



## **Kingsburg Downtown Business Improvement District Advisory Board REGULAR MEETING AGENDA**

**TUESDAY, February 3, 2026 at 8:00am**

**Meeting held in the Council Chamber, 1401 Draper Street, Kingsburg, CA  
93631 (559)897-5821  
[www.cityofkingsburg-ca.gov](http://www.cityofkingsburg-ca.gov)**

The Council Chamber is accessible to the physically disabled. Requests for additional accommodations for the disabled should be made 48 hours prior to the meeting by contacting the City Clerk at 559-897-6520.

Any document that is a public record and provided to a majority of the Board regarding an open session item on the agenda will be made available for public inspection at City Hall, in the City Clerk's office, during normal business hours. In addition, such documents may be posted on the City's website.

Unless otherwise required by law to be accepted by the City at or prior to a Board meeting or hearing, no documents shall be accepted for Board review unless they are first submitted to the City Clerk by the close of business one day prior to said Board meeting/hearing at which the Board will consider the item to which the documents relate.

The meeting will be held in person. Public comment may be made in person or submitted in writing. Members of the public who wish to provide written comments are encouraged to submit their comments to the City Clerk at [apalsgaard@cityofkingsburg-ca.gov](mailto:apalsgaard@cityofkingsburg-ca.gov) by the close of business one day prior to the start of the meeting to ensure that the comments will be available to the Board. Please indicate the agenda item number to which the comment pertains. Written comments that do not specify a particular agenda item will be marked for the general public comment portion of the meeting. A copy of any written comment will be provided to the Board at the meeting. Please note that written comments received will not be read aloud during the meeting but will be included with the meeting minutes.

Title VI of the Civil Rights Act of 1964 provides that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.

Leslie Carpenter, Chairman

Michelle Buckner, Member  
Teresa Nino, Member  
Steve Safarjian, Member

Amanda Carrasco, Member  
Penny Kyle, Member  
Julianne Williams, Member

## **CALL TO ORDER**

**APPROVE AGENDA** - To better accommodate members of the public or inconvenience in the order of presentation, items on the agenda may not be presented or acted upon in the order listed. Additions to Agenda may be added only pursuant to California Government Code Section 54954.2 (b).

**PUBLIC COMMENT** – None.

## **REGULAR CALENDAR**

1. Approve the Minutes from the 11/4/2025; 11/7/2025, 12/2/2025 and 1/6/2026 Meetings as presented by City Clerk Abigail Palsgaard  
*Sponsor: City Clerk's Office*  
Recommendation: Approve
2. Micro-Grant Application for the Swedish Phone Booth  
*Sponsor: Member Kyle*  
Recommendation: Possible Action
3. Spring Events  
*Sponsor: Chairman Carpenter*  
Recommendation: Possible Action
4. Website Partnership Update  
*Sponsor: Member Williams*  
Recommendation: Possible Action
5. Oat & Oak Presentation- Quinn Hurt  
Recommendation: Possible Action

## **FUTURE AGENDA ITEMS**

## **BOARD MEMBER REPORTS**

## **ADJOURN REGULAR BID MEETING**

I hereby certify, under penalty of perjury under the laws of the State of California that the foregoing Agenda was posted at the front entrance of City Hall not less than 72 hours prior to the meeting. Dated this 30<sup>th</sup> day of January 2026.

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Abigail Palsgaard, City Clerk

**Kingsburg Downtown Business Improvement District Advisory Board  
Regular Meeting Minutes  
November 4, 2025**

**1401 Draper Street, Kingsburg, CA 93631**

**Call to Order:** Chairman Carpenter called the meeting to order at 8:00am.

**Members Present:** Julianne Williams (arrived at 8:02) Amanda Carrasco, Steve Safarjian, Teresa Nino, Penny Kyle, Michelle Buckner and Chairman Leslie Carpenter.

**Members Absent:** None.

**APPROVE AGENDA**

Member Safarjian motioned, seconded by Member Buckner, to approve the agenda as presented. The motion passed by a unanimous voice vote.

**PRESENTATIONS AND INFORMATIONAL REPORTS**

*None.*

**PUBLIC COMMENT**

*None.*

**REGULAR CALENDAR**

Member Carrasco motioned, seconded by Member Kyle, to approve the minutes from the 10/7/2025 Meeting (9/2/2025 was canceled due to a lack of business) as presented by City Clerk Abigail Palsgaard. The motion passed by a unanimous voice vote.

**Swedish Phone Booth**

*Sponsor: Member Kyle*

Member Kyle introduced Cindy Reiger, who is spearheading the Swedish Telephone Booth project. Ms. Reiger explained that the booth would be a decorative feature in which visitors pick up a phone to hear a message in Swedish. The project is intended to promote cultural identity, encourage tourism, and create a memorable destination for photos, discovery, and local pride.

Chairman Carpenter asked whether electrical service would be required, and Ms. Reiger responded that it likely would. The Board discussed potential locations for the booth and noted that the approximate size would be 4 feet by 4 feet. The Board also discussed next steps, including identifying a location, determining electrical needs, and contacting S&S for pricing and a project timeline. The Board expressed support for the concept but noted that additional information is needed. The idea of installing two locations was also discussed favorably.

**District Improvements**

*Sponsor: Chairman Carpenter*

Chairman Carpenter discussed fixing up the shields on the building walls downtown, but there is already a group doing it. The Board will step back and support them.

**Dala Dollars Discussion**

*Sponsor: Economic Development Director Jolene Polyack*

The Board is pushing it out to the BID to support it.

### **Website Update**

*Sponsor: Member Carrasco*

The Board discussed website analytics, including the number of clicks per month, and ways to improve user engagement time on the website. Member Williams suggested adding Dala Dollars information to the website. Member Carrasco requested a volunteer to assist with website beautification efforts. The Board also discussed creating a “brag page” to highlight successes. Member Williams asked whether a local high school class could assist with website design, and Cindy Reiger noted that the continuation school has a strong graphic design team.

