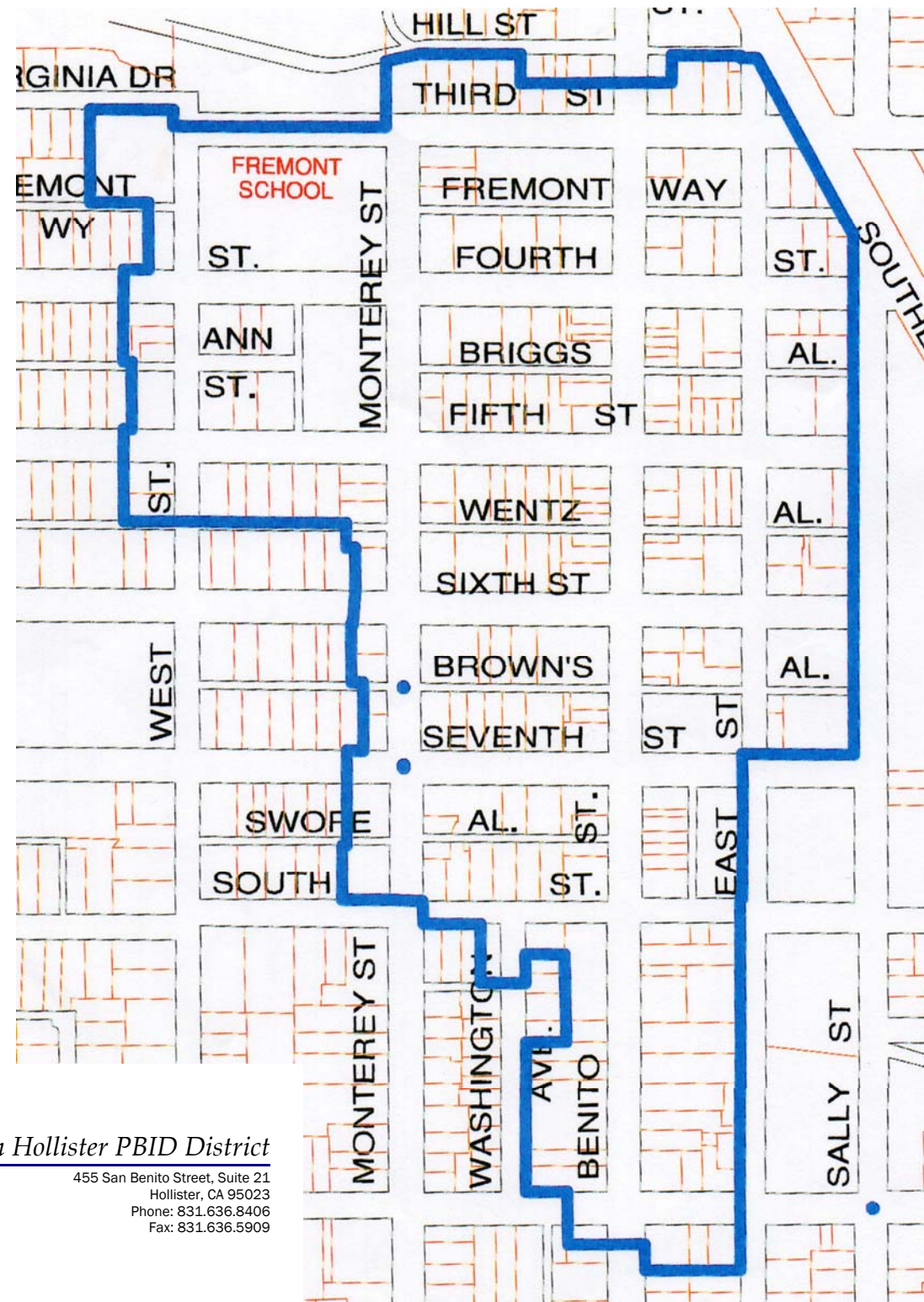


Proposed PBID Boundaries



Downtown Hollister PBID District

455 San Benito Street, Suite 21
Hollister, CA 95023
Phone: 831.636.8406
Fax: 831.636.5909

Downtown Hollister PBID

Striving to Make All of our Downtown District Clean, Economically Vital, and Pedestrian Friendly



Fifth & San Benito Streets

The Process to Implement the PBID

Since last summer, property and business owners, along with input from the community, developed a Management Plan for the Downtown Hollister Property Based Business Improvement District. Key steps of the process included:

PBID STEERING COMMITTEE: The process has been guided by a Steering Committee composed of district property and business owners as well as civic leaders.

