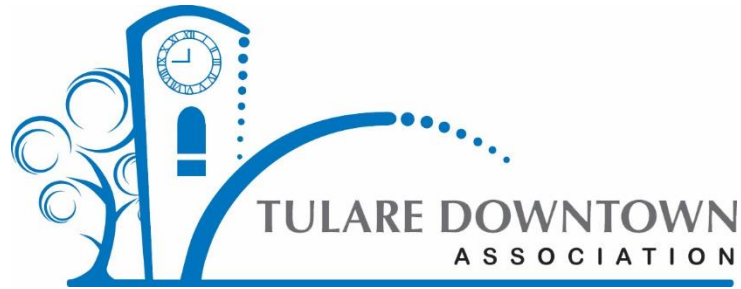


**TULARE DOWNTOWN ASSOCIATION**

**Annual Report**



**2015-2016**

**Renee Soto, President**

# TULARE DOWNTOWN ASSOCIATION

## Board of Directors

### Terms Expire June 30, 2016

<b>Member- At-Large</b>	<b>Don LeBaron</b> 830 Sycamore, Tulare, CA 93274, 936-3244
<b>Zone A</b>	<b>Esther Sanchez</b> Déjà Vu Hair & Nail Spa, 124 South "K" Street, Tulare, CA 93274, 688-5121
<b>Zone A</b>	<b>Renee Soto—PRESIDENT 2014-2015</b> State Farm Insurance, 306 North "K" Street, Tulare, CA 93274, 686-3355
<b>Member- At-Large</b>	<b>Henry Patel – VICE PRESIDENT 2014-2015</b> Subway Sandwich, 302 N J St, Tulare, CA 93274
<b>Zone A</b>	<b>Diana Dodds – SECRETARY 2014-2015</b> WestAmerica Bank, 140 E Tulare Ave, Tulare, CA 93274

### Terms Expire June 30, 2017

<b>Zone A</b>	<b>Gloria McCauslin, Treasurer</b> VIP Pizza, 88 Tower Square, CA 93274, 688-2011
<b>Zone B</b>	<b>Todd Holmes</b> Todd Holmes Insurance, 262 N M St, Tulare, CA 93274

### Terms Expire June 30, 2017

<b>Zone A</b>	<b>Joseph Lemos, LC3 (Lemos Comicx, Cards and Collectibles, 114 S. "K" Street, Tulare, CA 93274, 559-685-1132</b>
<b>Zone B</b>	<b>Robert Zamarripa Sr.</b> Tulare Kustoms, 420 E. Cross Ave, Tulare CA 93274 (559)786-5404
<b>Zone B</b>	<b>Lori Sweet, Sweet's Pawn Shop, 505 E Tulare Ave, Tulare, CA 93274 , (559) 684-7296</b>

Members-At-Large are appointed by the TDA Board of Directors. When vacancies occur on the Board of Directors, they are filled by appointment for the balance of the term by the remaining TDA Board members.

### City Appointments

<b>City Council</b>	<b>Craig Vejvoda, Vejvoda Financial Services, 200 North 'M' Street, Tulare, CA 93274, 688-2900</b>
<b>Tulare Police Depart.</b>	<b>Donnie Smith, 260 South "M" Street, Tulare, CA 93274, (559) 684-4251</b>

*THE PAST*

### TDA's History

A Parking and Business Improvement Area was established by the Tulare City Council in May 1987. The district was formed under the provisions of the Parking and Business Improvement Area Law of 1979 (AB-1693) as amended by the

Parking and Business Improvement Area Law of 1989 (SB-1424). The purpose of the district is to promote the economy and physical maintenance of the downtown business district in the public interest in order to create jobs, attract new businesses, and prevent erosion and blighting of the business district.

