



QUICK FACTS

What is a PBID?

A Property Business Improvement District is a private-sector funding mechanism designed to improve the environment of a designated area with new services financed by a self-imposed and self-governing assessment. These services (such as enhanced safety and maintenance) are provided exclusively within the district and are an enhancement to - rather than replacement of - those already provided by the government. BIDs work in the same way as a common area maintenance (CAM) agreements in shopping malls and office parks.

Are there other BIDs?

Yes, there are over 1,000 bids across North America. Sacramento has several BIDs, which have been working to improve their individual areas. As other BIDs successfully implement security programs, it drives more homeless, criminals, drug addicts and violence into the area. This puts this area behind in terms of combating the influx of homeless and petty crime.

What will it cost?

It depends on the property type. Different rates are proposed to acknowledge that the level of benefit varies by property type - for example, open lots don't benefit from a BID the same way that developed commercial properties do.

Most Property Improvement BIDs use a formula which considers the lot and building size. Some include a per foot Frontage Fee. While some single-family residential properties may lie within the district, residential properties are not subject to the assessment. The chart to the right is a general guide for anticipated assessments.

What services will the PBID provide?

Initial services typically fall within the two major categories of **Security and Maintenance**.

Security will be the primary focus of the BID.

Examples of these Services include, 24/7 enhanced security patrols and remote security monitoring, as well as outreach and connection to local services providers for homeless and transient population control.

| Sample Budget | |
|---------------|-----|
| Security | 65% |
| Maintenance | 12% |
| Admin | 8% |
| Capital Proj | 5% |
| Advocacy | 5% |
| Reserve | 5% |

BIDs conduct ongoing communication and cooperation with the City and County Sheriffs outreach teams, as well as Code Enforcement and other County Services to ensure that homeless encampments are removed and they don't return.

Examples of maintenance could include comprehensive sidewalk sweeping, scrubbing, and power-washing. It can include litter removal, landscaping and maintenance within the public areas of the district, as well as cleanup and removal of homeless encampments.

Beautification and special projects will give the BID flexibility with a portion of its funds to respond to current needs in the district, including Capital Improvements such as Street banners, Way finding signage, lighting, and landscaping.

Many BIDs also sponsor Community Watch and Community Ambassadors groups to create a sense of place to facilitate the BIDs primary goals.

| Chart | Lot Rate ft ² |
|--------------------------------|--------------------------|
| Fast Food/ Gas Stations | \$0.08 |
| Hotels / Restaurants / Retail | \$0.05 |
| Other Commercial / Office | \$0.03 |
| Industrial / Vacant / Military | \$0.02 |
| Frontage Fee per ft | \$12.00 |

This sample chart shows the rates invested by property owners of the 80Watt PBID. Rates will vary. This is presented as an example.

Who will manage the PBID?

The 80 Watt District-PBID is governed by a Board of Directors made up of property and business owners representing a wide variety of use types within the district. Board members are volunteers. For the day-to-day management, the PBID is managed by the Executive Director, Rebekah Evans to insure professional delivery of service and compliance with all statutory requirements.

Will the County reduce its existing service?

No. The County of Sacramento, and County Supervisors have been committed to helping start and maintain PBIDs throughout the county. PBIDs offer area property owners an opportunity to have a voice in the enforcement and beautification that directly effects their property and property values. The County of Sacramento has a long history of working with PBIDs to support revitalization of specific zones within the county.

Who decides on a PBID?

Property Owners. The PBID is self-imposed by the property owners who are in the designated area. This is not a general assessment on tax payers. Formation of the PBID requires a petition process, which our RENEWAL 2020 will need signatures in Jan/Feb of 2020.

In order to continue and/or expand the PBID, petition support is required from more than 50% of property owners within the district. Property owners with larger parcels have a weighted vote. If you are paying more into the PBID, your "vote" will have more weight in the petition process.

Once there is sufficient support for the PBID to renew, a public hearing will be held with the county to reestablish the PBID for another 7-10 years. The County will distribute ballots and tally the vote. If successful, the PBID will continue after the next annual tax collection in July 2020.

Will the PBID be reviewed?

