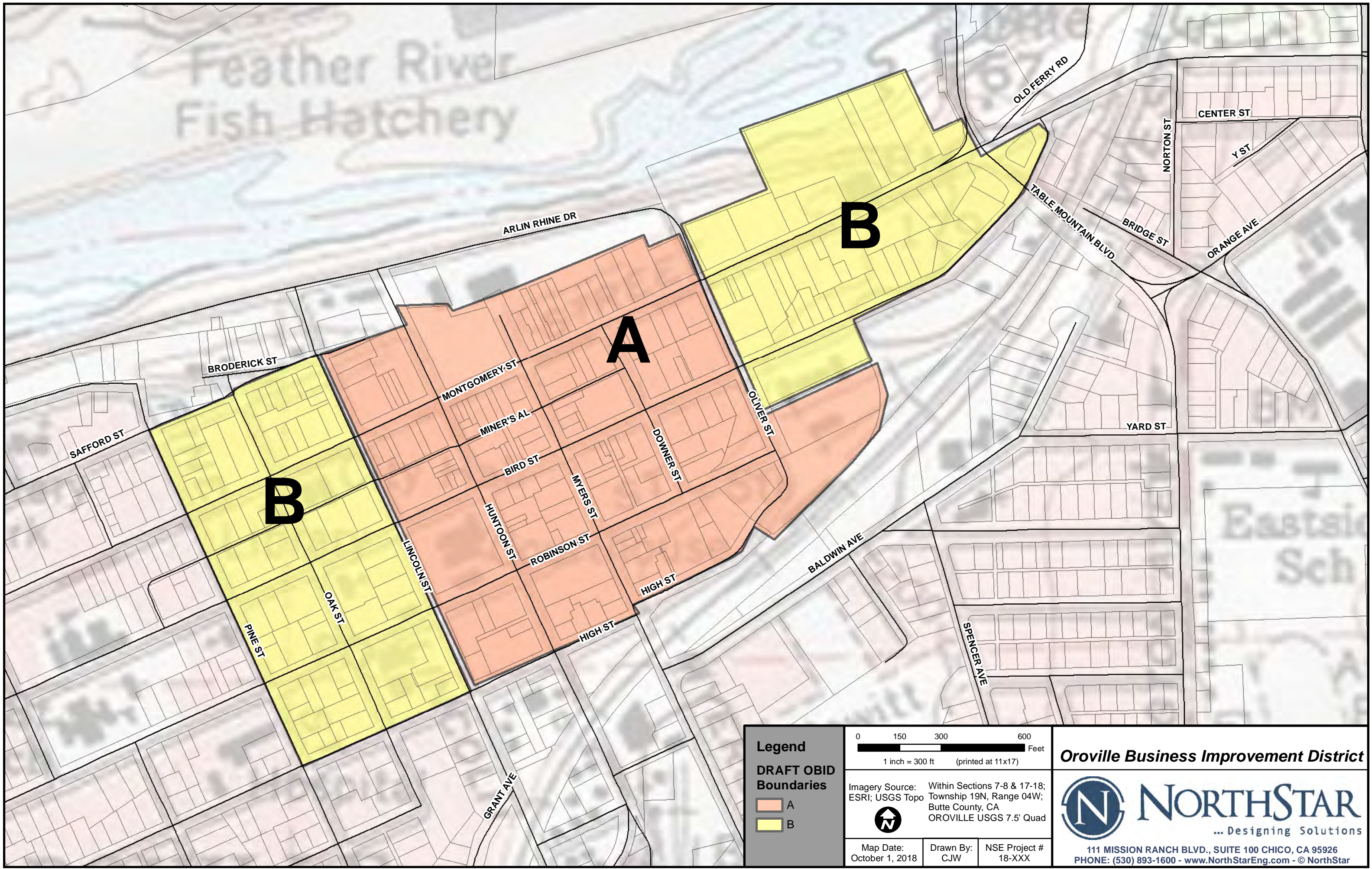
### Explanation of business size:

Small = One to three full-time employees. This also includes owners.

