



Downtown Revitalization Plan Business Improvement District (BID) Formation Update

Downtown Corona Revitalization Plan

OUR VISION

To shape Downtown Corona into a **Thriving, Vibrant Destination** that offers a unique sense of place for residents, businesses, and visitors.

Guiding Document

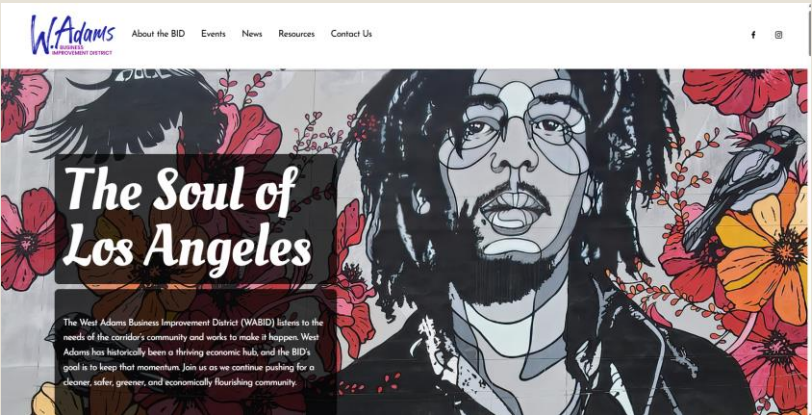
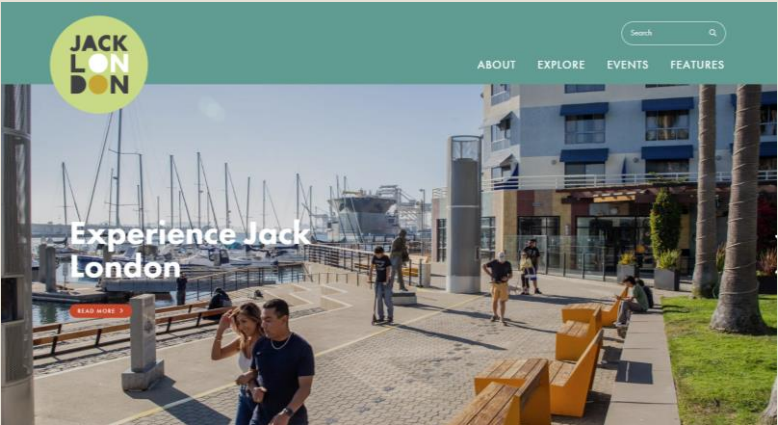
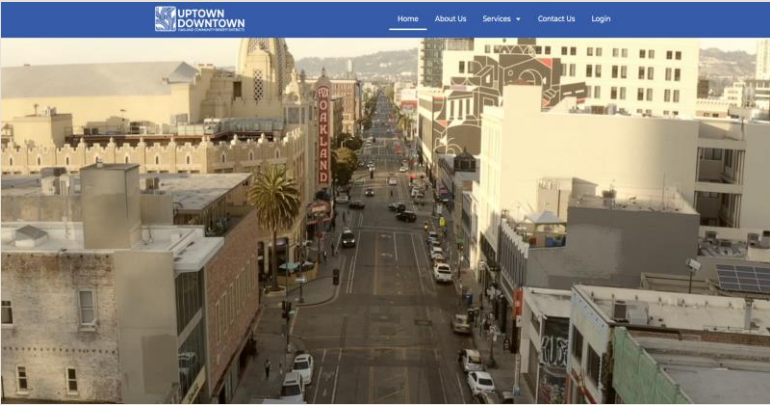
- Adopted: September 2022
 - Began: April 2021
- Community outreach
 - 2400+ Survey responses
 - Workshops
 - Residents
 - Businesses
 - Focus group discussions
- Market Research
- Best Practices and Tools for Redevelopment



