

Memo

Carmichael



RECREATION AND
PARK DISTRICT

To: Advisory Board of Directors

From: Mike Blondino, District Administrator

Date: June 17, 2021

Subject: Approval of 10-year Renewal of the Carmichael Improvement District or PBID

Introduction/Background:

Commercial Property owners in Carmichael, primarily along the Fair Oaks Blvd business corridor, formed a “Property Business Improvement District” or PBID in 2016, which is known as the Carmichael Improvement District (CID). PBIDs are self-funded assessments by property business owners in a geographically specific area, such others exist along Fulton Ave, Del Paso Heights, Power Inn, etc.

The property owners in the CID assess themselves and control how funds are spent within the assessment district boundaries. No dollars are controlled by the County or any other outside entity. A Committee of local business property owners forms a Board and represents all owners of the Carmichael Improvement District.

The assessment dollars are typically spent to provide ongoing safe and clean programs, enhance streetscapes and image, and provide economic enhancements, and advocacy for the property and business owners.

The CID boundaries originally approved were the Fair Oaks Boulevard corridor between El Camino Avenue and Lincoln Way off Manzanita Ave., which includes Carmichael Park. The renewal of the CID will look to expand the boundaries by about 20%, mostly to the north of the current boundary to just beyond the Crestview Shopping Center, or Bourbon Drive on Manzanita. The area around Winding Way and Manzanita is a large shopping and dining area that the district is seeking to include in their expanded boundaries. No additional park properties will be included in the expansion. In fact, because of the changes in how properties are assessed, the 5 parcels for Carmichael Park will decrease in assessment by just over \$1,000 annually.

Discussion:

The CID was successful in getting over 50.1% of the property owners to support the petition early this year so that 10-year renewal ballot vote could take place. The Board of Supervisors then approved the ballots to be sent out to property owners in the CID for a vote to renew. Those ballots were mailed out on May 17, 2021 and are due back to the County no later than July 13, 2021 at 9:45 am.

The CRPD Advisory Board of Directors is being asked to discuss this issue and decide if the Carmichael Recreation and Park District will support the CID 10-year renewal.

Recommendation:

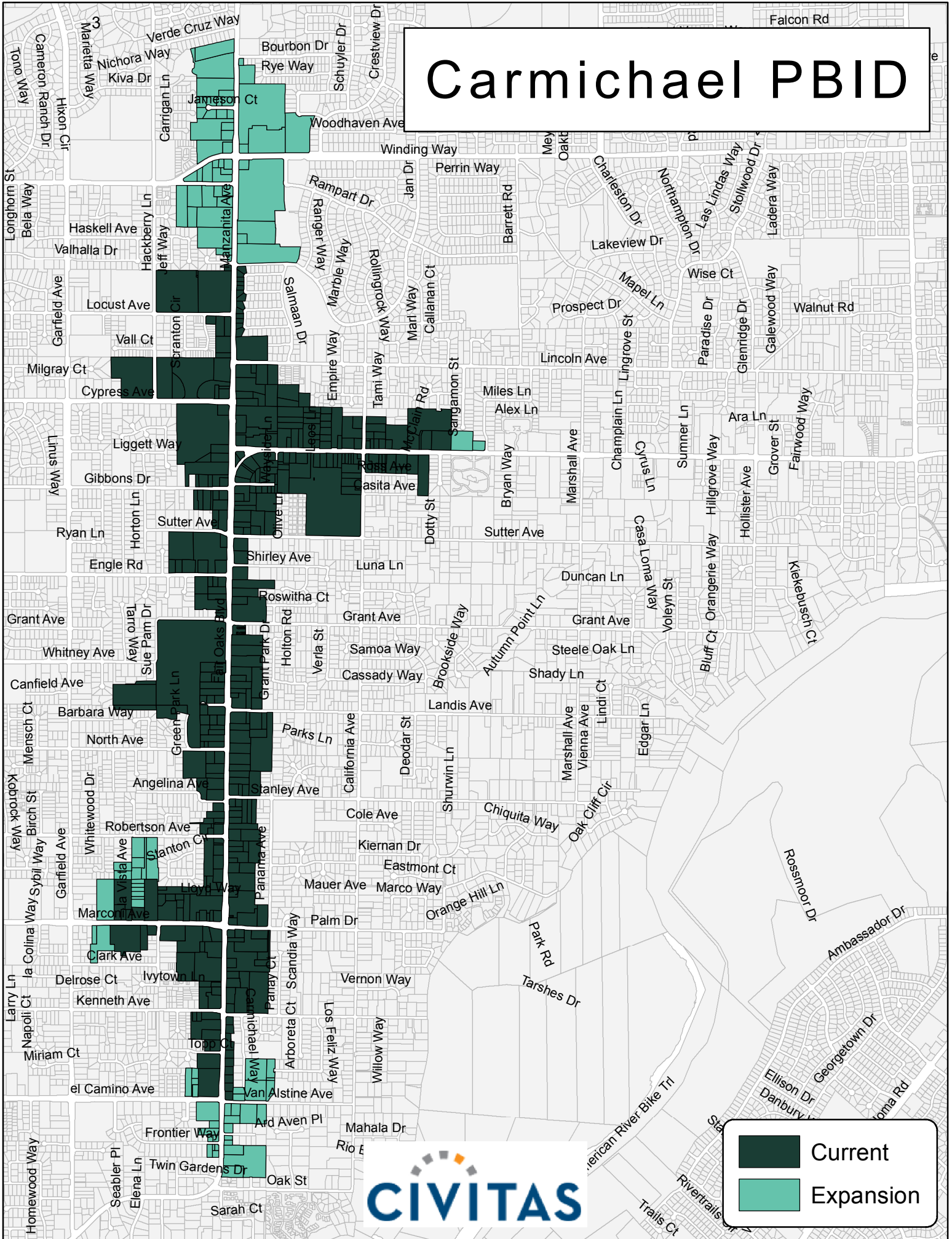
Staff recommends that the Carmichael Recreation and Park District Advisory Board of Directors discuss and vote on whether to support the ballot measure for the 10-year renewal of the Carmichael Improvement District. By voting to approve, County Counsel has informed CRPD staff that the authorization to sign the ballot has already been delegated to the District Administrator, so only the Advisory Board's vote is needed.



