



CENTRAL AVENUE

Business Improvement District Feasibility Survey Analysis

As of July 2014

PURPOSE OF SURVEY

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)

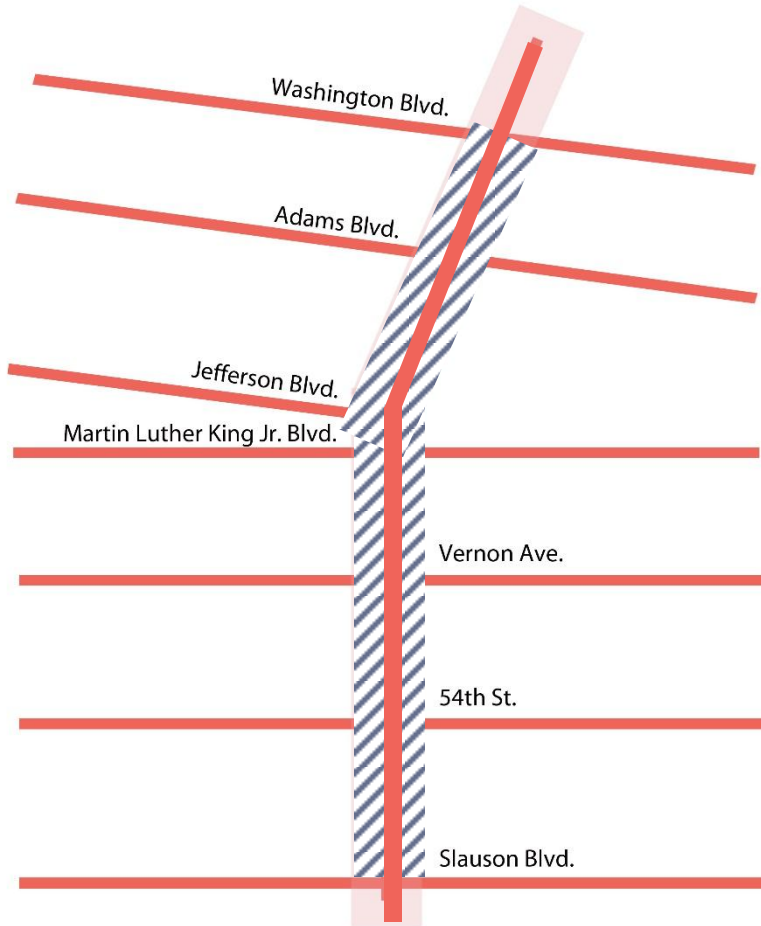
BID TYPE

Ask stakeholders if there should be a Property Based or Business (Merchant) Based BID on Central Avenue?

AWARENESS & ENGAGEMENT

Share information on What is a BID and the Formation Process

IDENTIFY STAKEHOLDERS



Central Avenue Historic Corridor

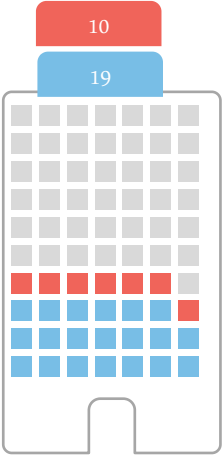
BID Feasibility Outreach Area

138
Respondents

SUPPORT

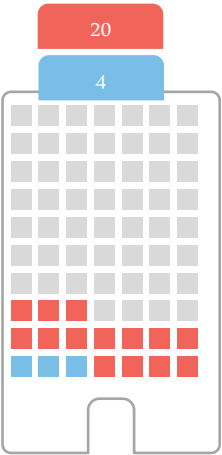
Please note that not all respondents answered every question

Would you support a Business or Property based BID?



