

## **DOWNTOWN SANTA ANA BUSINESS IMPROVEMENT DISTRICT 2022 ASSESSMENT REPORT**

### **Background**

On February 6, 1984, the City Council adopted Ordinance No. NS-1715 pursuant to Section 36500, et seq., of the 1979 State of California Streets and Highways Code, creating a Business Improvement District (BID) in Downtown Santa Ana. On October 6, 2003, the City Council appointed the Community Redevelopment and Housing Commission (CRHC) as the Downtown Santa Ana Business Improvement District Advisory Board. As the BID Advisory Board, the CRHC, now known as the Community Development Commission (CDC) is responsible for making recommendations to the City Council on the expenditure of revenues derived from the levy of assessments, on the classification of businesses, as applicable, and on the method and basis of levying the assessments (including the annual budget).

The BID was established as a means of providing the Downtown business community with the funding to promote the Downtown through events and advertising pieces; funding to increase security and enhance the overall aesthetics of the area; and also to maintain the downtown shopping corridors.

### **Improvement Area Boundaries**

The geographic boundaries of the district remain unchanged from the original 1984 area, and they include over 500 retail, service, and professional members (see Exhibit 2).

### **Assessment Formula**

The formula for the BID tax levy also remains unchanged from the original 1984 ordinance and is based on the category and/or sales volumes of the business (see Attachment A).

### **2022 Budget Plan**

Based on the feedback from the two Associations, Downtown Inc. and the Santa Ana Business Council, the 2022 BID Budget focuses on the continuation of promotions and marketing of the BID. Some of the promotion and marketing will be focused on Downtown events and advertising pieces, which are all designed to enhance the overall aesthetics of the area and also to maintain the downtown shopping corridors. Detailed breakdowns of the two groups' budgets are attached (Attachment B). The assessments from the 2022 BID are estimated at \$200,000 to be split evenly by Downtown Inc. and the Santa Ana Business Council—the two business groups that have spearheaded this BID process. Any remaining funds from the previous year will be incorporated into a reserve fund for the groups' 2022 budgets. This reserve funding may be used for additional events and promotions throughout the year.

In 2022, the two representative business associations are proposing to host several events, some special events may be virtual (pending COVID-19 regulations for special events), promotion of outdoor dining and retail sales, and general promotion and marketing of the Downtown, as well as some traditional annual events that will be safe for community members to attend, including:

### **BID-FUNDED OR PARTLY BID-FUNDED ACTIVITIES**

#### **ADMINISTRATION**

- Coordination of the BID including maintaining the interconnectivity and infrastructure, collectivizing downtown efforts, program and project management, and supporting downtown's role as a vital community, cultural and economic engine

#### **MARKETING PROGRAMS**

- Weekly Newsletter
- Social Media Accounts (@DtsantaAna, @CalleCuatroDTSA)
- Videos and Photos to catalogue and promote downtown

**ORGANIZATION**

- Business Meetings (Restaurant Assoc., Bridal Assoc., Board and Merchant Meetings)
- Business Training, Outreach and Support
- Resident Mixers, Business and Arts Mixers
- Membership and Training with National Downtown, Main Street and Placemaking Networks
- Community Involvement/Engagement
- Support for third-party event producers
- Customer Support (Providing answers and connections to business, residents and visitors)

**TECHNOLOGY**

- Downtown Websites
- Software Licenses
- Emailing Services
- Online Forms/Storage/Media Services
- Artists Registry

**SOME SUPPORT FOR THE FOLLOWING EVENTS**

- First Saturday Artwalk (12x per year)
- Boca de Oro: Festival of Arts and Literacy
- Sponsorships for Downtown Businesses, Creatives and Residents to Activate Public Spaces

**ACTIVITIES WE PARTNER WITH, FUNDRAISE FOR, OR THAT REQUIRE ADDITIONAL FUNDING****ANNUAL EVENTS**

- Boca de Oro: Literary, Visual and Performance Arts Festival
- Downtown Threads Fashion & Design Show
- Annual Gathering and Mixer
- Katrina Festival
- Savor Santa Ana
- Tooltesting/Hackathon
- Trolley Rides at Special Events and Lunch Hour

**MONTHLY EVENTS**

- First Saturday Artwalk Expansion, Free Art Workshops and Music
- Witches Brew (2nd St Promenade)
- Kids Corner at Calle Cuatro Plaza
- Sidewalk Sales (Bi-monthly: 1st and 3rd Weekend of the Month)
- Amigas Social Club Business Mixers and Professional Development Workshops
- Movies in the Park

