

TULARE DOWNTOWN ASSOCIATION

Annual Report



Lino Pimentel, President

TULARE DOWNTOWN ASSOCIATION

Board of Directors

Member-At-Large:	Don LeBaron, 830 Sycamore, Tulare, CA 93274, 936-3244
Member-At-Large:	Lino Pimentel, Lino Pimentel Real Estate, 260 N "J" St, Tulare, CA 93274 (559) 688-1900
Zone A :	Artemisa Valdez, Kings View South Tulare Mobile Services, 201 N K St, Tulare, CA 93274,
Zone A:	Jacob Fraga, Tulare Real Estate Team, 241 E Kern Ave, Tulare, CA 93274, (559)334-7990
Zone A:	Christian Herrera, 204 South "K" Street, Tulare, CA 93274 (650)468-4028
Zone A:	Chris Beck, Motor Cars Inc, 213 E King Ave, Tulare, CA 93274, (559)688-0404
Zone A:	Michael Limas, Kern Square, 126 E Kern Ave Tulare, CA 93274, (707)592-7997
Zone B:	Monica Leal, Monica Leal Therapy, 440 E. King Ave Therapy, Phone: (559) 509-9932
Zone B:	Karen Bravo , Land O Lakes, 400 S M St, Tulare, CA 93274, (559) 687-8287
Zone B:	Rigo Moya, Rigo Signs, 301 E Inyo Ave, Tulare, CA 93274, (559) 687-8750

City Appointments

City Council	Steve Harrell, Councilmember
Police Department	Corporal Arthur Cabello, Tulare Police Department



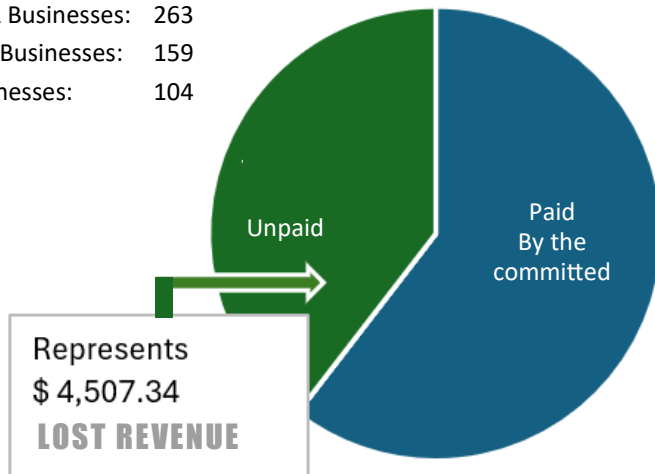
Primary Funding Source With Breakdown

40% of Zone A assessments are typically uncollectable.

Total Zone A Businesses: 263

Zone A Paid Businesses: 159

Unpaid Businesses: 104



The downtown is divided into two physical zones, "A" and "B". Additionally, two virtual zones, "C" and "D", correspond to the A and B zones and are applied to non-retail businesses. A majority of the business owners are committed participants in the downtown and pay their assessment regularly, but better compliance would enable us to do more.

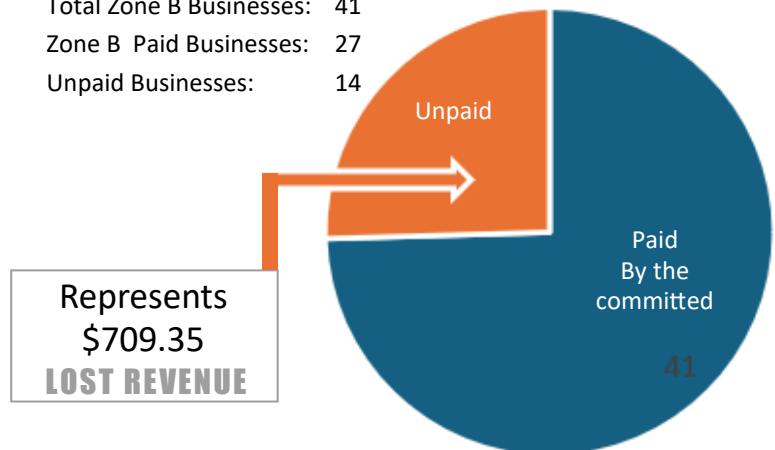


34% of Zone B assessments are typically uncollectable.

