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# Management District Plan

for the  
Downtown Selma Business Improvement District

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## Exhibits

List of businesses to be benefited

Base level of services letter of intention from City of Selma

Prepared for the  
City of Selma and the Downtown Selma BID Steering Committee  
by AMI Concepts

## SUMMARY

The proposed Downtown Selma Business Improvement District (BID) will be an assessment district that conveys special benefits to the businesses located within the district boundaries. As described in this plan, it is proposed that the BID will provide marketing and improvements above and beyond those provided by the City of Selma. This approach has been used successfully in downtowns throughout California and the nation, helping to improve the business mix, promote walkability and increase sales.

### **Location**

The district will encompass the core of the downtown area bounded approximately by McCall Ave, 3<sup>rd</sup> St, W Front St and Arrants St. A map is included to provide details.

### **Services and Activities**

The goal of the BID is to create an economically vital Downtown. The district will finance marketing and improvements to attract residents and visitors while stabilizing and improving the Downtown environment and experience. All businesses within the district will receive benefits.

### **Method of Financing**

The district will be funded by a levy of assessments upon businesses that benefit from services and activities within the district. Additionally, allocations from other funding sources, such as but not limited to City Council, will contribute to the district's financial support

### **Budget**

Total district assessment budget for its second year of operations is \$25,000 (estimate).

### **Cost**

Annual assessments are based upon an allocation of program costs. Annual maximum assessment for the first year of the district is 100% of business license fees. Businesses within the district that don't require a business license will pay fee of \$100.

### **City Services**

The City of Selma has established and documented the base level of preexisting City services and has evidenced its intention to continue to deliver and/or pay for these services if a BID is formed. The BID will not replace any pre-existing general City services.

### **District Governance**

The BID Advisory Board will be appointed by the Selma City Council. The Board shall consist of nine (9) members approved annually by a majority vote of the Selma City Council. Prospective Board members will complete applications prior to the Downtown BID annual review. The BID Advisory Board will make recommendations and monitor service delivery.

### **District Creation**

The Downtown Selma BID district was formed by the Selma City Council upon request by the Downtown Selma BID Workgroup pursuant Ord. 2022-6, 10-17-2022.

### **Duration**

The BID remains in place once approved unless it is disestablished. However, annual Council actions are required to keep it operable. Those include accepting the annual report, appointing the BID Advisory Board, approving the annual budget, and approving assessments.

## WHY CREATE THE DOWNTOWN SELMA BID?

## Downtown Selma Business Improvement District (BID)

### What is a BID?

A Business Improvement District (BID) is created to energize a business district through a public private partnership that is a catalyst for revitalization. The district can provide activities, such as marketing, maintenance, and image enhancement, that are in addition to those provided by local government. BIDs provide services that improve the overall viability of business districts resulting in increased sales.

### Why Downtown Selma?

- *Create a vibrant Downtown* Downtown Selma faces similar challenges to other small downtowns in the Central Valley. The BID is viewed as a proactive step to create immediate impact through marketing and other improvements.
- *Attract New Businesses and Customers to Downtown* The Downtown area has shops and restaurants, but would benefit from increasing the ratio of retail/restaurant businesses to service businesses, creating a more walkable Downtown. This would set the stage for attracting more customers, both Selma residents and visitors. Working in concert with the City of Selma, the BID will provide supplemental resources to improve Downtown's image to these markets
- *Enhance Sales and Occupancies* BIDs are acknowledged as a critical ingredient in downtown revitalization and are proven to work by funding services that enhance the economic viability of a business district. Success is measured by higher sales and targeted occupancy rates.
- *Private Sector Control* An Advisory Board consisting of downtown business owners will govern the BID. Annual BID workplans and budgets will be developed by the Advisory Board, ensuring that the BID will be directly accountable to those who pay an assessment.