Attachment 1: Expanded Boundary Map

Attachment 2: CID Renewal Folio

Attachment 3: Comparison chart of CRPD parcels in assessment evaluation

Carmichael PBID



	Current
	Expansion



SHAPING OUR TOMORROW UPON TODAY'S SUCCESS



**AN INFORMATIVE FOLIO ON THE RENEWAL OF THE
CARMICHAEL PROPERTY AND BUSINESS
IMPROVEMENT DISTRICT**

WHAT ABOUT THE DISTRICT?

OUR MISSION

Driven by a shared vision of fostering long-term commercial prosperity and enduring appeal, the Carmichael Improvement District (CID) is creating success upon our community's solid foundation. Through these efforts, our goal is to support local businesses, property owners, and residents in work to create a district that is attractive, entertaining and welcoming. Our core purposes are the regular delivery of "Clean and Safe" services, encourage positive changes in our streetscape and area image, and foster economic prosperity within this central district of the Carmichael community. We help owners work together to create their tomorrow.

OUR DISTRICT

It is time to renew the work started. Upon the request of a majority of owners, a Property and Business Improvement District was formed for Carmichael in 2016. This beginning allowed owners to come together with a fresh and common focus toward making Carmichael both comfortably safe and invitingly clean. Accomplished by the investment of careful attention of professional staff, qualified contractors, and joint public agency coordination, the resulting benefits have been most welcomed. Supporting all is an engaged and active coalition of owner/leaders working together in the context provided by the Management District Plan.

This folio presents the story of accomplishment and the opportunities of our future as solutions are found, interpreted and applied uniquely to Carmichael. Fantastic progress is being made in Carmichael right now! Let us keep working together to build, strengthen and grow Carmichael for what's next.



“Time and time again, entities like Carmichael Improvement District have proven effective in building success and progress for their communities. Owners working together, helping each other, with proven resources, create more enduring solutions and greater progress. In the work of this district over the last few years, the Carmichael community has found the power and promise of coordinated effort.”

SUSAN PETERS, SACRAMENTO COUNTY SUPERVISOR (2005-2020)



Business is the “B” in PBID. Our organization is entirely focused on enhancing and creating a thriving business and investment community in Carmichael where owners find the success that they need and the community values their offerings and service.



PROPOSED BUDGET

The budget to the right is an example of how funds may be allocated in the initial year of the Carmichael Property Business Improvement District (CPBID) renewal. Budget categories may require adjustments up or down to continue the intended level of services. The Owners’ Association (CID) will have the authority to re-allocate up to fifteen percent (15%) of total service budget between categories. Over the ten (10) year term of the CPBID, the assessment rate may be subject to annual increases that will not exceed four percent (4%) per year. Increases will be determined by the Owners’ Association Board of Directors and may vary each year.

SERVICE	2022 BUDGET	%
Public Safety Enhancements	\$257,502.20	50%
Screenscape and Image Enhancements	\$159,651.36	31%
Economic Enhancement and Marketing Enhancements	\$66,950.57	13%
Advocacy and Administration	\$20,600.18	4%
Contingency/Reserve	\$10,300.09	2%
TOTAL	\$515,004.40	100%



