

2011



DOWNTOWN
VENTURA
PARTNERS

semi-annual ACTIVITY REPORT



DOWNTOWN VENTURA PARTNERS IMPROVEMENT DISTRICT

Introduction

Downtown Ventura Partners is dedicated to the continued revitalization of Downtown Ventura. Our mission is to foster a vibrant commercial and cultural district with strategic capital improvements, enhanced maintenance and security, effective marketing and promotions, historic preservation education, and effective administration. We've had an incredible year! A remarkable number of positive developments and improvements have occurred, with many exciting opportunities about to unfold. Flowers are blooming, the streets and sidewalks are cleaner and panhandling and crime rates are down.

New businesses are popping into once vacant storefronts, and buildings are being renovated. Music fills the air in summer evenings as visitors of all ages traverse and mingle in the heart of our community. Success has come about through the concerted effort of many partners. As we look to the future it is clear that together we have the vision to see where we need to go, the expertise to get there, and the passion to carry us through. The information presented in this semi-annual report will provide deeper insight into the efforts of Downtown Ventura Partners over the course of the last six months (January 1 - June 30, 2011).



Downtown Ventura Partners & Board Staff

Board Members:

Dave Armstrong	Greg Smith
Jason Collis	Jeff Smith
David Comden	Ed Warren
Mark Hartley	Christy Weir
Cheryl Heitmann	Doug Wood
Mike Merewether	

Staff:

Kevin Clerici
Executive Director

Meredith Dilg
Project Manager

Clean and Safe Team
Service Group Incorporated

Clean and Safe Team

The Clean and Safe team focuses on sidewalk cleaning, trash collection, graffiti removal, landscape improvements/maintenance, paper sign and handbill removal and vagrancy/nuisance issues. The team also acts as ambassadors for visitors and residents alike. All Clean and Safe team members are trained in CPR and relevant visitor information. Mike Sandoval, a member of our original crew, was recently promoted to program manager. In addition to the BID-funded three person crew, two additional staff members provide baseline janitorial services through a contract with the city. With this contract, DVP is able to maintain a consistent quality of cleanliness while providing more efficient services. DVP also works with Goodwill's job-training program to get additional clean and safe crew on the streets. Goodwill provides employment to individuals and pays their wages at no cost to DVP. In return, DVP provides on-the-job training and has hired four full-time staff members at the conclusion of their training period. Thanks to Goodwill, downtown is cleaner, individuals are given an opportunity to re-enter the workforce and DVP is able to leverage its resources.

A Clean & Safe Committee made up of volunteers meets monthly to review the program's status and discuss district improvements, sanitation and security issues.



SnapShot System

The SnapShot work order system allows us to carefully track the location and types of activities that are being conducted and also allows merchants, property owners or District stakeholders to submit their own web-based work order. If someone sees litter or graffiti, for example, he or she can go to our website and fill out a request. The request goes immediately to a Clean and Safe team member's cell phone, and a confirmation is sent to the requestor. Once the issue is resolved, a follow-up e-mail is sent. This also allows us to track the timeliness of our responses and benchmark our activities.



Power Washing

A comprehensive power washing schedule is now in place ensuring consistent cleaning of the sidewalks, alleys, and parking structure stairwells. The schedule was distributed to all affected businesses, providing clearer communication and coordination of services.

CLEAN and SAFE

Six Months - By the Numbers

746 Bags of Debris Removed From Sidewalk

73 Block Faces Pressure Washed

584 Human/Animal Waste Removed

3456 Gum Globbs Removed

340 Shopping Carts Retrieved

Clean & Safe Program

Creating a clean, safe environment for shoppers, visitors, employees, residents and other stakeholders is fundamental for businesses to thrive in downtown. A multi-faceted approach is used to effectively address the many sanitation and maintenance issues downtown. The Clean and Safe Program focuses primarily on downtown's overall physical appearance through its buildings, streetscape, level of cleanliness, sidewalks, landscaping, parking lots, alleys and roadways, resulting in an enhanced perception of safety and accessibility.

DVP contracts with Service Group Inc., a national expert in downtowns, to provide clean and safe services. The Clean and Safe crew is made up of five uniformed employees whose main function is to keep downtown looking sharp; however, they also are trained to interact with visitors, offer directions and share relevant information.





Planters

The DVP purchased 26 new planters, extending down Main Street into the 200-, 600-, and 700-block areas. The new planters were installed in July as part of a larger beautification effort which included replanting the original 46 planters with nutrient-rich soil and new plant materials where needed. The beautification effort was funded in part with revenue generated from the parking meters. All 84 planters are maintained by our Clean and Safe team, which took over the watering contract in July.

City Janitorial Services

DVP has entered into a contract with the City to provide baseline janitorial services in the downtown, previously provided by the City.



