



Historic Folsom Property Business Improvement District Renewal

Folsom City Council

June 13, 2023



What is a Property and Business Improvement District?

An aerial photograph of a city street grid, overlaid with a semi-transparent blue filter. The text is centered in the upper half of the image.

A property and business improvement district (PBID) is a stable funding source for organizations of property owners working to improve their commercial corridor.

Owners within the district work together to make significant improvements, attract consumers, new businesses, and develop the area.

How Does a PBID work?

Property
Owner pays an
assessment...



Collected by
the County on
the property
tax bill...



And managed
by a nonprofit
corporation.

Historic Folsom PBID

History & Services

- Formed in 2008 for an initial term of 5 years
- Renewed in 2013 for 10-year term
- Current district will sunset on December 31, 2023

Services:

- Advocacy and Program Coordination
- Image Enhancement and Marketing
- Enhanced Maintenance

Steps to Renewal

Outreach & Consensus Building!

A **crucial** step to renewing the PBID is gathering support from property owners within the proposed district

Since June 2022:

- Newsletters to property owners
- Community meetings
- One-on-one stakeholder meetings

Steps to Renewal

Management District Plan

The Management District Plan (MDP) is the backbone and legal framework for the PBID

District Parameters

- District boundaries
- Services
- Budget
- Assessment methodology
- Term
- Governance

Steps to Renewal

Petition

- The law requires petitions must be signed by property owners who will pay more than 50% of the total assessment; petitions are weighted by assessment
- Once enough petitions are collected, the district can proceed with the hearing and ballot process
- Total petition weight collected = 78%

Steps to Renewal

Hearings & Balloting

- A ballot was sent to all property owners within the proposed district after the Resolution of Intention was adopted at City Council on April 11.
- 45 days later, the ballots are counted – if there are more YES than NO ballots, weighted by assessment amount, Council may vote to renew the PBID

Steps to Renewal

Timeline

Property owner meetings: Petition drive	February 24 – March 29 2023
City Council – Overview of Process/Purpose + Conditional Authorization City Manager to sign Petition & Ballot	March 28, 2023
Submit all signed petitions to City	March 29, 2023
City Council – Initial Hearing <ul style="list-style-type: none"> Resolution of Intention to Renew 	April 11, 2023
Mail – Ballot Drive <ul style="list-style-type: none"> Ballot / Notice of Public Hearing - typically mailed 1 day (next day) after ROI is adopted. 	By April 22, 2023
City Council – Public Hearing & Resolution of Formation <i>Must be held at least 45 days after Notice/Ballot are mailed</i>	June 13, 2023
Deadline to complete District renewal	June 30, 2023
New District begins	January 1, 2024

Q & A

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