

# STAFF REPORT

## City of Lancaster

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DATE: January 26, 2016

TO: Mayor Parris and City Council Members

FROM: Chenin Dow, Management Analyst II

SUBJECT: **Approval of the Annual Report for the Downtown Lancaster Property and Business Improvement District**

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### **Recommendation:**

Approve the Downtown Lancaster Property and Business Improvement District (PBID) Annual Report for 2015, submitted by The BLVD Association.

### **Fiscal Impact:**

None.

### **Background:**

In July 2013, with the overwhelming support of more than 73% of downtown property owners, the Lancaster City Council established the Downtown Lancaster PBID. This marked the transition of The BLVD Association, an organization of downtown merchants founded in 1989, from a Parking and Business Improvement District (BID) which generated approximately \$25,000 annually for promotion of the downtown area to a Property and Business Improvement District (PBID) which generates more than \$260,000 annually.

These funds are utilized by The BLVD Association to create a more vibrant downtown and help its member businesses thrive. Funds are allocated in three major categories: Clean & Safe, Marketing and Promotions, and Administration & Advocacy.

### **Clean & Safe**

In 2015, The BLVD Association's Clean & Safe Committee continued its focus on maintenance and security services in the form of Clean Teams and The BLVD Patrol. Two Clean Teams from local nonprofit Desert Haven Enterprises continue to conduct cleanup and beautification efforts throughout the downtown district on a daily basis to ensure the general cleanliness and aesthetic appeal of The BLVD. The Association has also contracted with Acme Asset Protection to continue The BLVD Patrol, a private security and ambassador program for the downtown district.

Also in 2015, the Clean & Safe Committee engaged in new initiatives to beautify and enhance patron amenities in the downtown area. Namely, the team researched and purchased bicycle racks to be installed in early 2016, and worked with Lancaster Museum of Art & History (MOAH) staff to lend support to their effort to bring the world-renowned POW! WOW! mural festival to The BLVD in August 2016.

### **Marketing & Promotions**

The Association continued a variety of marketing efforts to attract patrons to the downtown area. Advertising efforts encompassed newspaper, radio, billboards, television, social media, and web. The Association also organized and/or participated in more than a dozen different special events, ranging from the City's Farmers' Market and annual festivals to such Association events as Santa's Village, Music of the Season and Small Business Saturday.

New in 2015, The BLVD Association partnered with the Lancaster JetHawks to sponsor the stadium's skybox suites. Dubbed "The BLVD Luxury Suites," the stadium's skybox-access elevator foyers and public areas leading to the second-floor suites now feature extensive BLVD branding to increase awareness of The BLVD.

Throughout late 2015, The BLVD Association worked with Absolute Event Solutions (AES), a full-service event production company, to begin planning for its inaugural "Bacon, Blues, and Brews" festival. The first event of its kind on The BLVD, Bacon, Blues and Brews will bring craft beer, bacon-themed cuisine, and blues music to downtown Lancaster in a street-festival atmosphere. This ticketed events aims to attract 4,000 – 5,000 people to The BLVD on May 14, 2016.

### **Administration & Advocacy**

The third component of the PBID budget and governance is Administration & Advocacy. This category encompasses the administration of Clean & Safe and Marketing & Promotions programs, as well as community involvement and representation.

No change is proposed to the Management District Plan adopted by the Council in July 2013; all assessment amounts will remain the same.

### **Attachment:**

The BLVD Association 2015 Annual Report