



## 2015 Annual Report

## Introduction

In 2013, The BLVD Association (Association) partnered with the City to establish the Downtown Lancaster Property and Business Improvement District (PBID), the first-ever district of its kind in the City of Lancaster. Through this effort, the downtown area's previous business district was transformed from an entity that generated approximately \$25,000 annually into an organization with more than \$260,000 in resources to promote The BLVD and help its member businesses thrive. The PBID was established for a five-year period, from January 1, 2014 through December 31, 2018.

As such, 2015 marked the PBID's second year of operation. While much of 2014 involved laying the groundwork for the new organization, 2015 saw the implementation and continuation of a wide variety of services and activities, as well as the launch of new initiatives such as the early planning stages of "Bacon, Blues, and Brews," a festival designed to attract thousands of patrons to the downtown area.

In late 2015, the Association held elections for the 2016-17 term. This election cycle reflected a significant increase in member engagement, with more candidates running for election than at any other time in the organization's history. The members of the newly elected board represent a wide range of industries and expertise, from restaurateurs and retailers to professional and personal services:

- Tim Anders, BeX
- S. Jill Cooper, California Bank & Trust
- Zac Cullen, Cullen Insurance
- Chenin Dow, City of Lancaster
- Steve Eglash, InSite Development
- Justin Lane, Monte Vista Properties
- Myrle McLernon, MDM Architects & Kinetic Brewing Co.
- Marilyn Norris, Double D Cupcakes
- Valerie Orcutt, Bella West Spa & Salon
- Shannon Quigley, The Yoga Roots
- Mike Reece, BLVD Flooring Emporium
- Robert Turner, Aven's Fine Home Furnishings
- Shandelyn Williams, Antelope Valley Union High School District

The PBID's budget and governance is separated into three distinct categories: Clean & Safe, Marketing & Promotions, and Administration & Advocacy. Each of these categories is guided by a committee comprised of board members and other interested members of the Association. Below is a summary of the activities for each in 2015.

## Clean & Safe

In 2015, the Clean & Safe Committee has continued its efforts to provide maintenance and security services via Desert Haven Enterprises and The BLVD Patrol. In addition, the committee took steps to provide patrons with new amenities such as bike racks and murals.

### Desert Haven Enterprises

The Association engaged the services of local nonprofit Desert Haven Enterprises to conduct cleanup and beautification efforts throughout the downtown district. Two Desert Haven crews, dubbed “Clean Teams,” work daily Monday through Friday to ensure the general cleanliness and aesthetic appeal of The BLVD. Services include removing trash and debris, assisting with landscaping, sweeping, cleaning street furniture, and more. Teams work on Lancaster Boulevard as well as all side streets throughout The BLVD district. These services augment the City of Lancaster’s previously existing maintenance services on The BLVD.



Desert Haven Clean Team Hard at Work

### The BLVD Patrol

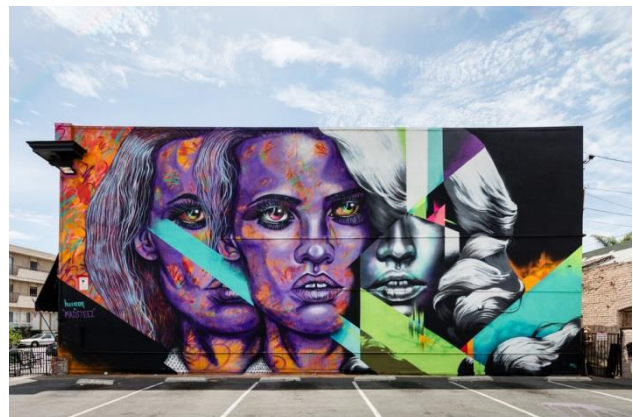
The Association also contracted with Acme Asset Protection to continue The BLVD Patrol, a private security and ambassador program for the downtown district. The BLVD Patrol serves to not only augment the security of The BLVD, but also to act as ambassadors who can assist patrons as they frequent downtown destinations. As crime statistics and member feedback alike illustrate that The BLVD is already a very safe area, The BLVD Patrol focuses primarily on minor quality-of-life issues and customer engagement.