Total Zone B Businesses: 41

Zone B Paid Businesses: 27

Unpaid Businesses: 14

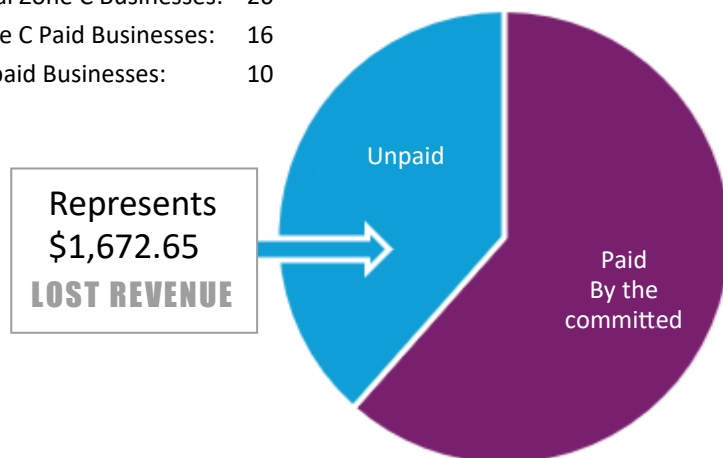


38% of Zone C assessments are typically uncollectable.

Total Zone C Businesses: 26

Zone C Paid Businesses: 16

Unpaid Businesses: 10



Most of the non-paying "C" Zone businesses are larger corporations where local managers aren't responsible for business license fees or assessments.

When contacted, many corporate managers express surprise in learning about the assessment. Some of those who missed payments will pay when prompted but out-of-town HQ's often omit the assessment.

Managers frequently change without the assessment information being shared.

100% collection would result in approximately \$6,900.00 in additional revenue for six months or approximately \$14,000 per year, giving TDA an annual budget of about \$94,000.

Currently, the TDA is sending "statements" to remind non-paying businesses there is still an outstanding balance.

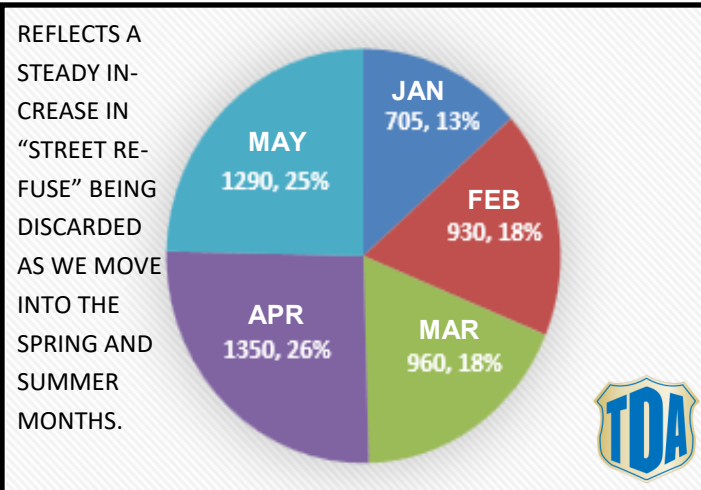
2025-2026 Outlook

For this fiscal year, the Tulare Downtown Association:

Continues implementation of the Clean and Safe program for Downtown Tulare.

The Clean and Safe program removed 5,235 pounds (2.62 TONS) of trash from the streets of Downtown Tulare Jan—May, '25.

Pounds of Trash Removed per Month; Jan—May, 2025



Our Clean and Safe Team removed nearly 6,000 pounds of trash July –Dec, 2024

Clean and Safe addressed over 30 incidents of human waste clean up in the downtown district. In 2024 July—December, Clean and Safe removed 6 pieces of discarded furniture.

Supports and manages the Tulare Tower Square PBID

As managers of the Tower Square PBID, we continue to make recommendations and oversee implementation of board objectives.