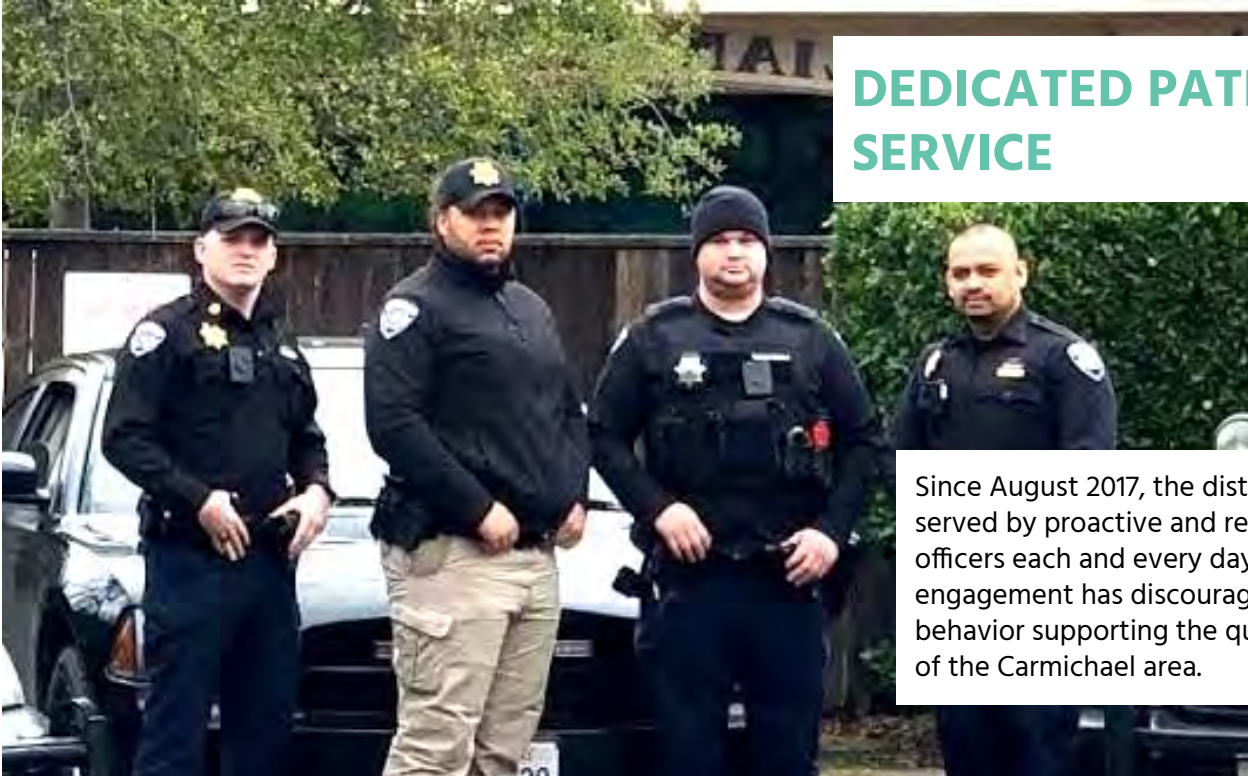
“ I join with skilled professionals every day to make sure that this district is singularly focused in meeting the needs of business and property owners. Our work is more important now as we recover economically after COVID-19. I look forward to more progress as we work together, applying best solutions to the concerns and forward needs for our area. Let’s lock in progress and build upon our good work! ”

RACHAEL TAYLOR, EXECUTIVE DIRECTOR, CARMICHAEL IMPROVEMENT DISTRICT



CID is a district of diverse commercial business interests ranging across properties like Milagro Centre, Carmichael Park, and apartment communities to businesses providing automotive services, grocery and mini-storage that serve our greater community.

WHAT'S ACCOMPLISHED



DEDICATED PATROL SERVICE

Since August 2017, the district has been served by proactive and responsive patrol officers each and every day. Their active engagement has discouraged unlawful behavior supporting the quiet enjoyment of the Carmichael area.

ACTIVE LEADERSHIP, LOCAL CONTROL



Since formation of the district in 2016, we have attracted competent leadership to our work, defined operational practice and procedures, and continuously served the Carmichael owner community.

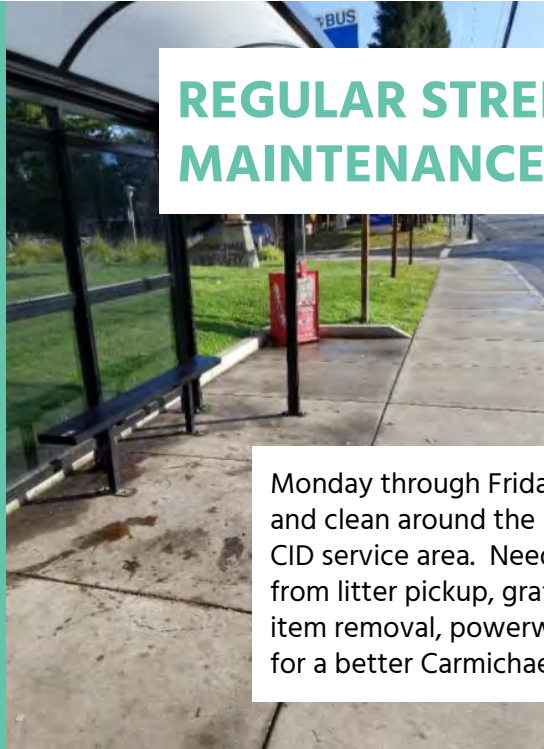


“ As a lifelong resident and champion of Carmichael, I find the work of this district to be thoroughly successful. I am happy to be a part of the leadership team and fully expect continued prosperity and progress for Carmichael as a result of this organization. ”
NICK BLOISE, VICTORIOUS SALES



“ The office for my legal practice has been on Fair Oaks Boulevard for the better part of thirty years. Along with so many, I have seen the impacts of neglect and the lack of coordinated attention. This is why I led the formation of this district in 2016. No one owner could have done this, yet all win in our common, united effort in the district. ”

GARY HURSH, LAW OFFICE OF GARY HURSH



REGULAR STREETSIDE MAINTENANCE SERVICES

Monday through Friday, sanitation workers patrol and clean around the streets of Carmichael in the CID service area. Needed attention can range from litter pickup, graffiti abatement, abandoned item removal, powerwashing and other service, all for a better Carmichael experience.