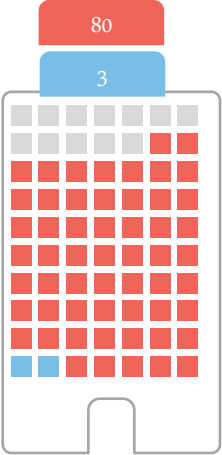
21% Support
Property Based Bid

14% Property Owners
7% Business Owners



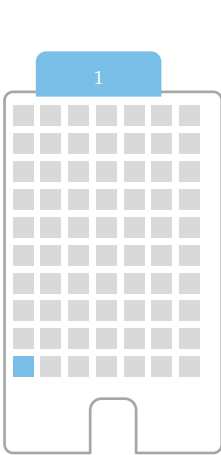
17% Support
Business Based Bid

3% Property Owners
14% Business Owners



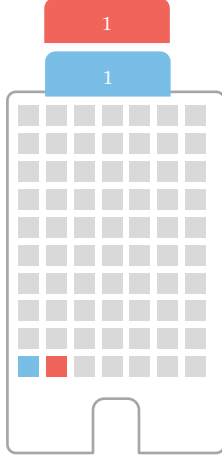
60%
Need Additional Info

2% Property Owners
58% Business Owners



1% Support
Both Bid Types

1% Property Owners

