

DATE: July 30, 2024  
TO: Economic Development & Revitalization Standing Committee  
FROM: Bob Wignot  
SUBJECT: July 30, 2024, Economic Development & Revitalization Standing Committee Meeting – Proposed Business Improvement District Analysis/Survey

Dear Committee Members:

I am a 44-year resident of Goleta and former 7-year resident of Old Town, where my family and I continue to bank, dine and shop to this day.

I am writing in support of the Greater Santa Barbara Hispanic Chamber of Commerce (GSBHCC) efforts to help create a Business Improvement District (BID) organized as a 501 C (6) nonprofit corporation and established to help market and beautify the Old Town Goleta Hollister Avenue corridor and to promote the common interests of Old Town businesses.

Through attention to streetscape, marketing and promotions, special events and advocating on issues of safety, public parking and other factors affecting the economic vitality of Old Town, I believe the BID would fulfill a vital mission while giving more of a voice to Old Town businesses.

The Old Town BID as a special assessment district formed to fund services, activities and programs above and beyond services provided by the City, would improve the common areas and strengthen businesses within Old Town.

There are hundreds of successful BID's across the U.S. One such BID that could be used as a model for Old Town Goleta is in the City of Petaluma, California. The City of Petaluma BID invoice is based on the business location, the type of business, and the number of FTE employees.

Assessments range from \$150 per year for smaller businesses up to \$500 per year for larger establishments. The annual budget is in the range of \$65K to \$75K. This seems like a reasonable and affordable range of assessments and a total annual budget that would work for Old Town Goleta businesses.

In closing, I encourage the City to approve the \$7,000 proposed investment to explore the feasibility of a BID in Old Town and for staff to work with the GSBHCC for this purpose.

Sincerely,

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