



2022 FISCAL YEAR ANNUAL REPORT

INTRODUCTION

The Oxnard Downtown Management District (ODMD) is a property-based business improvement district, established in 2001, encompassing 40 city blocks. Owners of real property within the ODMD are assessed based on their total parcel size, building square footage, and sidewalk frontage. Government use and non-profit owned-and-occupied properties are exempted from the building portion of the assessment.

The total assessment collected is approximately \$502,000 annually. The aggregated revenues are used to fund “special benefits,” defined in the California State Constitution as “benefits over and above the general benefits conferred on real property located in the District or to the public at large.” The model is similar to mall management company funded with common area maintenance fees.

The Downtown Oxnard Improvement Association (DOIA), a 501c3 nonprofit organization, administers the ODMD assessment to deliver services across four major program areas:

- 1) Civil Sidewalks
- 2) District Identity & Placemaking
- 3) Administration
- 4) Land Use

Budget and resources are allocated according to the 5-year Management District Plan adopted with the District Renewal to support these functional areas. Management of day-to-day operations is executed by professional staff under the governance of the agency’s volunteer Board of Directors, organized into oversight committees to assure efficient delivery of the programs.

2022 BOARD OF DIRECTORS

- Steve Huber, Chairman
- Ozzie Lopez, Vice Chair
- Clayton Coates, Treasurer
- Vyto Adomatis, Secretary
- Gary Blum
- Lorenzo Castillo
- Luis Hernandez
- Tiffiany Lopez
- Matt Mansi
- Victor Melchor
- Alfredo Plascencia
- Kimberly Recharte
- Doug Spondello

CIVIL SIDEWALKS

Committee Chair: Ozzie Lopez

Meetings held the 1st Wednesday of month.

Civil Sidewalks’ mission is to assure that Downtown is “Clean & Safe.” The 58% direct budget allocation (not including admin staff time) reflects the importance in maintaining an environment that supports business and community activity. To accomplish its mission, the Civil Sidewalks Committee oversees a contract with District Maintenance Services (DMS), which deploys provides daily cleaning of the public space. Additionally, in partnership with the Oxnard Police Department, the Committee shares oversight of Professional Security Consultants (PSC), the contract security guard service patrolling the District.

DMS services include sidewalk sweeping, steam cleaning, sidewalk planter maintenance, graffiti abatement, visitor assistance. PSC services include daily truck and bike patrols, observe and report suspicious activity, traffic control assistance, visitor assistance, homeless issues management, street light outage reports.

CIVIL SIDEWALKS HIGHLIGHTS

- **DMS Clean Team:**
 - DMS deploys a 4-person crew for daily on-the-ground cleaning from 7 am – 3:30 pm
 - 4,579 45-gal. bags of litter picked up (approx. 88,374 lbs.)
 - 133 full City blocks of sidewalk pressure washed
 - 1,434 graffiti incidents abated
 - 3,413 illegal stickers & posters removed
 - 291 outreach contacts with homeless
 - 97 abandoned shopping carts retrieved
 - 218 incidents of bio-waste cleaned up
 - 579 reports to Oxnard 311 for illegal dumping, graffiti, and damaged public property
 - 90 visitor directions/recommendations provided

- **PSC District Safety:**
 - PSC patrols by truck and bike 7 am to 11 pm Sun – Thurs, and 7 am – 2 am Fri & Sat
 - 1,174 calls for service responded to
 - 1,192 liquor offenses reported
 - 1,567 loitering incidents
 - 248 graffiti incidents reported for abatement

Staff and Committee:

- Coordinated four volunteer cleanup events in high-maintenance “hot spots” at the Social Security building, Carnegie, Meta Street, and the former Plaza Laundromat
- Created and posted “Parks Rules” signs at Plaza Park to aid enforcement of 2019 Quality of Life Ordinance, which outlawed camping and public storage of personal property
- Engaged meeting participation from City Environmental Resources, City Corps, Parks, Streets, and Homeless Services with the goal of improving coordination of services
- Launched a prevention and outreach program to combat the incidence of illegal dumping and trash enclosure messes (currently in negotiations to procure a routine cleaning service)
- Held meetings with Police Command and the Homeless response team in response to an increase in transient issues after the expiration of the 3-year program of enhanced OPD patrols
- Reported illegal camping in public parking lots leading to the towing of cars with expired plates

DISTRICT IDENTITY & PLACEMAKING (DIPM)

Committee Chair: Gary Blum

Meetings held the 4th Thursday of month

The main goal is to promote a positive image of the District that engages the community and visitors. Committee projects include: district branding, public relations, newsletters, special events production and sponsorship, website development, Social Media management, pole banners, sidewalk planters, holiday decorations, walking maps, brochures, pedestrian signage, management of news racks, etc.

