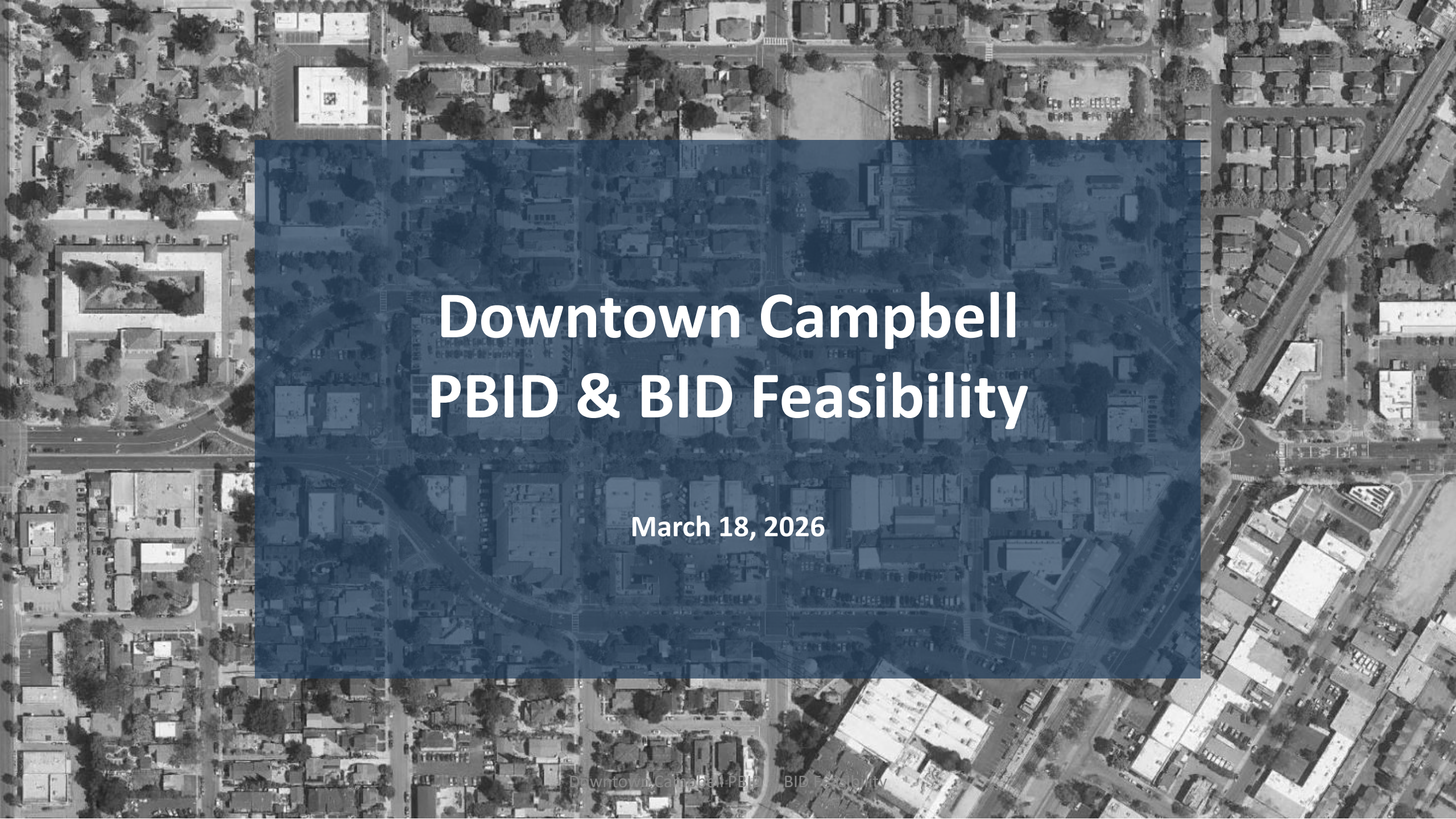


Downtown Campbell PBID & BID Feasibility

March 18, 2026

AGENDA

- Process & Timeline Overview
- Community Priorities
- Options for Downtown Management
- Activity
- Next Steps/Questions

Process & Timeline Overview

Why We're Here

- The City of Campbell is exploring the feasibility of forming a Business Improvement District (BID) or Property Based Improvement District (PBID)
- Downtown management and activation efforts are split between the City, the Campbell Chamber, and Downtown Campbell Business Association (DCBA)
- Each entity has limited capacity to provide concentrated services
- A BID or PBID provides an opportunity for increased services and stable funding



What is an Assessment District?