Large = Four or more full-time employees. This also includes owners.

(A full-time employee is anyone who works 40 hrs. or more per week)





<b>Legend</b> <b>DRAFT OBID Boundaries</b> A B	 1 inch = 300 ft (printed at 11x17)		<b>Oroville Business Improvement District</b>
	Imagery Source: Within Sections 7-8 & 17-18; ESRI; USGS Topo Township 19N, Range 04W; Butte County, CA OROVILLE USGS 7.5' Quad		 ... Designing Solutions 111 MISSION RANCH BLVD., SUITE 100 CHICO, CA 95926 PHONE: (530) 893-1600 - <a href="http://www.NorthStarEng.com">www.NorthStarEng.com</a> - © NorthStar
	Map Date: October 1, 2018	Drawn By: CJW	



**Here are the answers to questions most commonly asked by merchants and property owners during BID information workshops:**

1) **Is This A New Tax?** No, the BID is a self-imposed benefit assessment district. Several issues make it very different from a tax.

- a) It is self-initiated by local merchants; it is not a program or funding mechanism of the City.
- b) It cannot be formed if a majority of the businesses oppose it.
- c) The funds collected can only be used for projects within the district that are specifically recommended by the BID Membership.
- d) It can be dis-established at the will of the members.

2) **Will The Money Collected Go Into The City General Fund?** No, there will be a separate account set up which will keep the funds in place for BID programs only. The funds collected will be turned over to the BID Advisory Board in full.

3) **Will The Program Replace City Responsibilities With Regard To Traditional Public Services?** The program is designed to supplement and enhance existing City services, not replace them.

4) **What Are The Safety Features, The Checks and Balances?** The BID formation process provides for a system of checks and balances which very effectively protects participating merchants from escalating benefit fees or misuses of the annual funds as follows:

- a) The benefit fee cannot be increased once the BID is approved without a full and formal public hearing before the City Council.
- b) The BID must be re-approved by the membership on an annual basis. A point of primary importance is that **the BID is performance-based**. If the Annual BID Program doesn't perform as hoped, the BID can be discontinued at the end of any year at the time of annual approval.
- c) The BID membership controls how the money is spent and what the annual programs are to be. A standard contract for services with the City will confirm full and immediate payment of funds collected.
- d) The BID membership elects its own Board of Directors.
- e) The annual fees collected can only be spent within the district boundaries and can only be used for the specific physical and economic revitalization of the area.
- f) The BID can easily be dis-established by the members presenting Council with a petition representing 50% or more of the annual fees paid.
- g) A Memo of Understanding (MOU) may be attached to the BID ordinance as a further means of documenting the issues of BID program and funding control.



**5) How Will The Money That Is Collected Be Spent. What Is The Program?** There will be a special section in the BID information package dedicated to the budget and the annual programs. (see pages 8-11)

**6) Who Decides How The Funds Are To Be Spent?** Each year a BID Advisory Board, elected by the general membership, will prepare an annual program and budget report to be approved during a public hearing.

**7) Will The BID Be Another Government District?** No. The City's primary function is to approve the establishment of the District, collect the funds and disburse them to the Business Improvement District.

**8) What Happens To The Funds If The District Is Dissolved?**

The remaining funds must be returned to the businesses operating within the area at the time of dis-establishment.

**9) How Much Will Each Business Be Charged?**

Each member will be charged according to location, size and type of business. (See page 14). The suggested benefit fee formula has been designed by your business peers and is recommended to you for your approval as the most fair and equitable formula possible. The goal of the Formation Committee in creating the benefit fee formula was to show a direct relationship between amount paid and benefit received.

**10) How Will The BID Deal With The Question Of Multiple Individual Business Licensees Operating Out Of The Same Business, I.E. Personal Care Salons, Etc.**

Owners of personal care salons, real estate agencies, etc., operating with multiple business licenses at one address will be charged once annually per specific business location.

