



What is a Business Improvement District (BID)?

Under California law, BIDs form to provide supplemental services to businesses within the district to improve overall appearance and draw new patrons to the area with promotion and special events.

- Reduced budgets in cities throughout California are a reality. Santa Paula is presently struggling just to maintain its infrastructure, roads and parks.
- Holiday decorations, special events, and sidewalk cleaning are NOT provided for by city taxes. Business owners provide these services for themselves via a BID.
- Businesses within a defined BID geographic area agree to assess themselves annually, and direct the provision of services funded by the assessment.
- In that regard, BIDs put **Businesses In the Driver's seat** to improve their district's appearance, promote a positive district identity, and attract more customers.

Downtown Initiatives

Respond to serious issues and increase foot traffic to the Downtown area. Possible initiatives for Downtown include:

- Hosting Downtown Festivals and Musical Events/Concerts
- Creation of a Task Force to resolve area issues related to homelessness
- Outreach Project to address chronic homelessness in the area
- Trick or Treat in Downtown
- Promote the Taste of Santa Paula
- Yes We Can! Project to display children's art on our public trash cans
- Holiday decorations on our street poles
- Festive lights on street poles and trees
- First place in **Neighborhoods USA's** Neighborhood of the Year competition for social revitalization.
- Promotion and marketing for Downtown Businesses

Contact Us

Ikani Taumoepeau

(P) 805-525-4478 x286
(E) itaumoepeau@spcity.org

Santa Paula Downtown Business Improvement District (BID)

Putting Businesses In the Driver's seat!



CLEAN.

SAFE.

**PROMOTION AND
SPECIAL EVENTS
TO DRAW NEW
PATRONS.**

*We all benefit with an
improved business
environment.*

Why should we have a Downtown Business Improvement District?

A better question:

Why **wouldn't** you want an *improved business environment*?

A Business Improvement District allows businesses to receive specific benefits from supplemental services not provided by the city, which may include:

- Litter pick-up, sidewalk cleaning, street sweeping and graffiti abatement.
- Strength in numbers – a formally organized business district represents a vital collective economic interest with the city.
- Holiday decorations with proper festive lights and themed events.
- Special events and promotion to draw patrons to the area.

Did you know Ventura and Oxnard both have Downtown BIDs to pay for their decorations, promotions and special events?

How does my business benefit?

A cleaner, improved district welcomes patrons, and everyone can benefit from increased patron traffic.

Special Events & Promotion Help New Patrons Discover YOUR Business.

A **Design District** marketing campaign would promote SANTA PAULA DOWNTOWN as **the premier destination**.

Special events, festivals, and car shows would be established to provide a large central coast event designed to promote our Downtown Business and put them in direct contact with potential customers.

Our community *should* be the home of more **Downtown Festivals and Outdoor Market** events. A BID can produce events and promotions like these to draw patrons here.

How does a Business Improvement District work?

Business owners sign a petition to create it. Once formed, the city sends out an annual assessment, and turns over the funds to the Downtown BID to spend on the **improvements the business community wants**. The BID is **governed by a board consisting of elected business owners in the district**. Board members have **equal voting power** to determine the services to be provided and oversee delivery.

IT'S TEMPORARY.

The district will expire automatically in 5 years, giving businesses the opportunity to decide whether to continue or modify it through this same process.

Do **you** want a better business environment?

Then sign the petition!

BID = Your Business In the Driver's seat.