

STAFF REPORT

DATE: October 15, 2024
TO: City Council
FROM: Katie Yancey, Economic Development Director
SUBJECT: Resolution of Intention to Levy and Collect an Assessment for FY 2025-2026 Downtown Business Improvement District (DBID)

Recommendation

Adopt the Resolution of Intention to Levy (Attachment 1) and collect an annual assessment pursuant to the Parking and Business Improvement Area Law of 1989.

Fiscal Impact

The Intent to Levy Resolution does not have a fiscal impact directly associated with it. However, the annual assessment, if approved at the November 12, 2024 public hearing, is estimated by the City to raise approximately \$241,000 over a twelve-month period. The City has historically passed these funds through to the Davis Downtown Business Association to implement projects in the Downtown Business Improvement District (DBID).

The City's Finance Department estimates the annual cost of the City's administrative support provided for the purposes of renewing and collecting the Downtown Business Improvement District (DBID) assessments to be approximately \$22,000, a cost borne by the General Fund. City recovery of administrative costs from collecting the DBID assessments has been considered by the City Council in the past but not pursued. This in-kind contribution has been considered part of the City's support of the downtown and is part of the City's approved budget.

Council Goal

Stepping Up Economic Development Activities
Maintaining High Quality Infrastructure and Services

Commission Input

This item comes directly to the City Council for review and action.

Background and Analysis

Purpose of DBID

Since its creation in 1988, the purpose of the DBID, as stated in Municipal Code 15.10.020 has been to:

1. Promote business activities within the district;

2. Promote public events which are to take place on or in public places within the district;
3. Furnish music in any public place in the district;
4. Decorate any public place in the district; and
5. Acquire, construct or maintain parking facilities for the benefit of the district.

The DBID was established by Ordinance No. 1491 on September 21, 1988. It has been formally amended six times, most recently on December 16, 2009 via Ordinance No. 2330 to implement a three percent annual fee increase. The annual three percent increase is intended to keep pace with rising costs of operations due to inflation.

Over time, modifications have been made in the business classifications or DBID categories. The district currently contains two benefit zones, the Core Area Benefit Zone and the Periphery Core Benefit Zone (see Attachment 1A, Exhibits A and B). Copies of the relevant ordinances are on file in the City Clerk's office.

Annual Assessment Procedure

California State and Highways and Government codes specify how business improvement districts are established and renewed. The first step in the annual renewal process is for the City Council to pass a Resolution of Intent to Levy the DBID assessment, which sets a public hearing date. Prior to the public hearing, the City will notice businesses located in the District.

The 2024 DBID Annual Report, provided as Attachment 2, is prepared by the Davis Downtown Business Association and provides a review of the district's activities. The report was presented to the DDBA board on October 10, 2024 and was approved by a majority vote.

Included as part of the report is the proposed budget for the 2025-26 DBID fiscal year, which starts February 2025. Funds raised through the DBID process must be used in a manner that is consistent with the activities and improvements permitted under the law and city ordinance. The Davis Downtown Business Association proposed budget outlines how income received from the annual DBID assessments are proposed to be spent.

Adoption of the Resolution of Intention to Levy does not constitute final approval of the assessment. This will occur as part of the public hearing at the November 12, 2024 City Council meeting. The packet for the public hearing will include a resolution to levy and collect the annual assessments pursuant to the existing authorization to increase the annual assessment via formula (3% annual increase), and a resolution to contract with the Davis Downtown Business Association to administer the DBID funds. The Council will consider all information related to the renewal of the DBID, including any protests or comments about the DBID, past use of funds to support the District, and proposed use of future funds, to decide whether to renew the DBID. The City Council may modify the activities, improvements, and/or the assessment proposed in the DBID Report at the public hearing.

DBID Assessment by Business Group

According to the City Finance Department records, 549 businesses were part of the DBID at the time of this report. The DBID assessments are based on business type; all businesses located in the geographical area of the District are considered members of the DBID. The assessment schedule (see Attachment 1A) defines specific assessments to be applied to each of eight groups of businesses. The groups are organized by type of business. The following table describes the various business types and obligations:

Group	Business Description	# of businesses	Payment
Group I	Individual business licenses	48	\$67.76
Group II	Retail	143	Assessments based on gross revenue up to \$2 million cap (See Attachment 1A)
Group III	Service	123	
Group IV	Professional Businesses	120	
Group V	Financial Institutions	5	\$766.92
Group VI	Branch Establishments	8	\$25.60
Group VII	Commercial Leasing Businesses	90	\$165.29 for the first property leased, \$82.66 for each additional commercial property leased
Group VIII	Commercial Leasing Branch	12	\$82.66
Total		549	

Attachments:

1. Resolution of Intention to Levy and Collect an Assessment
 - a. Classification of Businesses and Method & Basis of Assessments
Exhibits A and B - DBID Boundaries & Maps
2. 2024 DBID Annual Report

RESOLUTION NO. 24-XXX, SERIES 2024

RESOLUTION OF INTENTION TO LEVY AND COLLECT THE BUSINESS IMPROVEMENT DISTRICT ANNUAL ASSESSMENT FEE FOR THE CORE AREA BENEFIT ZONE AND PERIPHERY CORE BENEFIT ZONE PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989 FOR THE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2025-2026

WHEREAS, on September 21, 1988, the City Council of the City of Davis (hereafter referred to as City) adopted Ordinance No. 1491 establishing a business improvement district (hereafter referred to as District) pursuant to the "Parking and Business Improvement Area Law of 1979", being Section 36500 et seq. of the California Streets and Highways Code; and

WHEREAS, effective January 1, 1990, the Parking and Business Improvement Area Law of 1979 was repealed and replaced with the Parking and Business Improvement Area Law of 1989 being Section 36500 et seq. of the California Streets and Highways Code; and

WHEREAS, pursuant to the Parking and Business Improvement Area Law of 1989, the City must adopt a new resolution each year to levy an assessment for that fiscal year; and

WHEREAS, the City Council has received the Fiscal Year 2024-2025 Downtown Business Improvement District (DBID) Report submitted by the Davis Downtown Business Association, the City Council appointed Advisory Board to the District (hereafter referred to as the DD), and on file with the City Clerk.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Davis does hereby accept and adopt the 2024 Downtown Business Improvement District Report, subject to any changes or modifications which may be made after the required Public Hearing noted below; and

BE IT FURTHER RESOLVED that the name of the assessment district is the Downtown Business Improvement District and the District consists of the Core Area Benefit Zone and Periphery Core Benefit Zone; and

BE IT FURTHER RESOLVED that the City Council of the City of Davis does hereby declare its intent to levy and collect the annual assessments within the Downtown Business Improvement District for the Fiscal Year 2025-2026 based on the fees described in Attachment 1A pursuant to the Parking and Business Improvement Area Law of 1989; and

BE IT FURTHER RESOLVED that the purpose of said District is to levy and collect annual assessments to be used for programs which benefit the District in accordance with the Parking and Business Improvement Area Laws of 1979 and 1989; and

BE IT FURTHER RESOLVED that a full description of the improvements and activities to be funded and the proposed assessments to be levied upon businesses in the district is included or attached to the 2024 DBID Report which is on file with the City Clerk and incorporated herein by reference. All interested persons are referred to that report for a full and detailed description of these items. The report is on file in the City Manager's Office of the City of Davis, 23 Russell Boulevard, Davis, California, and is available for public review between the hours of 8:00 a.m. and 4:00 p.m., Monday through Friday and available online at cityofdavis.org; and

BE IT FURTHER RESOLVED that the City Council shall hold a Public Hearing on the question of the levy of the assessments, the activities and improvements proposed for the District at 6:30 p.m., or as soon as possible thereafter, on Tuesday November 12, 2024 in the City Council Chambers located at 23 Russell Boulevard, Davis, California; and

BE IT FURTHER RESOLVED that at the public hearing written and oral statements in support of, or protest to the proposed budget and/or levy of the assessment may be made. Prior to the conclusion of the hearing, any interested person who would be charged the assessment may file a written protest with the City Clerk, or having previously filed a protest, may file a written withdrawal of that protest. A written protest shall state all grounds of objection and shall contain a description sufficient to identify the business and business owner. The City Clerk's Office is located at 23 Russell Boulevard, Davis, California, 95616; and

BE IT FURTHER RESOLVED that the City Clerk is hereby directed to give notice of this hearing as required by Section 36500 et seq. of the California Streets and Highways Code.

