

TULARE DOWNTOWN ASSOCIATION

Annual Report



2017-2018

Carlos Melendez, President

TULARE DOWNTOWN ASSOCIATION

Board of Directors

Member- At-Large **Don LeBaron**
830 Sycamore, Tulare, CA 93274, 936-3244

Member-At-Large **Renee Soto–PRESIDENT 2015-2016**
State Farm Insurance, 306 North “K” Street, Tulare, CA 93274, 686-3355

Terms Expire June 30, 2018

Zone A **Diana Dodds – SECRETARY 2014-2018**
WestAmerica Bank, 140 E Tulare Ave, Tulare, CA 93274

Terms Expire June 30, 2019

Zone A **Carlos Melendez**
Unique Enterprises, PO Box 2327, (559)936-3839, melendezdrn@aol.com

Zone B **Vishal Nayyar**
The Grocery Store, 536 E Cross Ave, Tulare, CA 93274, (559) 686-8511

Zone A **Lino Pimentel**
Lino Pimentel Real Estate, 260 N “J” St, Tulare, CA 93274 (559) 688-1900

Zone B **Christopher Miller**
The Lily Pad Café, 483 N “M” St, Tulare, CA 93274 (559) 310-5085

Zone B **Jackie Paull**
Life Star Ambulance, 234 N M St, Tulare, CA 93274 (559) 688-2550

Terms Expire June 30, 2017

Zone A **Bonnie Bainbridge**
200 N “L” Street, Tulare, CA 93274

Zone A **Sidney Carter**
134 South K Street, CA 93274, 688-2011

City Appointments

City Council **Greg Nunley**
411 E. Kern Avenue Tulare, CA 93274 (559) 684-4200

Police Department **Sgt. Tim Ramirez, Tulare Police Department**

Past Projects and Objectives

- Assisted in creation of synthetic cannabinoid control ordinance
- Instituted temporary Low-Cost Awning Cleaning Program
- Assisted property owners in participate with Police Department Trespass Enforcement Program
- Implemented 24-Hour downtown graffiti removal initiative
- Assisted with homeless, vagrants in downtown
- Implementation of the Tower Square PBID
- Establishment of the Tulare Downtown Foundation to facilitate grant funding.

Recent Projects and Objectives

This past year the Association continued aggressive pursuit of many goals:

- Established and secured funding for Tower Square PBID.
 - Rallied property owners
 - Conducted successful ballot
 - 11 of 13 property owners voted “Yes”
 - Recruited board of directors
 - Established management through Tulare Downtown Association
 - Worked with board to initiate projects
 - “All Lights On” campaign
 - Locks on trash dumpsters
 - Extra day per week of cleaning, debris removal, etc.
 - Trash enclosure cleaning on weekly basis
 - Continuing projects: Lighting
- TDA assisted its members with:
 - Graffiti removal and control
 - Control of vagrants in downtown common areas
 - Coordinating with police to curtail criminal activity in the downtown
- The TDA Implemented a wayfinding signage initiative
- The TDA established a “Clean and Safe” program for Downtown environs.
 - Volunteer groups cleaned west side of J Street from Cross to Martin Luther King Ave

- TDA maintains a list of properties available in the downtown area and acts as a resource.
- TDA website updated to include links to CASp inspectors, Tulare Local Development Company
- Continued strengthening the bond between downtown and outlying businesses by:
 - Production of annual Cinco de Mayo
 - Support of the City’s Park and Recreation Departments “Concerts in the Park” concert series
 - Production of the 25-year old “Summer Sally”
 - Production of the annual Children’s Christmas Parade.

2017-18 Outlook

For this fiscal year the Tulare Downtown Association:

- Continues its representation of the downtown Business and Parking District.
- Seek enforcement of Chapter 8.48.060, Section D, Subsection 1, Paragraph A; and Chapter 8.48.060, Section D, Subsection 2 Paragraph E of Tulare City Code assessing non-profit organizations within the assessment districts.
- Continues implementation the Clean and Safe program for Downtown Tulare.
- Utilizes the Tulare Downtown Foundation to secure grant funding for infrastructure improvement.
- Supports the “Nunley Initiative” in the downtown
- Supports and manages the Tulare Tower Square PBID
- Implements improved real estate vacancy tracking system
- Work in conjunction with the Tulare Arts Foundation to improve way finding signage and other aesthetic features of the downtown area.
- Thru the Tulare Downtown Foundation, continues to produce events that attract outside businesses to the downtown:
 - Cinco de Mayo
 - Plans to form new sub-committee to continue to improve event
 - Summer Street Fair
 - Recruitment of surrounding businesses to produce events of their own
 - First one is May 27 on Kern Ave
 - Summer Sally
 - Continue to reach out to businesses outside of the downtown to attract them to the district
 - Community Tree Lighting and Parade
 - Continue to make this Tulare’s premier winter holiday event

Conclusion: The Board will continue to support efforts that add to the success of the Tulare downtown area and make recommendations to the City of Tulare regarding same.

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 2017/2018. Included are sources of revenue and contributions.

Carlos Melendez, President
Tulare Downtown Association

Tulare Downtown Association
Profit & Loss Budget Overview
 July 2017 through June 2018

Jul '17 - Jun 18

Ordinary Income/Expense	
Income	
401 · District Assessments	89,221.56
410 · Promotional Income	17,767.74
420 · Other Income	112.00
Total Income	107,101.30
Expense	
700 · Administrative Expenses	
701 · Liability Insurance	5,288.91
702 · Office Rent	6,236.77
703 · Office Supplies	3,665.08
704 · Other Admin Exp	213.50
705.1 · Coordinator	30,444.23
705.2 · Office Assistant Salary	6,834.26
706 · PR Taxes and Benefits	11,605.88
707 · Professional Services	3,133.06
708 · Telephone Expense	1,845.03
700 · Administrative Expenses - Other	15.00
Total 700 · Administrative Expenses	69,281.72
730 · Market Recruit & Retention	
731 · Conferences	2,025.52
732 · Seminars	240.37
730 · Market Recruit & Retention - Other	300.00
Total 730 · Market Recruit & Retention	2,565.89
750 · Promotional Expenses	
753 · General Advertising	919.07
759 · Other Promotional Exp	394.59
750 · Promotional Expenses - Other	31,451.65
Total 750 · Promotional Expenses	32,765.31
761 · Gift Certificates	2,210.00
800 · Uncategorized Expenses	297.28
Total Expense	107,120.20
Net Ordinary Income	-18.90
Other Income/Expense	
Other Income	18.90
Net Other Income	18.90
Net Income	0.00