- Assessment districts are **financing mechanisms** used to provide revenue for a variety of **local improvements** and **services** that enhance (but do not replace) existing municipal services
- In California, **Business Improvement Districts (BID) and Property-Based Improvement Districts (PBIDS)** are most common
- **Self-imposed** and **self-governed** and must be supported by private sector property owners and businesses
- Works in the same way as a common area maintenance (CAM) agreement in shopping malls and office parks
- Makes business districts **more competitive** by providing a managed, maintained and marketed environment

What is the Difference between a BID and PBID?

BID

- An additional assessment on a business' business license tax
- Established by a vote of all businesses within a geographic boundary
- Annual total assessment can vary year over year due to fluctuation in number of businesses within the district
- Annual rate increases are possible but not automatic and require City Council approval

PBID

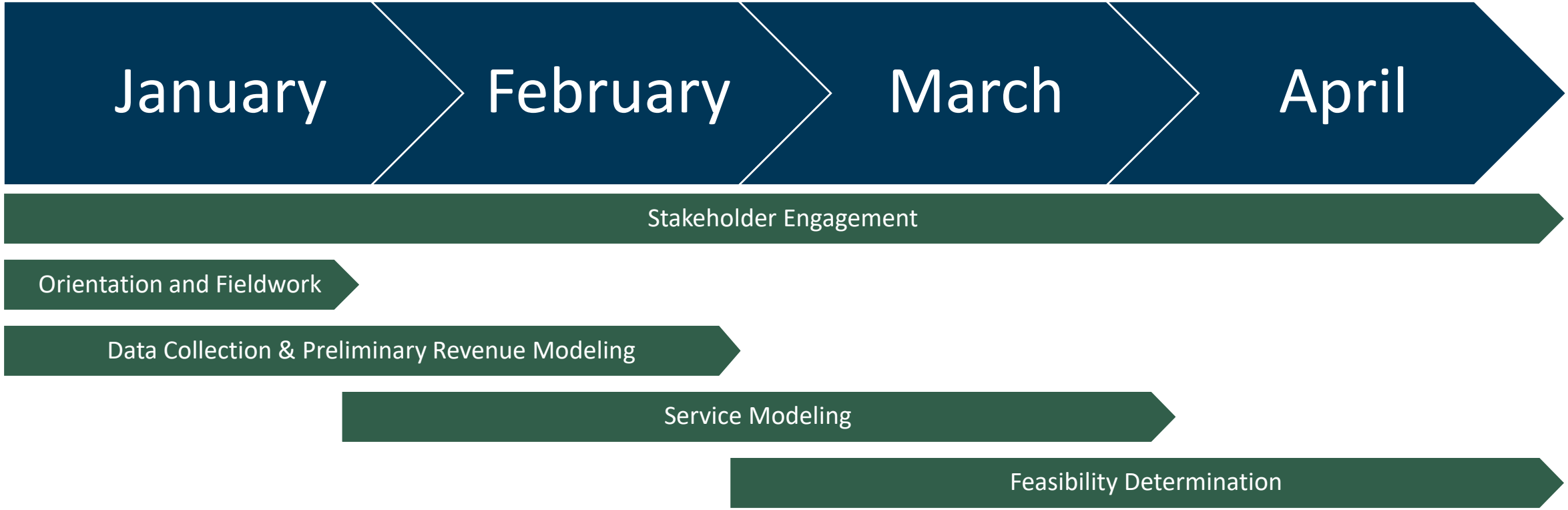
- Assesses real property
- Established by a vote of all property owners within a geographic boundary
- Annual total assessments are relatively stable as the assessment is on real property
- Annual rate increases are possible but not automatic and require City Council approval

Why Invest in Assessment Districts?

- Multiple service options
- Reliable source of revenue
- Leverages other improvement resources & influence
- Costs relate to benefits – inherently fair
- Governed by those who pay – accountability
- Encourages private sector management
- Requires stakeholder support
- Renewal rate 99%



Process & Timeline



WHERE WE ARE TODAY

- Initial outreach and site visits complete
- Feedback on potential service needs
- Preliminary BID and PBID budgets created
- Identified comparable Santa Clara County BID and PBID assessment rates, services and budgets
- Initial assessment modeling created