PASSED AND ADOPTED by the City Council of the City of Davis on this 15th day of October, 2024, by the following vote:

AYES:

NOES:

Josh Chapman
Mayor

ATTEST:

Zoe Mirabile, CMC
City Clerk

***Downtown Business Improvement District
Assessment and Classification of Businesses***

The businesses within the District are classified so as to promote the equitable imposition of assessments. The method and basis of levying the Assessment (as described in Ordinance No.'s 1491, 1509, and 1635, Sections, 15.10.060, 15.10.070 and 15.10.100 of the City of Davis Municipal Code) is detailed below. The classifications shall be as follows:

Group I - Individual Licenses Held.

Individually licensed agents, including, but not limited to, real estate and insurance agents.

Group II - Retail, Manufacturing and Utilities.

Businesses including, but not limited to, retail sales, restaurants, hotels and motels, art galleries, commercial printing, newspaper publishing, manufacturing or processing, utilities, etc.

Group III - Services.

Businesses including, but not limited to, building contractors, handy-persons, repair, maintenance, or cleaning services, secretarial services, recreation halls, theaters, other entertainment events, travel agencies, service stations, equipment leasing, locksmiths, photocopying services, commercial and portrait photography, and businesses or personal services not otherwise specified.

Group IV - Professional and Wholesalers.

Businesses including, but not limited to, appraisers, accountants, advertising agents, architects, attorneys, brokerage firms, designers, dentists, consultants, physicians, optometrists, veterinarians, etc., and wholesale businesses which sell, handle, or store merchandise solely for the purpose of resale in the regular course of business.

Group V - Financial Institutions.

Financial institutions including, but not limited to, banks, credit unions, and savings and loan associations.

Group VI - Branch Locations.

Businesses qualify as a branch business when both the primary and the branch are under the same name and both are located within the boundaries of the core area benefit zone.

Group VII - Commercial Leasing Businesses. Commercial leasing businesses located in and/or leasing property within the Downtown District. An assessment shall be levied for each separate property leased to a business within the Downtown District. (Ord. 1491, § 1 (part); Ord. No. 1635, § 1; Ord. No. 1677, § 1; Ord. No. 2195, Amended 12/14/2004)

Computation of Fees

Separate assessment schedules shall be used to levy assessments for businesses within each benefit zone and each business group. The following schedule of fees assessment shall apply in the DBID, except that not-for-profit charitable organizations shall be exempt:

(a) Core Area Benefit Zone Annual Assessment Rates - Businesses located in the core benefit zone pay 100% of the normal DBID_fees assessments_which are listed below. (See the Location Map attached hereto.)

(b) Periphery Core Benefit Zone -- Businesses located in the periphery zone pay 75% of the normal DBID_fees assessments which are listed below. The projects and activities of the DDBA generally include the businesses in this periphery zone; however the reduced fee recognizes the fact that businesses outside the “core of the core” receive diminishing benefits from downtown promotions. (See Location Map attached hereto.)

Assessment Estimate

The assessment schedule is described below for review and analysis by business owners. The maximum that would be paid by any one business in Fiscal Year 2025-2026 is a \$2282.58 annual assessment for retail businesses with gross receipts of over \$2,000,000. This amount would increase by 3% per year thereafter.

GROUP I:	2024 Group I	2025 Group I	2026 thereafter
	\$ 65.78	\$ 67.76	Previous Year + 3%

(GROUPS II-IV on following page)

GROUP V:	2024 Group I	2025 Group I	2026 thereafter
	\$ 744.58	\$ 766.92	Previous Year + 3%

GROUP VI	2024 Group VI	2025 Group VI	2026 thereafter
	\$ 24.86	\$ 25.61	Previous Year + 3%

GROUP VII	2024 Group VII	2025 Group VII	2026 thereafter
FIRST PARCEL LEASED	\$ 160.47	\$ 165.29	Previous Year + 3%

GROUP VIII	2024 Group VIII	2025 Group VIII	2026 thereafter
ADDITIONAL PARCELS	\$ 80.25	\$ 82.66	Previous Year + 3%

* To compute the assessment in the periphery zone multiply the corresponding assessment by 0.75.

Group II-IV	2024 Group II	2025 Group II	2026 thereafter	2024 Group III	2025 Group III	2026 thereafter	2024 Group IV	2025 Group IV	2026 thereafter
GROUP RECEIPTS BRACKET (\$)			Previous Year +3%			Previous Year + 3%			Previous Year + 3%
\$ 0 -100,000	\$ 118.74	\$ 122.31	Previous Year + 3%	\$ 118.74	\$ 122.31	Previous Year + 3%	\$ 118.74	\$ 122.31	Previous Year + 3%
100,001-150,000	\$ 173.30	\$ 178.50		\$ 154.05	\$ 158.68		\$ 136.39	\$ 140.49	
150,001-200,000	\$ 227.88	\$ 234.72		\$ 190.95	\$ 196.68		\$ 154.05	\$ 158.68	
200,001-250,000	\$ 280.83	\$ 289.26		\$ 227.87	\$ 234.71		\$ 173.31	\$ 178.51	
250,001-300,000	\$ 338.60	\$ 348.76		\$ 263.17	\$ 271.07		\$ 190.95	\$ 196.68	
300,001-350,000	\$ 391.53	\$ 403.28		\$ 300.08	\$ 309.09		\$ 208.61	\$ 214.87	
350,001-400,000	\$ 446.12	\$ 459.51		\$ 336.98	\$ 347.09		\$ 227.88	\$ 234.72	
400,001-450,000	\$ 500.67	\$ 515.69		\$ 372.29	\$ 383.46		\$ 245.53	\$ 252.90	
450,001-500,000	\$ 555.22	\$ 571.88		\$ 409.20	\$ 421.48		\$ 263.19	\$ 271.09	
500,001-550,000	\$ 609.78	\$ 628.08		\$ 446.10	\$ 459.49		\$ 282.43	\$ 290.91	
550,001-600,000	\$ 661.13	\$ 680.97		\$ 481.41	\$ 495.86		\$ 300.08	\$ 309.09	
600,001-650,000	\$ 718.92	\$ 740.49		\$ 518.32	\$ 533.87		\$ 317.74	\$ 327.28	
650,001-700,000	\$ 768.64	\$ 791.70		\$ 553.63	\$ 570.24		\$ 336.98	\$ 347.09	
700,001-750,000	\$ 826.42	\$ 851.22		\$ 590.53	\$ 608.25		\$ 354.64	\$ 365.28	
750,001-800,00	\$ 882.59	\$ 909.07		\$ 627.44	\$ 646.27		\$ 372.29	\$ 383.46	
800,001-850,000	\$ 935.54	\$ 963.61		\$ 664.35	\$ 684.28		\$ 391.54	\$ 403.29	
850,001-900,000	\$ 991.72	\$ 1,021.48		\$ 699.66	\$ 720.65		\$ 409.20	\$ 421.48	
900,001-950,000	\$ 1,044.67	\$ 1,076.01		\$ 736.56	\$ 758.66		\$ 426.86	\$ 439.67	
950,001-1,000,000	\$ 1,098.86	\$ 1,131.83		\$ 773.47	\$ 796.68		\$ 446.10	\$ 459.49	
1,000,001-1,050,000	\$ 1,156.99	\$ 1,191.70		\$ 808.78	\$ 833.05		\$ 464.55	\$ 478.49	
1,050,001-1,100,000	\$ 1,209.95	\$ 1,246.24		\$ 844.88	\$ 870.23		\$ 483.01	\$ 497.50	
1,100,001-1,150,000	\$ 1,262.93	\$ 1,300.82		\$ 880.98	\$ 907.41		\$ 501.48	\$ 516.53	
1,150,001-1,200,000	\$ 1,315.86	\$ 1,355.34		\$ 917.10	\$ 944.62		\$ 519.93	\$ 535.53	
1,200,001-1,250,000	\$ 1,368.81	\$ 1,409.88		\$ 953.20	\$ 981.80		\$ 538.39	\$ 554.55	
1,250,001-1,300,000	\$ 1,421.77	\$ 1,464.43		\$ 989.31	\$ 1,018.99		\$ 556.84	\$ 573.55	
1,300,001-1,350,000	\$ 1,474.73	\$ 1,518.98		\$ 1,025.41	\$ 1,056.18		\$ 575.29	\$ 592.55	
1,350,001-1,400,000	\$ 1,527.69	\$ 1,573.52		\$ 1,061.51	\$ 1,093.36		\$ 593.72	\$ 611.54	
1,400,001-1,450,000	\$ 1,580.64	\$ 1,628.06		\$ 1,097.61	\$ 1,130.54		\$ 612.20	\$ 630.57	
1,450,001-1,500,000	\$ 1,633.59	\$ 1,682.60		\$ 1,133.72	\$ 1,167.74		\$ 630.65	\$ 649.57	
1,500,001-1,550,000	\$ 1,686.55	\$ 1,737.15		\$ 1,169.83	\$ 1,204.93		\$ 649.09	\$ 668.57	
1,550,001-1,600,000	\$ 1,739.52	\$ 1,791.71	\$ 1,205.94	\$ 1,242.12	\$ 667.56	\$ 687.59			
1,600,001-1,650,000	\$ 1,792.46	\$ 1,846.24	\$ 1,242.04	\$ 1,279.31	\$ 686.00	\$ 706.58			
1,650,001-1,700,000	\$ 1,845.40	\$ 1,900.77	\$ 1,278.16	\$ 1,316.51	\$ 704.46	\$ 725.60			
1,700,001-1,750,000	\$ 1,898.36	\$ 1,955.31	\$ 1,314.26	\$ 1,353.69	\$ 722.92	\$ 744.61			
1,750,001-1,800,000	\$ 1,951.31	\$ 2,009.85	\$ 1,350.36	\$ 1,390.87	\$ 741.37	\$ 763.62			
1,800,001-1,850,000	\$ 2,004.28	\$ 2,064.41	\$ 1,386.47	\$ 1,428.07	\$ 759.85	\$ 782.65			
1,850,001-1,900,000	\$ 2,057.22	\$ 2,118.94	\$ 1,422.57	\$ 1,465.25	\$ 778.30	\$ 801.65			
1,900,001-1,950,000	\$ 2,110.18	\$ 2,173.49	\$ 1,458.68	\$ 1,502.44	\$ 796.75	\$ 820.66			
1,950,001-2,000,000	\$ 2,163.13	\$ 2,228.03	\$ 1,494.79	\$ 1,539.64	\$ 815.20	\$ 839.66			
2,000,001-and above	\$ 2,216.09	\$ 2,282.58	\$ 1,530.88	\$ 1,576.81	\$ 833.65	\$ 858.66			