ENGAGED BUSINESS COMMUNITY

From our Envision Grant program supporting small business, to regular listening to the success and needs of business in Carmichael, the district advocates and promotes progress.



CREDIT: Carmichael Times, Susan Maxwell Skinner



“ As the head of the chamber, I hear from many business owners each week. The Chamber was a major voice and support in creating the Carmichael Improvement District as a much-needed effort. I see it. People always tell me how valuable the CID is for Carmichael. ”

STEPHANIE YOUNG, CARMICHAEL CHAMBER OF COMMERCE



IN CARMICHAEL AND FOR CARMICHAEL

Regular alerts, notes, updates and guidance are issued by the district in property and business owner emails to inform and assist around important Carmichael concerns.

MULTI-AGENCY COORDINATION



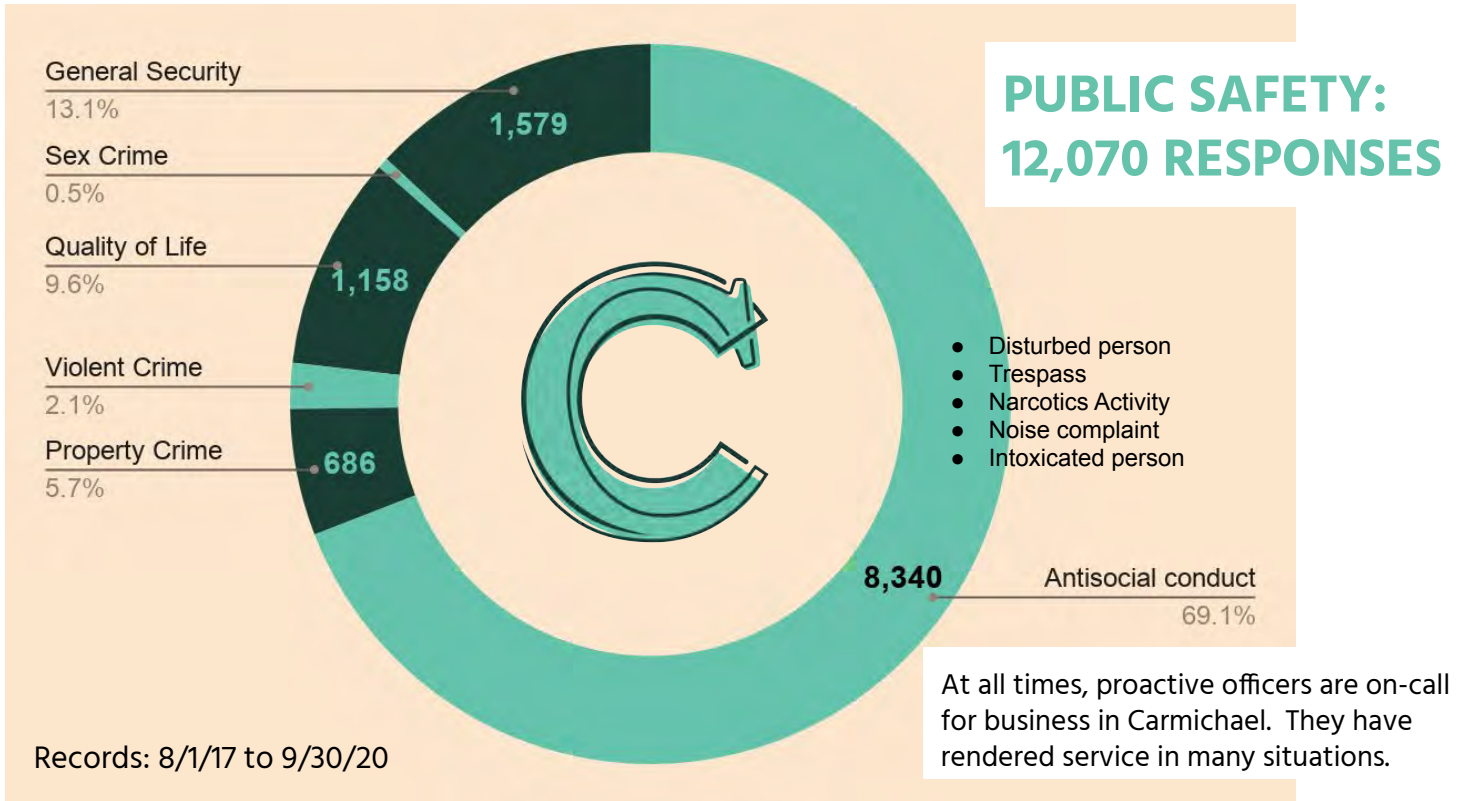
Each month, the district hosts a working meeting where concerns and resources are shared between the district and various enforcement and human services organizations toward progressive solutions directly applied to our service area..