Community Priorities

Priority Setting Survey Summary



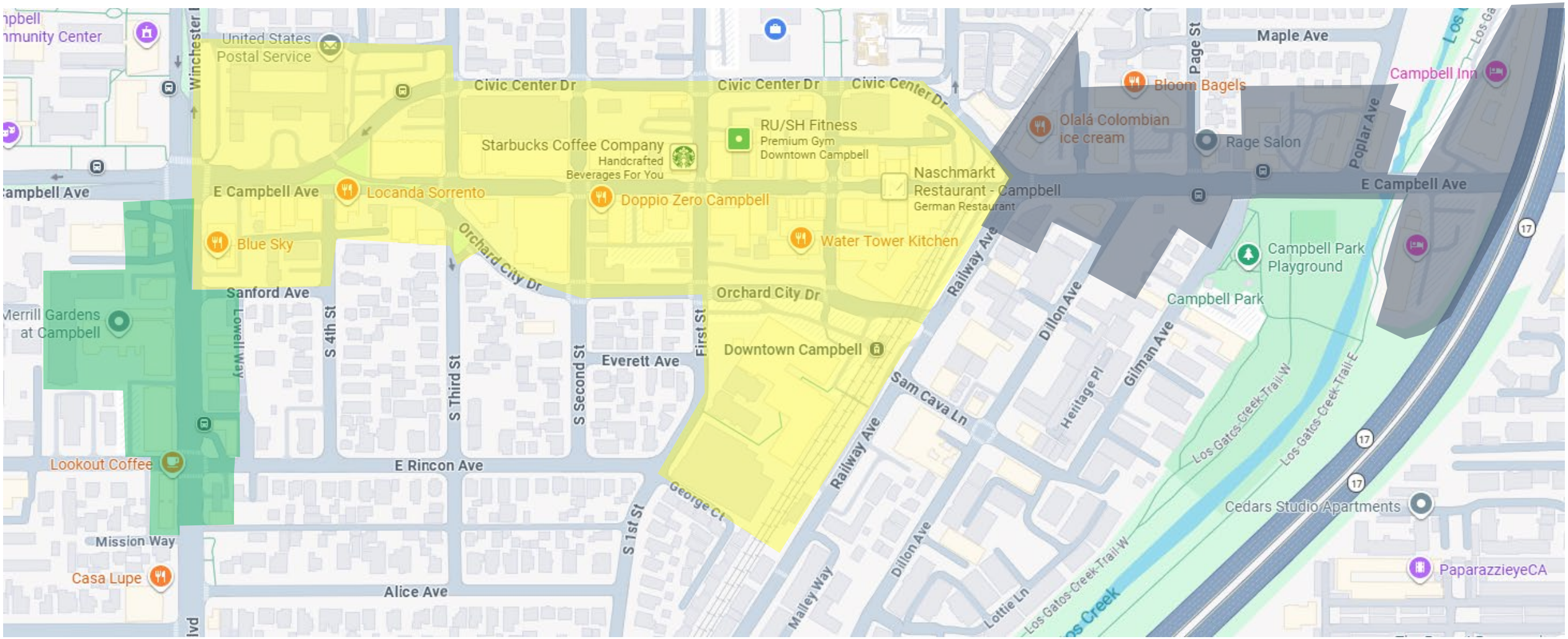
Service Focus Areas

- Cleaning & Maintenance
- Beautification & Landscaping
- Placemaking
- Small Business Support
- Marketing & Communications
- Programming & Events



Downtown Management Concepts

Study Area Map



Concept 1: BID Formation

Creation of a BID with narrow scope, focused on small-scale service delivery of priorities identified by the community.

Advantages:

- Generates a modest increase in funding for downtown specific programming
- Assessment revenue can be leveraged with additional funding sources to bolster programming

Disadvantages:

- Requires inclusion of areas outside of traditional downtown core to generate target revenue level
- Some fluctuation in revenue annually due to changes in total business licenses within district boundaries
- Limited scale, scope and capacity for programs and services

Illustrative Budget and Assessment Rates – for discussion only

Target BID Budget		
Special Projects	$	20,000
MARCOM	$	15,000
Enhanced Cleaning	$	15,000
Admin	$	25,000
Total	**$**	**75,000**

Assessment Rates		
Commercial/Retail	$	250
Professional	$	200
Apartments	$	200
Hotels & Motels	$	250
Non-Profits Organizations	$	100

Concept 2: PBID Formation

Creation of a PBID with broad scope, and increased capacity to scale services.

Advantages:

- Generates a significant increase in funding for downtown specific programming
- Higher level of service provision
- Increased staffing and organizational capacity
- Assessment revenue can be leveraged with additional funding sources to bolster programming

Disadvantages:

- Requires inclusion of areas outside of traditional downtown core to generate target revenue level
- Higher overall cost and assessments

Illustrative Budget and Assessment Rates – for discussion only

PBID Budget	
Special Projects	$ 50,000
MARCOM	$ 50,000
Enhanced Cleaning	$ 50,000
Staffing & Admin	$ 100,000
Total	**$ 250,000**

Building + Lot Sq. Ft.	Rate/Sq. Ft.
1,507,191	$ 0.10852

Concept 3: Do Not Form an Assessment District

No new assessment district is formed. Downtown continues to rely of City, Chamber and DCBA services as is.