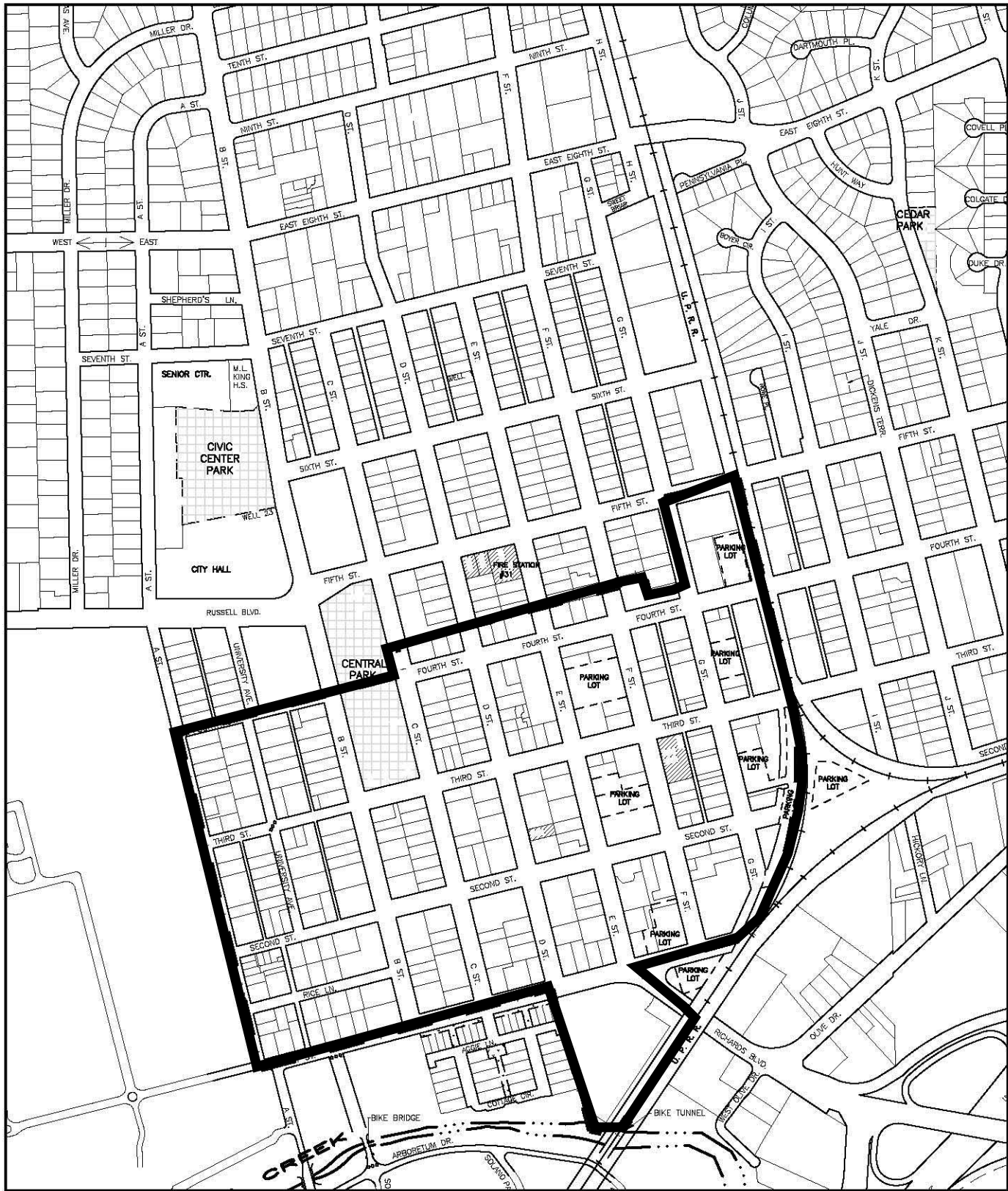
Exemptions for Home Based Businesses and Newly Established Businesses

Owners of home based businesses as defined by Section 40.26.150 (Home Occupations) of the City's Municipal Code may receive an exemption from the assessment for each year that they qualify under one of the following: (a) a home-based business netting less than \$5,000 per year; or (b) a home-based business in compliance with the following four conditions:

- (1) The home-based business does not engage in on-site retail sales;
- (2) The owner of the business lives on-site;
- (3) No sign is posted on the premises to identify the business;
- (4) The business uses a P.O. Box for all business correspondence.