Member Carrasco requested assistance from a Board member, and Member Williams agreed to help.

### **FUTURE AGENDA ITEMS**

- **Trolley on Fridays.**
- **Budget**
- **Swedish phone booth**

### **BOARD MEMBER REPORTS**

Chairman Carpenter provided an update on the downtown Christmas trees. She walked potential locations with Public Works and reported that the trees will be installed on November 13–14. She proposed decorating the trees on November 15 and/or 16.

The Board agreed to decorate the trees on November 16 at 10:00 a.m., meeting at City Hall. Members Carrasco, Williams, and Kyle volunteered to assist with decorating.

Member Carrasco noted that last year Council Member North coordinated assistance from the afterschool program to help fluff the trees.

The Board discussed the Holiday Kickoff event, noting that most participants felt it was a successful day. Discussion included the trolley route, advertising efforts, and the possible addition of a printed map for the event. The Board also discussed trolley signage and coordinated giveaways.

The Board discussed late holiday shopping hours on Thursdays until 8:00 p.m., noting that the extended hours were not effective for retailers last year. Discussion also included having Santa and the trolley available on Saturdays.

Quinn Hurt of Oat & Oak provided an update on upcoming media coverage scheduled for November 20 at 12:30 p.m. He reported that the news station will assist with promoting the Santa Lucia Festival. Mr. Hurt also shared information about the Swedish coffee offerings, including a new holiday roast.

Lauren Nikkel introduced herself as the new Executive Director of the Kingsburg Chamber of Commerce.

**Adjourn: The meeting was adjourned to next meeting at 9:17am.**

**Submitted by:**

**Abigail Palsgaard, City Clerk**

**Kingsburg Downtown Business Improvement District Advisory Board  
Special Meeting Minutes  
November 7, 2025**

**1401 Draper Street, Kingsburg, CA 93631**

**Call to Order:** Member Carrasco called the meeting to order at 8:04am.

**Members Present:** Teresa Nino, Penny Kyle, Michelle Buckner and Amanda Carrasco.

**Members Absent:** Steve Safarjian, Julianne Williams and Chairman Leslie Carpenter.

**APPROVE AGENDA**

Member Nino motioned, seconded by Member Kyle, to approve the agenda as presented. The motion passed by a unanimous voice vote of those members present.

**PUBLIC COMMENT:** None.

**REGULAR CALENDAR**

Renting the Dala Trolley on Saturdays for the Holidays

*Sponsor: City Clerk's Office*

Member Kyle motioned, seconded by Member Buckner, to rent the Dala Trolley 10am-2pm on 11/29; 12/6; 12/13 and 12/20 for the holiday season. The motion passed by a unanimous voice vote of those members present.

**Adjourn:** The meeting was adjourned to next meeting at 8:08am.

**Submitted by:**

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**Abigail Palsgaard, City Clerk**

**Kingsburg Downtown Business Improvement District Advisory Board  
Regular Meeting Minutes  
December 2, 2025**

**1401 Draper Street, Kingsburg, CA 93631**

**Call to Order:** Chairman Carpenter called the meeting to order at 8:02am.

**Members Present:** Amanda Carrasco, Steve Safarjian, Teresa Nino, Penny Kyle, Michelle Buckner and Chairman Leslie Carpenter.

**Members Absent:** Julianne Williams.

**APPROVE AGENDA**

Member Buckner motioned, seconded by Member Kyle, to approve the agenda as presented. The motion passed by a unanimous voice vote of those members present.

**PUBLIC COMMENT:** None.

**REGULAR CALENDAR**

**Downtown Santa Expense**

*Sponsor: Chairman Carpenter*

Member Carpenter motioned, seconded by Member Nino to split the cost of Santa Downtown with the Chamber of Commerce for the amount of \$300. The motion passed by a unanimous voice vote of those members present.

The Board discussed social media coverage and having Santa potentially riding the trolley.

**Swedish Phone Booth**

*Sponsor: Member Kyle*

Recommendation: Possible Action

Cindy Rieger presented an updated budget and possible locations. BID Board supports the project. The Board would like to get more information. They discussed microgrants.

**Current Revenue/Expenditure Information**

*Sponsor: City Clerk's Office*

City Clerk Palsgaard shared an informational report on the BID Budget.

**Requested upcoming Agenda Items:**

- Trolley Signs- Chairman Carpenter
- Website Update- Member Carrasco
- Swedish Phone Booth Update- Member Kyle

**Adjourn:** The meeting was adjourned to next meeting at 8:31am.

**Submitted by:**

**Abigail Palsgaard, City Clerk**

**Kingsburg Downtown Business Improvement District Advisory Board  
Regular Meeting Minutes  
January 6, 2026**

**1401 Draper Street, Kingsburg, CA 93631**

**Call to Order:** Member Carraco called the meeting to order at 8:05am.

**Members Present:** Penny Kyle, Michelle Buckner and Amanda Carraco.

**Members Absent:** Julianne Williams, Steve Safarjian, Teresa Nino, and Chairman Leslie Carpenter

*At this time it was established that there was not a quorum.*

**APPROVE AGENDA:** No Action

**PUBLIC COMMENT:** None.

**REGULAR CALENDAR**

**Approve the Minutes from the 11/4/2025; 11/7/2025 and 12/2/2025 Meetings** as presented by City Clerk

Abigail Palsgaard

*Sponsor: City Clerk's Office*

**No Action**

**Swedish Phone Booth**

*Sponsor: Member Kyle*

**No Action**

Cindy Reiger presented it the phone for the board to see. They reviewed the feedback on locations from public works. Mrs. Reiger is attempting to make it solar powered. She asked if the BID could fill out the microgrant for the 2<sup>nd</sup> telephone. Will present at council in public comment tomorrow. They spoke about maintenance.