“It has been good to see the work that Carmichael Improvement District has accomplished. The focused attention and effort is valued by many owners that I talk to, as well.”

STUART SNIDER, TINER COMMERCIAL REAL ESTATE

SERVICE DELIVERED



IMPROVING STREETS WITH REGULAR CLEANING

Before the district started its work, litter would accumulate around sidewalks and streets. Today, the district provides regular attention and prompt removal so this does not happen. Carmichael is a better business environment because of this effort.

Records: 8/1/17 to 9/30/20

Loose trash picked up: 11,985 cubic feet

Illegal dump sites: 317 removed

Drug waste items: 279 removed

Illegal signs: 989 removed

Graffiti & tags: 208 removed

Stickers: 128 removed

Shopping carts: 1,265 returned

County 3-1-1 service needs: 79 reported

Other matters: 37 corrected



“ In pastoring a church with a busy campus, personal safety is important for all who visit or work here. The patrol program has been very responsive and we appreciate their professionalism. When concerns arise, officers deliver essential support. I value the district and its work for a better Carmichael. ”

KEITH DEVRIES, CARMICHAEL PRESBYTERIAN CHURCH

WHAT'S POSSIBLE



FULTON AVENUE ASSN. SACRAMENTO

A PBID active since 1997 in the County, this district has installed identity features at entrance points, street banners, and branded street name signs supporting its recognition as a place for business in its market.

SUNRISE MARKETPLACE CITRUS HEIGHTS



The Marketplace is a long-established PBID in our area. Graphic and monument elements make it clear that you are within a festive and defined place in which to thrive as you enjoy its shops and amenities.



“Businesses within CID serve 63,000 Carmichael residents and our larger metro area population. Upon the results of the Clean & Safe program, our district is well positioned to reimagine a desirable and unique Carmichael identity for consumers in our greater region.”

BROOKS H. ERICKSON, CARMICHAEL VILLAGE, LLC



“ My family and I live and work in Carmichael and appreciate the strong social fabric of our community. Over my years as a volunteer with CID, I see first-hand the positive results we have achieved and find this effort as the foundation for all progress ahead. Without such a district, Carmichael could not have had such coordinated and effective success! ”
MIKE MENZEL, BERKSHIRE HATHAWAY



HISTORIC FOLSOM DISTRICT ASSOCIATION

Signature festivals draw thousands in from the community to enjoy this business center each year. Collaborative productions like this, along with “shop local” and small business tie-in promotions drive sales and win customers for merchants while fostering civic pride.