Advantages:

- No need to invest in formation of new entity
- No additional fees or assessments

Disadvantages:

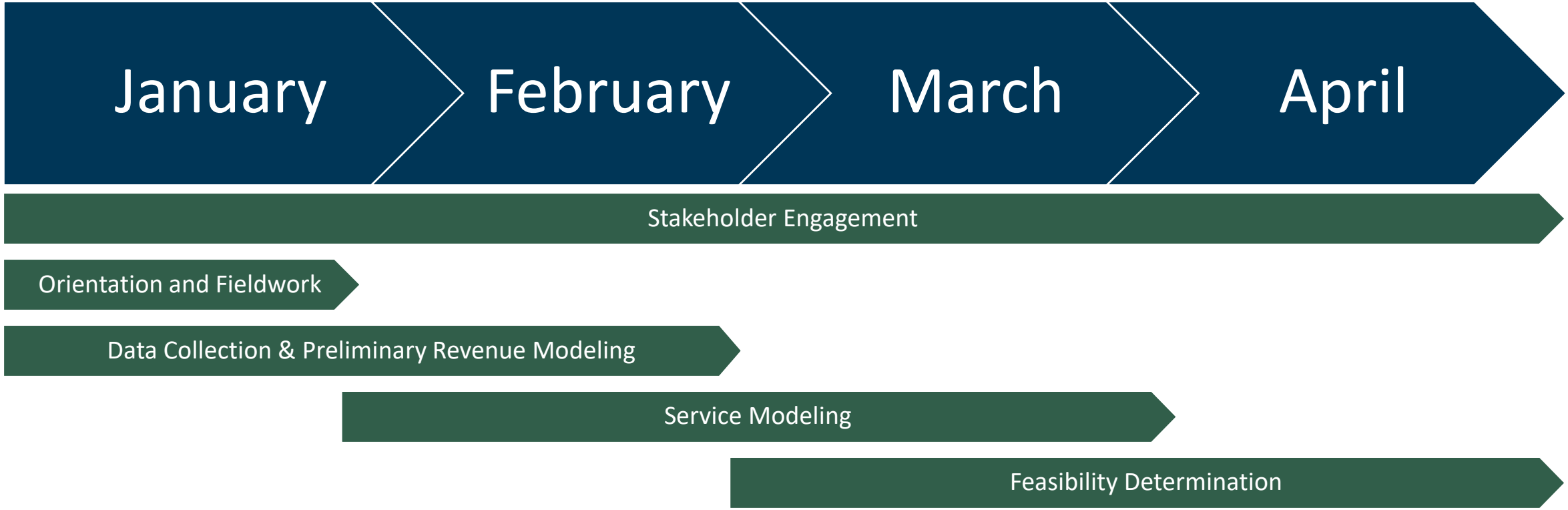
- No expansion or enhancement of downtown-specific services
- Reliant on existent funding mechanisms and partners (City, Chamber, DCBA)
- Downtown improvements and service subject to annual City budget appropriation

Comparing Options

Concept 1: BID Formation	Concept 2: PBID Formation	Concept 3: Do not form an Assessment District
▪ Generates a modest increase in funding for downtown-specific programming ▪ Requires inclusion of areas outside of traditional downtown core to generate target revenue level ▪ Some annual fluctuation in revenue due to changes in total business licenses within boundaries ▪ Limited scale, scope and capacity for programs and services	▪ Generates a significant increase in funding for downtown-specific programming ▪ Higher level of service provision ▪ Increased staffing and organizational capacity ▪ Less variation in annual revenue ▪ Requires inclusion of areas outside of traditional downtown core to generate target revenue level ▪ Higher overall cost and assessments	▪ No new entity created ▪ No additional fees or assessments ▪ No expansion or enhancement of downtown-specific services ▪ Reliant on existent funding mechanisms and partners (City, Chamber, DCBA) ▪ Downtown improvements and service subject to annual City budget appropriation

Next Steps

Process & Timeline



What Would Happen Next If We Move Forward?

Formation of BID and PBID requires a formal legislative process. Below is a general overview of those steps:

- Feasibility findings shared with stakeholders
- District Formation Steering Committee created
- Identification of Base Level of Services
- Refine service levels, budget, assessment methodology, and boundaries
- Creation of a Management Plan (BID and PBID) and Engineer's Report (PBID only)
- Formal Petition and Ballot Process
- City Council Hearings

Sample PBID Assessments

- **Single Story Retail Parcel:**
  - Lot Square Footage: 6,969.6
  - Building Square Footage: 5,880
  - Assessment Calculation**:** (6,969.6 + 5,880) X .10852 = $1,394.86 annually
- **Residential Condo Parcel:**
  - Lot Square Footage: 435.6
  - Building Square Footage: 1232
  - Assessment Calculation: (435.6 + 1,232) X .10852 = $180.97 annually
- **Multi-Story Office Parcel:**
  - Lot Square Footage: 13,503.6
  - Building Square Footage: 6,776
  - Assessment Calculation: (13,503.6 + 6,776) X .10852 = $2,200.74 annually