**Website Update**

*Sponsor: Member Carrasco*

**No Action**

**FUTURE AGENDA ITEMS**

**-Microgrant application for the telephone.**

**-spring events – spring soiree/You Matter Day/Car Show**

**-Oat & Oak**

**BOARD MEMBER REPORTS:** None.

**Adjourn:** The meeting was adjourned to next meeting at 8:13am.

**Submitted by:**

**Abigail Palsgaard, City Clerk**

Pitch: “Phone Home – The Swedish ‘Telefon’ Booth Project”

Kingsburg is known and celebrated as the Swedish Village, yet much of our Swedish identity is expressed through murals, colors, and annual festivals. The addition of an authentic Swedish “telefon” booth—Telefon Booth “Kung/King”—will offer our community and visitors a new, interactive, and memorable way to experience that heritage every day of the year.

The idea is that this booth will be placed in our downtown district and designed in the traditional Swedish architectural style—bright, charming, and unmistakably Scandinavian. When visitors step up and pick up the receiver, they will hear a warm, pre-recorded welcome message spoken in Swedish. Our hope is that this message be easily updated to reflect the season, upcoming events, or festival themes—bringing life, joy, and fun to the area in a way that encourages return visits.

This is not just a visual attraction—it’s an experience, a small but meaningful touchpoint that promotes cultural appreciation, tourism, and local pride. It becomes a photo stop, a story people tell, and a charming part of Kingsburg’s identity.

This is a modest investment that brings a lasting, authentic, and interactive piece of Swedish culture to our community. It strengthens our brand and enhances the visitor experience downtown. The Telefon Booth “Kung” is a small project with a big visual and cultural impact.

We respectfully request your consideration and support

# BID Meeting

12.2.25

“Phone Home – The Swedish ‘Telefon’ Booth Project”

Budget:	Proposed	x2	
Roofing:	1000	2000	
Finial:	500	1000	
Wood Framing:	800	1600	
Decals	500	1000	
Metal Frame:	3500	7000	donation of 1500 per unit
Phone:	300	600	
Power:	Phone, Led light with sensor when sun sets solar?		
Total:	6600	13,200	

Proposed Sites: Looking at photo ops.....

## South Side of Draper

### 1. In Front of Jackson & Associates

- **Why it works:** Beautiful, historic building that provides an iconic backdrop for photos.
- **Consideration:** A water hydrant in the flower bed may need to be incorporated creatively.
- **Public Work’s Comment:** Would need to be on the East side of the tree away from drinking fountain and fire hydrant.

### 2. Village Mall – Front Flower Bed

- **Why it works:** Charming storefront aesthetic, great visual appeal.
- **Consideration:** The existing mall sign may need to be removed or repositioned to ensure a clean photo area.
- **Public Work’s Comment:** Mall does a good job with upkeep of landscape and existing sign as mentioned – PW would not recommend this location

### 3. Model Drug (Corner of Smith & Draper)

- **Why it works:** Excellent view of the Bella and the Corsaro’s building across the street.
- **Consideration:** The Model Drug building isn’t the most visually appealing part of the block, but the opposite side provides beautiful architectural elements.
- **Public Work’s Comment:** Smaller planter area would be preferable although there are existing utilities electrical and water.

4. **RPS Parking Area (First Two Stalls near Sidewalk)**
  - **Why it works:** Great visibility with the backdrop of the RPS building, nearby greenery, and the mural across the way.
  - **Opportunity:** Space could be enhanced with additional planters or floral décor to elevate the photo experience.
  - **Public Work’s Comment:** Private property – no comments.
5. **Small Corner Flower Bed – Draper & Lincoln, on Lincoln**
  - **Why it works:** Offers stunning views of Covenant Church and the Reed corner for picturesque shots.
  - **Consideration:** A struggling crepe myrtle tree would need to be removed to maximize visibility.
  - **Location:** Technically not on Draper St.
  - **Public Work’s Comment:** Area can work.

## North Side of Draper

1. **Dala Way – Near Handicap Parking Stripes**
  - **Why it works:** The alley, Citizens Bank building, and RPS parking lot create a unique, photogenic urban backdrop.
  - **Opportunity:** Consider adding a small “bump-out” in this area to allow guests to safely step out for photos.
  - **Public Work’s Comment:** Area could work on sidewalk – would need to confirm exact location.
2. **Corner of Smith & Draper (Across from the Clock Tower)**
  - **Why it works:** Prime location with multiple beautiful sightlines, including the mural, historic Washington School, church, and Bella.
  - **Consideration:** One struggling crepe myrtle may need removal to open up the view.
  - **Public Work’s Comment:** Area could work would need to confirm utilities.
3. **Bump-Out in Front of The Mane Attraction**
  - **Why it works:** Offers great visibility and charming street views.
  - **Consideration:** The building could use some aesthetic enhancements, but the location has strong potential with the right upgrades.
  - **Public Work’s Comment:** Would need to verify exact location- bump out in front of Fugazzi would be an option where tree was removed.

# PHONE HOME

## The Swedish “Telefon Booth” Project



Help bring a piece of authentic Swedish heritage to our downtown. The traditional Swedish telefon booth offers not only architectural charm, but an interactive cultural experience. Visitors will be able to pick up the receiver and hear a friendly greeting spoken in Swedish, updated throughout the year to match seasons, festivals, and community themes. This project strengthens Kingsburg’s cultural identity, encourages tourism, and creates a memorable place for photos, discovery, and local pride.