To fund activities, the Council has authorized the levy of assessments upon the businesses which benefit from these improvements and activities. The Board of Directors of the Tulare Downtown Association, Inc. has been authorized by the City Council to act as an Advisory Board to annually make recommendations to the City Council on the expenditure of revenues derived from the levy of assessments, on the classification of businesses, and on the method and basis of levying the assessments.

The Tulare Downtown Association, Inc. is a non-profit mutual benefit corporation and is governed by a Board of Directors consisting of eleven (11) members. All TDA Board members serve without pay. Officers of the Board consist of a President, Vice-President, Secretary, Treasurer, and the Immediate Past President which are elected by the Board of Directors at the annual Membership Meeting. Day-to-day management is conducted by a paid Director.

- Recent projects have included a variety of objectives, including:
  - Raising cultural awareness thru an annual Cinco de Mayo fiesta event co-produced with a local Hispanic non-profit.
  - finding meaningful activities for community members with a focus on homelessness with projects such as converting vacant downtown properties to community gardens
  - A street fair designed to bring consumers back to the downtown and engage business start-ups in the eventual migration to downtown properties to aid in in-filling downtown developments.
  - An Oktoberfest event to support and promote local restaurants and businesses.
  - A Halloween event to bring young community members and their parents to the downtown in a clean and safe environment for the holiday.
  - A small business event aimed to promote businesses at the start of the holiday season
  - A community holiday parade engaging the general public in supporting the community.

## THE PRESENT

### Where TDA is Now

The fiscal year for the Association begins July 1, and this past year the Association continues aggressive pursuit of many goals:

- Continued facilitation of a weekly street fair since 2012 that has created or facilitated a variety of activities for families in Tulare.
- Continued production of:
  - 21-year old Cinco De Mayo Fiesta
  - 23-year old “Summer Sally”
  - The annual Children’s Christmas Parade and Tree Lighting, returning it to nighttime with 60+ entries.
  - Oktoberfest
- The TDA is also involved in efforts to:
  - Reduce homelessness in the downtown business district
  - Created the “Spruce It Up” program providing business and property owners a cost-effective means of cleaning and maintaining their buildings
  - Participated as part of the PBID steering committee
- TDA continues to maintain a list of properties available in the downtown area and acts as a resource.
- TDA assists its members in addressing issues with which businesses owners are unfamiliar or hesitant to address. This last year TDA tackled issues involving:
  - Graffiti removal and control
  - Control of vagrants in downtown common areas
  - Coordinating with police to curtail criminal activity in the downtown
  - Updating of district video surveillance equipment project.
  - Working with the Tulare County Fair.

## Where TDA is Going

The TDA Board of Director's and the Association director continue to implement the strategy defined two years ago by utilizing smaller, more frequent "events" to create more repetition for using downtown assets. At the same time, the TDA seeks to "spin-off" some of its promotional events to other groups in a bid to create more stake-holder "buy-in."

Results of these and other efforts can be seen in:

- Creation of a new Downtown Street Fair on Saturdays produced by another organization.
  - Accomplishes goals of:
    - Stake-holder buy-in by demonstrating others see value in operating downtown.
    - More activity without direct involvement of the TDA.
    - Investment of funds other than TDA's to improve Downtown's social climate.
  - Cinco de Mayo — Continues as a well-attended "kick-off" event for the Association in the spring.
    - HACER, a non-profit that works with the TDA in production of the event, has offered to assume lead-organizer role for the event.
    - Allows TDA to perform a support role, saving resources in time and money.
  - Community Tree Lighting and Parade — The Association will again host this community event.
    - The TDA has successfully "spun-off" to the Salvation Army such activities as sponsoring and producing 4,000 cookies.
    - Converted a TDA staff-centric free-hot-chocolate give-away to TDA member business hot-chocolate sale/fundraiser.
    - Created a large committee to oversee production of the event.
- Proposed creation of Tower Square PBID
  - PBID was declared at a "stand-still" in November of 2014 because of lack of property owner support.
  - TDA management was asked to implement a meeting of Tower Square property owners in spring of 2015 to address rise in criminal activity in Tower Square.
  - TDA revived the PBID proposal, connecting property owners with PBID core committee members and the Chamber of Commerce to implement Tower Square PBID.
- Re-alignment and re-positioning of events.
  - Street Fair event has been modified to a restaurant/business promotion.
    - 26-week long event of the past was successful, but resources required to produce such a lengthy event in both labor-hours and money were making it cost-prohibitive.
    - The intense heat of the summer makes July events problematic.
    - The Association produced spring and fall street events creating sales opportunities for downtown businesses as well as consumer interest and traffic.
  - In 2016 the re-positioning will continue by providing monthly events rather than weekly events, as the Saturday Street Fair now provides a weekly reason to visit downtown. These monthly events will include:
    - Cinco de Mayo Fiesta
    - Bicycle Parade and Ride
    - August street fair three Thursdays in August
    - Oktoberfest
    - Small Business Saturday
    - Children's Christmas Parade