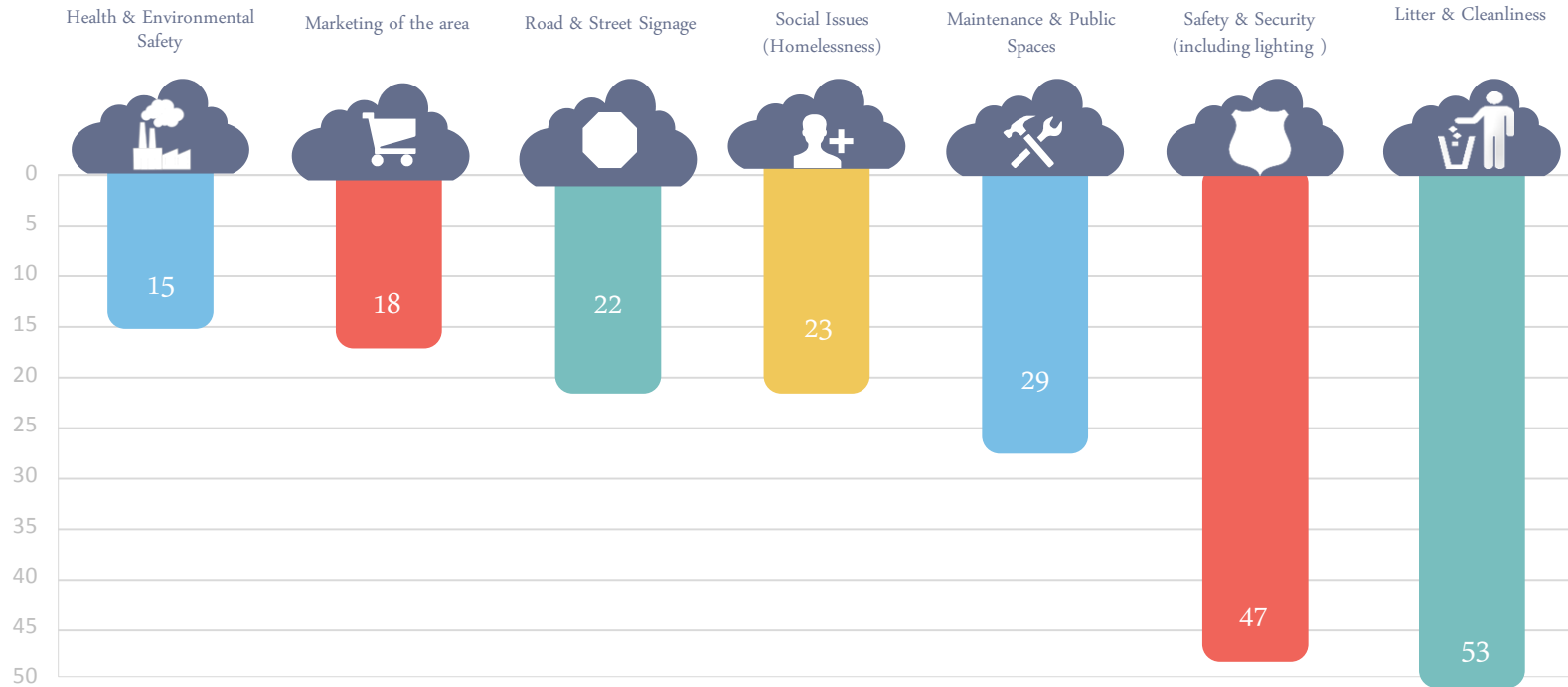


1% No Support
Does Not Support
Either Option

■ Property Owners
■ Business Owners

TOP FOUR PRIORITIES

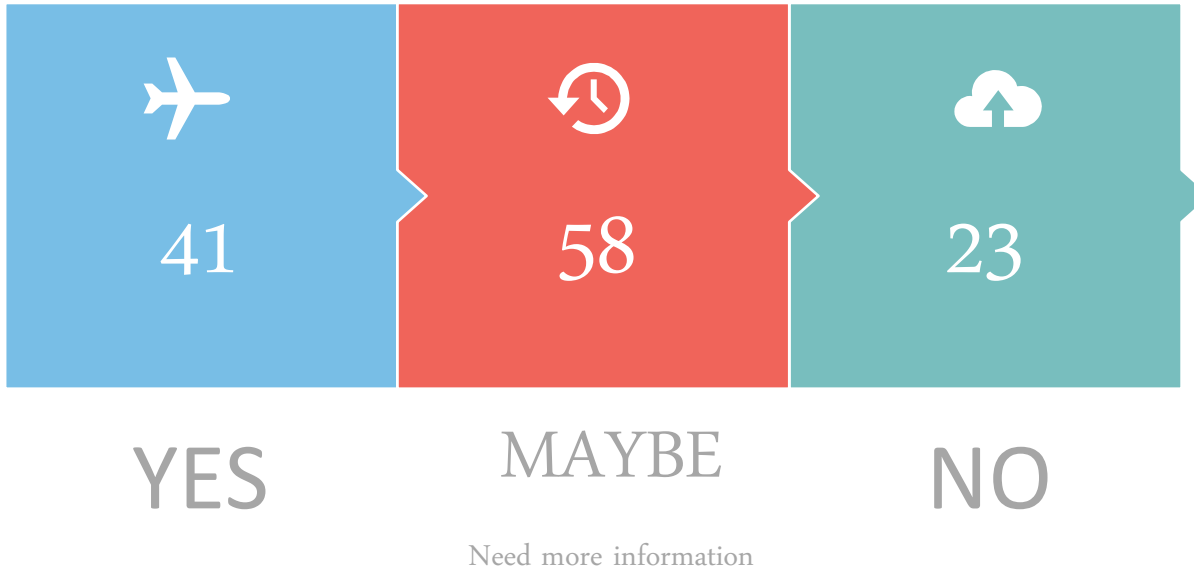
Property owners were asked to rank their top four priorities to maintaining property values along the Central Avenue corridor.



“All businesses need to be united to make Central a better place.”