Estimated Project Cost	
Roofing	\$900
Custom Finial	Special Order
Wood Framing	\$600
Rod Decals	\$500
Metal Framework	Estimate Pending
Approximate Total	\$5,000 (or less)

*A lasting and meaningful addition to the Swedish Village.*

2017-18

# Kingsburg Micro-Grant Program

**VISIT**  
ONE OF  
THE **5** U.S.  
**TOP FINALISTS**  
FOR SEASON TWO  
OF THE SMALL  
BUSINESS  
REVOLUTION  
**COME  
SEE WHY**



*City of*  
**KINGSBURG**

## **Kingsburg Micro-Grant Program**

The City of Kingsburg (“**City**”) has adopted a micro-grant program intended to provide funding for the support of a myriad of improvement activities in our community. While all projects will be considered, the main purpose of the grant is to support the following strategic priorities:

- Beautifying a public space/park
- Support community programs/group activities
- Provide a safety benefit
- Improve overall quality of life in our community
- Promote sustainable economic development

The Program provides for reimbursement (“**Reimbursement**”) to an approved applicant of the costs actually paid with a Reimbursement range up to \$15,000.

**ALL PROJECT ACTIVITIES MUST BE APPROVED PRIOR TO WORK COMMENCING.**

### **PROGRAM ELIGIBILITY:**

The following Program requirements must be satisfied:

1. Individual grant awards are up to \$15,000. Based upon applications that are deemed exemplary, meet more than one of the strategic initiatives and receive above 85% of the potential points, Council may choose to authorize up to a total of \$25,000 in matching funds (subject to funding availability).
2. Applications will only be accepted from a private Kingsburg resident(s), group, or established Kingsburg service club.
3. All requests must be submitted prior to any work taking place. Any work taking place prior to approval will not be eligible for reimbursement.
4. Applicants must provide matching funds and must show proof of ability to provide funding.
5. While not ineligible, applications filed by different parties relating to the same overall “project” (accessory project(s) to an existing grant application or recipient) will be commensurately considered during the rating and ranking process.
6. Applicant may be required to provide additional information in the form of a presentation.
7. Depending upon the project, applicants may be required to provide additional budget quotes.
8. Grant funds cannot pay for personal property, charitable donations, alcohol, faith-based

activities (faith groups can apply if the project meets a community need), operational costs, items that will be donated/raffled/auctioned, or political campaigning.

9. All improvements are subject to review and approval as required by all applicable federal, state and local laws, rules, regulations and ordinances.
10. It is the responsibility of the applicant to ensure that any activity or program that is funded is in compliance with all applicable zoning, health, building or other codes and regulations.
11. The City reserves the right to award Reimbursement it deems to be in the best interest of the Program. The City reserves the right to withhold Reimbursement until all conditions precedent to Reimbursement have been satisfied.
12. All Reimbursement is subject to available funding. Annual City funding will be limited. Application does not guarantee Reimbursement funding.

#### **Ineligible Improvements:**

1. The Reimbursement is not available for retroactive applications for previously completed improvements.
2. Labor costs paid to the owner/applicant or to relatives or affiliates of the owner/applicant unless otherwise approved.
3. Site plan and building permit fees.
4. Financing or loan fees.
5. Consultant fees including architectural, engineering, appraisal, attorney, design or decorator fees (unless otherwise approved).
6. Items taxed as personal property.

#### **REQUIREMENTS OF APPLICATIONS:**

1. Applications for the project can be picked up at City Hall or found online. Applicants are encouraged schedule a time to meet with City staff to discuss their proposal and verify their application meets all necessary requirements.
2. Community support. Please provide at least 15 signatures from Kingsburg residents that show support for the proposed project.
3. Quotes or bids for the total project. Staff may request a project activity timeline as well as samples/visual examples of the proposed project.

## PROCESSING OF APPLICATIONS:

1. Applications must be filed with the City clerk on or before four o'clock p.m. on November 1 of each calendar year. If November 1 falls on a Saturday, Sunday or holiday when the city offices are closed, the time for filing applications shall be extended to four o'clock p.m. on the next business day.

The applications shall be rated and ranked in accordance with the rating and ranking criteria identified in the attached scoring rubric. The applicant must complete the Program application and submit a completed application and all required attachments to the City.

The proposals identified in the applications shall be rated and ranked in accordance with the rating and ranking criteria identified in the attached scoring rubric by staff during the month of November and staff shall make its recommendations for projects to the full City Council at a meeting in December.

2. If not all available funds are exhausted during the first round, then the city council may authorize staff to open up a second round of application acceptance. If authorized, the application process shall be the same as for the first round, except that all applications must be received by the City Clerk by four o'clock p.m. on February 1<sup>st</sup>. If February 1<sup>st</sup> falls on a Saturday, Sunday or holiday when the city offices are closed, the time for filing applications shall be extended to four o'clock p.m. on the next business day. All other processes and timelines shall follow concurrently as stated above.

## PROCESSING OF REIMBURSEMENT APPLICATION:

1. The Reimbursement application must be completed by a sponsor applicant who will serve as the project lead. Applications and reimbursement requests should be submitted to City Hall where it will be reviewed for accuracy and compliance.
2. The applicant must submit a detailed site plan illustrating proposed improvements.
3. In addition to the site plan, a detailed project budget identifying all project costs, including estimates from qualified and licensed contractors will be submitted by the applicant.
4. The application along with all items identified in paragraphs 2 and 3 of this section (collectively "**Documents**") are reviewed by the City to verify the project meets all eligibility requirements and Program objectives.
5. If the application and all Documents meet all eligibility requirements and program objectives, the applicant will be notified that its project has been accepted for consideration. The project will then be considered by the City Council for final approval.
6. If approved, the project may commence upon written notification from the City. If the application or Documents do not satisfy eligibility requirements and Program objectives, they will be returned to the applicant with a request for modifications.

**POST-APPROVAL PROCEDURES FOR REIMBURSEMENT:**

The City Manager or his/her designee, prior to any construction or installation, must approve every change order in a form acceptable to the City. All approved change orders shall be attached to the original site plan in the form of a dated addendum.