Continues real estate vacancy tracking system.

Our website features a page for available real estate for potential occupants and investors. The site has dropped from an historic high of 21 properties a few years ago to only nine available properties.

Continues "Project Re-Connect"

In cooperation with the Tulare PD, addresses homelessness and under-employment issues through job initiatives and assistance.

Supports activities at Zumwalt Park.

"Best damn park in the county!"



TDA and Tulare Downtown Foundation Together

Producing events and other promotional activities for the Downtown, the Association and Foundation work together and with other entities both inside and outside the downtown.. These events include but are not limited to:

- Fiesta de Mayo
- Mad Scientist Night STEAM Educational Event
- Vintage Days
- Jack-O-Lantern Jubilee/Historic Wild West Wagon Ride
- Tulare Christmas Parade
- Annual Banquet

These events benefit the businesses of the downtown, bring visitors to the city's core and maintain downtown's visibility through various partnerships.



Recommendations to Tulare City Council for 2025-26

The Tulare Downtown Association Inc. Board of Directors, offers the following recommendations for the management and operation of activities associated with the Tulare Parking and Business Area during the fiscal year (July 1, 2025-June 30, 2026):

- ⇒ Continue addressing funding issues by pursuing the PBID initiative for the downtown district.
- ⇒ Consider updating BID (current TDA) funding model to more intuitive approach.
- ⇒ Consider PBID and BID (current TDA) run concurrently.
- ⇒ Changes in boundaries or benefit zones as per the PBID if adopted.
- ⇒ Work with the City, Code Enforcement and Police Department to control graffiti, vandalism, and crime in the downtown.
- ⇒ Continue to coordinate with the Tulare Police Department in implementing Project Reconnect to help individuals on the street reconnect with family.
- ⇒ Continue to work with the Tulare Chamber of Commerce as well as other organizations and individuals in their efforts to encourage growth in Downtown Tulare.
- ⇒ Support efforts to market and develop downtown, especially in regard to the newly remodeled and reopened Zumwalt Amphitheater and blossoming businesses in the downtown.
- ⇒ Attached is the approved TDA budget for providing the improvements and the activities for fiscal year 2025-2026.

Lino Pimentel, President

Tulare Downtown Association

Tulare Downtown Association
Profit & Loss Budget Overview
July 2025 through June 2026

	Jul 25 - Jun 26
Ordinary Income/Expense	
Income	
400 - City of Tulare	0.00
401 - District Assessments	87,939.26
404 - Government Income	25.00
410 - Promotional Income	8,903.07
417 - ProjectReConnect	107.00
420 - Other Income	3,701.26
Total Income	100,675.59
Expense	
700 - Administrative Expenses	
701 - Liability Insurance	4,703.20
702 - Office Rent	7,920.00
703 - Office Supplies	4,128.01
704 - Misc Office Expense	1,418.21
705 - Personnel	504.88
705.1 - Coordinator	32,150.52
705.2 - Office Assistant Salary	9,507.72
706 - PR Taxes and Benefits	12,058.26
707 - Professional Services	4,966.50
708 - Telephone Expense	2,873.56
709 - Utilities	828.27
711 - Dues and Memberships	3.00
715 - Office Equipment Exp	1,585.41
700 - Administrative Expenses - Other	0.00
Total 700 - Administrative Expenses	82,647.54
720 - Parking / Clean&Safe	
722 - Fees	0.00
723 - Fuel and Auto Expense	953.95
725 - Personnel	4,102.07
726 - Supplies	963.16
727 - Equipment	16.42
720 - Parking / Clean&Safe - Other	0.00
Total 720 - Parking / Clean&Safe	6,035.60
730 - Market Recruit & Retention	1,623.23
750 - Promotional Expenses	
753 - General Advertising	300.00
750 - Promotional Expenses - Other	9,900.00
Total 750 - Promotional Expenses	10,200.00
761 - Gift Certificates	0.00
Total Expense	100,506.37
Net Ordinary Income	169.22
Other Income/Expense	
Other Income	
905 - Interest Income	2.98
Total Other Income	2.98
Net Other Income	2.98
Net Income	172.20