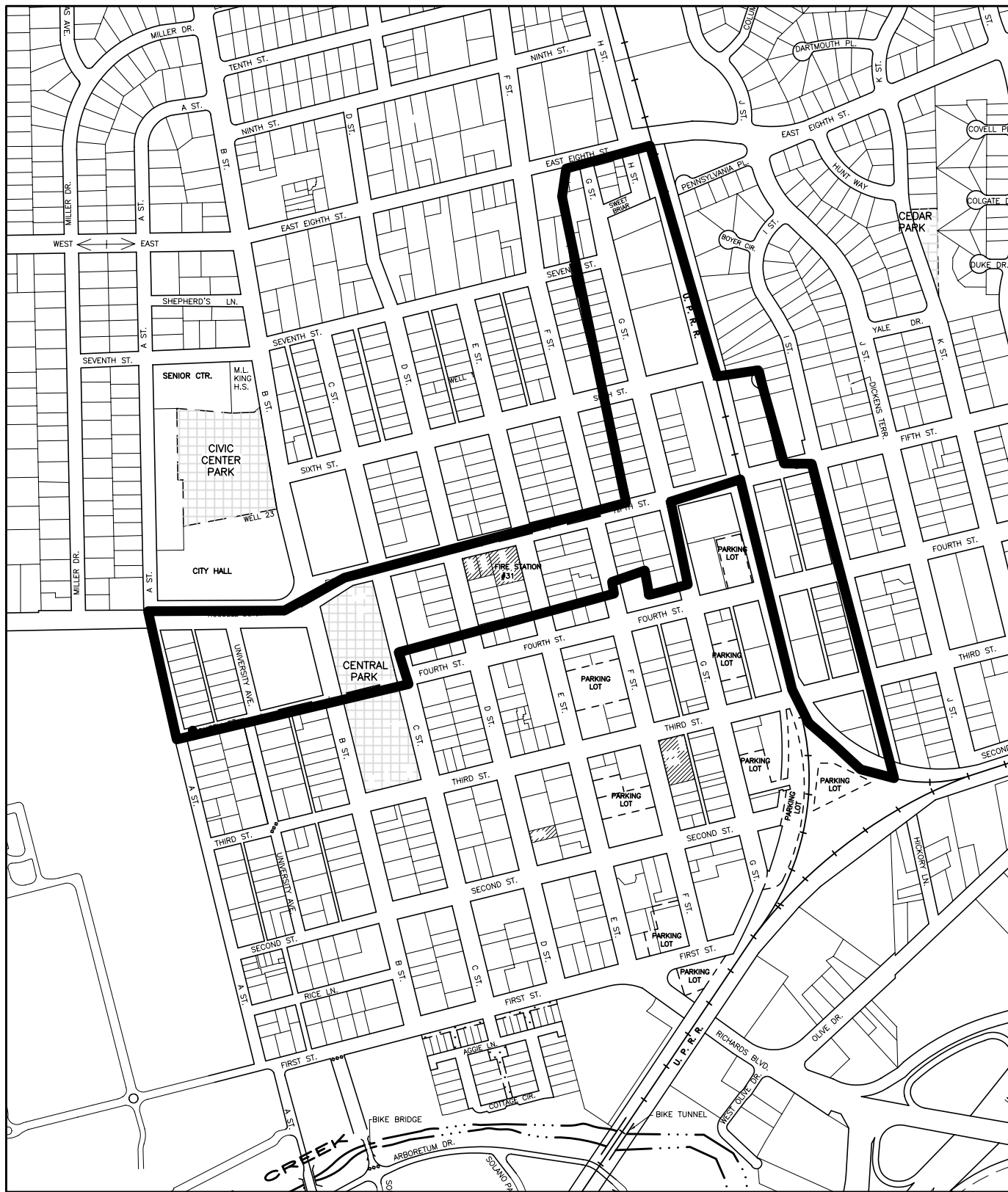
A business newly established in the District is exempted from paying the District fee for a period from the day of opening until the end of that calendar year.

Exhibit A



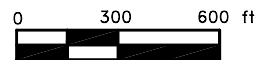
**DAVIS BUSINESS IMPROVEMENT DISTRICT
EXHIBIT A
CORE BENEFIT ZONE**

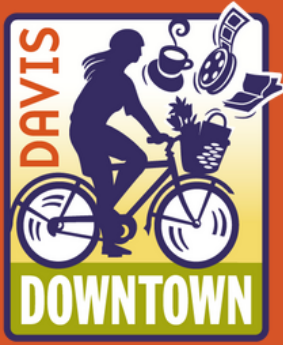




**DAVIS BUSINESS IMPROVEMENT DISTRICT
EXHIBIT B**

PERIPHERY CORE BENEFIT ZONE

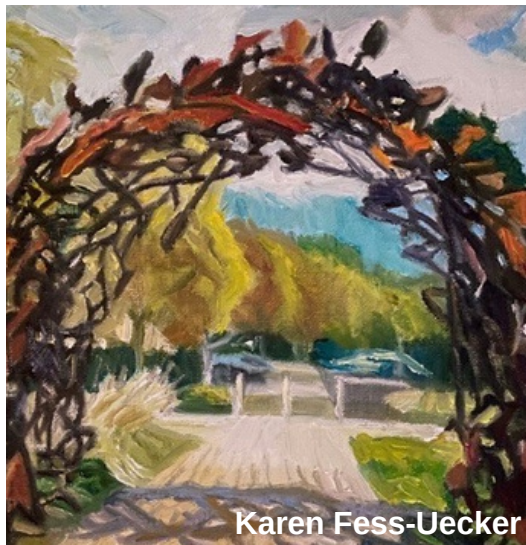




2024-2025

Davis Downtown DBID Report

POWERED BY THE PEOPLE



Davis Downtown



@Davis Downtown



@davis.downtown

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Davis, CA.
95617

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info@davisdowntown.com
www.davisdowntown.com

ABOUT DAVIS DOWNTOWN



The **Downtown Business Improvement District (DBID)** was formed in 1989 and covers a 32-block area of the downtown. The DBID empowers downtown businesses to self-assess annual fees to be used in support of the economic well-being of the DBID. Activities of the DBID include marketing and promotion, events, and advocacy. Davis Downtown was organized concurrently with the formation of the DBID in 1989 and is the entity approved each year by the Davis City Council to execute the business of the DBID.

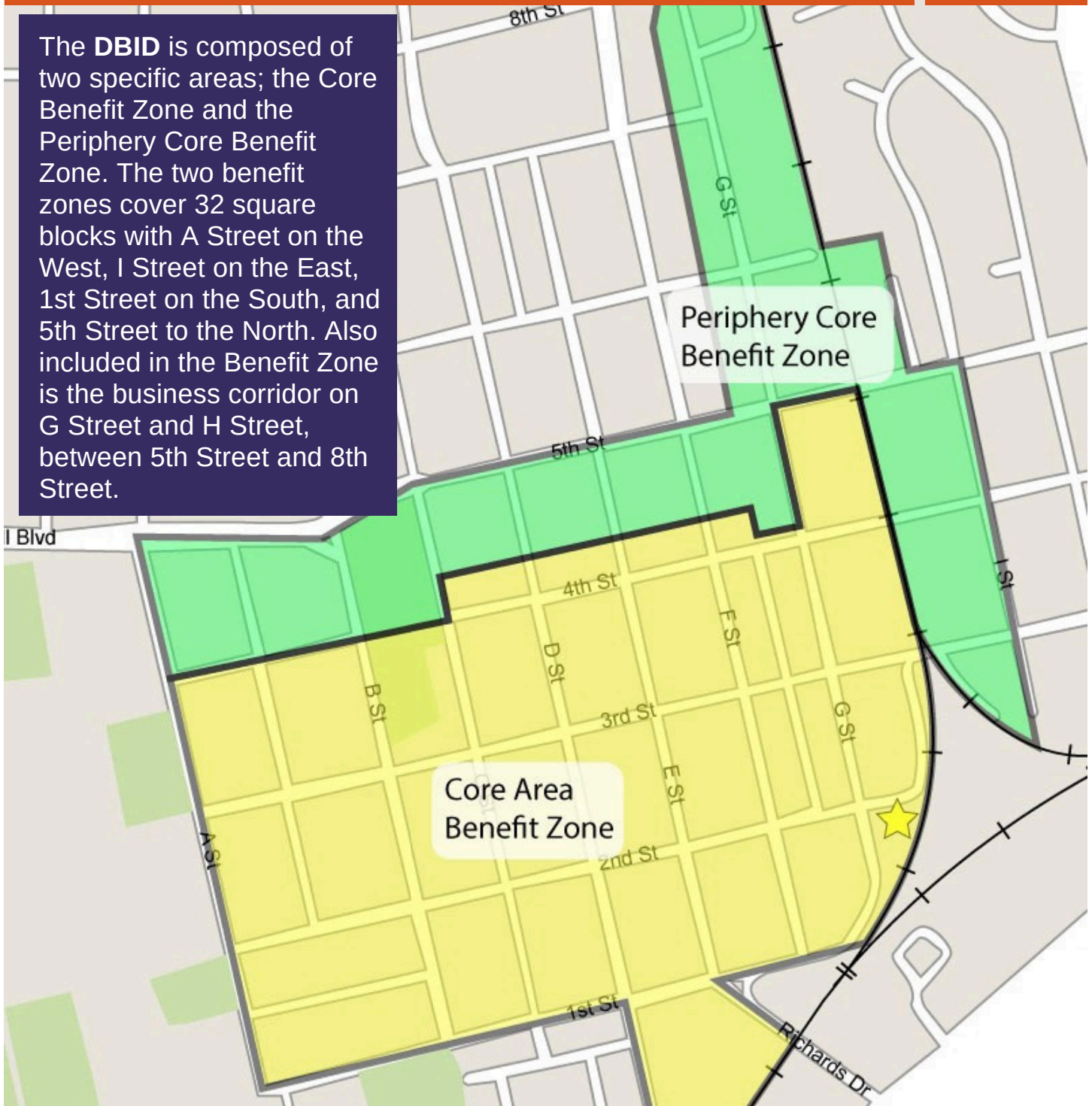
Group	Business Descriptions 2024	
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BID III	Services	123
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BID V	Financial institutions	5
BID VI	Branch location	8
BID VII	Commercial leasing businesses	90
BID VIII	Commercial leasing branch	12
Total		549