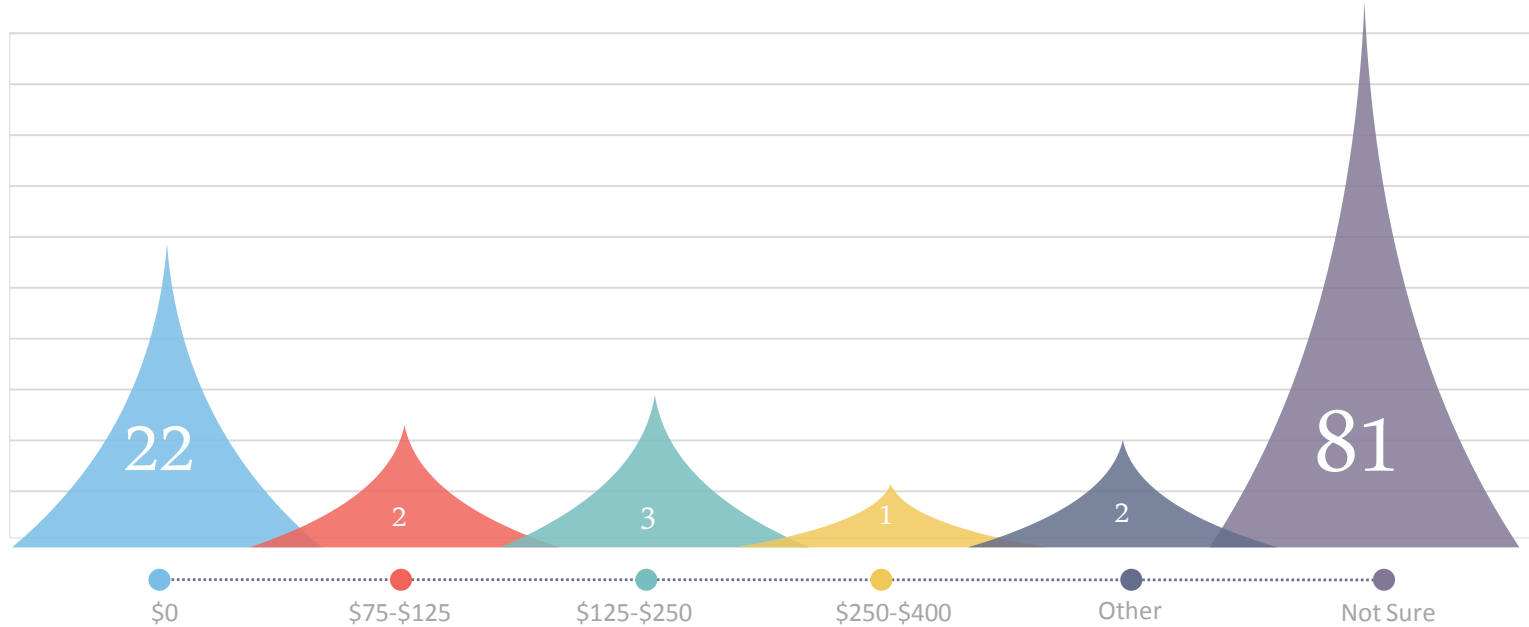
ASSESSMENT FEES

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?



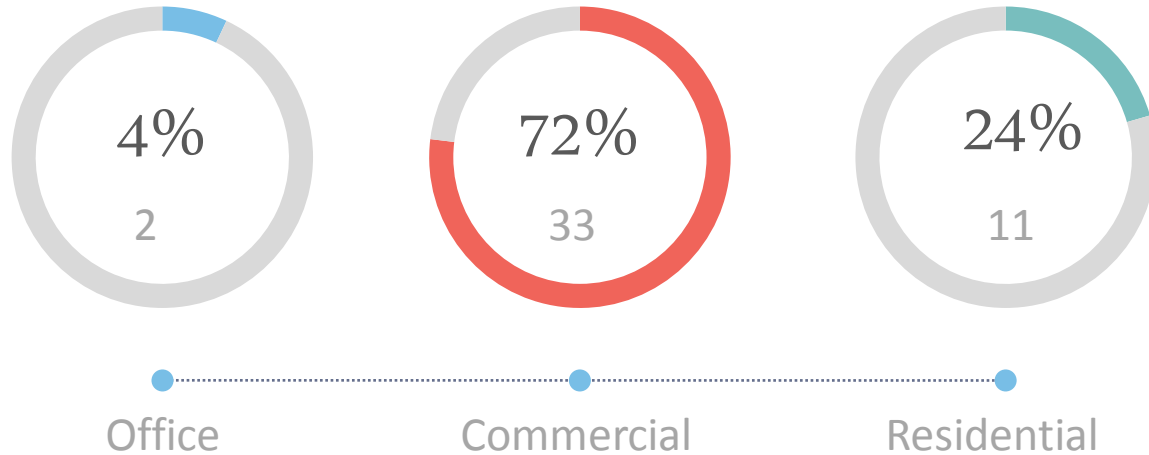
MONTHLY DUES

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.

