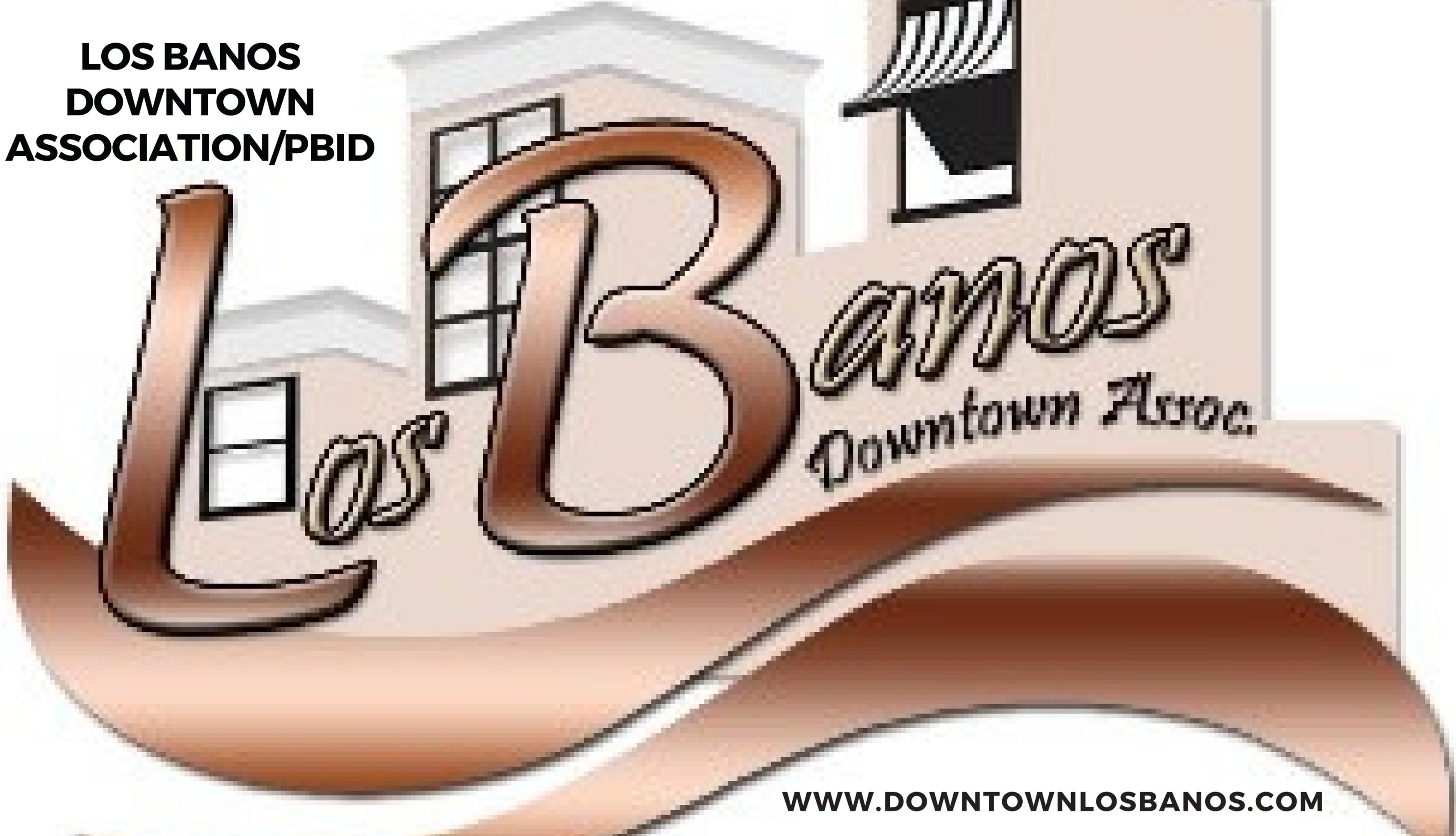


**LOS BANOS
DOWNTOWN
ASSOCIATION/PBID**



WWW.DOWNTOWNLOSBANOS.COM



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ABOUT US

The Los Banos Downtown Association (LBDA) was established by the Los Banos City Council in October 2019. Shortly after, the Los Banos Downtown Property and Business Improvement District (PBID) was formed for a five-year term beginning January 1, 2020, and concluding on December 31, 2024. With strong community support and successful district outcomes, the PBID was renewed by property owners for an additional 10-year term, ensuring continued investment in the revitalization and long-term success of the downtown corridor.