Review and Approval Process for Recycling Bin Advertising Program

All artwork for advertisements posted on the black recycling bins downtown requires DVP approval and the advertiser must be located within the Property Based Improvement District (PBID).

Maintenance of Festival Swag Lighting on Main Street

New electrical outlets were installed at the top of each light pole this past winter. Also, a new system for reporting and repairing lighting outages was implemented ensuring timely repairs.

American Flag Replacement

DVP funded the replacement of 26 flags in July. This was to ensure a fresh appearance for the 4th of July festivities on Main Street. The flags remained in place through the end of the County Fair.

Reduce Panhandling and Vagrancy Issues

The Clean and Safe team deters panhandling and vagrancy on a daily basis. The team moves the offenders outside of the district, removes unattended belongings and garbage, and reports severe cases of public intoxication, nudity or violence to the police department. The team works jointly with the police department and the parking cadets to keep the area secure, safe and welcoming to visitors.

Economic Development Program

The District's economic development activities are designed to enhance business activity and increase values within the downtown boundaries. Activities include recruiting key businesses, developments and venues that respond to the Downtown market needs including those of residents, employees, businesses, and tourists. The DVP Economic Restructuring Committee involves merchants, property owners and other stakeholders who meet monthly to develop and implement economic strategies. Some of their recent activities are listed below.

Downtown Available Property Listing

We now have a listing of available properties located downtown sorted by office, retail, for sale and/or for lease. The listing includes property, cost, and broker contact information. The information is updated weekly, attractively packaged and available online.

Downtown Broker Open House

DVP sponsored a successful Broker Open House in July with over 60 area brokers in attendance. The event was preceded by a Mayoral Round Table designed to provide an open discussion for brokers, developers and potential tenants. Valuable information and networking resulted from both events. 93% of survey respondents found the open house to be beneficial and 100% thought we should have the event again!



Database

DVP created a new database of downtown businesses, property owners and economic information. We now have a comprehensive listing of all businesses and available properties, and this information is available online at any time. We continue to fine tune the database so we can begin tracking vacancies, tenant mix, lease rate trends and values. Staff is frequently meeting with businesses to discuss concerns, business health and development plans. DVP offers assistance tailored to the individual business needs and acts as a liaison between the private business owner and various governmental agencies.



Business Recruitment – New Businesses

- Beautiful Disaster/Handsome Devil Boutique, 518 E Main
- Bollywood, 500 East Main
- Buenaventura Massage, 105 South Oak
- El Patio Hotel, 167 South Oak
- Holwick Construction, 60 California
- Homes by Cecil, 717 East Main
- La Catrina Mex Folk Art, 242 East Main
- Little Birdy Lane, 654 East Main
- Making You Cosmetics & Skincare, 671 East Main
- Media Trust - 472 East Main
- Nature Conservancy - 532 East Main
- Nexgen Packaging - 394 East Main
- Pyur Real Estate - 366 East Santa Clara
- Rip Curl - 227 South California
- Rasmussen & Associates - 21 South California
- Rat Zapper - 721 East Main
- Send Rover on Over - 616 East Main
- The Tax Guys - 433 East Main Street
- Turquoise Eco Beauty Skincare - 35 South Oak
- White Sand - 394 East Main

Historic Downtown Ventura • More than 50 restaurants and live music venues, 100 plus unique shops and galleries and the crown jewel of the cultural district, the historic mission San Buenaventura. Enjoy a wonderful stay in our vintage downtown environment!



DOWNTOWN ATTRACTIONS

- a Albinger Archeological Museum
113 E Main St
- b Century Downtown 10 Theater
555 E Main St
- c Mission Park
200 E Main St
- d Mission San Buenaventura
211 E Main St
- e Museum of Ventura County
100 E Main St
- f Plaza Park
Chestnut & Santa Clara St
- g Ventura Pier
Harbor Blvd south of Calif St
- h Majestic Ventura Theater
26 S Chestnut St
- i Working Artist Ventura (WAV)
Ventura Avenue & Thompson Blvd