### Bicycle Racks

The Clean & Safe Committee worked closely with the City’s Planning Department to identify optimal locations for bicycle racks throughout the downtown area. Artistic racks, shaped in the form of bicycles and powder-coated in The BLVD’s signature brand colors, will be installed in early 2016.

### POW! WOW! Mural Festival

The BLVD Association has 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. Designed as a gathering to celebrate culture, music, and art, POW! WOW! will bring artists from all over the country to make their mark on downtown Lancaster in July 2016. This event is expected to attract thousands to The BLVD and create 16 new murals throughout the downtown area.



Mural from POW! WOW! Long Beach

## Marketing & Promotions

The Association continued its efforts to advertise The BLVD through a wide range of media in 2015. To complement these efforts, several promotions were held, including two that were new to The BLVD in 2015: “Stay and Play” and the early planning stages for “Bacon, Blues, and Brews,” a festival that will mark the first of its kind for the Association in 2016.

## Advertising

Advertising for The BLVD encompassed a wide range of media in 2015. The Association contracted with a variety of local agencies to attract patrons to the downtown district, with advertising encompassing newspaper, radio, billboards, television, web, and social media.

## JetHawks Partnership

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.



## Events

The Association continued to participate in the City of Lancaster’s annual “Celebrate Downtown Lancaster” event series and organize its own annual events, as well as launching new ones.

## City Events

The Association continued to support the City’s major downtown special events, including:

- Streets of Lancaster Grand Prix
- Celebrate America on The BLVD
- BooLVD Halloween and Harvest Festival
- A Magical BLVD Christmas
- Weekly Farmers’ Markets

## Stay and Play

To attract patrons downtown in late summer, the Association hosted its inaugural “Stay and Play” event. Designed as a cross-promotional effort to incentivize customers to look beyond their personal BLVD mainstays to experience all that downtown Lancaster has to offer, customers had the opportunity to take receipts and purchase orders from any BLVD business into a participating business to be eligible for special deals. More than 25 businesses participated, offering a wide variety of specials such as discounts and free gifts with purchase.

## Small Business Saturday

2015 marked the second annual Small Business Saturday event hosted by The BLVD Association. To capitalize on the national campaign organized by American Express, the Association organized a street fair-style event on the BeX Patio. This event featured displays illustrating the goods and services available at businesses throughout the downtown district, a raffle for gift certificates from dozens of different downtown businesses,



giveaways to the first 250 shoppers, and special one-day-only lunch menus at downtown restaurants for just \$5.

### **BLVD Gifts of Health & Beauty**

To kick off the holiday season, the Association once again hosted “BLVD Gifts of Health & Beauty.” This event features health and beauty-oriented specials, gifts and discounts from a variety of downtown businesses. Thirty-five businesses participated in this year’s event.

### **Music of the Season Choral Showcase**

In December, the Association held its fourth annual Music of the Season Choral Showcase. Local high school choirs were invited to perform on the Bandstand Stage in front of BeX, with each receiving a \$500 donation for their choral programs in return for their performances. This event achieved two key goals: supporting musical education in the Antelope Valley, and also drawing participants, families, and friends downtown during the height of the holiday shopping season.

### **Santa’s Village**

Throughout late November and December, the Association hosted its second annual Santa’s Village. Held at the historic Western Hotel Museum, this new event featured photos with Santa, as well as a different holiday-themed movie each night. Approximately 120 families had photos taken throughout the four-night event, with still more attending to view the movies. In all, an estimated 750 people visited Santa’s Village.

### **Bacon, Blues, and Brews**

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.



**Santa and his Elves**

## Administration & Advocacy

The third component of the PBID budget and governance is Administration & Advocacy. This category encompasses efforts such as administration and business attraction, as well as community involvement and representation.

## Business Attraction

Several new businesses were attracted to The BLVD in 2015, such as:

- Rio Brazilian Grill
- Double D Cupcakes
- West Coast Jewelers
- Perkies Coffee Haus
- Modern Tea Room

Each of these businesses contributes to establishing the sought-after target tenant mix to build synergy in downtown Lancaster.