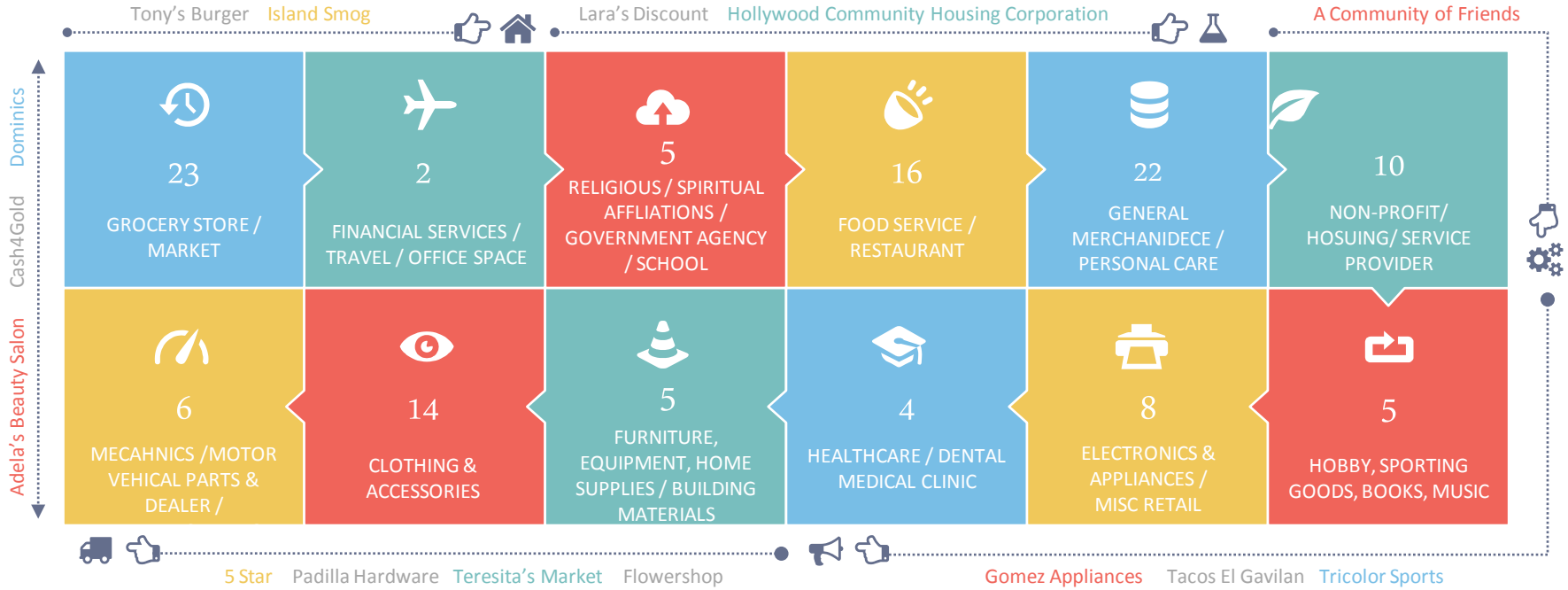
BUILDING TYPES



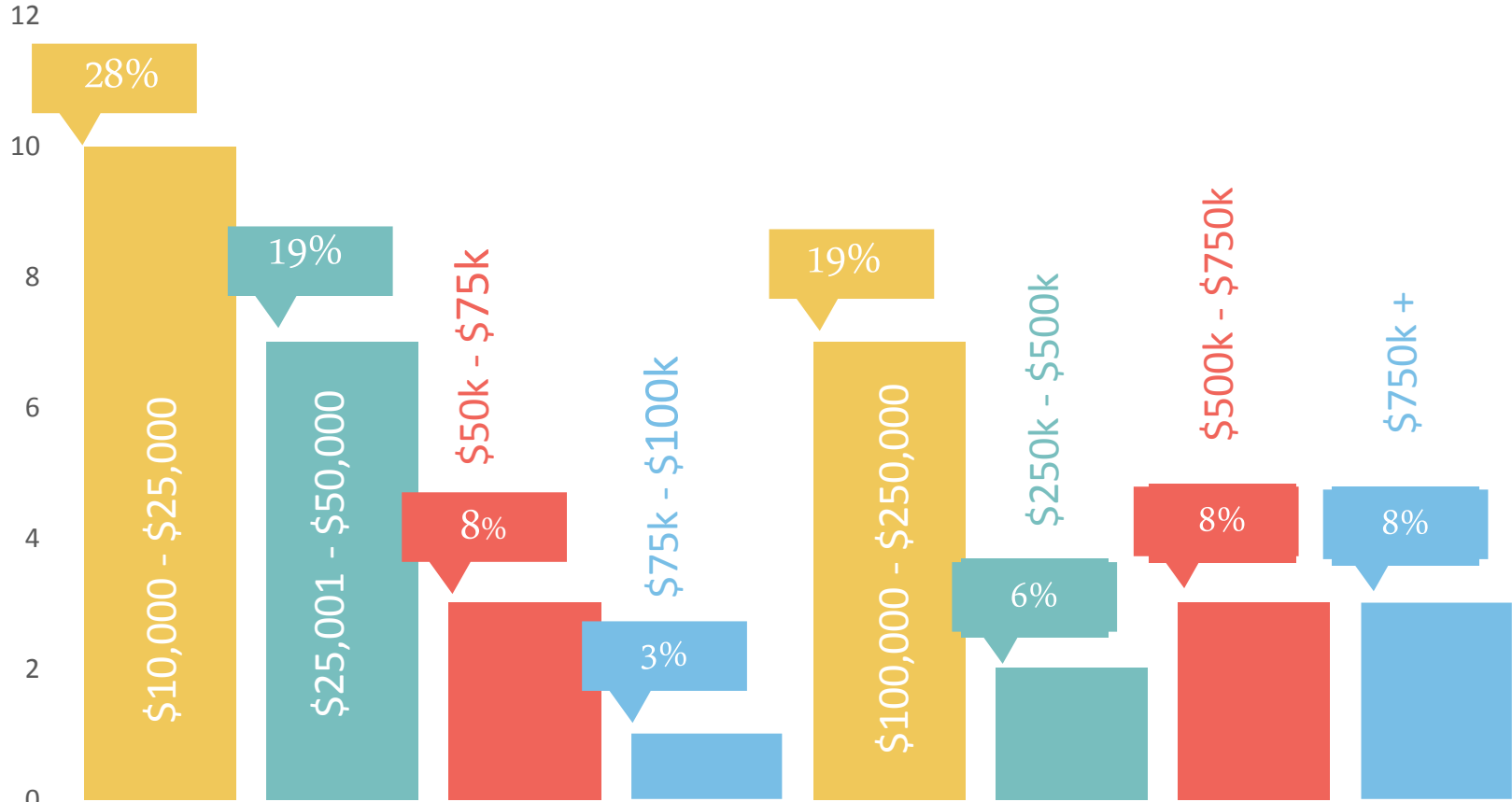
Residential properties in R zones not included.

