



The Downtown Parking and Business Improvement Area Information

The City of Atascadero, Atascadero Business Improvement District (ABID) and Atascadero Chamber of Commerce are continuing funding for the downtown business district. Following are the details of how the funds are used:

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

This program began in 1986 and was reinstated at a hearing on June 12, 2018, where 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 Atascadero Business Improvement District (ABID).

Ongoing, the ABID will be solely funded through a special annual assessment collected with the business license application and renewal fees for businesses located within the improvement area. The assessment began in 1986, was assessed at \$0 from 2008 through 2018, and was reinstated in 2019, where downtown businesses contribute \$50 or more (based on number of employees) each year to the fund, which will be administered by the Atascadero Chamber of Commerce. The Atascadero Business Improvement District Committee requested that this assessment be imposed on businesses within the area and will direct expenditures of funds to beautification and promotions within the downtown.

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

For questions, please contact Terrie Banish, Deputy City Manager at (805) 470-3490 or tbanish@atascadero.org or Josh Cross, Chamber CEO/President at (805) 466-2044 or Josh@atascaderochamber.org.

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