

**OLD TOWN BUSINESS ASSOCIATION
BUSINESS IMPROVEMENT DISTRICT (BID) FUNDS
Explanation of Benefits**

1. If your business physically resides in the Old Town district then you definitely benefit from the efforts of the OTBA. It is through the Old Town Business Association (OTBA) efforts that Old Town is as well kept and preserved through using our direct funds as well as through our lobbying efforts with the City and County.
2. The BID fee is only assessed on business licenses. Property owners are not charged for the BID unless they have a business license.
3. NO double dipping. It is the OTBA, using BID funds, that ensures the Public Restroom, landscaping, billboard, wishing wells (garbage receptacles); lights on buildings, decorations, and miscellaneous upkeep are maintained. It is only through these funds and the OTBA efforts that these projects are maintained. We continually work with the City for approval and assistance from time to time if we're faced with larger projects that would be financially out of our reach, however, all BID funds are collected for the benefit of the district and are requested based on our accountable budgetary needs.
4. Events provide significant exposure and needed funding to keep the Historic Old Town District maintained and thriving, however, not all events meet all financial expectations, but have never lost money and have never resulted in a lawsuit.
6. Capital Improvement Funds are garnered through the BID. All improvements are well thought out and presented to the general membership. Example: Building lights were recently updated and installed on all of the district buildings at a cost of over \$15,000. Without the BID, the OTBA could not afford to do this project.
7. Parking is an ongoing issue that we will continue to work on. This is one area that we largely work with the City on as the OTBA would never have the funds needed to add additional parking or maintain existing parking lots, however, we do have an effective lobbying position. Example: The "Jury" parking lot on Auburn Folsom Road was recently resurfaced and updated with lighting. This would not have happened if we didn't have the ability to lobby for this project.
8. Advertising is costly and definitely needs to be well thought out. Some advertising is focused on tourists while some focus is geared to our local market. Online advertising has an increasing value, but expensive. We are able to stretch our advertising dollars with this mass media approach and use BID funding and other sources available to the Association. The OTBA is made up of the Business Owners in the district and membership input decides how the Association proceeds. Those who attend our meetings, or otherwise, provide us with feedback and help shape the decisions that are made.
9. It is not the role, duty, or job of our City or County planners to approve what the BID money is designed to do. It is the job of the OTBA to keep our district historically preserved and thriving. We work with the City and County as they assist us with providing occasional funding resources, and to approving our permits. Our meetings are usually attended by the Mayor or City Council representative and the City Manager and open to all.

Bottom Line - Before Old Town had an Association in place (in the 60's), and formed the BID, Old Town was extremely run down with many vacancies. Once the business owners organized and formed the OTBA and BID, many positive changes began, and continue, to this day.