

TOGETHER WE THRIVE



▶▶▶ **“Celebrating Progress.
Connecting People.”** ◀◀◀

Board of Directors

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**“Driven by integrity, united by collaboration, inspired by
innovation.”**

More Information :

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Los Banos Downtown Association / PBID Timeline

2013 – Formation of the LBDA

The Los Banos Downtown Association is established as a 501(c)(3) nonprofit dedicated to revitalizing and promoting the downtown corridor.

2017 – Downtown Revitalization Vision Introduced

A renewed focus begins on transforming downtown into a vibrant dining, retail, and community destination. Early conversations about long-term investment and beautification start here.

2018 – Façade Improvement & Beautification Efforts

LBDA launches storefront improvement and beautification initiatives, helping enhance downtown's look and feel.

2019 – LBDA Becomes the Voice of Downtown

The Association officially begins operating as the central organization representing downtown businesses and coordinating community events.

2020 – Downtown Strategic Plan Adopted

The Los Banos City Council approves the Downtown Strategic Plan, establishing a roadmap for infrastructure improvements, beautification, events, and long-term growth.

This plan becomes the foundation for future PBID work.

2021–2023 – Major Downtown Enhancements Begin

Beautification projects expand

Lighting, planters, and signage improvements start,

LBDA launches more annual events to bring foot traffic downtown.

Gateway sign planning and early design work begins.

2024 – PBID Renewal Process

Property owners review and vote on renewing the PBID (Property & Business Improvement District).

The PBID is renewed for 10 more years, demonstrating strong support for continued improvement efforts.

2025 – New PBID Management Agreement (Through 2034)

The City Council approves a new PBID Management District Plan and enters a formal agreement with LBDA to carry out PBID services through December 31, 2034.

This ensures a decade of funding for:

Beautification

Lighting

Safety

Economic vitality

District marketing

Maintenance

Event-driven foot traffic

2025 – A Year of Momentum

Gateway sign

Lighting skyscaping project

Downtown events grow significantly, increasing business engagement

PBID & LBDA align under a shared vision:

"A safer, brighter, stronger downtown."



PBID

1. PBID = Property Owners Funding District Services

The PBID is NOT a nonprofit.

It is NOT the Downtown Association.

It is a special assessment district created and approved by property owners.

PBID funds come ONLY from property owners.

These funds must be used for:

- Beautification (lighting, banners, landscaping, signage)
- Safety and maintenance
- Marketing the district
- Events that support businesses
- Economic vitality

PBID does NOT:

- Replace or represent the City
- Decide who rents buildings
- Pay rent or payroll for private businesses
- Serve as a landlord or leasing agent
- Act as a political group

PBID = Paid-for services that improve downtown.



Downtown Association (Nonprofit)

Downtown Association (LBDA) = 501(c)(3) Nonprofit

The Association is a charitable, nonprofit organization.

It is NOT funded by assessments.

It is NOT a government entity.

The nonprofit exists to:

- Support community events
- Engage volunteers
- Partner with schools, families, and local organizations
- Apply for grants
- Manage festivals, markets, celebrations, and cultural programs
- Promote downtown businesses

The nonprofit is funded by:

- Sponsorships
- Donations
- Event revenue
- Grants
- Fundraising

LBDA = Community service, culture, events, and nonprofit work.



PBID vs. Property Owner Responsibilities

"PBID funds support marketing, beautification, lighting, events, safety, and improvements that increase foot traffic and make downtown attractive.

But it's important to understand that leasing private buildings is not the responsibility of the PBID.

Property owners are solely responsible for rental rates, building conditions, lease terms, and communication with potential tenants."

"We regularly receive questions from potential tenants about available spaces. The most common reasons businesses choose a different location include:

- Rental rates that are not competitive for our market
- Buildings needing upgrades or repairs
- Slow response times or unclear leasing information
- Spaces not being move-in ready
- These are factors that only property owners can control."

"While we cannot manage leasing, we can help promote downtown and highlight available spaces. PBID dollars cover:

- Events that draw thousands into downtown
- Holiday lighting and beautification
- Advertising the district
- Business-friendly branding
- Increased visibility for all properties

The stronger the district looks and feels, the easier it is for property owners to attract tenants."

PBID
GOALS & OBJECTIVES

1. CLEAN • SAFE • WELCOMING

Goal: Maintain a vibrant, inviting downtown district.

Objectives:

- Daily cleanliness and maintenance
- Improved lighting & beautification
- Quick response to safety concerns
- Enhanced visibility & accessibility

2. ECONOMIC VITALITY

Goal: Support the success and growth of downtown businesses.

Objectives:

- Increase foot traffic
- Support business retention & recruitment
- Market the district as a destination
- Activate vacant spaces

3. DOWNTOWN IDENTITY & BEAUTIFICATION

Goal: Strengthen the look, feel, and character of downtown.

Objectives:

- Expanded lighting, murals, and landscaping
- Consistent branding & wayfinding signage
- Long-term beautification projects

4. COMMUNITY EVENTS & ACTIVATION

Goal: Bring people downtown and create memorable experiences.