The PBID is administered by the Los Banos Downtown Association, a 501(c)(3) nonprofit organization governed by a volunteer Board of Directors comprised of property owners, business owners, and community representatives.

Together, the Board and Association oversee PBID operations, strategic planning, beautification projects, and business support initiatives that enhance the overall experience within the district.

Our mission is to bring business owners together to collaborate and strengthen downtown Los Banos. Through economic vitality initiatives, beautification projects, and strategic marketing, we work to create a vibrant district where people can shop, dine, work, gather, and enjoy community life. Downtown is positioned as a destination—one that fosters business growth, encourages new customer connections, and elevates the identity of our historic core.

In addition to serving as a resource for local businesses, the LBDA proudly hosts a variety of community events throughout the year—signature traditions that have become central to the culture of Los Banos. From Farm to Table and the Mariachi Festival to the 4th of July Celebration, Farmers Market, holiday festivities, and more, these events drive foot traffic, support local commerce, and create memorable experiences for residents and visitors.

Downtown Los Banos blends the charm of the past with the needs of the future. Tree-lined streets, outdoor music, public art, historic storefronts, and welcoming business owners contribute to an authentic experience that reflects the heart of our community. As visitors stroll through the district, they discover long-standing local establishments, new businesses, cultural attractions, and unique offerings that have shaped downtown for generations.



OUR TEAM



Maribel Garcia
Executive
Director

Board of Directors

David Sousa
Tareq Husein
Diana Pfitzer
Jose E Lopez

Tom Kaljian
Taylor Wolfsen
Alvaro Sanchez
Sandie Silva



Integrity

“PBID: Built on integrity, driven by accountability.”



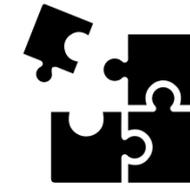
Excellence

“Excellence is not an act—it is our standard.”



Collaboration

“Collaboration drives community success.”



Innovation

“Innovation drives smarter projects, stronger outcomes, and a vibrant district.”

Accomplishments

Music:

- Improved sound quality for a better visitor experience.
- Looking Ahead
- Plans to upgrade and expand the downtown music system.



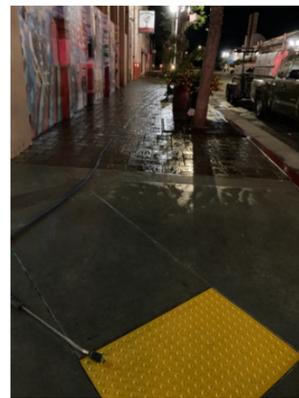
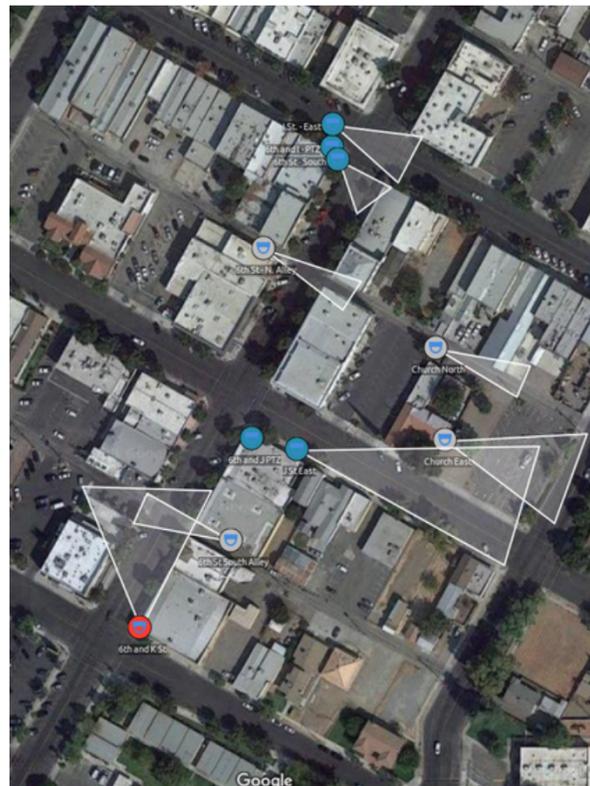
Infrastructure Development