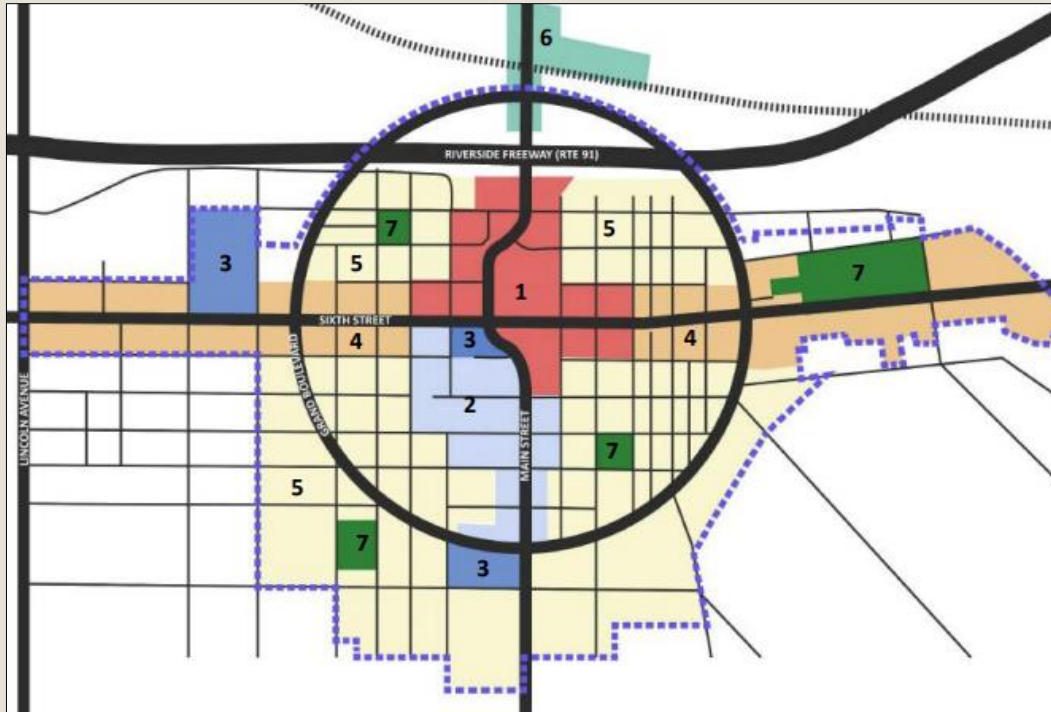
What is a Business Improvement District (BID)?



Example BIDs



BID Formation

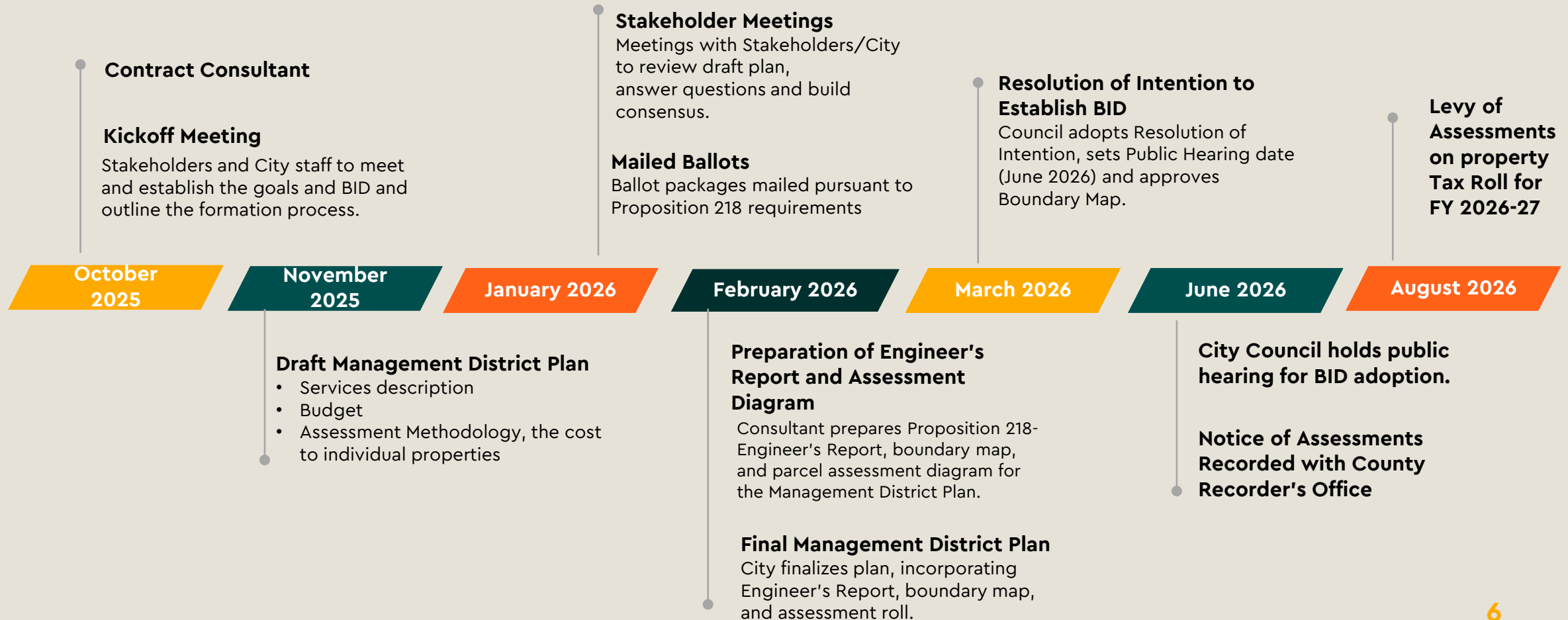


BID boundary will extend north and south on Main Street,
east and west on Sixth Street

1. **Organize:** Engage Stakeholders and Define Boundaries
2. **Plan:** Develop Management District Plan (services + budget)
3. **Engage:** Discussions with property owners (Prop 218 vote)
4. **Approve:** Resolution of Formation & City Council hearings
5. **Implement:** Collect assessments & provide services



Timeline



Questions
