

TOGETHER WE THRIVE



“Celebrating Progress & Connecting People.”

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“Driven by Integrity, United by Collaboration, Inspired by Innovation.”



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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 – COVID-19 Pandemic Impacts Downtown

- Downtown businesses face significant economic and operational challenges during the COVID-19 pandemic.
- Community support, local partnerships, and recovery efforts become a major focus for downtown revitalization.

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.

2021–2022 – Downtown Beautification & Recovery Efforts

Following the challenges of COVID-19, downtown revitalization and beautification efforts continue through community partnerships and improvement initiatives.

Projects and improvements during this period included:

- Installation of planters and landscaping improvements
- Tree and streetscape enhancements
- Continued focus on creating a cleaner and more welcoming downtown environment
- Early discussions regarding long-term downtown revitalization and district improvements

2023 – New Leadership & Downtown Momentum

New leadership helps bring renewed energy and focus to downtown revitalization efforts.

Key priorities included:

- Expanding downtown events and community engagement
- Strengthening partnerships with businesses and property owners
- Beautification and placemaking efforts
- Increasing downtown visibility and marketing
- Building long-term plans for economic vitality and district improvements

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. (Aug 7, 2024)

2025 – A Year of Momentum & Progress

- Downtown Gateway Sign project moves forward
- Expansion of the Downtown Sky Scaping Lighting Project
- Downtown events grow significantly, increasing business engagement and foot traffic
- Farmers Market continues to expand community participation and vendor growth
- Farm to Table event sees strong attendance and sponsorship support
- Increased downtown beautification efforts including lighting, banners, landscaping, and seasonal décor
- Strengthened partnerships with businesses, property owners, sponsors, and community organizations
- Continued investment in downtown branding, marketing, and revitalization efforts
- PBID renewal establishes long-term funding and stability for downtown improvements
- Planning begins for future monument signage and expanded beautification projects
- • LBDA continues advocating for safety, economic vitality, and a stronger downtown identity

2026 – A Year of Growth

- Launch of the Seasonal Walk Series, bringing increased foot traffic and community engagement downtown
- Development of the Downtown Monument Sign Program to improve wayfinding and business visibility
- Introduction of the Veterans Banner Program honoring local veterans and creating new community pride initiatives
- Continued growth of downtown events, business participation, sponsorships, and partnerships
- Strengthened collaboration between LBDA, PBID, businesses, property owners, and the City of Los Banos
- Ongoing focus on beautification, safety, marketing, and economic vitality

PBID & LBDA align under a shared vision:

“A safer, brighter, stronger downtown.”

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

The Los Banos Downtown Association (LBDA) is a charitable nonprofit organization dedicated to supporting, promoting, and revitalizing downtown Los Banos through community engagement, events, partnerships, and economic development initiatives.

The Association is:

- A 501(c)(3) nonprofit organization
- Community-driven and partnership-focused
- Separate from the PBID assessment district
- Not a government entity

The Nonprofit Exists To:

- Support community events and downtown activations
- Engage volunteers and community participation
- Partner with schools, families, businesses, and local organizations
- Apply for grants and sponsorship opportunities
- Manage festivals, markets, celebrations, and cultural programs
- Promote downtown businesses and community members
- Support beautification, marketing, and revitalization efforts
- Create experiences that bring residents and visitors downtown



The Nonprofit is Funded Through:

- Sponsorships
- Donations
- Grants
- Fundraising efforts
- Event revenue
- Community partnerships
- Members



LBDA Mission

The Los Banos Downtown Association works to strengthen downtown through community-driven programs, partnerships, beautification, events, marketing, and revitalization efforts that support economic vitality and enhance the downtown experience.

PBID

Property & Business Improvement District

1. What is the PBID?

The PBID (Property & Business Improvement District) is a special assessment district created and approved by downtown property owners to fund services, programs, and improvements that benefit the downtown district.

The PBID is not a nonprofit organization or a government agency.