**WEEKLY EVENTS**

- Dancing in the Streets (Salsa, Cumbia, Tango, Bachata)
- Loteria Mexicana
- Clowns & Face Painting
- Santa Ana Sundays Series
- Free Yoga and Zumba

**SEASONAL PROMOTIONS**

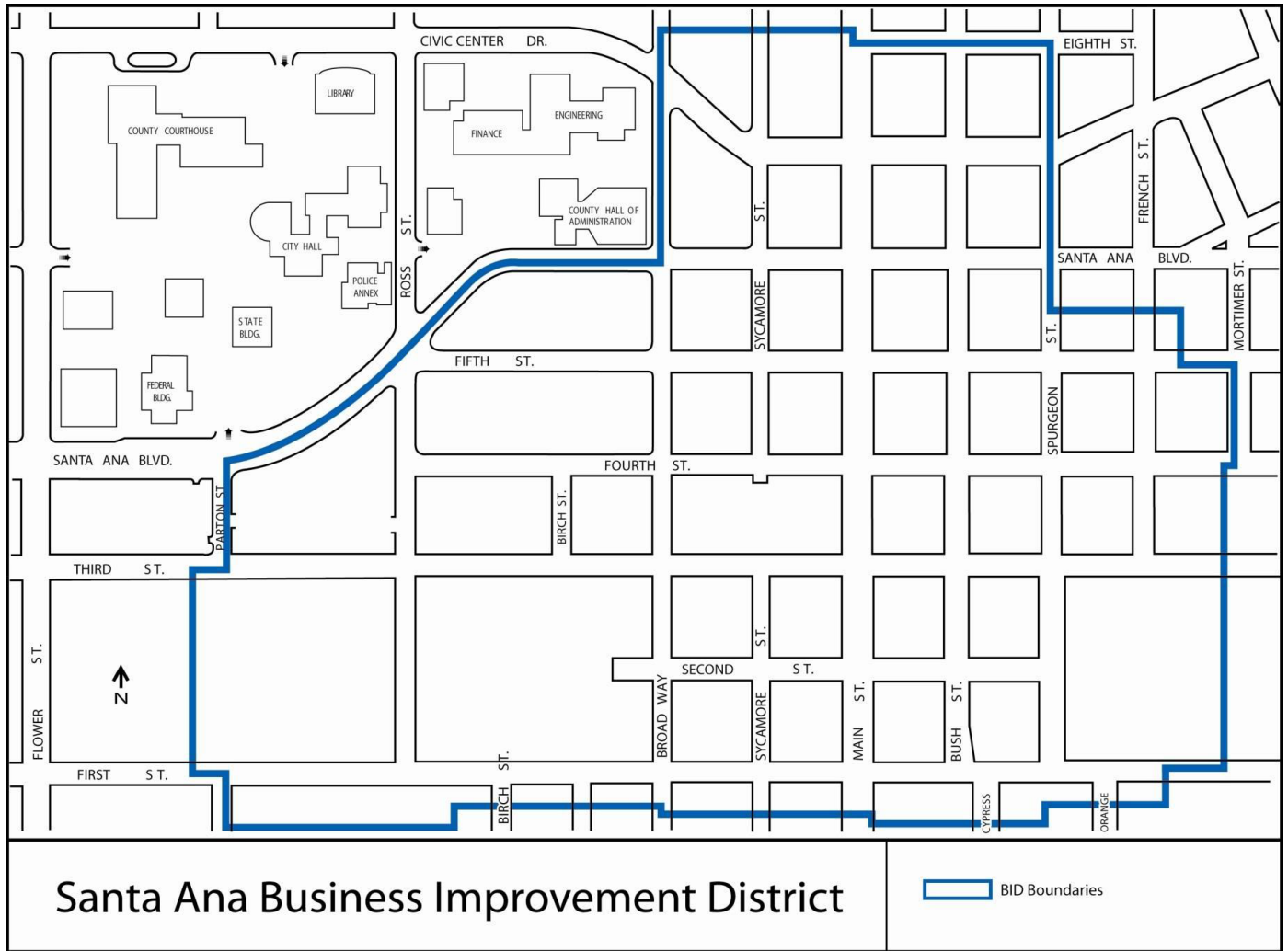
- Black Friday/Small Business Saturday
- Turkey and Ham Giveaway (Thanksgiving)
- Rib Giveaway (Christmas)
- Holiday Show at Calle Cuatro Plaza
- Carriage Rides and Carolling
- Festival of Lights

## EXHIBIT 1

Other programming for the associations will include ongoing social media marketing, funding for the Downtown Restaurant Association, Bridal Association, Art Association, Professional Internship Programs, downtown stakeholder meetings, holiday promotions, website development and maintenance, and ongoing support for small businesses.