ABOUT DAVIS DOWNTOWN



The **DBID** is composed of two specific areas; the Core Benefit Zone and the Periphery Core Benefit Zone. The two benefit zones cover 32 square blocks with A Street on the West, I Street on the East, 1st Street on the South, and 5th Street to the North. Also included in the Benefit Zone is the business corridor on G Street and H Street, between 5th Street and 8th Street.



We are at the center of an eclectic community which pairs a world-class university with the agricultural heritage of a city striving to retain its small-town feel.

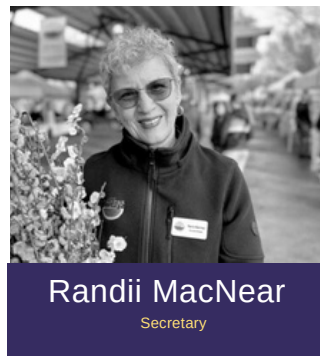
Alive with activity seven days a week, downtown Davis draws residents and visitors alike to experience fine food and wines, retail, services, arts, and entertainment in an extraordinary and sustainable gathering place.

OUR TEAM 2024-2025

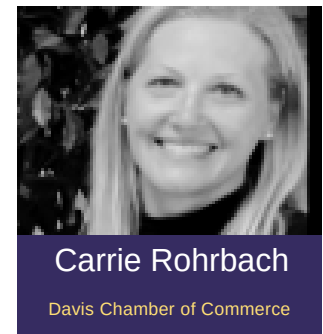
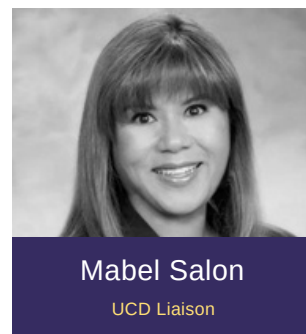
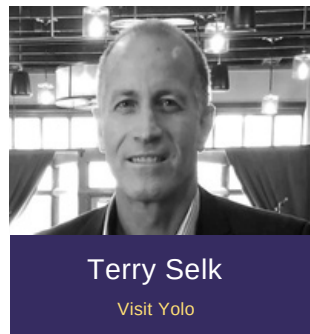
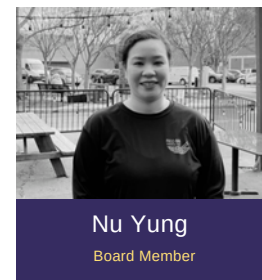


DAVIS DOWNTOWN accomplishes its administrative, advocacy, event organizing, and marketing activities with a small group of staff, consultants, and specialized contractors, a volunteer Board of Directors, and organizational Board Liaisons (representatives from the City of Davis, UC Davis, and the Yolo County Visitors Bureau).

OFFICERS



BOARD AND LIAISONS



OUR TEAM 2024-2025



STAFF



Brett Lee
Executive Director



Autum Foss
Event Coordination Consultant



Patrick Curzon
Operations Assistant



Heather Logan
Executive Assistant



Shaylee Marr
Executive Assistant



BGR Management
Marketing

DAVIS DOWNTOWN COMMITTEES



THE DAVIS DOWNTOWN BOARD OF DIRECTORS rely on the efforts of its advisory committees to assist in the support and well-being of the Downtown Business Improvement District (DBID).

Davis Downtown advisory committees operate as work groups and provide two elements in downtown activities.

- Advisory committees provide tactical support for Board activities and initiatives. With a number of advocacy and marketing efforts taking place every year, support from our committees assists in distributing the workload and improving opportunities for organizational success.
- Advisory committees provide input and recommendations to the Board. Input and recommendations from the various committees helps the Board take appropriate action and better serve our member businesses.

ADVISORY COMMITTEE MEMBERSHIP is open to businesses within the DBID and to all members of our community. This open membership model creates an inclusive environment where ideas can be shared between business owners and community stakeholders. Through email and our website, Davis Downtown actively invites member businesses and the community to participate on one of our four advisory committees.

PLANNED ADVISORY COMMITTEES

THE VISIONING & CIVIC RELATIONS COMMITTEE proactively explores and reviews the current direction of downtown Davis, as well as the “big picture” possibilities for the future of the DBID with a specific focus on economic development and beautification. This committee’s meetings include discussion of parking and transportation issues on a regular basis.

THE PARKING & TRANSPORTATION COMMITTEE works with the City of Davis to understand, develop, monitor, and communicate information regarding downtown Davis transportation and parking utilization/policies, and their impact upon downtown businesses, employees, and customers. The committee meets regularly as part of the Visioning & Civic Relations Committee, but will also meet ad hoc to discuss any items that need to be addressed for further detail and/or action.

THE MARKETING & OUTREACH COMMITTEE assists in developing and executing marketing and outreach strategies to promote downtown Davis and its members. This effort includes oversight of events that both originate and take place within downtown Davis.

THE BAR AND RESTAURANT COMMITTEE fosters continuing communication between bars, restaurants, other downtown businesses, city staff and services (PD and Fire), and the community. The committee meets ad hoc.

PRIORITIES & OBJECTIVES



Davis Downtown actively leads and energizes our downtown businesses in an effort to maintain downtown Davis as the primary business, entertainment, cultural, and social center of Davis.

Our Organizational Framework is critical to the progress and success of downtown Davis. Our framework serves as an operational guideline and assists in identifying areas where resources, such as staff, time, and funds, can be allocated. It enables us to develop a consistent approach to business activities and serves as a guide for marketing, outreach, and advocacy efforts. More importantly, our framework provides our organization the freedom to adapt to the changing downtown landscape and the flexibility to take advantage of unique opportunities.

Davis Downtown Framework

- Promote & publicize the events, services, and products offered downtown.
- Advocate for consistent maintenance and expansion of downtown's aesthetic elements, including landscaping, trees, lighting, and public art.
- Assist with Chamber/Visit Yolo/City/UC Davis planning activities to reduce overlap and competition.
- Advise on City development ordinances, design guidelines, development fees, and the planning process.
- Incentivize optimization and full usage of downtown property; both private and city-owned parcels.
- Advocate for zoning outside of downtown to limit small office use in light industrial and R&D sectors of the city.
- Participate in the review of all city-owned downtown parcels for potential higher uses.
- Identify and promote strategies to increase pedestrian and bicycle transportation to ease the flow of automobile traffic and to reduce strain on parking availability.
- Encourage the establishment of exciting shopping opportunities and support the development of more retail space.
- Support construction and redevelopment in the downtown to increase available office space.
- Encourage the development of more living units and an increase in the number of residents in or near downtown Davis.
- Promote the establishment of more space for entertainment and the arts.