BUSINESS TYPE

Grocery stores, beauty salons, and other general merchandise stores proved to be the most common business type of those surveyed.

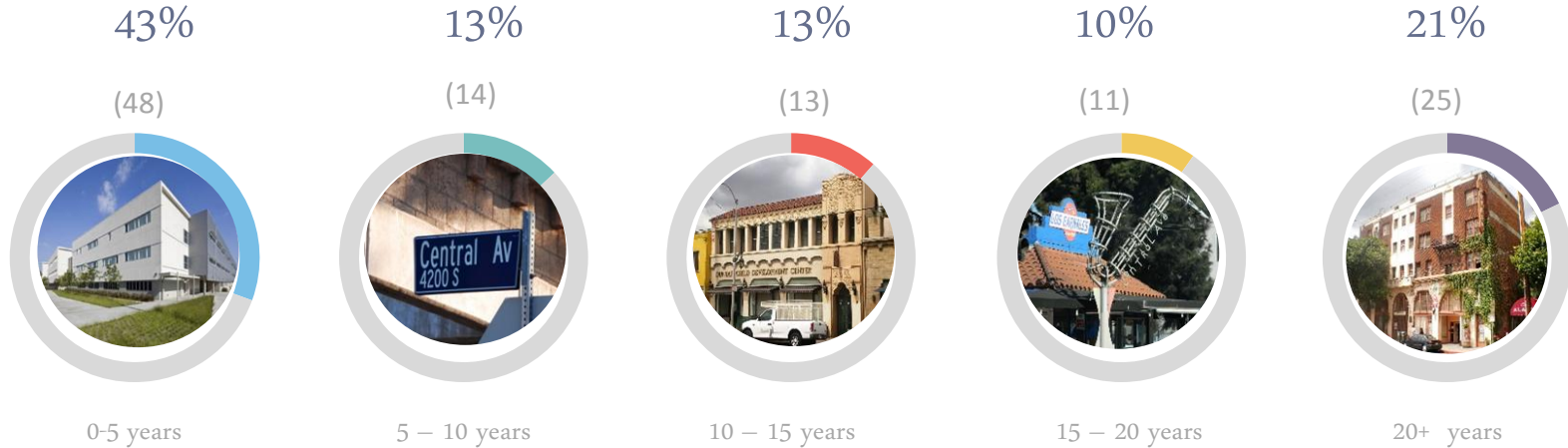


RANGE OF ANNUAL SALES



YEARS IN THE CENTRAL AVENUE AREA

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



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 experience 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 Avenues' historic riches. (http://www.lani.org/vernon_central.htm)

MARKETING PRACTICES

Business Owners: How do you market your business?



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