## Advocacy and Community Involvement

The BLVD Association has continued its involvement in local trade organizations such as the Lancaster Chamber of Commerce and Antelope Valley Board of Trade. In addition, the Association engaged in professional development opportunities with organizations such as the California Main Street Association, California Downtown Association, and International Downtown Association to bring best practices for downtown management to The BLVD.

## Activities & Budget for Fiscal Year 2015

### Proposed Activities for 2016

The BLVD Association will continue to provide services in each budget category as outlined below. No changes are proposed to the existing Management District Plan, adopted by the Lancaster City Council in July 2013.

#### Clean & Safe

Cleaning and maintenance services will continue to be provided by Desert Haven Enterprises, while The BLVD Patrol will continue to serve as customer ambassadors and security. Additionally, the Clean & Safe Committee plans to engage in efforts to further enhance the aesthetic appeal and utility of the downtown area by installing bike racks, as well as supporting the POW! WOW! mural festival to restore existing murals and create additional ones.

In addition, the Clean & Safe Committee plans to engage the services of an expert consulting firm to create a comprehensive plan to target specific safety-related issues in the downtown area. Research and vetting of potential consultants is now underway. Upon completion of the plan, the Clean & Safe Committee will work to enact the recommendations to make The BLVD even safer and more enticing to patrons and new businesses alike.

#### Marketing & Promotions

The Association will continue to engage in a comprehensive advertising campaign utilizing a wide variety of media. The organization also plans to continue to participate in City-sponsored special events as well as organizing its own annual events. The most significant change in 2016 will be the launch of Bacon, Blues, and Brews. This festival marks a major step for The BLVD Association in terms of both event size and budget. If successful, the event has the potential to not only break even on a promotion that attracts patrons downtown, but also to generate revenue for the Association.



Promotional Material for Bacon Fest at the Queen Mary, Organized by Absolute Event Solutions

#### Administration & Advocacy

The Association will continue to provide staffing to handle the day-to-day operations of the organization and serve as a liaison with its many members. Additionally, the Association will work to strengthen ties with like-minded businesses throughout the community via involvement with local trade organizations, and will participate in training activities to continue to enhance services to its members.

## Finances

### Assessment Formula

No changes are proposed to the PBID Assessment Formula, which is as follows:

Parcel Type	Lot Rate (per square foot)	Building Rate (per square foot)
Zone 1 (Frontage on Lancaster Boulevard)		
Commercial	\$0.08	\$0.16
Apartment Complexes	\$0.04	\$0.08
Zone 2 (All other areas within the PBID)		
Commercial	\$0.04	\$0.09
Apartment Complexes	\$0.02	\$0.045

The Association will seek sponsorships and/or grants for specified activities in 2016, such as Bacon, Blues, and Brews as well as the installation of public art. However, the amount of these contributions is not known at this time.

### Estimated Cost of Proposed Activities for 2015

<b>Administration &amp; Advocacy</b>	
Staffing	
Office	
Memberships	
Member Communication	
Registrations, Training & Travel	
Other	
<b>Category Total</b>	<b>\$48,100.00</b>
<b>Clean &amp; Safe</b>	
Bike Racks	
Desert Haven	
POW! WOW! (mural restoration and installation)	
BLVD Patrol	
Implementation & Coordination	
Other	
<b>Category Total</b>	<b>\$80,180.00</b>
<b>Marketing &amp; Promotions</b>	
Advertising	
Events	
Printed Marketing Materials	
Partnerships	
Promotional Giveaways	
Implementation & Coordination	
<b>Category Total</b>	<b>\$133,630.00</b>
<b>Contingency</b>	<b>\$5,345.40</b>



<b>Grand Total</b>	<b>\$267,255.40</b>
Anticipated Revenue	\$267,269.82
Surplus	\$14.42

### **Surplus/Deficit**

The BLVD Association carried over a surplus of \$30,319 from its most recent fiscal year. These funds will serve as a contingency for new initiatives such as Bacon, Blues and Brews in 2016.