1. City staff may conduct periodic inspections of the Project to ensure compliance with the Documents.
2. Project completion must occur within sixty (60) days after the date of approval and issuance of all required permits and approvals for construction of the project. The City, in its discretion, may grant a single extension of time to complete the project upon written request of the applicant, which request will identify, with specificity, the reasons for the requested extension.
3. Reimbursement will be paid to the applicant upon completion of the close of the project upon receipt of proof of payment of all costs and expenses of the project and receipt of unconditional waivers and releases by the general contractor and all subcontractors and materialmen providing labor, work or materials to the Project. Reimbursements will not be made if any Program requirements remain unsatisfied.

**RIGHTS RESERVED:**

The City of Kingsburg reserves the right to reject any and all applications. The Program guidelines and requirements identified herein are subject to revision or amendment by the City at any time. The City may discontinue this Program at any time.

Scoring Rubric for Projects:

Category	Scoring Criteria	Total Points	Score
<b>Project Eligibility and Ranking Criteria</b>	The type of project meets eligibility requirements.	5	
	Overall impact on the community – number of community members impacted.	15	
	Ability of person(s), group to complete the project (previous experience or proof of contract with licensed professional).	5	
	Timeframe for project completion. (i.e. projects that can be completed in less than 3 months will receive highest possible score).	10	
	Overall economic impact. Promotes sustainable economic development.	5	
	Overall impact on quality of life.	15	
	Provides a safety benefit.	5	
	Supports existing community program or group activity.	5	
	Ratio of matching dollars requested compared to the overall cost of the project. 1. Private dollars match is 1:1 = 10 points 2. Private dollars match is 2:1 = 20 points 3. Private dollars match is 3:1 = 25 points	25	
<b>Score</b>	<b>Total Points</b>	<b>90</b>	

1. In order to be eligible for funding above \$15,000, project must meet more than one of the strategic initiatives and receive above 85% of the potential points (76.5). Council may choose to authorize up to a total of \$25,000 in matching funds (subject to funding availability).
2. If application is an accessory project to an already approved Kingsburg micro-grant (or pending application), project will be rated accordingly as part of the matching dollars possible points.



Kingsburg City Hall  
 1401 Draper Street  
 Kingsburg, CA 93631  
 Phone 559-897-5821  
 Fax 559-897-5568

**Micro-Grant Application**

<b>Applicant Information</b>	<b>For Office Use Only</b> Permit # _____ New/Renewal _____
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<b>Name of Applicant:</b>	
<b>Business Name:</b>	
<b>Project Address:</b>	
<b>Phone:</b>	<b>Fax:</b>
<b>Applicant Signature:</b>	
<b>Property Owner Name (if different):</b>	
<b>Address:</b>	<b>Prop. Owner Approval:</b>
<b>Phone:</b>	<b>Email:</b>

TO BE COMPLETED BY APPLICANT The following items are required to process an Application.	TO BE COMPLETED BY CITY STAFF		
	YES	NO	N/A
<input type="checkbox"/> City of Kingsburg Business License			
<input type="checkbox"/> Valid Insurance Policy (naming City as additional insured)			
<input type="checkbox"/> Improvement in City right-of-way			
<input type="checkbox"/> Two qualified construction estimates submitted			
<input type="checkbox"/> Project meets eligibility requirements			
<input type="checkbox"/> Permit Fee (\$25.00 processing fee)			
<input type="checkbox"/> Detailed Project Description Submitted (budget, construction timeline, etc.)			
<input type="checkbox"/> Drawings and color samples provided			
<input type="checkbox"/> Amount of reimbursement requested			\$

I will defend, indemnify and save harmless the City of Kingsburg and its officers and employees from any and all loss, liability, damages, or judgments resulting from any claims made against any of them for injury to person(s) or property by reason of, or in connection with the micro-grant program.

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Approved:    Yes    No

Staff Review: \_\_\_\_\_

Date: \_\_\_\_\_



# KINGSBURG DOWNTOWN SOCIAL

## 2025 ANNUAL REVIEW



The Kingsburg Business Improvement District alongside Oat & Oak are dedicated to fostering a vibrant and engaged online community. Our mission is to create a strong digital presence that connects community members, welcomes visitors, shares valuable information, and promotes a sense of unity. By leveraging the power of social media platforms, we aim to reach a wider audience and continue to cultivate our growing downtown economy. Through compelling content, strategic engagement, and collaborative initiatives, we are excited to embark on this journey of expanding our community's social media presence and fostering deeper connections among our residents and visitors.

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# GOALS & STRATEGY

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*To promote tourism in Kingsburg, it is crucial to develop a strategy that showcases the unique attractions and experiences the city has to offer in addition to highlighting our businesses. Our three-pronged approach will revolve around showcasing:*

- 1) Unique attractions, our culture, and history. By showcasing these aspects, tourists are enticed to explore and experience the local heritage, enrich their travel experiences, and contribute to the economic growth of the community. It also helps differentiate the town from others, making it more appealing and memorable to potential visitors.
- 2) Our local businesses in the district. By supporting local establishments, tourists are more likely to have authentic experiences, contribute to the local economy, and create a positive impact on the community's livelihoods, while also fostering a sense of pride and identity among residents.
- 3) Events put on in our town. Local events create a sense of authenticity and offer tourists a chance to immerse themselves in the local community, fostering a memorable and enriching travel experience that sets our destination apart from others.

