

Downtown Oceanside PBID Fact Sheet:

How are the funds going to be allocated?

MainStreet Oceanside was established to provide additional services that will continue to improve Oceanside's economic vitality and continue to make downtown Oceanside a clean and safe district. We strongly believe that the following programs will improve Oceanside's perception and secure your investment within the Downtown Oceanside PBID boundaries. **We need your support! Please sign and return the petition by Friday, September 20, 2024. The 1st Public Hearing will be at the City Council Meeting on November 20, 2024, at 5 pm.**

1. Street Maintenance to keep the district clean for visitors and tenants, which may include the following:
 - a. Sidewalk pressure washing
 - b. Litter removal and enhanced recycling and waste infrastructure
 - c. Graffiti removal on property within the boundaries
 - d. Landscaping improvements and maintenance; removal of abandoned property

2. Safety may include the following programs to encourage folks to visit Downtown Oceanside tenants:
 - a. Continue to work with Gatekeepers Security Services to improve our sidewalks and alleyways from visitors causing issues.
 - b. Advocate to protect our stakeholders' assets and develop strategies that can reduce security labor costs but maintain high standards.
 - c. MainStreet Oceanside helped the Oceanside Police Department obtain access to buildings best fit to install cameras around the PBID boundaries that will secure the district and partner with law enforcement.

3. Economic Development / Capital Improvements programs have been implemented and/or may include the following:
 - a. MainStreet Oceanside concluded a branding study for Downtown Oceanside. The branding guidelines will provide a road map to improve Downtown Oceanside's aesthetics to make Downtown Oceanside a destination.
 - b. MainStreet Oceanside continues to work with the RFP winner of the Landmark "O" Sign. The project is making progress and is currently estimating the project costs. If all goes well, we are anticipating completion by the end of 2024.
 - c. Work with the City of Oceanside Public Works Department to improve street lighting and poles.

- d. Implement a shuttle/transportation system to connect folks from other districts to Downtown Oceanside.
 - e. The Façade Improvement grant program can help improve property facades with a matching grant.
- 4. Advocacy and Administration funds will be allocated to manage maintenance, safety, and economic development programs year-round.
- 5. Terms of the Downtown Oceanside PBID: The current DTOPBID is scheduled to sunset at the end of 2024. The DTOPBID Governing Board is recommending the renewal to extend for an additional 10 years and to expand the DTOPBID boundaries. The current DTOPBID has demonstrated success by keeping sidewalks clean and the district safe for the public and business operators by deterring transient activities.
- 6. In the 5 years of the DTOPBID, MainStreet Oceanside received a total of **\$1,853,785** from property owners. Through our advocacy, the city contributed **\$3,208,084.75** towards the PBID management and Gatekeepers Security Services. We believe that our partnership with our stakeholders will only continue to keep Downtown Oceanside Clean & Safe.