DOWNTOWN DINING & ENTERTAINMENT

- 1 71 Palm Restaurant
71 N Palm St
- 2 Aloha Steakhouse
364 S California St
- 3 Anacapa Brewing Company
472 E Main St
- 4 Aqua Lounge
450 Harbor Blvd
- 5 Ben & Jerry's
523 E Main St
- 6 Bernadette's On Main
701 E Main St
- 7 Blenders In The Grass
607 E Main St Ste B
- 8 Bollywood Indian Restaurant
500 E Main St
- 9 Bombay Bar & Grill
143 S Calif St.
- 10 Brooks
545 E Thompson Blvd
- 11 Busy Bee Cafe
478 E Main St
- 12 C Street Restaurant
450 Harbor Blvd
- 13 Cafe Fiore
66 S Calif St.
- 14 Cajun Kitchen Cafe
301 E Main St
- 15 Candlelight Kitchen
211 E Santa Clara St
- 16 Capriccio
298 E Main St
- 17 Charline's Wine & Tapas
546 E Main St
- 18 Chicago for Ribs
692 E Main St
- 19 Chill Coffee & Fro-Yo
27 S Chestnut St
- 20 Dargan's Irish Pub & Restaurant
593 E Main St
- 21 El Rey Cantina
294 E Main St Ste C
- 22 Eric Ericssons on the Pier
668 Harbor Blvd
- 23 Fuji Sushi Ventura
573 E Main St
- 24 Hong Kong Inn
435 E Thompson Blvd
- 25 The Good Bar & Grill
533 E Main St
- 26 Jimmy's Slice
586 E Main St
- 27 Jonathan's at Peirano's
204 E Main St
- 28 Maria Bonita
256 E Main St
- 29 Mary's Secret Garden
100 S Fir St
- 30 My Florist Wine Cafe & Bakery
76 S Oak St
- 31 Nature's Grill
566 E Main St
- 32 Nona's Courtyard Cafe & Wine Bar
67 S Calif St
- 33 Palermo
321 E Main St
- 34 Paradise Pantry
677 E Main St
- 35 Rice Thai Cuisine
387 E Main St
- 36 Rookees Sports Bar
419 E Main St Ste C
- 37 Rusty's Pizza Parlor
444 E Santa Clara St
- 38 Sans Souci Cocktails
21 S Chestnut St
- 39 Savory Cafe & Bakery
419 E Main St Ste A
- 40 Sicily Pizzeria
563 E Main St
- 41 Sportsman Restaurant
53 S Calif St
- 42 Star Lounge
343 E Main St
- 43 Starbucks Coffee
607 E Main St
- 44 Subway
440 E Main St
- 45 Sugar Bear's Cupcake Shack
451 E Main St
- 46 Sushi Marina
120 S California St
- 47 Taqueria Vallarta
278 E Main St
- 48 Thai Peru Ventura
583 E Main St
- 49 The Habit
487 E Thompson Blvd
- 50 The Taj Cafe
574 E Main St
- 51 The Wine Rack
14 S Calif St
- 52 Tipps Thai Cuisine
512 E Main St
- 53 Tutti's Off Main
34 N Palm St
- 54 Ventura Improv Company
34 N Palm St
- 55 Watermark/W2O
598 E Main St
- 56 White Sand
394 E Main St
- 57 Winchesters Grill & Saloon
632 E Main St
- 58 Zoey's Cafe
185 E Santa Clara St

ADVOCACY ADMINISTRATION



Agency Partnerships

Collaboration is key to success and the DVP recognizes this. We are grateful to our many partners who have generously shared resources and teamed up with us to achieve common goals. Many thanks to Downtown Ventura Organization, Ventura Visitors and Convention Bureau, the Chamber of Commerce, the newly formed Tourism Improvement District, and so many others.

Downtown Action Team

DVP board members meet monthly with city department heads and city staff to set strategy and track progress on a large number of downtown programs, capital improvements and initiatives.

DVP is very active in advocating for downtown interests. DVP works closely with departments throughout the city to effect positive changes for downtown.

DVP Board of Directors and Committees

The DVP board is elected by the property owners and consists of a super majority of property owners as well. The board meets monthly to set policy, implement programs and review finances. The board also receives regular updates from the Ventura Police Department, city staff and reports from each of the committees.

DVP Staff

The DVP board in September hired Kevin Clerici to replace Kathleen Eriksen as Executive Director, and Meredith Dilg has been brought on full time as Project Manager. Mike Sandoval is now SGI Program Manager, overseeing a dedicated staff who maintain the Downtown district seven days a week.

City Partnerships

DVP works as a liaison for the City to communicate information regarding special projects, events, and programs to the downtown property and business owners. We work closely with all departments in the City including but not limited to Department of Public Works, Community Development, Economic Development, Police Department, and Parks, Recreation & Community Partnerships.

Parking Management

DVP is working closely with the city and the downtown Parking Advisory Committee to effectively manage the limited supply of parking in the district.



Public Safety

DVP and the Ventura Police Department are implementing new strategies to create a safer downtown district.

Through the parking management program, a new dedicated officer is now patrolling downtown and police cadets provide additional “eyes and ears” on the street and use their police radios to immediately call in incidents. The Redevelopment Agency continues to fund two officers for a summer weekend foot patrol, but with the loss of RDA revenues, this program is unlikely to continue. Through these efforts, serious crime in downtown is down 44% and the total calls for service are down four times more than the city as a whole.



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