PUBLIC FORUMS: Last fall public forums were held to discuss how a PBID would be beneficial for Downtown Hollister.

SURVEY: In a survey conducted in the fall of last year, about 60 property and business owners responded, strongly recommending economic development, downtown identity and enhanced maintenance services for Downtown Hollister.

PLAN REVIEW WORKSHOP: In January, a series of plan review workshops were held to solicit final comments from property owners into the PBID Management Plan.

March 2, 2010

Dear Downtown Hollister Property Owner,

We represent a group of concerned property and business owners who helped develop and support the creation of a Property-Based Improvement District (PBID) for Downtown Hollister. A PBID provides for an assessment on property for improvements and services that enhance, and do not replace, City services. This economic development, maintenance, downtown improvement and management tool has been used successfully by at least 80 business districts all throughout California resulting in higher sales, lower vacancies and higher property values. Only one of these PBIDs was not renewed at the end of the five year period; this in itself shows the effectiveness of this vital program.

The Management District Plan for the Downtown Hollister PBID has been carefully developed over the past nine months with input from property owners, business owners, and civic leaders. The following materials are included in this package to help you review this opportunity to improve Downtown:

- Management Plan Summary
- Informational Newsletter and Map of the District
- Petition, Instructions, and Self-Addressed Envelope

After studying these materials, we hope that you will agree with us that the PBID is an investment that will help advance Downtown. We urge your support by signing the PBID petition and joining us in this exciting initiative.

Sincerely,

The Downtown Hollister PBID Steering Committee

PBID Steering Committee

Marilyn Ferreira
Property Owner

Richard Ferreira
Property Owner

Phil Fortino
Property Owner

Roger Grimsley
IOOF Mound Lodge

Victor Gomez
City of Hollister Mayor

Gordon Machado
Rustic Turtle
Embroidery

Jerry Muenzer
Muenzer's Cyclery

Mark Paxton
Property Owner

Steve Rosati
Penny Wise Drug

For more information, please contact either Brenda Weatherly at the Hollister Downtown Association by calling 831.636.8406 or our PBID consultant, Kristin Schubert at 916.786.9686.

Frequently Asked Questions About PBIDs

What is the Downtown Hollister PBID?

What services will the Downtown Hollister PBID provide?

I already pay taxes! Why pay more for a PBID?

Is Downtown Hollister unique in having a PBID?

What will happen to the Hollister Downtown Association?

What is the process for forming a PBID?

How will the funds be spent?



Proposed Signage from Strategy Plan

How much will a PBID cost me?

A PBID, or "Property-Based Improvement District", is a self-imposed and self-governed benefit assessment district that finances enhanced services. A PBID is "self-imposed" in that it requires assessed property owners to sign petitions and ballots in order to form the district. It is "self-governed" in that PBID management decisions are made by the District Owner's Association, a non-profit organization established to govern this program.

The PBID will finance services that are over and above the basic services the City currently provides. These services include enhanced maintenance services, economic development, and downtown identity programs. The City of Hollister has approved a base level memorandum identifying those services the City currently provides and will continue to provide. A copy is included in this packet.

Your general property and sales taxes pay for services that are distributed throughout the city and region. Unlike these general tax dollars, 100% of the PBID assessments comes back to the District for special projects and services that are enjoyed only by the District.

No, there are approximately 80 other PBIDs, both large and small throughout California and over 1,200 of them throughout North America. More and more, PBIDs are viewed as an effective tool to help downtowns and business districts compete in an increasingly challenging market.

Whether or not the PBID is formed, the Hollister Downtown Association (HDA) will stay in operation. The services provided by the HDA will remain distinct and separate from the services the PBID provides. Both these organizations will complement one another in an effort to encourage economic growth and vitality.