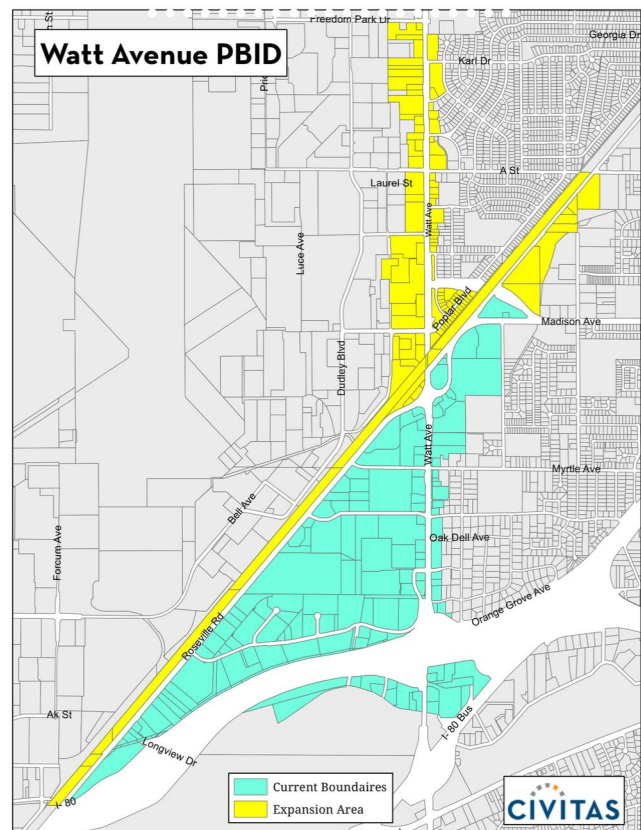
Normally, PBID's have an initial term of 5 years, which for the 80 Watt District is: December 31, 2020. Every year the PBID Board has given a report to the County Supervisors, provide a status update and review what progress has been achieved. At the end of this initial period, property owners will again have to approve the continuation of the PBID. If a majority of property owners do not approve the continuation of the PBID, it will shut down. (Already, we have 80% approval from survey's of our Property Owners.)

With local control and local diligence on local issues, PBIDs are a very cost-effective way to revitalize and secure an area. PBID renewal rate nationally is 99%

What will the PBID boundaries be?

The outreach to our property owners started in July 2019. The outreach to extended boundaries started in August 2019 by the 'PBID Renewal Steering Committee.' To meet with a committee member or get more information: Call Rebekah Evans at 916-495-5599 or email: info@80WattDistrict.com

80 Watt District: **BLUE** (Current boundaries)
YELLOW (possible extension on boundaries)



Contact: 80 Watt District 916-495-5599 or Email to Rebekah Evans, Executive Director info@80WattDistrict.com

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Look whats happening right now.....

ACCOMPLISHMENTS: WHAT WE DO

Since the 80 Watt District –PBID was formed in 2015, improvements in the District have helped attract new business, more business, allowed residents to feel safer, and create a critical mass for retail and business growth with the changes and upgrades. Through the 80 Watt District’s committee structure, we monitor progress in **five key programming areas**:



36 Business blocks patrolled and cleaned daily



5000+ Business contacts annually

12 Fast Food Restaurants



3 Sit-down Dining Establishments

2 Starbucks



1.4+ (million) Commuters on this Sacramento Corridor

NOTE:

The PBID is the main funding mechanism for the 80 Watt District services.

The accomplishments noted here would not be possible without this funding. For example: Security Patrols 24/7, (annual spend: \$223,000!), Maintenance & Cleaning: 4 days a week, (annual spend \$81,000), District Advocacy, branding and marketing **efforts would NOT occur, without the PBID**, which is for the benefit of the properties, businesses and residents.

Do what the businesses cannot do by themselves!

Goal 1: Establish an inspiring identity by mapping the region in the 80 Watt District to understand business strengths, open vacancies and lease rates in real estate, excellence and vulnerabilities in security and maintenance needs and marketing opportunities. Investment into an ‘Economic Impact Study’ will help the renewal, business opportunities and more.

Goal 2: Build and strengthen relationships with strategic business partners, through communication, convening and grant (sponsorship) support to local business, thus encouraging the strength for renewal.

Goal 3: Build and strengthen outreach campaigns and sponsorships to property owners providing constructive and easily accessible outreach and renewal information needed, so that renewal is easy.

Goal 4: Engage partners in a coordinated and unified effort at events including collaboration opportunities to showcase our mission, vision and branding to the larger communities.

Goal 5: Increase the online presence of 80 WATT DISTRICT/PBID through web marketing and social media strategies.

The 80 WATT DISTRICT/PBID’s top priorities continue to be a strong partnership with the County of Sacramento and other key stakeholders in strengthening a ‘virtuous cycle’ of economic stimulus. In turn, spending generates millions of dollars in income for the businesses, assuring jobs for thousands of local residents. Finally, as the local economy expands, the assessment and taxes (both TOT and sales tax) will increase, allowing the county to increase their investment into the economy.

The 80 Watt District will continue to provide the following:

1. Security Services
2. Maintenance & Beautification programs
3. Marketing and Advocacy -Communications platform to promote the 80 Watt District Brand,
4. Capital Improvements
5. Administration & Collection
6. Contingency & Renewal of the PBID