- New Skyscaping Downtown lighting
- New Marketing Pole banners
- New Seasonal banners
- Collaboration with the City of Los Banos on the Gateway Sign



Security

- Live Camera System for the PBID.
- Coordination with the Los Banos Police Department to support crime prevention throughout the LBDPBID

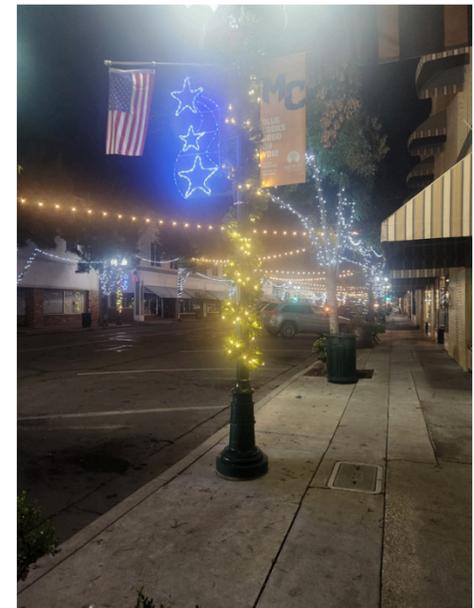


Scholarships

- FFA Pacheco High School
- FFA Los Banos High School

Improvements & Activities

- Upkeep of 30 planters throughout the downtown district.
- Landscape improvements & maintenance, including new trees, succulents, and flowers.
- Partnership with the City for annual tree trimming.
- 30 new Victor Stanley trash receptacles purchased in partnership with the City.
- Pressure washing of sidewalks twice a month.
- Gum removal along high-traffic sidewalks.
- Litter removal services, including garbage, debris, and recycling needs.
- Graffiti removal services to maintain a clean, welcoming environment.
- Business Signage (Coming Soon) – new wayfinding and business directory signage.
- Farm to Table Event – annual signature event supporting downtown visibility and community engagement.
- 4th of July Celebration – carnival, fireworks, and activities that draw thousands to downtown.
- Farmers Market – weekly May–October market supporting local growers and boosting foot traffic.





GOALS AND OBJECTIVES



Information compiled from the community outreach surveys and round table discussions will be formulated into a set of goals, objectives, and implementing actions.

These implementation strategies should:

- Correspond with downtown values.
- Address downtown opportunities and constraints.
- Achieve the downtown vision.

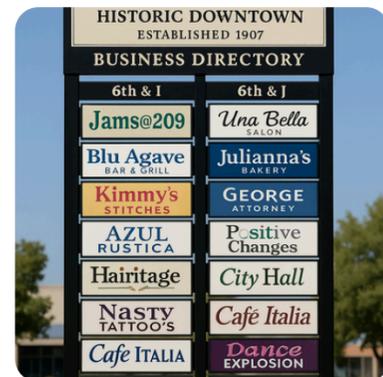
These formulated goals, objectives, and actions are included in the District Renewal Management Plan.



UPCOMING PROJECTS

The Los Banos Downtown Association/PBID is working to create a livable, walkable downtown for residents, visitors, business owners, employees. We are looking forward to continuing work with the goal of supporting a safe, beautiful, and thriving downtown .

Project 1 Wayfinding Signage



Wayfinding signage is an essential component of wayfinding which provides visual navigation.

Project 2 Public Art



Public art is intended to beautify public space and can be decorative or functional

Project 3 Community



Community contributes to health and wellbeing. Building relationships, purpose, belonging and resilience as an individual and as a leader.

