Central Avenue
Business Improvement District
Feasibility Survey Analysis

As of July 2014
BID TYPE
Ask stakeholders if there should be a Property Based or Business (Merchant) Based BID on Central Avenue?

INPUT ON NEED
Safety - bike mounted officers
Maintenance (streets, sidewalks, alleyways - cleaning)
Business marketing and district branding
Infrastructure improvements (streets, sidewalks, alleyways)
Parking (enforcement and supply)

PURPOSE OF SURVEY

AWARENESS & ENGAGEMENT
Share information on What is a BID and the Formation Process

IDENTIFY STAKEHOLDERS
Would you support a Business or Property based BID?

- **21% Support Property Based Bid**
  - 14% Property Owners
  - 7% Business Owners

- **17% Support Business Based Bid**
  - 3% Property Owners
  - 14% Business Owners

- **60% Need Additional Info**
  - 2% Property Owners
  - 58% Business Owners

- **1% Support Both Bid Types**
  - 1% Property Owners

- **1% No Support Does Not Support Either Option**
  - 1% Property Owners

138 Respondents

Please note that not all respondents answered every question.
TOP FOUR PRIORITIES

Property owners were asked to rank their top four priorities to maintaining property values along the Central Avenue corridor.

“All businesses need to be united to make Central a better place.”
Would you be willing to help determine the amount of a BID fee that can be assessed in order to pay for additional services and programs like the ones mentioned?

- YES: 41
- MAYBE: 58
- NO: 23

Need more information
MONTHLY DUES

How much are you willing to pay monthly if a BID was formed?

Over 65% of respondents were unsure of how much they were willing to pay while 19% stated they were unwilling to pay anything at all.
Residential properties in R zones not included.
Grocery stores, beauty salons, and other general merchandise stores proved to be the most common business type of those surveyed.
RANGE OF ANNUAL SALES

- 28% of businesses have annual sales between $10,000 and $25,000.
- 19% of businesses have annual sales between $25,001 and $50,000.
- 8% of businesses have annual sales between $50,001 and $75,000.
- 19% of businesses have annual sales between $75,001 and $100,000.
- 8% of businesses have annual sales between $100,001 and $250,000.
- 6% of businesses have annual sales between $250,001 and $500,000.
- 8% of businesses have annual sales between $500,001 and $750,000.
- 8% of businesses have annual sales of $750,000 or more.
YEARS IN THE CENTRAL AVENUE AREA

How long have you called the Central Avenue home for your business?

- 0-5 years: 43% (48)
- 5–10 years: 13% (14)
- 10–15 years: 13% (13)
- 15–20 years: 10% (11)
- 20+ years: 21% (25)

Central Avenue, the backbone of the community, was a vibrant cultural center throughout the 1930s, 1940s and 1950s. This "Little Harlem" was lined with jazz clubs and African-American merchants, and home to the historic Dunbar Hotel, one of the only luxury establishments serving African-Americans at the time. Unfortunately, the neighborhood has experienced divestment and blight in recent years, but the recent renovation of the Dunbar, and other collaborations mark the start of a community revitalization celebrating Central Avenue's historic riches. (http://www.lani.org/vernon_central.htm)
MARKETING PRACTICES

Business Owners: How do you market your business?

Flyers: 24
Cable TV / Radio: 3
Newspaper Ads: 5
None: 34
Social Media: 11
Website: 17
Sales & Retail Promotions: 4
Word of Mouth: 47

“We need a standard for how businesses will look.”