*Each week we will chip away at these three themes through posting quality, engaging photo, video, and graphic content.*



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# ANALYTICS DEFINED

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When analyzing social media performance, several key factors are worth paying attention to. These metrics can provide insights into the effectiveness of our social media strategy and help us make informed decisions to optimize future performance. Here are some main factors to consider:

- 1) **Reach and Impressions:** These metrics indicate how many people have seen our content (reach) and how many times our content has been viewed (impressions). This gives us an idea of the overall visibility and exposure of our posts.
- 2) **Engagement Metrics:** Engagement metrics measure the level of interaction and involvement our content generates from our audience. Key engagement metrics to consider include likes, comments, shares, and saves. These metrics reflect the level of interest, resonance, and interaction our content is generating.
- 3) **Follower Growth:** Tracking our follower growth provides insights into the overall growth and reach of our social media presence. Analyzing follower growth can help evaluate the effectiveness of our content and engagement strategies in attracting and retaining followers.
- 4) **Sentiment Analysis:** Assessing the sentiment of comments, mentions, or reviews of our content can help gauge the overall perception and sentiment of our audience.
- 5) **Audience Demographics:** Understanding our demographics, such as age, gender, location, and interests, helps tailor our content and marketing strategies to better reach and resonate with our target audience.
- 6) **Competitor Analysis:** Evaluating our performance in comparison to our competitors can provide valuable insights into our industry's landscape, identify areas for improvement, and uncover new opportunities.

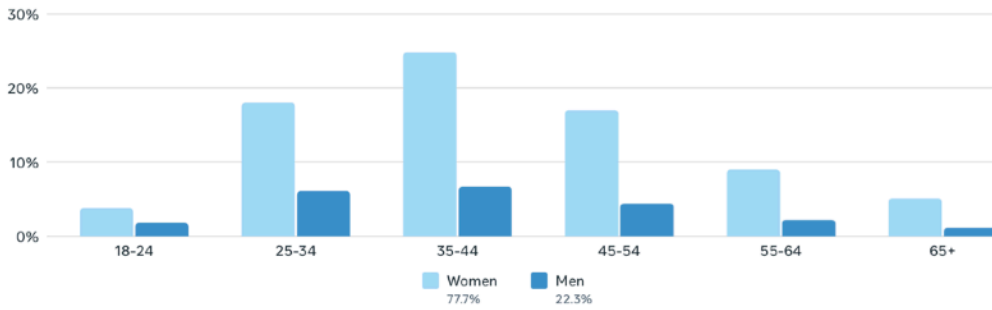
It's essential to regularly track these metrics and analyze trends over time to identify positive and negative patterns. While these are not ALL of the factors for measuring success, these are some beneficial ones for our pages.