EXHIBIT 1 – ATTACHMENT A

**BUSINESS IMPROVEMENT DISTRICT BOUNDARY**



## EXHIBIT 1 – ATTACHMENT B

**2022 ANNUAL ASSESSMENT FORMULA**

The following businesses located within the boundaries of the Business Improvement District (BID), classified under City Ordinance NS 1690 as Amusement Services, Pawnbrokers, Service Station and Classification A, including, but not limited to Retail Sale of Goods, Hotel and Motels, Theaters and Food Establishments, shall pay an amount equal to one and one-half times their annual business license fee.

Businesses classified as Commercial Rental Property, Rental Property, Residential and Rooming House shall pay an amount equal to one-quarter times their annual business license fee.

All other businesses, including Professions, Trades and Services within the boundaries of the proposed Business District, shall pay an amount equal to their annual business license fee.

Once the assessment formula is established, it cannot be changed without written notice to all businesses within the boundaries of the proposed Business Improvement District and a public hearing held by the City of Santa Ana.

## EXHIBIT 1 - ATTACHMENT C

**DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID)**  
**1 of 2 Budgets**

**Downtown Inc. BID Budget 2022**  
**January 1, 2022 - December 31, 2022**

CATEGORIES	SUBLINE ITEMS	BUDGET
<b>Contractors</b>		
	Placemaking Consultant - Smolar Corp	48,000.00
	Administrative Staff	5,000.00
<b>Insurance</b>	Downtown Vehicle, Special Events	3,600.00
<b>Technology</b>		3,000.00
	Google Apps, Gmass, Adobe, Casttr, Nounproject	
	Animato, Mailchimp, DropBox, Artist Registry	
	Membership Works, Join by Text, PBID Manager Software	
<b>Office Supplies</b>		1,500.00
	Film/Media Equipment, Duplication, Mail, Shipping	
	Web Hosting/Weebly,	
<b>Communication</b>		
	Stock Photography/Designs	200.00
	Graphic Design	1,000.00
	Photoshoots/Videography	1,500.00
<b>Meetings/Stakeholders Groups</b>		4,400.00
	Team Coordination Meetings, Board Mtgs,	
	Restaurant Assoc, Artist Mixers, Resident Mixers	
	Annual Lunch and Annual Mtg, Outreach, Commun	
<b>Marketing/Promotions/Events</b>		
	Artwalk	10,000.00
	District Banners & Signage, Branded Material	1,200.00
<b>Training</b>		1,500.00
	CDA/IDA, Placemaking, Other Online	
<b>Professional Services</b>		
	Newsletter Copywriter	6,000.00
	Social Media Coordinator	7,200.00
<b>Dues &amp; Subscriptions</b>		1,300.00
	Santa Ana Chamber of Commerce, IDA, Associations	
<b>Financial Reports</b>		3,600.00
	Accountant, Tax Returns, Other	
<b>Misc. Expenses</b>		1,000.00
	Supplies, Field Expenses, Stamps, Contingencies, Maintenance	
<b>TOTAL REIMBURSEMENT</b>		<b>100,000.00</b>

## EXHIBIT 1 - ATTACHMENT C

**DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID)**  
**2 of 2 Budgets**

**SANTA ANA BUSINESS COUNCIL- BID Budget 2022**  
**January 1, 2022 - December 31, 2022**

CATEGORIES	SUBLINE ITEMS	BUDGET
<b>Administrative Staff</b>		
	Diamond Heart Enterprises	48,000.00
	Yolanda Arellano (Bookeeping)	10,000.00
	Reliance (Payroll taxes)	1,500.00
	Reliance (Payroll taxes)	800.00
	Marketing Social Media Coordinator and	28,600.00
	Procurement specialist (Claudia Naffa)	
	Maricela Vela	5,800.00
<b>Contracted Services</b>		
	Fees and Taxes	500.00
	Insurance	3,500.00
	City Permits for Events	1,300.00
<b>Total</b>		<b>\$ 100,000.00</b>