



The Downtown Parking and Business Improvement Area Returns!

The City of Atascadero, Atascadero Business Improvement District (ABID) and the Atascadero Chamber of Commerce are pleased to announce the return of funding in the downtown business district. Following are the details of how the funds will be used:

- New and improved parking areas,
- Downtown wayfinding and streetscape improvements,
- Beautification projects, events and promotions.

At their June 12, 2018 hearing, the Atascadero City Council appropriated \$8,000 of seed money from the City general fund for marketing, outreach and promotions within the Downtown Parking and Business Improvement Area, referred to as the new Atascadero Business Improvement District (ABID).

Ongoing, the ABID will be funded by a special annual assessment collected with the business license application and renewal fees for businesses located within the improvement area. Beginning in 2019, downtown businesses will contribute \$50 or more (based on number of employees) each year to the fund, which will be administered by the Atascadero Economic Foundation. The Atascadero Business Improvement District Committee has chosen to impose this assessment and will direct the expenditures of funds to beautification and promotions within the downtown.

The improvement area is generally between Morro Road on the south, Rosario Avenue on the north, Highway 101 on the west and Hospital Drive/Atascadero Creek on the east.

For questions, please contact Terrie Banish, Deputy City Manager at (805) 470-3490 or tbanish@atascadero.org or Emily Reneau, President/CEO of the Atascadero Chamber of Commerce at (805) 466-2044 or ereneau@atascaderochamber.org.

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