By state law, the PBID must secure petition and ballot support from property owners representing more than one-half of the assessments to be paid. The maximum PBID assessment budget for its first year of operation is \$125,000. Of that total, 76% is allocated to services and programs.

The following table illustrates the PBID operation budget for its first year of operation, 2011.

ACTIVITY	BUDGET
Enhanced Maintenance	\$15,000
Economic Development	\$50,000
Downtown Identity	\$30,000
Total Activities	\$95,000
Administration	\$25,000
Reserve Fund	\$5,000
TOTAL PBID ASSESSMENT BUDGET	\$125,000

Annual assessments are calculated based upon each property's special benefit received from the identified services and activities and their relative cost. The assessment factors are based on building square footage and linear street frontage. The first year's assessment rates per foot are as follows:

Parcels	Annual Assessment Rate	
	Per Bldg SF	Per Linear Foot
Govt/Non-profit/Residential	\$0.039	\$0.575
Commercial	\$0.135	\$0.575

Improvement & Activity Plan

As determined through surveys of property and business owners within the proposed district, the top priority for services and activities within the Downtown Hollister PBID area include:

- ◆ Enhanced Maintenance
- ◆ Economic Development
- ◆ Downtown Identity

Based upon these findings, the categories detailed at the right will be funded by the Downtown Hollister PBID. Although these services will be provided during each of the five years the District is in operation, the narrative provides recommendations for the PBID's first year of operation.

Final programs and budgets will be subject to the review and approval of the PBID Owners Association prior to City Council approval.



Empty Store Fronts along San Benito Street

ENHANCED MAINTENANCE: The top priority for the Downtown Hollister property owners is enhanced maintenance services. The PBID will provide enhanced cleaning services, including sidewalk sweeping, litter removal, alley maintenance, power washing and scrubbing of sidewalks, removal of illegal signs, and graffiti. In addition, there may also be landscape maintenance services for all public space areas, which may include; landscaped planters, tree maintenance, seasonal flowers, and street beautification. These maintenance services are not to replace the existing City of Hollister maintenance services, but to compliment and enhance what they currently are providing.

ECONOMIC DEVELOPMENT: It is not enough to just provide a clean and attractive business corridor and expect new business development to automatically appear. Attention must be focused on recruiting new investors to Downtown Hollister and retaining those businesses that adhere to the goals and missions of the PBID.

PBID funds will be used to do market research and develop demographics needed to attract future development and investment. Additionally, this program will identify the types of businesses and activities that are missing in Downtown Hollister. It will be important to continue to develop a strategy to recruit those businesses and activities. The Owners' Association will develop the annual work programs and budgets from a wide variety of options that may include, but not necessarily be limited to:

- Design and disseminate investor marketing materials.
- Create a database with a variety of market and real estate information.
- Provide counseling, financing referrals and business support to start locally-owned independent businesses.
- Provide trouble-shooting and liaison services between property and business owners and the City in an effort to entice investment and business operations in Downtown Hollister.

DOWNTOWN IDENTITY: Another priority of the property and business owners is to provide a sense of identity for the downtown business core. In order to do that, the PBID may fund gateways at either entrance of the District, wayfinding signage throughout the district and informational kiosks to assist both pedestrian and vehicle traffic. There are also discretionary use of funds that the PBID may use annually to compliment and supplement other downtown identity improvements.



Dumpsters Create an Eyesore

ADVOCACY AND ADMINISTRATION: The PBID will require a professional staff to properly manage programs, communicate with stakeholders, and provide leadership, advocating on behalf of the Downtown Hollister business district. The PBID advocacy services will provide direction on policies and issues that affect the central business district.

To reduce administrative costs, increase leveraging of funds, and avoid duplication of enhanced services, it is intended that the PBID will contract with the Hollister Downtown Association to provide the administrative services for day-to-day operations. PBID funds will be used to leverage additional monies by sponsorships from special events, contracts, grants and earned income. Additional administrative costs will include; accounting and annual financial audit, insurance, program support costs including supplies, equipment and rent, County PBID assessment collection fee, estimated at 1% of assessments, and other administration costs associated with the overhead and administrative support of programs.

A reserve is also budgeted to provide a contingency for unforeseen program needs and to provide a cushion for assessment delinquencies.