# FOLLOWING

## Instagram (+2.1K)

Followers ⓘ  
6,009

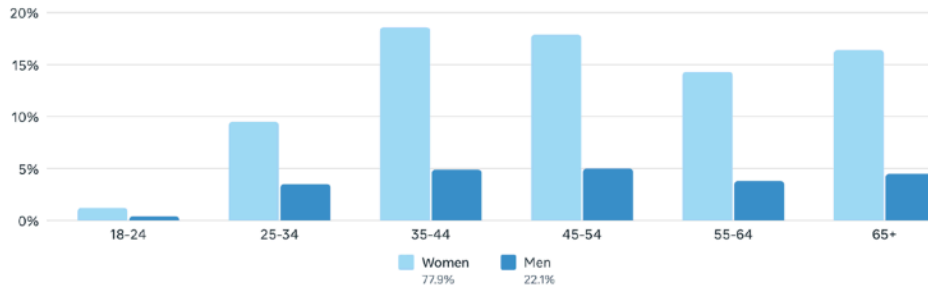
Age & gender ⓘ



## Facebook (+426)

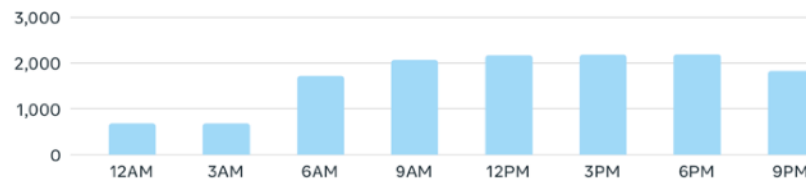
Followers ⓘ  
1,979

Age & gender ⓘ



Most active times ⓘ

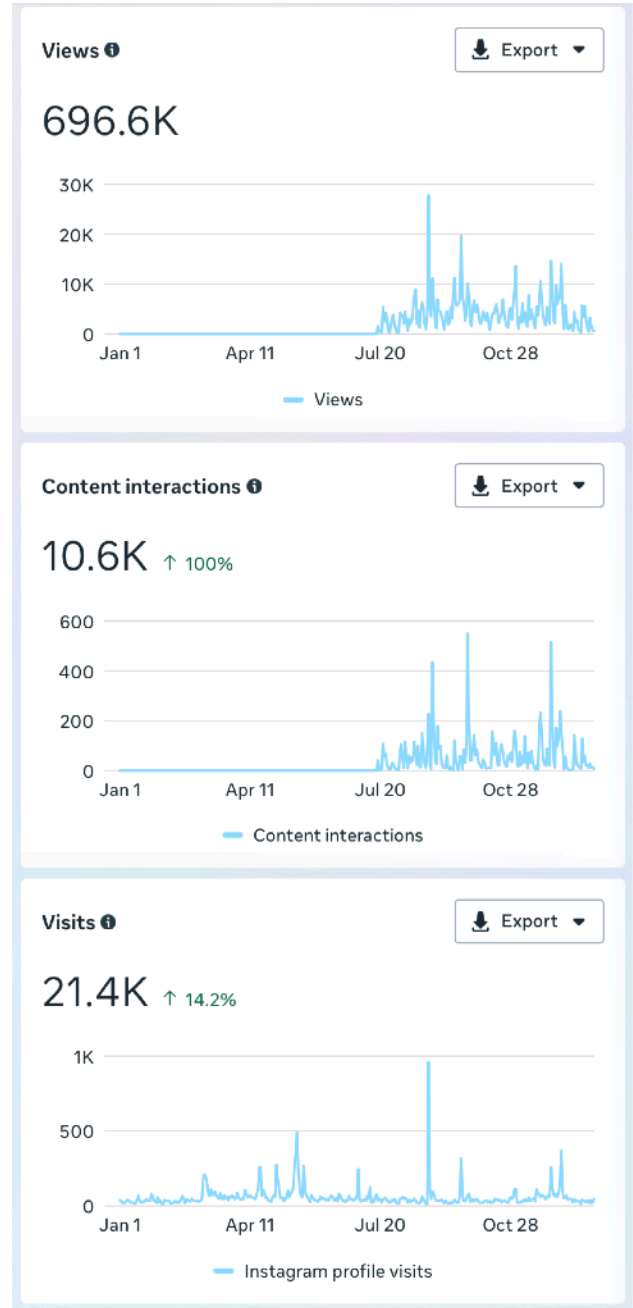
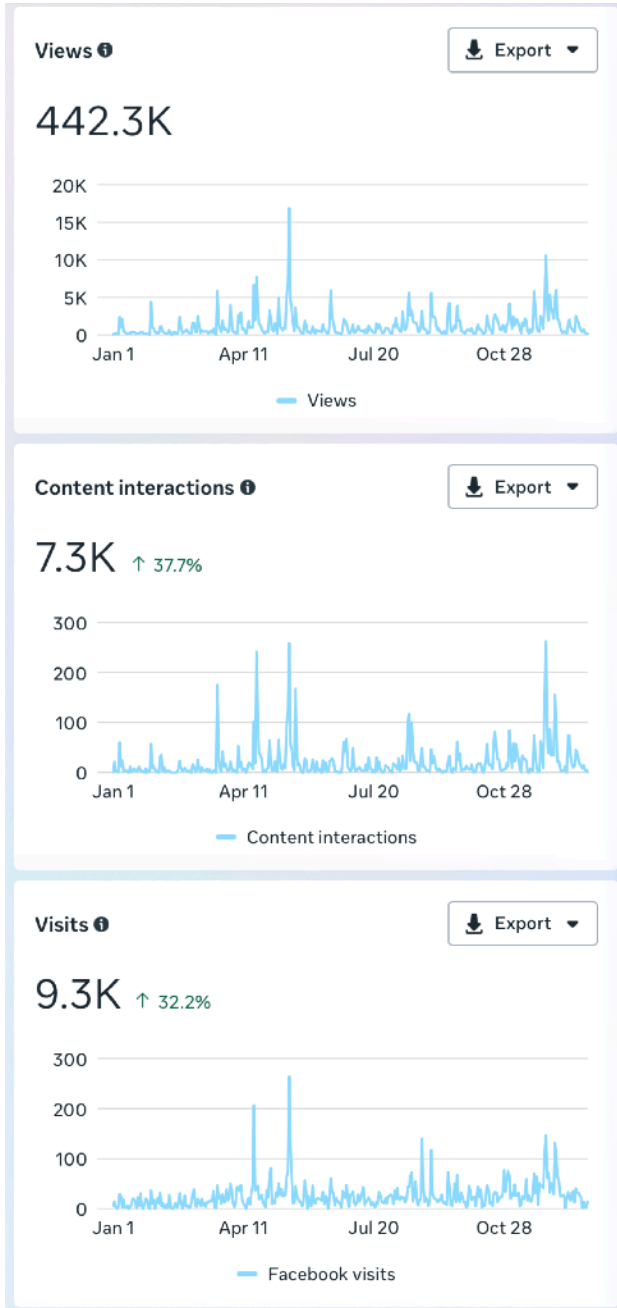
Based on last 28 days



# CUMULATIVE DATA

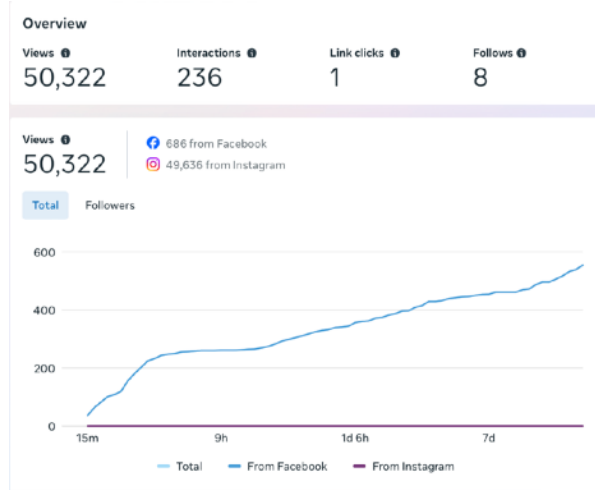
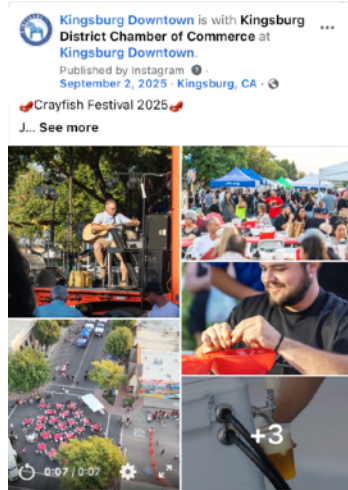
## Facebook