- Spruce It Up Campaign – the Association will implement a Clean & Safe program in alignment with its directives.

**Conclusion:**

The Board will continue to review the events in which it is involved to determine if they are the best method for assisting the downtown and will consider changes that will help to continue the success of the Tulare downtown area.

Tulare City Council  
411 East Kern Avenue  
Tulare, California 93274

The Tulare Downtown Association Inc. Board of Directors, offers the following recommendations for the management and operation of activities associated with the Tulare Parking and Business Area during the fiscal year (July 1, 2014-June 30, 2015):

1. No changes in boundaries or benefit zones.
2. Continue working with City Staff on projects and business recruitment.
3. Continue to track real estate and work with realtors.
4. Work with the City, Code Enforcement and Police Department to control graffiti, vandalism and crime in the downtown.
5. Continue to evaluate the events and special activities this organization produces to address the demands of a changing economy and the downtown business community.
6. Continue to work with the Tulare Chamber of Commerce as well as other organizations and individuals in their efforts to encourage growth in Downtown Tulare.
7. Support efforts to market and develop attractions in the downtown, encourage other groups and individuals in producing events and attractions, implement new strategies aligned with existing strategies to improve the business climate in the downtown.
8. Continue efforts to develop cooperative marketing plans with Association members and the downtown at large.

Attached is the approved TDA budget of the cost of providing the improvements and the activities for fiscal year 2014/2015. Included are sources of revenue and contributions.

Renee Soto, President  
Tulare Downtown Association

## Ordinary Income/Expense

Jul '15 - Jun 16

### Income

401 · District Assessments	88,000.00
410 · Promotional Income	21,472.94

**Total Income** 109,472.94

### Expense

700 · Administrative Expenses	
701 · Liability Insurance	4,570.81
702 · Office Rent	6,444.00
703 · Office Supplies	4,452.41
704 · Other Admin Exp	1,412.47
705.1 · Coordinator	32,659.44
705.2 · Office Assistant Salary	8,376.00
706 · PR Taxes and Benefits	11,280.16
707 · Professional Services	1,750.00
708 · Telephone Expense	1,859.40
715 · Office Equipment Exp	50.96
700 · Administrative Expenses - Other	46.48

**Total 700 · Administrative Expenses** 72,902.13

### 730 · Market Recruit & Retention

731 · Conferences	1,515.73
730 · Market Recruit & Retention - Other	320

**Total 730 · Market Recruit & Retention** 1,835.73

750 · Promotional Expenses	31,914.92
761 · Gift Certificates	1,075.00
800 · Uncategorized Expenses	1,738.27

**Total Expense** 109,466.05

**Net Ordinary Income** 6.89

### Other Income/Expense

#### Other Income

905 · Interest Income	20.32
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**Total Other Income** 20.32

#### Other Expense

850 - Donations	27.13
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**Total Other Expense** 27.13

**Net Other Income** -6.81

**Net Income** 0.08