PRIORITIES & OBJECTIVES



The Davis Downtown Board of Directors evaluates a variety of programs, efforts, and initiatives to determine how best to allocate organizational resources. We seek priorities that increase business opportunities for our member businesses while elevating the community as a whole.

CONTINUING BOARD PRIORITIES

- **Event Variety** - Continue to manage an assortment of activities and events that relate to various groups (diverse, family-friendly, student-centric, etc.); Drive additional revenue and assistance to member businesses; Create events to increase visibility and representation of the DDBA; Attract more local and regional visitors; Continue to support 2nd Friday ArtAbout.
- **Engage, Interact, and Communicate with Members and Partners** - Increase outreach and communication efforts toward new and existing members; Major effort to continue to grow and update our member contact databases & utilize newly implemented CRM software; Connect new and current members with resources and networking opportunities; Advocate on behalf of membership where appropriate; Increase participation of membership in our standing committees.
- **Beautification & Modernization of the Downtown Core** - Make progress on the revitalization of overall appearance and aesthetics; Assist City with planning modernization and more visual cohesion throughout the core; Deliberate solutions for more regular maintenance, repairs, and cleaning; Enhance downtown with locally sourced art; Determine use of the \$10,000 Beautification Fund (reimbursed by City); Address and work on solutions relating to crime and safety.
- **Marketing & Technology** - Enhance digital and social media management; Redesign and development of the DDBA website (modern look-and-feel, current content, key features, user-friendly interface); Stronger focus on a variety of target marketing campaigns; Gather analytics and resulting KPIs / ROI; Continue to assist member businesses in promoting sales, services, etc.; sponsorship acquisition.
- **Enhance Partnerships & Community Relations** - Maintain and continue to strengthen communications with our existing partners (City of Davis, UC Davis, Visit Yolo, Chamber of Commerce); Effectively work with City to complete projects; Establish new collaborative relationships within Davis and Yolo County; Strengthen volunteer recruitment methods and resulting assistance; Increase community involvement; Devise and implement a plan to break down language and culture barriers with member businesses; Work with organizations on homelessness issues.
- **Strengthen & Continue to Develop Board of Director Responsibilities** - Establish clear roles and functions of those that serve on the DDBA Board of Directors; Establish a renewed focus and determination regarding the needs of the downtown core; Strengthen standing committee participation and goals by DDBA Board of Directors
- **Streamline & Assess Administration** - Determine and address strengths and weaknesses within staffing; Provide refined support of organization's priorities and goals; Update legal and administrative documentation; Strengthen support staff while utilizing specialized independent contractors to fill gaps as necessary

A report on many related achievements will be presented at the Annual Meeting of DDBA

FINANCIALS



DBID self-assessment fees are collected by the City of Davis in conjunction with the annual Davis business license renewal process. DBID assessment fees paid by downtown business and property owners are passed-through to Davis Downtown. The fees are used for marketing, advocacy, and events.

Davis Downtown develops and submits to the City of Davis an annual budget describing the estimated revenue and expenses for the year. Annual income from DBID fees vary from year-to-year depending upon a variety of factors such as local and national economic health, business mix in our downtown, business activities, and consumer behavior. Annual expenses for Davis Downtown vary depending upon actual expenses, changes in priorities, and unique marketing and promotional opportunities.

Because of potential fluctuations in both revenue and expenses, Davis Downtown develops a financially responsible budget that allows us to continue operations in the event revenue falls below annual estimates and, conversely, allows us to expand our marketing and advocacy efforts if annual revenue exceeds expectations. We will seek additional revenue sources to help bridge the gap in the budget if it appears we will be operating at an unacceptable deficit.

Estimated Budget 2025-2026 (Snapshot)*

Estimated DBID Fees for 2025-2026	\$230,000
City Beautification Support	\$10,000
Other Income	\$15,500
Estimated Total Income	\$255,500
Misc Expenses	\$1,800
General Admin	\$30,500
Marketing	\$114,220
Downtown Beautification	\$10,000
Payroll	\$98,975
Total Expenses	\$255,495

*See Attachment A for complete budget information.



Financial Reserves

Davis Downtown strives to remain financially responsible from year to year by maintaining sufficient financial reserves.

Target Reserves 2025-26 \$100,000



Davis Downtown Gift Cards



Davis Downtown launched its brand new eGift Card program in June 2023, aimed to encourage people to gift and shop locally. The virtual gift card allows shoppers to spend them at any participating Davis Downtown merchant or restaurant, and offers the gift-giver the peace of mind that their money is supporting local businesses. Requests from the city, UC Davis, sporting leagues, schools, PTAs and others for this kind of card can now be fulfilled. Over 50 businesses covering many sectors are participating, with more certainly to join. Multiple marketing initiatives are occurring to promote the gift card to the community.

2nd Friday ArtAbout

This monthly self-guided artwalk invites the public to explore art installations and receptions at galleries, art co-ops, and businesses in downtown Davis. This free event offers art, activities, live music, and opportunities to converse with featured artists. The DDBA sponsors ArtAbout and collaborates in marketing efforts with The Pence Gallery and The Artery, two downtown businesses that coordinate the event.



MARKETING AND PROMOTIONS



Burger Battle

In September 2024, the DDBA organized a Burger Battle among downtown restaurants to encourage visitors to try a variety of burgers and vote on their favorites. This fan favorite drives traffic to downtown and highlights the unique flavors and options our members serve.



Summer Sweet Trail

Families tried sweet treats at many downtown businesses and collected stamps at each place they visited. They dropped their stamp cards in collection boxes and were entered in a raffle to receive prizes.

MARKETING AND PROMOTIONS



Treat Trail

DDBA's most popular event! Thousands of kids and families head downtown on Halloween to trick or treat at participating downtown businesses. This year, we are collaborating with PD, City of Davis, and UCD's Princess Pals to bring more activities downtown.



Dive into Downtown

In late September, thousands of new UC Davis students were led on a tour of our downtown during orientation week. This was a great opportunity for our organization to talk directly with new students about our events and activities.

Our staff and volunteers obtained several hundred new email newsletter signups and social media followers during the event. In partnership with UC Davis and the City of Davis, this program brings first-year and transfer students downtown to explore and get introduced to a variety of businesses over multiple days.

Coming Up This Year:

Shop Small Weekend Activities

Boba Battle

DDBA Annual Retreat - Planning and collaborating for the future

December Holiday Activities - 13th Annual Window Decorating Contest



Shop Small Weekend

For the three days following Thanksgiving, dozens of merchants in downtown Davis celebrate Shop Small Weekend. The DDBA runs an annual marketing initiative that begins on Black Friday, includes Shop Small Saturday, and ends Sunday. Consumers that make purchases at participating businesses can turn in tickets toward prize drawings for Davis Downtown Gift Cards. The distribution of these gift cards further encourages patronage of downtown businesses, and the aggressive marketing campaigns exposes tens of thousands of potential downtown Davis customers to this special event.



December to Remember

Throughout most of December, Davis Downtown's December to Remember provides a variety of activities to help bring people to downtown businesses and spark holiday spirit. This includes the 13th Annual Window Decorating Contest, a community favorite. The festivities commence on the night of the City of Davis' candlelight parade and annual tree-lighting ceremony in E Street Plaza.



MARKETING AND PROMOTIONS

Coming in 2025



Friday Films and Food

Collaborating with Varsity Theatre & UCD Film to bring a movie night downtown. Partnering with downtown restaurants to offer a film and food “package” specifically for this Friday evening event.



Roaster Road

Stroll downtown with a pocket map of all Downtown’s best coffee spots

UCD Graduation Series

Celebrating the graduates of UCD

More details to come.