PBID assessment funds are paid by property owners and are used specifically for projects and activities that strengthen downtown Los Banos.

PBID Funds May Support:

- Beautification projects
(lighting, banners, landscaping, signage, seasonal décor)
- Safety and maintenance initiatives (Security Cameras)
- District marketing and promotion
- Events and activations that increase foot traffic and support downtown businesses
- Economic vitality and revitalization efforts
- Branding, placemaking, and business visibility
- Sponsorships and partnerships that directly benefit the downtown district



The PBID Does Not:

- Replace or represent the City of Los Banos
- Control private property leasing or rental rates
- Act as a landlord or leasing agency
- Pay private business expenses unrelated to district benefit
- Operate as a political organization

PBID Mission

The PBID exists to invest in programs, services, marketing, events, beautification, and improvements that create a cleaner, safer, more vibrant, and economically successful downtown district.

PBID = Property owner-funded improvements and services that strengthen downtown Los Banos.

PBID.lbdowntown@gmail.com

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

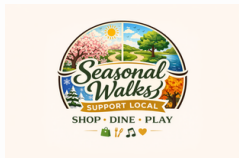
6. LONG-TERM REVITALIZATION

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





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."

MARKETING STRATEGY

Our 2026 marketing strategy will focus on consistency, transparency, community connection, and strengthening downtown identity through clear communication, partnerships, and engagement.

Key Strategic Pillars

1. Clear Messaging

Consistent communication explaining:

1. What the PBID and LBDA do
2. How funds and sponsorships are utilized
3. What improvements and projects are taking place
4. The benefits and impact these efforts provide to downtown businesses, property owners, and the community

2. Visibility & Branding

Strengthen the Downtown Los Banos brand through:

1. Updated marketing and promotional materials
2. Consistent district branding and messaging
3. Enhanced online and social media presence
4. Banners, monument signage, lighting, and beautification projects
5. Newsletters, flyers, video storytelling, and community outreach campaigns

Campaign Identity

"Downtown Los Banos – A Bright, Safe, and Connected
Downtown with Historic Charm and Modern Energy."

3. Community Engagement

- Increase communication and community involvement through:
- Regular outreach to property owners and businesses
- Merchant meetings and email updates
- Community feedback surveys and participation opportunities
- Increased presence at downtown events, city functions, and partner events
- Volunteer and youth engagement opportunities

4. Partnerships & Collaboration

Continue building strong partnerships with:

1. City departments and community leaders
2. Merced College
3. Rotary
4. Veterans of Foreign Wars
5. Arts organizations, schools, nonprofits, sponsors, and local businesses

Focus will remain on creating long-term sponsorships, collaborative programming, beautification projects, and community-driven revitalization efforts.



2026 QUARTERLY BOARD MEETINGS

Location: LBDA Office 907 6th Street
10:00 AM – 3rd Thursday

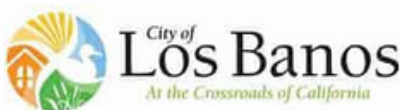
- Q1: Thursday, January 15, 2026 – 10:00 AM
- Q2: Thursday, April 16, 2026 – 10:00 AM
- Q3: Thursday, July 16, 2026 – 10:00 AM
- Q4: Thursday, October 15, 2026 – 10:00 AM

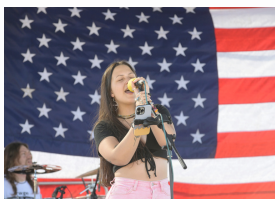
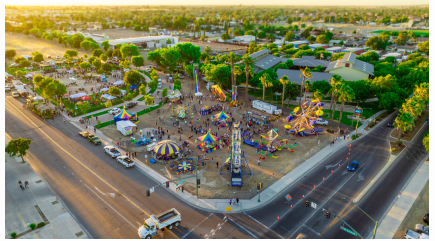
Location: LBDA Office 907 6th Street
10:00 AM – 3rd Thursday
PBID Committee Meetings

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



Featured Sponsors & Partners







Working on 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."

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