**11) Who Will Be A Member Of The Downtown Oroville Riverfront District BID?** All businesses located within the boundaries of the BID will be members of the BID. A representative from every business will be eligible to vote, serve on Committees, and on the Advisory Board to help determine how the funds are to be used. A listing of qualifying business types is as follows:

Retail and Restaurant: Businesses that buy and resell goods, examples are clothing stores, shoe stores, office supplies as well as businesses that sell prepared foods and drinks.

Service Businesses: Businesses that sell services. Examples are beauty and barbershops, repair shops, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

Lodging: Includes renting rooms by the day or week to community visitors.

Professional Service Businesses: Includes Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists, Realtors, Insurance Offices, Mortgage Brokers and

most other businesses that require advanced and/or specialized licenses and/or advanced academic degrees.

Financial Institutions: Includes banking and savings and loan institutions as well as credit unions, etc.

A number of uses will not automatically qualify for the BID but may join on a voluntary basis. Examples of these business types are residential uses and non-profit organizations not holding business licenses as well as schools and governmental uses.

**12) Does The Business Improvement District Provide For Voluntary Membership Of Commercial Property Owners and Businesses Outside The District?** Yes. It is likely downtown property owners as well as community members will want to invest in the district program by becoming voluntary association members. Additionally, businesses located outside the currently suggested district boundaries may be allowed to join. However, voluntary members will not have voting privileges.

**13) Are There Cities Within This Area That Are Using Business Improvement Districts?** Yes, currently successful BIDs exist in Chico, Redding, Roseville and Grass Valley as well as many BIDs being located in the greater Sacramento Area. Currently there are over four hundred BIDs successfully operating within California.

**14) What Type Of Business Do I Have?** Refer to question 11.

**15) What Impact Will the Business Improvement District Have On Residential Neighborhoods?** Residents, like commercial property owners, will be benefited at no cost by the formation of a business improvement district. Specifically, residential areas will benefit in several ways, which include:

- a. increased property values
- b. reduced vacancies
- c. a more attractive central business district through streetscape beautification programs, etc.

**16) How Will Non-Retail and Non-Restaurant businesses such as Financial, Professional and Service Businesses Benefit From a Business Improvement District?** Typical Business Improvement District programs include:

- a. Provide a more attractive, clean, well-managed, safe and secure area in which to conduct business.
- b. Publish a directory of Goods and Services recognizing and promoting, by name, location and type of service, all businesses within the BID boundaries.
- c. Improve parking

- d. Sponsor a creative and colorful ongoing image campaign, which will benefit every business located within the new district boundaries.
- e. Work to fill existing and future vacancies with desirable new businesses.

**17) What will become of the Oroville Downtown Business Association once the BID is established?**

It is important to know that the BID *is not an organization* but rather is a funding mechanism for downtown revitalization. The existing ODBA, joined by the Riverfront District participants and their marketing programs, will become the managing organization of the new BID. All downtown businesses within the BID boundaries will become members of the ODBA. As is the case throughout California, all funds collected through the BID will go toward carrying out downtown improvement programs and projects.

**18) Why Should Downtown Oroville Merchants Consider the Establishment of a Business Improvement District?**

A brief statement of benefits occurring to the community from a successfully established and operated BID:

**Benefits to the Business Community:**

- 1) A BID unifies all businesses to work toward a common goal, that of an economically revitalized Central Business District.
- 2) A BID helps to reduce retail sales leakage by allowing our area to compete more effectively for regional business through the generation of greater marketing resources and strengths.
- 3) A BID supports businesses through commercial recruitment, retention and promotion as well as through the sponsorship of a Shop Oroville First program and image-building campaigns. There are already signs that the downtown Oroville business area could be the new home of some businesses previously located in Paradise. The BID would welcome these new business neighbors and support them in every way possible.
- 4) A BID creates a strong unified voice to represent business interests to local government agencies.
- 5) A BID helps fund other projects as suggested by business owners including cleanup programs, benches, lighting, decorations, directional signage, parks, fountains, parking improvements and special events.