Rediscover Downtown

Encouraging the community to come downtown and explore what Downtown has to offer throughout the summer.

More details to come.

DDBA Annual Retreat

Planning the year ahead and making goals for the organization

More details to come.



COMMUNITY ENGAGEMENT



Connecting with member businesses, residents of Davis, and visitors is essential to our marketing, promotion, and advocacy efforts. Our social media, website, and email list provide us with the opportunity to actively engage with the community and to listen to those who work and play in downtown Davis. Using our online resources to engage with stakeholders allows us to better shape the direction of our organization and to better serve our community.



DAVIS DOWNTOWN

Facebook - @DavisDowntown

- 11,000 Page Likes
- 11,446 Page Followers
- 5,254 Post Reach (September)
- 1,182 Post Engagement (September)



Davis Downtown

11K likes · 11K followers



See dashboard

Performance

Daily

Cumulative



Reach ⓘ

27.6K ↑ 20.3%

Content interactions ⓘ

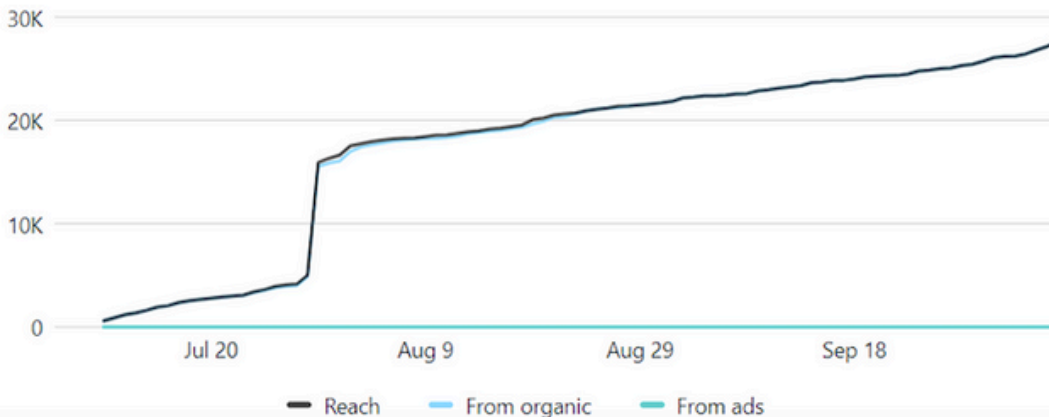
1K ↑ 29.4%

Followers ⓘ

Lifetime
11.4K

Link clicks ⓘ

12 ↓ 33.3%



Reach breakdown

Total

27,650 ↑ 20.3%

From organic

27,650 ↑ 23.7%

From ads

0 0%

COMMUNITY ENGAGEMENT



davis.downtown

1,039 posts 6,610 followers 1,297 following

Davis Downtown
Shopping District
Your official guide to the quirks of #DavisDowntown 🐾
Learn about upcoming events! 📌
linktr.ee/DavisDowntown?fbclid=IwAR1qh...

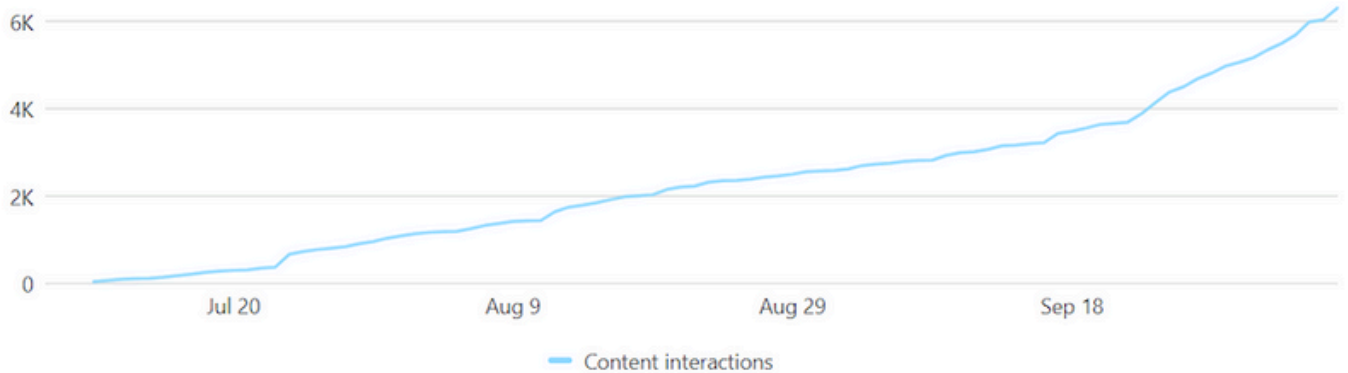
- Instagram - @Davis.Downtown**
- 6,610 Followers
 - 9.6% Follower Growth Rate Increase
 - 130,713 Impressions
 - 19.5% Interactions Increase

Reach ⓘ
16.4K ↑ 32.4%

Content interactions ⓘ
6.3K ↑ 39.1%

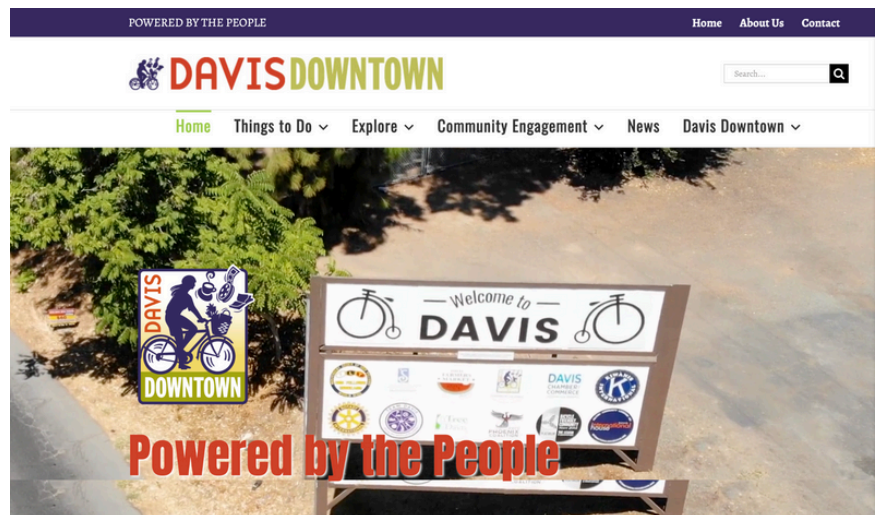
Followers ⓘ
Lifetime
6.6K

Link clicks ⓘ
0 0%



- Website - DavisDowntown.com**
- 22,374 Visitors
 - 21,871 Engagements
 - 53,387 Page Views

**Period: Jan 1, 2024 - Oct 5, 2024*



COMMUNITY ENGAGEMENT



DAVIS DOWNTOWN

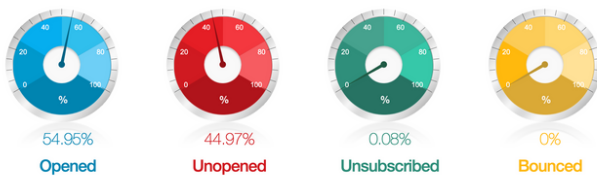
Email Marketing Sends

- 77,273 emails sent
- 39,516 emails opened
- 0.03% Unsubscribed

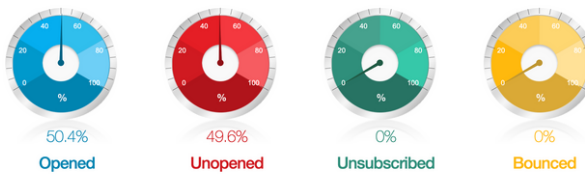
Email Marketing Subscribers

- 2,285 Friends of Downtown
- 884 Members
- 628 Subscriber Increase

Average Campaign Performance



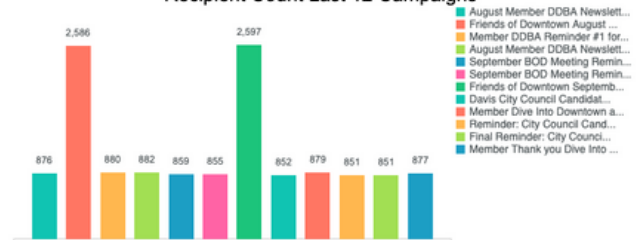
Friends of Downtown



Members



Recipient Count Last 12 Campaigns



Newsletter Highlights

- Last Chance to Enter This Year's Burger Battle!
- The Latest G Street Updates
- Upcoming Events in downtown Davis
- Marketing Tip of the Week
- Share Your Labor Day Promos With Us

Welcome to the latest edition of our Member Newsletter!