## IMPROVEMENT AND ACTIVITY PLAN

### Establishment

In the spring of 2020, the City of Selma sought grants to fund a feasibility study to explore a Downtown Selma BID. The consulting firm of AMI Concepts was retained by the City to guide the process. Key steps of the process included:

- *BID Steering Committee* To guide the BID consultant team and test BID concepts, a group of business owners was formed. A roster of the BID Steering Committee is provided in the Appendix.
- *Business Owner Engagement* Working with business owners, the consultant held an Open House and conducted a survey in May 2021, then held a series of meetings during the summer of 2021. Priorities that emerged:
  - Increase sales and walkability
  - Improve the business mix to include more retail and restaurant businesses
  - Confirm BID services as supplemental to, and not in replacement of, City services
  - Focus on marketing and improvements
- *City Base Level of Services* A letter was provided by the Community Development Director identifying current relevant city services and an intention to continue these services throughout the life of the BID.
- *Plan Review & Final Plan* The draft BID Management District Plan and budget were reviewed by the BID Steering Committee and individual business owners. Business owners were invited

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to an Open House in September 2021 to review the plan. Input from this meeting, plus with Steering Committee members, led to the completion of the final plan.

In October 2022, the City Council adopted an ordinance establishing the Downtown Business Improvement District (Ord. 2022-6, 10-17-2022).

**Bid Boundaries**

The BID district encompasses the core of the Downtown area. A detailed map of the proposed district boundary is provided here.



**Operations**

- *An Inviting, Attractive and Economically Vital Downtown*

## Downtown Selma Business Improvement District (BID)

To respond to stakeholder priorities and guiding principles for a Downtown Selma BID, the management plan outlines key objectives and guideline principles for district-wide services. Implement a program that will make a visible, tangible and lasting impact.

- Ensure that BID-funded services are supplemental to, and do not replace, existing City services.
  - Provide flexibility in the modeling of the program so that the BID can make adjustments as market conditions change.
- *Marketing*  
Marketing strategies and programming to create an appealing and vibrant Downtown Selma will be developed as part of the overall program. Efforts will be made to encourage both locals and visitors to explore Downtown Selma. Traditional and non-traditional marketing activities and products will be explored including an interactive website, electronic communication tools and printed materials.
  - *Improvements*  
Attention will be made to address physical improvements. These may include pressure washing sidewalks and alleys along with curb painting, above and beyond what is currently done by the City. These efforts will improve walkability within the Downtown.
  - *Business Development and Market Research*  
Business recruitment efforts will seek to increase the mix of retail/restaurant businesses in collaboration with the City of Selma Economic Development Department. In addition, compilation of periodic market reports will guide the direction of business development.
  - *Management and Reserve*  
Fund management will be performed by the City of Selma in accordance with the budgets and activities approved by the BID Advisory Board. Monthly reports will be provided by the City. There will be no charge for this service. A reserve fund of 5% is budgeted to provide a contingency for unforeseen program needs and to provide a cushion for assessment delinquencies.

### Social Media Policy

The social media strategy for the Downtown Business Improvement District (BID) encompasses several key principles aimed at fostering community engagement, promoting a unified downtown identity, and supporting economic development. Notably, businesses that have paid their BID dues receive priority in content sharing on official BID social media channels, ensuring active and supportive members receive due recognition. The BID commits to maintaining a consistent theme and messaging across platforms, contributing to a cohesive downtown identity. Additionally, the strategy includes active promotion of downtown events, spotlighting products and services offered by local businesses, and emphasizing inclusivity and diversity in content. Encouraging collaboration among businesses through cross-promotion and adhering to legal and privacy guidelines are integral components. Regular monitoring and evaluation of social media analytics will inform adjustments to optimize engagement, while active feedback and community engagement will contribute to a vibrant and supportive downtown community.

### Budget

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Final budget allocation decisions will be subject to the annual budget process of the BID Advisory Board. Other monies received for the benefit of the BID will not be included in this budget and can be spent as budgeted separately by the Advisory Board.

## ASSESSMENT

### Assessment Methodology

The primary BID assessment methodology is a common BID structure assessing businesses whereby business license fees are used as the basis. In addition, businesses not subject to business license fees will be assessed a \$100 flat fee. A factor of each fee is assessed annually, as determined by the BID Advisory Board. All businesses within the district are subject to assessment with one exception.