Project 4 Marketing Campaign

- Promote downtown events and businesses.
- Increase visibility through targeted marketing.
- Strengthen downtown's identity and outreach



PROJECT IDEAS

3. Downtown Beautification

- New planters, flowers, and seasonal décor.
- Refresh older landscaping areas.

4. Public Art Initiative

- Additional murals.
- Sculptures or photo-op installations.

5. Business Support Program

- New business welcome packets.
- “Shop Downtown” mini campaigns.

6. Safety & Maintenance Improvements

- More security cameras
- Consistent trash pickup & alleyway cleanup.

7. Event Expansion

- Music in the Downtown program.
- Cultural celebrations & weekend pop-ups.

8. Digital Downtown Map

- Online map guiding people to businesses, parking, and events.

9. Seasonal Banner Program

- Install themed banners for holidays, events, and seasons.

11. Streetscape Enhancements

- Benches, shade umbrellas, bike racks, and decorative elements.

12. Visitor Information Kiosk

- A small downtown kiosk featuring maps, events, and business information.

14. District Branding Package

- Consistent colors, fonts, icons, and logos used across all PBID materials and signage.

15. Holiday Lighting Expansion

- Add more block coverage and create a cohesive holiday look citywide.

OUR SERVICES

PBID Services

The Los Banos Downtown Property & Business Improvement District (PBID) delivers targeted, enhanced services that create a cleaner, safer, more vibrant, and economically successful downtown. These services go beyond what the City provides and are funded exclusively by downtown property owners within the PBID boundaries.

PBID services are structured to strengthen district identity, support business activity, and improve the daily experience for residents, visitors, and property owners.

1. Beautification & Appearance Enhancements

Creating an attractive, welcoming district through ongoing improvements:

Planters, greenery, and floral enhancements

Seasonal beautification elements

Tree wrapping and decorative lighting

Support for streetscape improvements

Collaboration on district identity projects, including the completed Gateway Sign

These improvements increase visual appeal and elevate the overall experience of downtown.

Cleanliness, Upkeep & Maintenance Support

A clean district is essential for attracting visitors and supporting businesses.

PBID contributes to:

Enhanced clean-up support

Additional maintenance efforts

Litter and debris removal

Beautification maintenance (planters, lights, decorations)

These services supplement—not replace—City services to keep the district welcoming.

Events That Drive Foot Traffic

While events themselves are not PBID-funded, PBID supports business activation

by:

Enhancing lighting and beautification for event readiness

Strengthening the visitor experience

Supporting economic foot traffic

This connection increases local commerce and strengthens the district economy.

. District Marketing & Economic Vitality

PBID helps promote and strengthen downtown's economic environment:

- District-wide marketing to increase visibility
 - Support for events that drive foot traffic
 - Business engagement and visibility initiatives
 - Collaborative promotions with downtown merchants
 - Strengthening district identity through signage and branding
- Marketing efforts help attract customers and support tenant success.

Administrative & Management Services

Required by State PBID regulations:

Implementation of the PBID Management District Plan

Financial administration and compliance

Monthly reporting and board oversight

Property owner communication

Collaboration with the City (fiscal intermediary)

Preparation for audits and assessments

These services ensure transparency, accountability, and proper use of PBID funds.



STRATEGIES

01

Planning

Identifying the gap from where the organization is to where it wants to be.

02

Competitiveness

If we are competitive, we can acknowledge and be satisfied with what we've achieved and remain motivated to continually improve.

03

Analysis

The process of breaking a complex topic or substance into smaller parts in order to gain a better understanding of it.