WALNUT CREEK DOWNTOWN ASSOCIATION



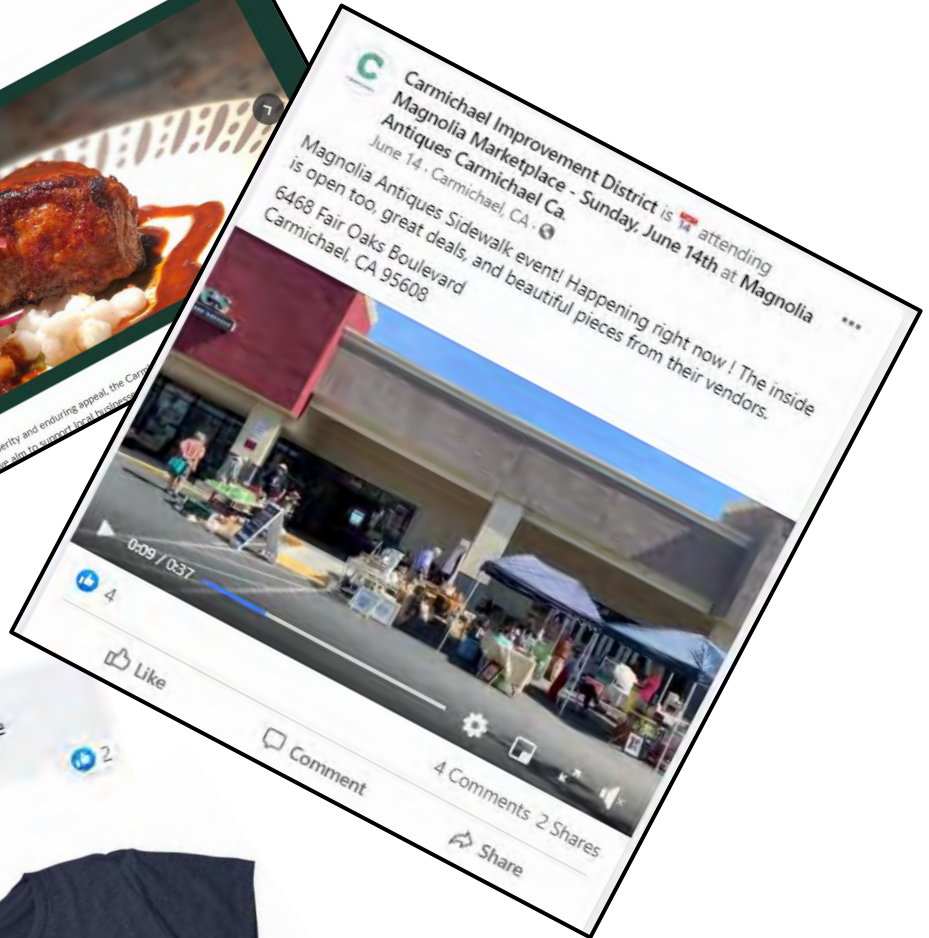
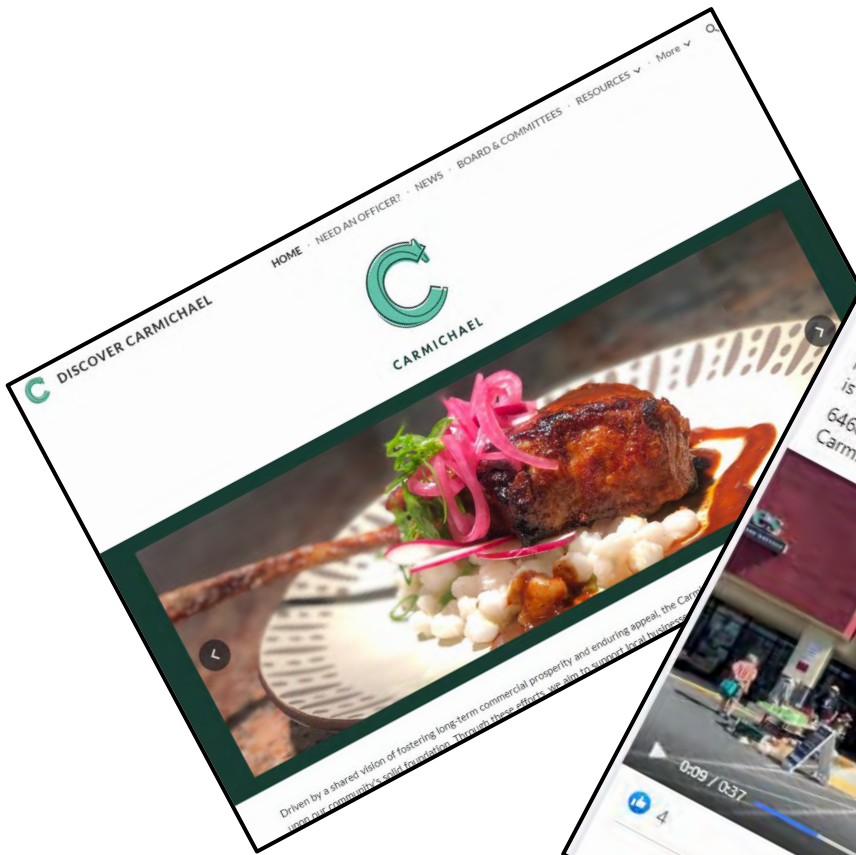
Installed in June 2012 as a public-private partnership, “Fountain Head” is a fun focal point in this suburb. Introducing sculpture and visual art elements enlivens public space and offers Instagram-worthy experience.



“ I am a long-time resident, property and business owner in Carmichael. It is excellent to experience each day the results of the district’s dedicated work. Our streets are safer and cleaner. More good work is ahead as we join in to make our Carmichael the best it can be. ”
TODD ANDREWS, ANDREWS CONSTRUCTION

DISCOVER CARMICHAEL

SHOWCASING OUR DISTRICT TRADE AREA



Increasing the appeal and desirability of Carmichael, the district makes use of social media in a variety of forms to promote direct-to-consumer opportunities --driving business using pass-thru economic development.

