

Ocean Avenue PBID Overview

How Points Are Calculated

1. Property Type:

- **Commercial Properties:** These get more points because they benefit significantly from marketing, cleaning and beautification efforts.
- **Residential Properties (with more than 5 units):** These receive fewer points than commercial properties because they don't benefit as much from marketing as a proper business but still benefit from cleaning and beautification.
- **Residential Properties (with fewer than 5 units):** These receive even fewer points because they don't benefit from marketing, but still benefit from cleaning and beautification.
- **Public/Utility/Non-Profit Properties:** Similar to Residential Properties (with fewer than 5 units), these don't benefit from marketing, but still benefit from cleaning and beautification.

2. Zone Factor:

- Used for the Cleaning Program, properties located in busier areas that need more frequent cleaning get higher points. For example, properties in a zone that requires cleaning 5.5 days a week will receive more points than those in a zone needing only 3 days of cleaning per week.

3. Frontage:

- The length of the property that faces the street (frontage) affects the points. More frontage means more cleaning and beautification are needed, resulting in higher points.

4. Lot Area and Building Area:

- The size of the property (both the land and the building) influences how much the property benefits from marketing. Larger properties receive more points because they proportional benefit is higher.

How the Rates Are Determined

- **Cleaning Points:** The rate is determined by dividing the total cleaning budget by the total number of cleaning points assigned to all properties.
- **Marketing Points:** The rate is determined by dividing the total marketing budget by the total number of marketing points assigned to all properties.
- **Beautification Points:** The rate is determined by dividing the total beautification budget by the total number of beautification points assigned to all properties.

How to Calculate the Assessment

- **Step 1:** Calculate the points for cleaning, marketing, and beautification based on the property type, frontage, zone factor, and building and lot area.
- **Step 2:** Multiply the points by the specific rates:
 - Cleaning Points: \$12.186 per point
 - Marketing Points: \$0.061 per point
 - Beautification Points: \$0.951 per point
- **Step 3:** Add up the totals from each category to get the property's total assessment.

Key Talking Points

Property Owners

1. **Cost-Effective Maintenance:** The Ocean Avenue Association (OAA) manages common issues like graffiti removal, landscaping, and waste management, saving property owners time and money on upkeep.
2. **Enhanced Curb Appeal:** The OAA's beautification projects, including improved landscaping and public art, make properties more attractive and welcoming.
3. **The Risk of Reversion to Basic Services:** If the OAA is not renewed, it will dissolve, and all the special services, including the maintenance of flowers, public art, and the friendly presence of ambassadors like Roland, will no longer be funded. The area will revert to basic city services, which would not maintain the current level of care.

Business Owners

1. **Increased Customer Attraction:** The OAA's efforts to beautify and promote the area draw more visitors, creating more opportunities for businesses to thrive.
2. **Support for Growth:** The OAA provides resources and organizes events that help businesses grow and connect with the local community.
3. **Ambassadors Make a Difference:** Friendly ambassadors like Roland contribute to a welcoming atmosphere, making customers feel comfortable and encouraging repeat visits.
4. **Potential Loss of Services:** Without renewal, the OAA will dissolve, and the enhanced services that help attract customers, such as beautification and ambassador presence, will cease. Businesses will rely solely on basic city services.

Residents

1. **Better Quality of Life:** The OAA's work on landscaping, clean streets, and public art makes Ocean Avenue a more pleasant place to live.
2. **Active Community Engagement:** The OAA offers residents a platform to participate in shaping their neighborhood through events, workshops, and forums.

3. **Feeling Safe and Welcomed:** Ambassadors like Roland are a positive presence on the street, helping residents feel safe and proud of their community.
4. **Impact of OAA Dissolution:** If the OAA is not renewed, the services that improve the quality of life, including the care of public spaces and the presence of friendly ambassadors, will end. The area will revert to basic city services, which may not provide the same level of attention and care.

Visitors

1. **A Welcoming Destination:** The OAA's focus on cleanliness, beautification, and a friendly atmosphere makes Ocean Avenue a great place to visit for shopping, dining, and enjoying local culture.
2. **Vibrant Community Experience:** With well-maintained public spaces, engaging events, and public art, visitors enjoy a lively and enjoyable experience on Ocean Avenue.
3. **Positive Interaction with Ambassadors:** Visitors are welcomed by ambassadors like Roland, who contribute to the friendly and inviting atmosphere of the area.
4. **Future Changes if OAA Dissolves:** Without the OAA, the special touches that make Ocean Avenue inviting, like the flowers, art, and ambassador presence, will no longer be funded. The area will rely on basic city services, which might not maintain the same vibrant environment.

Future Stakeholders (Lakeside Village Inclusion)

1. **Enhanced Services:** As the OAA plans to expand to include Lakeside Village, future stakeholders can expect the same benefits of enhanced services and beautification efforts that make Ocean Avenue special.
2. **Community Connection:** The expansion will bring more residents and businesses together, fostering a sense of community and shared improvement across the corridor.
3. **Friendly Ambassadors:** With the inclusion of Lakeside Village, more areas will benefit from the presence of ambassadors like Roland, enhancing the welcoming and safe feeling throughout the entire district.
4. **The Need for Continuation:** If the OAA is not renewed, the planned expansion and the current services including ambassadors like Roland will not proceed, leaving Lakeside Village and Ocean Avenue to rely on basic city services without the added benefits provided by the OAA.