## **Benefits to the City of Oroville:**

It is a proven fact that of the many entities receiving direct benefit from a successfully implemented business improvement district, the City itself receives by far the largest share of BID benefits generated. A few specific benefits received by the City are as follows:

- 1) A significant increase in sales tax revenues will occur as a result of the ambitious new year-to-year campaign sponsored by the BID to attract new visitors and shoppers into downtown Oroville. Increases in sales tax revenues translates to a higher level of public safety in the form of police and fire protection as well as the maintenance of public property within the project area.
- 2) A primary BID program is the filling of existing commercial vacancies, or vacancies as they occur, with the most desirable new businesses. The filling of commercial vacancies adds to the tax base of the City. An additional related BID program is the strengthening of existing businesses through business retention efforts in order to prevent any loss of current businesses and sales tax revenues.
- 3) The chance of attracting new commercial development into the project area is greatly increased by virtue of the BID's physical image improvement program as well as its commercial recruitment program. New commercial development adds to the City's tax base and overall economic vitality.
- 4) An additional BID project is the development and implementation of an ongoing downtown image-building program. This campaign will be approached from both the conceptual (what people think of the area) and physical (what people see of the area) aspects. The ability to show off the commercial area with pride is a benefit to Oroville's civic leaders as well as to all involved merchants and property owners.
- 5) A BID serves as a business community consensus building mechanism. A benefit to the City is the convenience of dealing with a single well-organized merchant's organization rather than with each specific merchant on an individual basis.
- 6) The multiple benefits of a more attractive commercial area populated by the most desirable mix of businesses is an image that the City must desire for its community.
- 7) A BID promotes historic preservation. The traditional downtown area of any city is its heart and soul as well as the point of beginning of the city's development. The historic aspects of Downtown must be preserved and promoted for the benefit of the City of Oroville as well as for all others concerned including businesses, property owners, residents and community organizations.

**Benefits to Downtown Commercial Property Owners:** A Business Improvement District will provide the following benefits to area commercial property owners.

- 1) A stronger downtown commercial economy provides increased property values. Resale values and rent-lease rates are increased.
- 2) A BID works to carry out commercial recruitment and retention programs as a direct means of reducing existing commercial vacancies, or vacancies as they occur, with the most desirable new businesses.
- 3) A successful BID-marketing program is an excellent incentive in attracting new business investment into the community. Wouldn't you prefer to locate your business in an area that sponsors an aggressive, colorful and creative month-to-month commercial marketing program than in some area where it's every business for themselves and no business is getting the necessary marketing traction to be a success?
- 4) As mentioned earlier, a stronger business economy generates increased sales tax revenues, which provide public services in the form of police and fire protection as well as public area maintenance. These services benefit all property owners.
- 5) The BID will provide a more attractive, clean, well managed, safe and secure commercial area in which to own property.
- 6) The BID will work to improve parking within the project area.
- 7) The BID will sponsor an ongoing image improvement campaign, which will benefit every property owner located within the district boundaries.
- 8) These benefits listed above are provided at no cost to local property owners as the BID annual fee is collected from business owners only. However, the new BID will aggressively promote the voluntary membership of all owners of commercial properties within the new District.

**Benefits to Community Members:** Residents and residential areas will benefit in several ways:

- 1) Increased residential property values.
- 2) Commercial vacancies will be reduced.
- 3) A better selection of merchandise offered locally, by locally owned businesses.
- 4) A more attractive business district through streetscape beautification and facade improvement programs.
- 5) Residents, like commercial property owners, will be benefited at no cost to themselves by the formation of a Business Improvement District.
- 6) Finally, an economically healthy downtown area provides for a healthier overall community.