### Assessment Exceptions

A business recently established in the district is exempt from the levy of assessments for a period not to exceed one year from the date the business commenced operating in the district.

### Calculation of Assessments

The preceding methodology is applied to a database that has been constructed by the City of Selma working with the BID Steering Committee. It consists of all businesses within the BID district.

### Assessment Adjustments

- *Annual Assessment Factor*  
An annual assessment factor will be determined by the BID Advisory Board. This factor will not exceed the initial assessment factor of 100% of both types of fees. Fees include business license fees and those assessed of businesses within the district that are not subject to business licenses.
- *Budget Process*  
A balanced budget approach is utilized to develop each annual budget within the constraints of the assessment rates. Any annual budget surplus or deficit is tracked. Prior year surpluses may be used as necessary, based on the allocations described in the Management District Plan.
- *Time and Manner for Collecting Assessments*  
As provided by state law, the City of Selma will bill the assessments in conjunction with the annual business license statement, or separately in the case of businesses that are not required to have City business licenses. Existing laws for enforcement and appeal of business license fees will apply to BID assessments.
- *Disestablishment*  
State law provides for the disestablishment of a BID pursuant to an annual review process. Each year that the BID is in existence, there will be a 30-day period during which the business owners will have the opportunity to request disestablishment of the District. This 30-day period begins each year on the anniversary day that the district was first established by City Council. Within that 30-day period, if a written petition is submitted by the business owners who pay more than 50 percent (50%) of the assessments levied, the BID may be disestablished. The City Council will hold a public hearing on disestablishing the PBID prior to doing so.
- *Issuance of Bonds*

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No bonds or other bonded debt are to be issued to finance activities and services envisioned in the Management District Plan.

## GOVERNANCE

### BID Advisory Board

Selma City Council will appoint the BID Advisory Board as part of the district formation process, and annually thereafter during the review process. The BID Advisory Board shall consist of nine (9) members who represent a business within the BID district. They are selected from available applicants and represent a broad mix of business types.

The BID Advisory Board meets monthly. Meetings shall be held the first and third Wednesday of the month at 5:30 PM. Meeting times can be changed by the commission by resolution. Terms will be for one year. Terms should be staggered to avoid complete turnover of the Board. Meetings are open to the public. It will hold district-wide meetings as needed for input on services and operations, including an annual nomination meeting for the BID Advisory Board.

Appointments to the BID Advisory Board are staggered according to the following schedule:

January	4 Appointments
May	3 Appointments
October	2 Appointments

If any appointee commission member absents himself or herself from three (3) regular meetings consecutively from the last regular meeting he or she attended, the position becomes vacant and shall be filled as any other vacancy. (Ord. 818, 9-2-80)The BID Advisory Board, shall elect a chairman and vice chairman from among its own members, each of whom shall serve for one year and until his or her successor is elected and qualified. The chairman shall preside at all meetings and exercise all the usual rights, duties and prerogatives of the head of any similar organization. The vice chairman shall perform the duties of the chairman in the absence or disability of the chairman. Vacancies created by any cause shall be filled for the unexpired term by a new election by the commission. (Ord. 867, 6-1-84)

The BID Advisory Board shall elect a secretary, treasurer, and social media liaison from its members. Each shall serve a term of one year or until their successor is elected and qualified. The secretary is responsible for maintaining records and documentation, the treasurer is responsible for financial matters, and the social media liaison is responsible for overseeing the BID's social media presence.

BID Advisory Board will recommend budgets, services, and Advisory Board members. It will monitor service delivery and provide oversight of the district. The Advisory Board oversight will:

- Review monthly reports from the City of Selma
- Leverage BID funds with resources, programs and capabilities provided by other agencies and organizations in Selma
- Eliminate the potential for duplication of enhanced services and activities
- Ensure that Downtown Selma is represented by a unified voice, thereby maximizing Downtown's influence in policies and civic affairs.

Pursuant to State of California law, the BID Advisory Board will be subject to disclosure and notification guidelines set by the Ralph M. Brown Act and California Public Records Act.