04

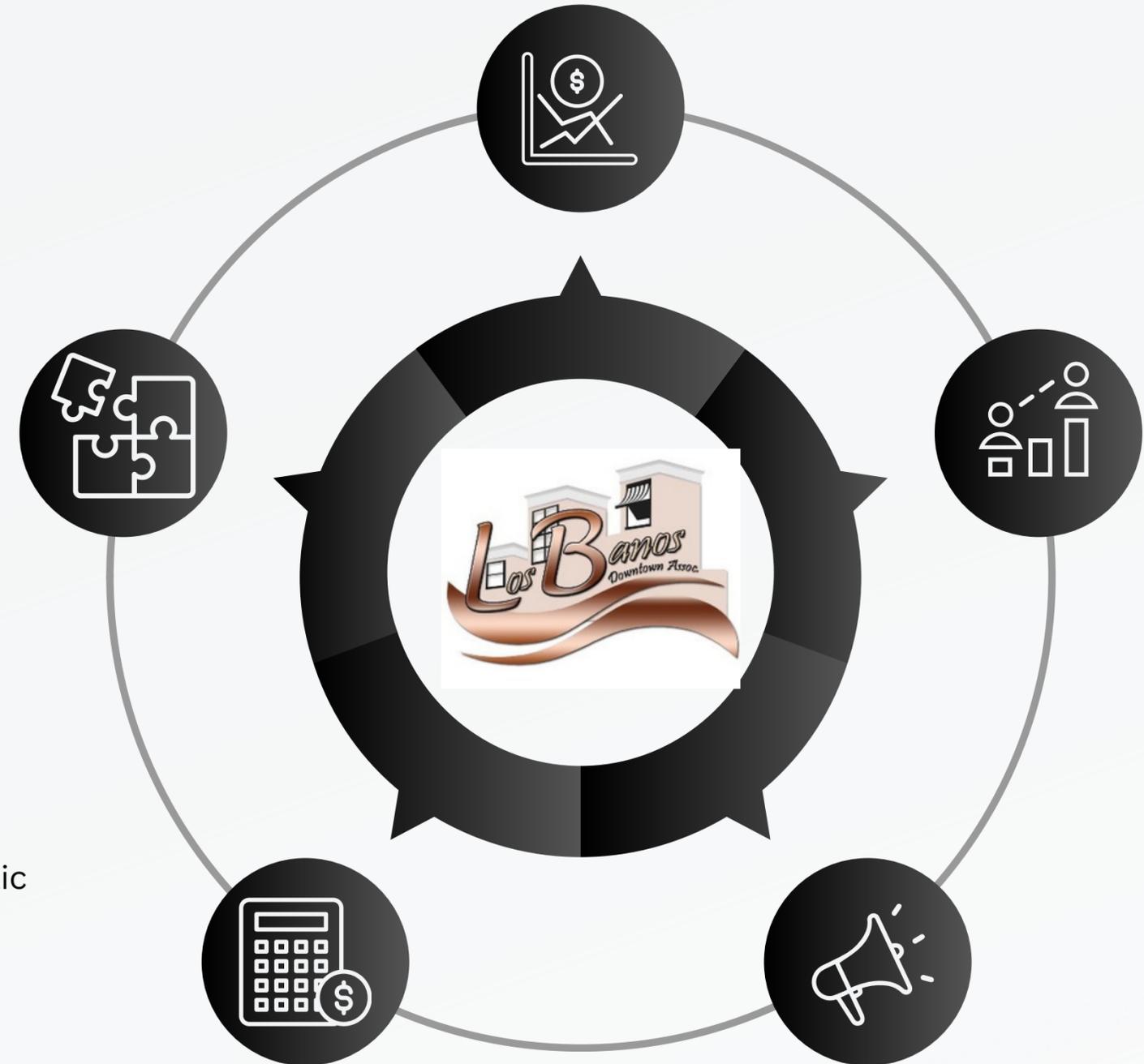
Execution

Execution matters because it helps leaders construct strong, realistic strategies that lead to focused effort, bottom-line results, and motivated team members.

05

Growth

Growth is an ongoing goal for most businesses because it often leads to increased profitability, competitiveness, market adaptability, and sustainability in the long term.



OFFICE HOURS

Monday 9am - 5pm

Tuesday 9am - 5pm

Wednesday 1pm - 8pm

Thursday 9am - 5pm

Friday 9am - 5pm

Sat - Sun Closed

Maribel Garcia

Executive Director

 209-710-9022

 www.downtownlosbanos.com

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