DISTRICT IDENTITY & PLACEMAKING HIGHLIGHTS

- Extended agreement with the Downtowners for Social Media management
- 6,676 Instagram Followers, an increase of 2,286 (+52%)
- 113,135 Instagram Accounts Reached (+228%)

- 7,514 Facebook Page Likes, an increase of 820 (+12%)
- 192,054 FB Accounts Reached (+116%)
- Created over 220 Social Media Posts and Stories
- 23,936 Website Visits and 42,352 Page Views
- Sponsored Downtown arts organizations – Teatro de las Americas, Open Door Studios, and OPAC with financial support for cultural events
- Hosted Art Exhibitions by Elibet Valencia, Oxnard College, and the 34th Parallel Collective attracting over 250 guests
- Collaborated with Oxnard College on installation of street pole banners honoring graduates, bringing increased visitors to the District
- Provided logistics planning and permit assistance to event organizers for Fiestas Patrias and the Halloween Haunt in the Park helping to produce well-organized, incident-free events attracting over 5,000 attendees
- Commissioned a new utility box art wrap at Transit Center featuring photos taken by foster youth
- The committee held a 4-hour strategic planning session with OPAC and Visit Oxnard
- Produced a successful Summer Car Show attracting over 300 paid car entries, 5,000 attendees, grossing over \$8,300 to benefit Downtown beautification
- Transformed the vacant lot known as “the petting zoo” into a pop-up vendor marketplace as part of the Car Show
- Invested \$35,000 in District Holiday street décor on lamp posts along the core retail areas including Centennial Plaza, Plaza Park, A Street, Fifth and 7th Streets
- Began first phase of revitalizing 162 sidewalk planters; 33% to completion

ADMINISTRATION

Board Chair: Steve Huber

Executive Committee Meetings held 1st Thursday of month

Board of Directors Meetings held the 2nd Thursday of month

Oversees staff and district administration, corporate finances, contracts, insurance, budget preparation, fund development, Board agendas, advocacy, outreach, bylaws and policies, government and community relations, and Board elections.

ADMINISTRATION HIGHLIGHTS:

- Adopted an Organizational Manual to guide day-to-day policies
- Hired and trained administrative support staff
- Leveraged charitable status to establish a new Veterans Memorial Fund with an initial contribution of \$5,000
- Expanded Board from 11 to 14 members
- Conducted 24 outreach campaigns, met with over 200 merchants in-store to provide district info, offer business support, and receive feedback
- Assisted 11 district property owners with permit issues and management concerns
- Continued partnership with Oxnard High Union School District, providing mentorship to two groups of interns from the Media Arts Academy
- Engaged Cal Lutheran University Business School for a market research project to support fund development efforts

LAND USE

Committee Chair: Matt Mansi

Meetings held on as-needed basis

Studies and advocates on issues including parking, transportation, mobility, planning, zoning, link to Metro Rail Station, review of new developments, outdoor dining, merchant mix and business recruitment.

Although the Land Use Committee has no budget allocation, it plays an integral part in the DOIA mission given the fundamental need to increase housing density within the District and its immediate trade area. Every economic study conducted on the area has called out for more market-rate housing in order to drive demand for retail, which in turn facilitates business attraction.

LAND USE HIGHLIGHTS

- Held 2 meetings with City to plan and collaborate on 2023 Downtown Development Forum
- DOIA Board voted to oversee all “temporary-use”-permitted events within the District
- Compiled data research on the Oxnard Transit Center use
- Updated online Business Attraction package with
- New business openings include: Pipiripau, Downtown Café, Julian’s Aguachilles, Lashez N Lookz, Assecuse Salon, Downtown Beauty Lounge, The Beauty Center

In summary, 2022 was a year of accelerated economic recovery from the historic pandemic. Foot traffic was boosted with the reopening of business as well as the return of special events. The DOIA did its part in promoting the District through its media channels and events production.

The DOIA anticipates additional gains in 2023 with some of the currently permitted development projects to begin construction (the Navigation Center and Many Mansions’ Central Terrace Apartments have already commenced). Additionally, the Surplus Property process, which the City initiated in 2022 is expected to conclude in the first quarter of 2023, which will contribute to more new development projects. The DOIA will be a full partner with the City in advocating for qualify projects, new business attraction, and public space improvements.

Downtown Oxnard Improvement Association

Statement of Activities

December 2021 through November 2022

Dec '21 - Nov 22

Income	
Revenue	
Assessment Income	500,845.61
Grants & Sponsorships	4,233.97
Events Registration Fees	8,503.00
Rents	17,920.00
Other Income	1,129.50
Total Revenue	<u>532,632.08</u>
Total Income	532,632.08
Expense	
Civil Sidewalks	
District Maintenance Contract	232,121.01
Cleaning Supplies Reimbursement	3,608.80
PSC Security Contract	68,750.00
Total Civil Sidewalks	<u>304,479.81</u>
District Identity & Placemaking	
Creative Agency	36,000.00
Events Production	8,167.14
Printing & Production	56.97
Sponsorship	500.00
Website Management	500.00
Total District Identity & Placemaking	<u>45,224.11</u>
Administration Operations	
Accounting	850.00
Board Meeting Support	94.94
Conferences & Education	55.00
Dues and Subscriptions	1,865.44
Employee Benefits	4,000.00
Equipment Lease	3,003.14
Insurance - Liability, D&O	6,894.06
Licenses and Permits	100.00
Office Supplies	470.48
Postage	510.02
Rent - Office	23,400.00
Repairs & Maintenance	359.81
Salaries - Executive Director	66,564.95
Wages - Support Staff	25,320.64
Payroll Taxes	8,335.23
Worker's Compensation	2,457.15
Telephone & Internet	2,824.34
Utilities	4,388.59
Total Administration Operations	<u>151,493.79</u>
Total Expense	<u>501,197.71</u>
Net Income	<u><u>31,434.37</u></u>