Hello DDBA Members! As we head into the final stretch of summer, there's plenty to keep the momentum going in downtown Davis! In this week's newsletter, we've got all the juicy details, starting with your last chance to enter this year's sizzling Burger Battle — don't miss out on the fun! We're also bringing you the latest updates on G Street, a roundup of upcoming events that you won't want to miss, and our Marketing Tip of the Week to help your business shine. Plus, with Labor Day just around the corner, now's the perfect time to share your special promos with us so we can help spread the word and support your businesses. Dive in below!

Battle of the Buns: Who Will Take the Patty Prize?



THE YEAR AHEAD



Downtown Davis is home to a thriving business district. Restaurants and retail provide for an exciting shopping, dining, and arts & entertainment experience. As we move forward, we will continue to deliver on our marketing and advocacy promise to our membership. We will seek opportunities that will help with member success so that our downtown continues to serve as the core of our community; a place rich with amenities, nightlife, and culture.

We will continue to expand our reach and take advantage of regional online marketing opportunities while strengthening our partnership with the Visit Yolo team. Promoting events through regional-focused online advertising and social media following will continue to help us connect with the public outside of Davis. We will continue to share our vibrant and exciting downtown with visitors from across the region.

We plan to implement more dedicated marketing programs that center around our Davis Downtown eGift Card, encouraging the community and beyond to shop locally. New and evolving digital marketing strategies will be employed to increase our reach, develop our audiences, and measure results.



THE YEAR AHEAD



CREATING A CLEANER, SAFER, & INCLUSIVE DAVIS

The DDBA plans to commit resources and solicit support from the City of Davis to improve the visual appeal, safety, and aesthetics of the downtown. Our relationship with Downtown Streets Team will evolve and strengthen, and the program will continue to build teams that restore dignity, inspire hope, and provide a pathway to recovery from homelessness as their members engage in downtown beautification and clean-up projects.



EVENTS THAT ENGAGE

Downtown Davis is home to a number of exciting events that take place throughout the year. These events bring thousands of visitors to our city and our downtown on an annual basis. Our organization continues to support and promote successful events and seeks new opportunities either directly through internal programs or through partnerships/collaborations with the many local organizations that call our community and downtown Davis their home.

THE YEAR AHEAD



PARTNERSHIPS & ENTREPRENEURISM

Davis Downtown attributes much of its success to the relationships we have developed over the years. By working in concert with the City of Davis, UC Davis, Visit Yolo, the Davis Chamber of Commerce, and other downtown stakeholders, we are able to more easily achieve goals that benefit our community as a whole. Thinking collectively and innovatively, we plan on strengthening and expanding these partnerships in the coming year, with a strong emphasis on collaborative initiatives with other local nonprofit organizations.

We are looking forward to continuing our partnership with the City of Davis on the G Street Activation Project. A redesigned gateway into our downtown between 2nd & 3rd Streets will result in aesthetically pleasing dining patios, numerous entertainment and artistic amenities, improved lighting, and a safe walking and biking corridor that is sure to attract local residents and visitors alike.



Davis Downtown recognizes the benefit of creating an entrepreneurial environment in our downtown. We have worked for a number of years to make our downtown walkable, bikeable, colorful, rich in experiences, and ultimately, attractive to new businesses. In 2025, we will continue to facilitate the development of the entrepreneurial spirit in our downtown.

***We look forward to seeing you in
downtown Davis!***

ATTACHMENT A

Budget 2025-2026

February 2025 - January 2026

	Budget
Income	
4010 BID Fees	\$230,000.00
4020 Miscellaneous Income	\$2500.00
4050 City Beautification Support	\$10,000.00
4060 Sponsorship / Events / Programs	\$10,000.00
Total Income	\$252,500.00

Expenses	
5100 COMMITTEES (Header Account)	
5110 Visioning & Civic Relations Committee	\$0.00
5120 Marketing & Outreach Committee	\$120.00
5130 Parking & Transportation Committee	\$120.00
5140 Bar & Restaurant Committee	\$0.00
Total 5100 COMMITTEES (Header Account)	\$240.00

5200 GENERAL ADMINISTRATION (Header Account)	
5201 Accounting / Taxes / Bookkeeping Fees	\$7,200.00
5202 Admin. Software / Subscriptions	\$1,200.00
5203 Bank / Merchant Charges	\$100.00
5204 Benefit Management	\$0.00
5205 Consulting Services	
5206 Gifts	\$0.00
5207 Operating Insurance / Dues	\$5,750.00
5208 Maintenance/Office	\$960.00
5209 Meetings	\$250.00
5210 Constituent Management	\$600.00
5211 Memberships	\$250.00
5212 Phone / Internet	\$1,300.00
5213 Postage / PO Box	\$600.00
5214 Professional Dev. / Training	\$240.00

5215 Rent	\$8,100.00
5216 Retreat	\$250.00
5217 Supplies / Office	\$500.00
5218 Taxes Filing Fees	\$200.00
5219 Technology / Tech Support	\$0.00
5220 Transportation & Travel	\$1800.00
5221 Utilities	
Total 5200 GENERAL ADMINISTRATION (Header Account)	\$30,500.00
5400 MARKETING / PROMOTIONS (Header Account)	
5401 Contractors (Header Account)	
5402 Event Coordination / Management	\$22,000.00
5403 Communications & Public Relations	\$3,600.00
5404 Social Media Management	\$45,000.00
5405 Planning & Analysis	\$24,000.00
5406 Fundraising	
Total 5401 Contractors (Header Account)	\$94,600.00
5407 Marketing Software / Subscriptions	\$1,800.00
5408 Online/Digital Advertising	
5409 Event Fees / Insurance	\$720.00
5410 Print Advertising	\$1,500.00
5411 Materials / Supplies	\$2,000.00
5412 Prizes / Awards	\$1,000.00
5413 Promotional Products	\$1,800.00
5414 Specialty Services	\$2,400.00
5415 Sponsorships / Collaborations	\$8,400.00
Total 5400 MARKETING / PROMOTIONS (Header Account)	\$114,220.00
5500 PAYROLL (Header Account)	
5510 Staff (Header Account)	
5511 Executive Director	\$74,375.00
5512 Project Coordinator	\$0.00
5513 Interns	\$0.00
Marketing & Events Coordinator	\$15,000
Total 5510 Staff (Header Account)	\$89,375.00
5520 Employer Payroll Taxes	\$6000.00
5530 Health Benefits	\$2,400.00
5540 HR and Payroll Services	\$1,200.00
5550 Employee Reimbursements	\$0.00
Total 5500 PAYROLL (Header Account)	\$98,975.00

5720 Thursdays in The Davisphere (TITD) Expense	
5730 Safer Davis CPTED Grants Program	
5740 Downtown Beautification	\$10,000.00
5900 QuickBooks Payments Fees	\$600.00
6000 Uncategorized Expense	\$960.00
Total Expenses	\$255,495.00
Other Income	
7000 Gift Card Program	\$0.00
7010 Gift Card Program Income	\$0.00
7020 Gift Card Program Expense	\$0.00
Total 7000 Gift Card Program	\$0.00
7100 Bank Interest	\$3000.00
7200 Refunds & Returns	\$0.00
Total Other Income	\$3000.00
Other Expense	
7300 Depreciation	\$0.00
7400 Disputed Charges	\$0.00
7900 Reconciliation Discrepancies	\$0.00
Total Other Expenses	\$0.00
Total Net Income	\$5.04