



SPECIAL IMPROVEMENT DISTRICT  
PAIA TOWN ASSOCIATION

### What is a Special Improvement District (SID)?

More widely known as a Business Improvement District, the Special Improvement District is a financing mechanism to provide revenue for a variety of local improvements and services that supplement existing municipal services.

### Where else do SIDs exist?

Currently there are almost 1,000 SIDs throughout the United States.

In Hawaii, 2 other SIDs exist:

Kailua Kona - <http://historickailuavillage.com>

Waikiki - <http://www.waikikibid.org>

### Special Improvement Districts work because they....

- Create and maintain a cleaner, safer and more attractive town center
- Establish sustainable source of revenue for a defined period of time
- Provide organization and management to community efforts
- Respond quickly to market changes and community needs
- Enhance property values, sales and occupancy rates
- Promote distinct identities and heritages of town centers
- Leverage resources
- Maximize accountability and to create “buy-in” for stakeholders that pay into the district
- Create a unified voice to improve a district’s influence
- Are governed by those who pay
- Have very high renewal rates (>99%)

### Common SID Services

- Physical Improvements, street beautification & maintenance
- Community building, marketing, identity, image
- Small business and retail development and retention
- Special events
- Parking management & traffic mobility
- Public Safety
- Capital improvements
- District signage
- Communications, advocacy, education



*Maintenance and graffiti removal Waikiki*

# PAIA SID Administration

In 2014, the Paia Town Association completed a strategic plan funded by Maui County grants and private contributions. The strategic plan identified that Paia's needs would be best served with a self funded Association that could provide services like the following:

## Advocacy

- planning efforts
- parking management
- alleviating congestion
- advance the bypass
- walkability and bikeability
- improving gateways for both cars and pedestrians

## Beautification

- Sidewalk cleaning and miscellaneous maintenance
- lighting, banners
- public restrooms
- flower planters
- landscaping
- holiday décor

## Public Safety

- security monitoring
- working with police and social services on homeless and panhandling issues

## Marketing and Community Building

- special Community Building events (town cleanups, Small Business Saturday, Paia Gives)
- shop local campaigns
- map & downtown directory
- website and newsletters

## Small Business and Retail Development

- business support
- liaison services for permitting and development review
- special events (Concierge Day)
- communication network and promotions.

**Work Program Budget:** A SID budget of approximately \$150,000 was recommended to provide the activities listed above and to employ staffing support. Further refinement of a SID budget would be undertaken as property owners and PTA leaders move forward with the effort.

**Read the entire Strategic Plan here: [www.paia-maui.com/about](http://www.paia-maui.com/about)**

# Proposed Paia SID Budget and Management

Annual assessments guarantee a budget managed by the Executive Director and supervised by the PTA Board of Directors satisfying both Maui County and state statute requirements.

The statute requires that the governing board 1) be a non-profit organization; 2) have a majority of commercial property and business owners and 3) include the following County officials:.

- the Director of Public Works or the Director's designee (as a non-voting member),
- the Director of Finance or the Director's designee (as a non-voting member),
- the Mayor or Mayor's designee (as a voting member) and,
- the Council Representative of the district or the Council Representative's designee (as a voting member).

The Paia Town SID will be managed and staffed by the Paia Town Association.

<u>Initial Budget-DRAFT</u>	<u>Price</u>	<u>Description</u>
Security	\$55,000	Off Duty Officer patrolling for 2 hours a day
Daily Trash Pickup	\$25,000	Daily except for holidays-4 cans in place now
Office	\$18,000	Based on \$1200/month—Space TBD
Ongoing Cleaning and Maintenance	\$8,000	Street sweeping, watering plants
Semi Annual Power washing	\$8,000	Sidewalks
Purchase Trashcans	\$6,000	Purchase additional trashcans
SID Administration and Personnel	\$30,000	See page 3
Total	\$150,000	Final Budget determined by PTA Board



## PAIA SPECIAL IMPROVEMENT DISTRICT



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### Enabling Legislation

Currently, Corporate Counsel has a Bill for the Amendment of Ordinance Amending Title 3: Pertaining to Special Improvement Districts that would allow for the creation of SIDS in Maui County upon County Council approval.

County Code Chapter 3.98 would allow any small community to create a SID funding mechanism for improvements to their districts if they follow the petition procedure defined by the ordinance.



### Property Owner Petition

Per *Maui County Code, Pertaining to Special Improvement Districts (Chapter 3.98)*, BIDs are formed through a council action after receipt by the County Clerk of a petition signed by owners of land within the proposed district that have a real property tax assessed value of at least 25% of the total real property tax assessed value of all land in the proposed district and a public hearing

### Collection of Funds

The funds will be collected bi-annually as a separate line item along with Real Property Tax collections

# SAMPLE PETITION

<u>TMK NUMBER</u>	<u>SITE ADDRESS</u>	<u>ANNUAL ASSESSMENT AMOUNT</u>	<u>PERCENTAGE OF PAIA SID TOTAL</u>
TOTALS			

☐ YES, I want my property(ies) to be included in this Special Improvement District.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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I, \_\_\_\_\_, hereby certify (or declare) under penalty of perjury under the laws of the State of Hawaii that I am legally authorized as owner, or legal representative of owner, to accept the levy of liens (assessment amounts) on the property(ies) listed above. This statement is true, correct, and complete to the best of my knowledge as of \_\_\_\_/\_\_\_\_/\_\_\_\_. Petitioner Signature: \_\_\_\_\_

MONTH          DAY          YEAR

**Please Return To:**  
Paia Town Association  
PO Box 791333  
Paia, HI 96779

**PÄ'IA MAUI**  
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