## Instagram

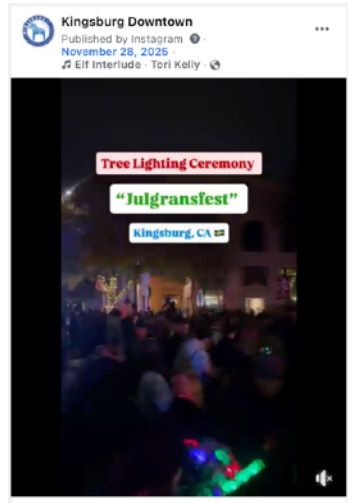


# TOP PERFORMING CONTENT (VIEWS)

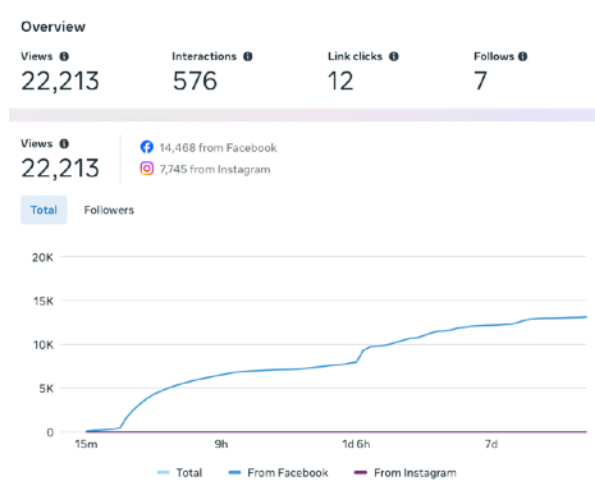
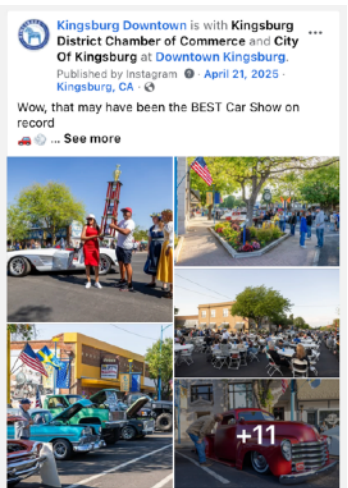
#1



#2

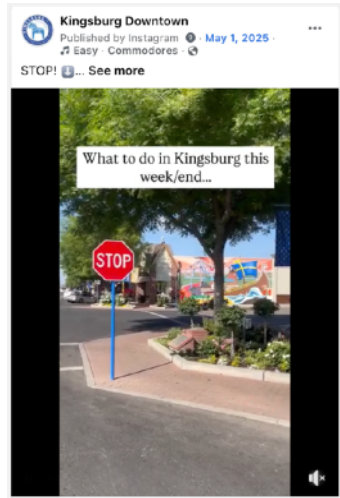


#3



# TOP PERFORMING CONTENT (VARIED)

## Follows

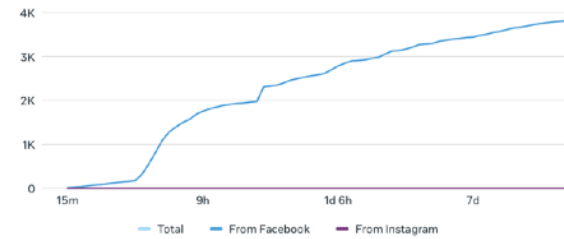


### Overview

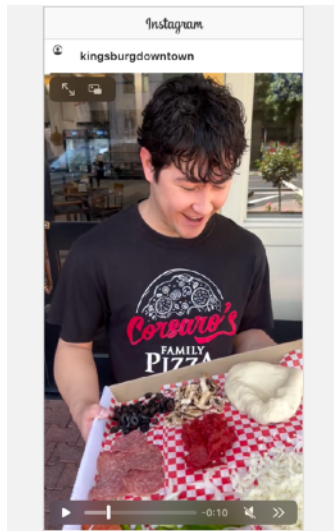
Views 19,338 Interactions 475 Follows 86

Views 19,338  
6,328 from Facebook  
13,010 from Instagram

Total Followers



## Reach



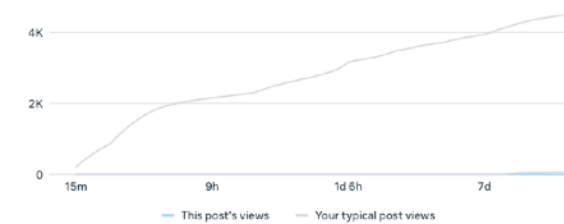
### Overview

Views 15,839 Reach 8,890 Interactions 642 Watch time 1d 1h Follows 13

This reel received more views compared to your recent Instagram reels.

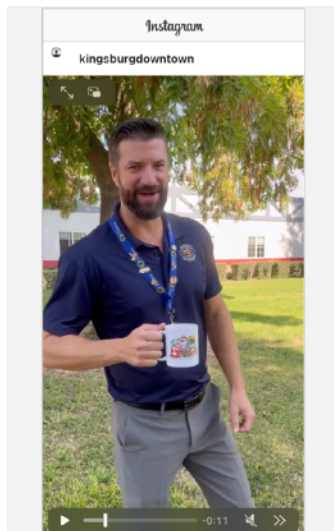
Views 15.8K

Total Audience



## VIP

(Very Important Post)



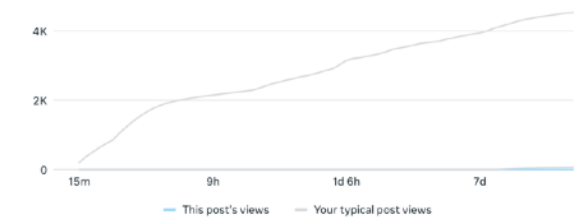
### Overview

Views 19,706 Reach 8,297 Interactions 695 Watch time 1d 5h Follows 16

This reel received more views compared to your recent Instagram reels.

Views 19.7K

Total Audience



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# REFLECTION SUMMARY

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Reach, engagement, and following should continue to increase with the coming years as we continue to push out quality and timely content. Our audience appreciates Kingsburg's Swedish roots, local leadership, and deals. With our main demographic being women from the ages of 25-45 we will continue to create content to include topics such as lifestyle, fashion, wellness, personal development, family, and relationships. It is also worth noting that the primary location for viewership is here in Kingsburg; as we move forward it will be one of our goals to expand into neighboring towns, specifically Fresno and Visalia which boasts larger populations.



Oat  
&  
Oak