Objectives:

- Annual signature events
- Cultural & family-friendly programming
- Business collaboration during events
- Activities that celebrate local culture

5. STRONG GOVERNANCE & TRANSPARENCY

Goal: Ensure responsible, accountable use of PBID funds.

Objectives:

- Clear financial reporting
- Regular project updates
- Policy development & board leadership
- Integrity • Excellence • Collaboration • Innovation

6. LONG-TERM REVITALIZATION

Goal: Build a thriving downtown for future generations.

Objectives:

- Multi-year planning & district improvements
- Pursue grants, sponsorships & partnerships
- Expand services & enhance amenities
- Continuous improvement and innovation



Voluntary promotional initiative:

- A downtown 'Available Properties' directory on our website
- Flyers for entrepreneurs showcasing vacant spaces
- A quarterly 'Open Buildings Tour' for interested businesses
- A collaboration with owners who want to make spaces more tenant-ready

This program only works with property owner participation."

"We all want the same thing – a vibrant, active downtown with thriving businesses.

PBID provides the funding for marketing, events, and improvements, but activating buildings requires owners to set realistic rental terms, maintain their properties, and respond quickly to potential tenants.

When PBID efforts and property owner efforts work together, vacancies go down and businesses succeed.

I look forward to continuing this work with all of you."



2026 QUARTERLY BOARD MEETINGS

Location: LBDA Office – 10:00 AM – 3rd Thursday

- Q1: Thursday, January 15, 2026 – 10:00 AM
- Q2: Thursday, April 16, 2026 – 10:00 AM
- Q3: Thursday, July 16, 2026 – 10:00 AM
- Q4: Thursday, October 15, 2026 – 10:00 AM

COMMUNITY & BUSINESS PRE-MEETINGS

Held one month before each Quarterly Board Meeting

Open to: **ALL downtown businesses, community members,
and property owners**

Location: LBDA Office – 10:00 AM – 3rd Thursday

- Thursday, March 19, 2026 – 10:00 AM
- Thursday, June 18, 2026 – 10:00 AM
- Thursday, September 18, 2026 – 10:00 AM

MARKETING STRATEGY

Our 2026 strategy will focus on consistency, transparency, and community connection.

Key strategic pillars:

1. Clear Messaging

Consistent communication explaining:

What the PBID does

How funds are used

What improvements are happening

What benefits the community receives

2. Visibility & Branding

Updated marketing materials

**Campaign identity: "Downtown Los Banos –
A Bright, Safe, and Connected Downtown
With Historic Charm and Modern Energy."**

Use banners, signs, social media, newsletters, flyers, and video storytelling

3. Community Engagement

Regular outreach to property owners

Monthly merchant meetings / email updates

Community survey on downtown priorities

Increased presence at city events and partner events

4. Partnerships

Expand relationships with City departments

Work closely with Chamber, Merced College, FFA, VFW, and others

Build long-term sponsorship opportunities



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Community Suggestions, Ideas & Feedback Survey

Los Banos Downtown Association / PBID

We are committed to building a vibrant, safe, and thriving downtown that reflects the needs and vision of our businesses, property owners, and community members. Your input helps guide priorities, shape future projects, and strengthen our mission to serve downtown Los Banos.

We invite you to share your suggestions, ideas, and feedback for 2026.

Your voice matters – and we truly value your partnership.

SECTION 1 – Suggestions & Ideas for Downtown Improvements

Please share any improvements you would like to see in the downtown district:

- Beautification ideas (planters, murals, landscaping, lighting)
- Safety improvements (lighting, cameras, foot traffic visibility)
- New project ideas (public art, signage, branding)
- Street improvements (cleaning, pressure washing, trash receptacles)
- Parking suggestions or challenges
- Event ideas that would bring more community participation
- Long-term revitalization concepts

Your ideas:

SECTION 2 – Business Needs & Support Survey

Please check any areas where additional support would benefit your business:

- More advertising & marketing visibility
- Business spotlight promotions online
- Grant or funding opportunity notifications
- Training workshops (marketing, customer service, storefront improvement)
- Support with façade improvements
- Help with navigating permits or city processes
- More regular communication with LBDA
- Increased advocacy with the city on behalf of businesses

Additional comments:

SECTION 3 – Events & Marketing Survey

Which LBDA/PBID events should we continue or expand?

- Farmers Market
- Farm to Table
- 4th of July Celebration
- Mariachi Festival
- Christmas Scavenger Hunt
- Music in the Plaza
- New cultural events (please list below)
- Night markets / pop-up markets
- Youth-focused activities
- Downtown tasting events (wine/strolling, café night, etc.)

New event ideas:

SECTION 4 – Downtown Experience Feedback

Please rate your experience in the downtown district:

Cleanliness:

1 2 3 4 5

Safety:

1 2 3 4 5

Lighting & visibility:

1 2 3 4 5

Business diversity:

1 2 3 4 5

Events & activities:

1 2 3 4 5

Overall downtown experience:

1 2 3 4 5

SECTION 5 – Open Feedback

Please share any concerns, ideas, or opportunities you feel would benefit downtown:

SECTION 6 – Optional Contact Information

Name: _____

Business/Property: _____

Phone/Email: _____

Mail To: P.O.BOX 501 or
907 6Th Street
Los Banos, Ca. 93635