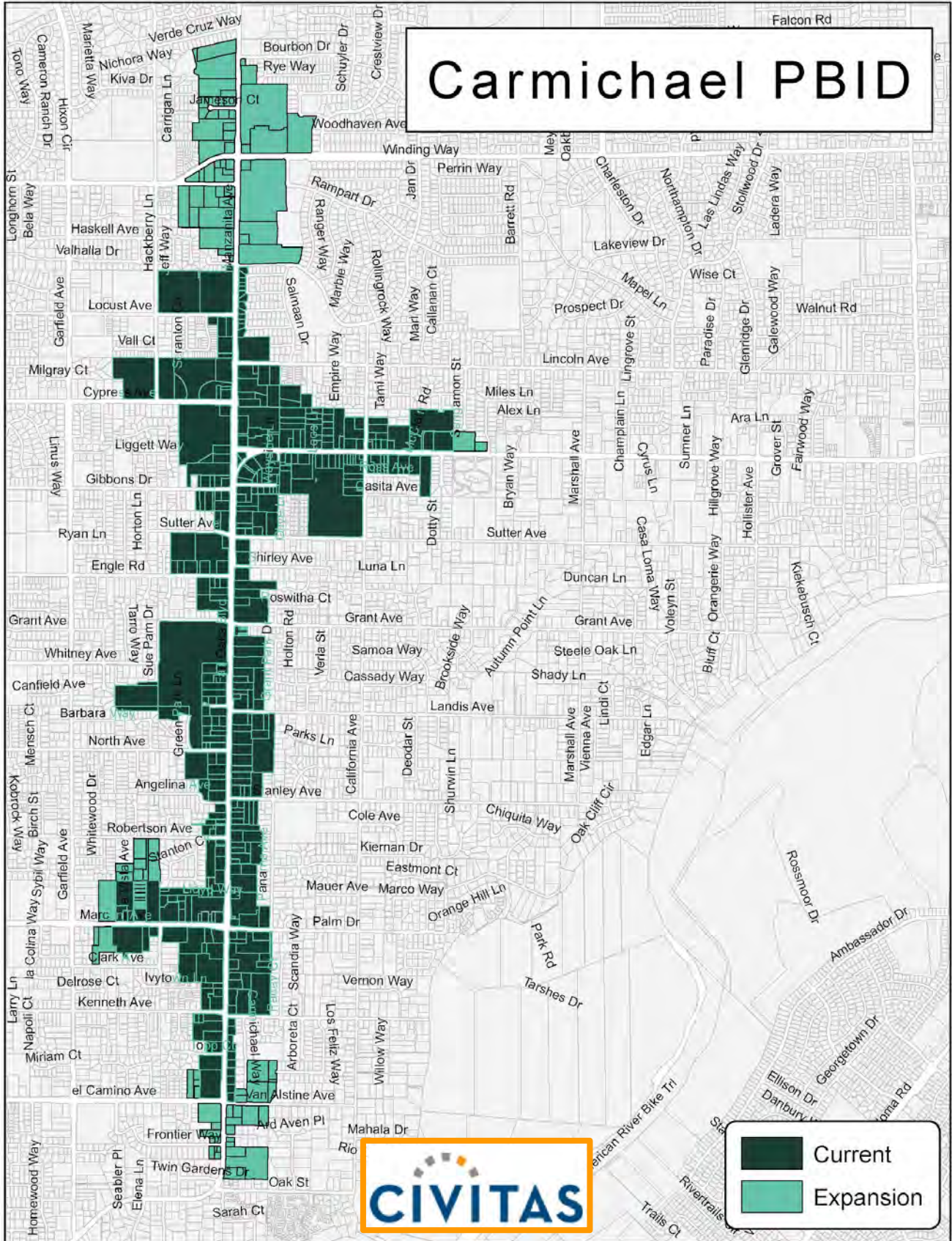


“Having the officers to assist has helped. Carmichael is a very good place for me to do business and I think the District can only help grow business for everyone.. ”

STEVE BRODIE, CARMICHAEL ACE HARDWARE

THE AREA WE'LL SERVE

The map below illustrates the CPBID proposed boundaries.



OUR SERVICE PLAN

PROPOSED SERVICES

Improvements and Activities Funded by the CPBID

The CPBID will provide supplemental improvements and activities that are above and beyond those provided by the County and other government agencies. None of the services to be provided by the CPBID are provided by the County or other government agencies. The improvements and activities will be provided directly and only to assessed parcels; they will not be provided to parcels that are not assessed. Each and every service is unique to the CPBID thus the benefits provided are particular and distinct to each assessed parcel.

Public Safety Enhancements

Public safety enhancements will focus on making the District a well-ordered, comfortable and safe place in which to spend time and to do business. Public safety enhancements may include but are not limited to:

- Contracting with private security and, as necessary, off-duty county sheriff personnel to regularly patrol the District maintaining order in close contact with the Sacramento County Sheriff's Department and other agencies to impact and control vagrancy, property damage, encampment, and petty crimes through both proactive situation identification and call for service; and
- Coordinated identification and reporting of suspected code violations to County code enforcement for attention and official action to correct; and
- Call and hold regular working group meetings in Carmichael collaboratively with joint local and state law enforcement agencies, mental health and welfare and the ownership community to address and coordinate attention to public safety concerns and needs across the service area.

Streetscape and Image Enhancements

Streetscape and image enhancements will focus on positioning the District as the vibrant commercial center of Carmichael and creating a more desirable and attractive place for customers, tenants, and owners. Streetscape and image enhancements may include, but are not limited to, features and efforts such as:

- Contracting with service providers for regular litter clean up, graffiti identification and removal, illegal dumping removal, abandoned shopping cart and car removal, and related sanitation issues; and
- Funding the purchase and installation of regular rotational displays of pole banners and other streetlight adornments throughout the District which serve to celebrate various shopping seasons while presenting a cohesive image of community personality and identity; and
- Directional, wayfinding and gateway signage that establishes a sense of place, promotes patronage and activity, and connects the properties of the district service area with the larger community; and
- Landscape and façade improvement incentive programs to stimulate attention and encourage investment in cosmetic enhancements to the street-facing areas of private properties which support safety and encourage customer traffic while beautifying the Carmichael community and enhancing quality of life; and



Streetscape and Image Enhancements, *continued*

- Identifying and pursuing grant opportunities or otherwise fund capital improvements in public spaces around District intersections which feature and celebrate Carmichael community distinctives, history and vitality; and
- Encourage a coordinated public art program upon private property to enliven opportunity spaces and create interest and appreciation.

Economic Enhancement and Marketing

Economic enhancement and Marketing will focus on measures and campaigns toward increasing commercial activity, sales and investment appeal intended in achieving increased occupancy, utilization and rental rates across all asset types, e.g. apartment, industrial, parks, retail. Economic enhancement and marketing activities and efforts to convey a positive image of the assessed parcels within the service area may include but are not limited to:

- Funding marketing programs intended to create a public view of the District as a single destination with a rich collection of attractions, events, services, and goods. Such efforts may include “shop local” incentive programs such as “Small Business Saturday” in December, and lifestyle-oriented web, social media, press releases and occasional print advertising campaigns; and
- Funding seasonal or theme-oriented publicity events in collaboration with the District’s businesses. Such efforts may include newspaper display ads featuring select businesses, tie-in campaigns to increase business and foot traffic around private efforts or the events and programs of established community organizations, e.g. Founder’s Day”; and
- Create accessible market and demographic material and make available to owners, prospective tenants and investors showcasing Carmichael possibilities and opportunities.
- Building upon our “Discover Carmichael” branding and web presence to celebrate and feature business and the interesting amenities and opportunities of our area.
- Connect, resource, and enable local business to create more success.
- Engaging a consultant to identify ways to increase business within the District from daily commuters, District area residents, and regular visitors; and
- Promoting direct leasing opportunities and new development opportunities for businesses and properties.

Advocacy and Administration

The advocacy and administration portion of the budget will be utilized for administrative costs associated with providing the services. Those costs may include rent and occupancy charges, telephone and Internet charges, legal fees, accounting fees, postage, administrative staff, insurance, other general office expenses, and County administration costs, if any. In addition, the advocacy and administration budget will be utilized to fund staff time dedicated to providing unified attention, communication, and responsiveness throughout the District.


Contingency/Reserve

The budget includes a contingency line item to account for annual operating surplus or uncollected assessments, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration, or renewal costs at the discretion of the District board of directors. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of the monies from the reserve fund shall be set by the District. The reserve fund may be used for the cost of renewing the District.

INITIAL ASSESSMENT RATE

Parcels are assessed based on parcel size and linear frontage. To determine a parcel's assessment, the applicable square footage and linear front footage rates in the tables below are applied to the parcels within the CPBID. Frontage rates are applied based on a parcel's frontage street. The assessment rates are:

Parcel Type	Land Square Footage Assessment rate (per sq. ft.)
Retail trade	\$0.023500
Commercial/General	\$0.017625
Multi-Family	\$0.011750
Tax-exempt/Utility	\$0.005875



Frontage	Linear Front Footage Assessment rate (per lin. ft.)
Marconi Avenue	\$3.00
Manzanita Avenue	\$3.00
Fair Oaks Boulevard	\$3.00
Winding Way	\$3.00

Assessment rates may be subject to an increase of no more than three percent (3%) per year.

MANAGEMENT

The Carmichael Improvement District will continue to serve as the Owners' Association to provide improvements and activities for the CPBID. The County of Sacramento will enter into a contract with the District regarding the provision of improvements and services for the CPBID. The District must provide an annual report on activities and expenditures to the County, which is also available to property owners.

TERM

The renewed CPBID will have a ten (10) year life beginning January 1, 2022 to December 31, 2031. After the ten (10) year term, the CPBID may be renewed again for up to ten (10) years if property owners support continuing the programs.

Visit
www.discovercarmichael.com/renewal
for additional detail and progress updates.



Carmichael Improvement District, Inc.

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MAP KEY	APN	LOT SQUARE FOOTAGE	LOT SIZE RATE	LOT ASSESSMENT	FRONTAGE ON WINDING WAY	FRONTAGE ON MANZANITA	FRONTAGE ON FAIR OAKS	FRONTAGE ON MARCONI	FRONTAGE RATE	FRONTAGE ASSESSMENT	TOTAL ASSESSMENT	TYPE	EXEMPTION	PREVIOUS_ASSESSMENT	\$ CHANGE	% CHANGE
160	25801500430000	209,959	\$0.0176480	\$3,705.36	0	0	0	0	\$3.00	\$0.00	\$3,705.36	COMM		\$4,094.20	(\$388.84)	-9.50%
161	25801500620000	19,315	\$0.0176480	\$340.87	0	0	0	0	\$3.00	\$0.00	\$340.87	COMM		\$376.64	(\$35.77)	-9.50%
162	25801600390000	45,302	\$0.0176480	\$799.49	0	0	0	0	\$3.00	\$0.00	\$799.49	COMM		\$883.39	(\$83.90)	-9.50%
174	25801700190000	1,192,673	\$0.0176480	\$21,048.29	0	0	593.37	0	\$3.00	\$1,780.11	\$22,828.40	COMM		\$23,257.12	(\$428.72)	-1.84%
175	25801700260000	79,279	\$0.0176480	\$1,399.12	0	0	0	0	\$3.00	\$0.00	\$1,399.12	COMM		\$1,545.94	(\$146.82)	-9.50%
											\$29,073.24			\$30,157.30	(\$1,084.06)	