

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BURLINGAME ESTABLISHING
AND LEVYING 2025-26 ASSESSMENTS FOR THE BROADWAY AREA BUSINESS
IMPROVEMENT DISTRICT**

WHEREAS, pursuant to California Streets and Highways Code Section 36500 et seq., the City Council of the City of Burlingame established the Broadway Area Business Improvement District ("BABID") in 1992 for the purpose of promoting economic revitalization and physical maintenance of said business district, and

WHEREAS, the BABID Advisory Board has filed its 2024-25 annual report with the City Clerk; and

WHEREAS, the BABID has provided important services in enhancing the Broadway business area, its businesses, and properties; and

WHEREAS, at the request of the BABID Advisory Board, the City Council desires to set and levy the assessments in connection with the BABID for Fiscal Year 2025-26; and

WHEREAS, on April 7, 2025, the Burlingame City Council approved the BABID's annual report and adopted a Resolution of Intention to levy BABID assessments for fiscal year 2025-26; and

WHEREAS, the Burlingame City Council set a public hearing to consider its levy of assessments on the businesses in the BABID for May 5, 2025, at 7:00 p.m. The meeting is scheduled to be held in the Council Chambers. Members of the public may review the meeting either in-person or by logging into the Zoom meeting through the link published within the meeting agenda on the City's website, or by accessing the meeting by phone. Access information can be found at www.burlingame.org, and said public hearing was duly noticed as required by State law; and

WHEREAS, at the public hearing held on May 5, 2025 the Burlingame City Council received and considered all oral and written testimony from all interested persons and any and all written protests presented by businesses within the BABID; and

WHEREAS, the method, basis, and amounts of the BABID assessments on businesses will remain the same as the prior year for fiscal year 2025-26 so that improvements and programs may continue in the BABID; and

WHEREAS, the BABID's proposed activities and improvements, the proposed assessments, and the boundaries of the District for the 2025-26 fiscal year are without change from those currently in place for the BABID;

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF BURLINGAME DOES
HEREBY RESOLVE, DETERMINE, AND FIND AS FOLLOWS:**

1. All of the facts and assertions recited above, in the staff report, and in supporting documentation are true and correct.

2. Written protests to assessments, improvements, or activities were not received at or before the close of the public hearing on May 5, 2025, that constituted a majority as defined in Government Code sections 36500 and following.

3. The City Council does hereby levy an assessment for the 2025-26 fiscal year on businesses in the BABID as described in City of Burlingame Ordinance No. 1461, to pay for improvements and activities of the BABID.

4. The types of improvements and activities to be funded by the levy of assessments on businesses in the BABID are set forth in Exhibit "A", attached hereto and incorporated herein.

5. The method and basis for levying the assessments on all businesses within the BABID are set forth in Exhibit "B", attached hereto and incorporated herein.

Peter Stevenson, Mayor

I, Meaghan Hassel-Shearer, City Clerk of the City of Burlingame do hereby certify that the foregoing Resolution was introduced at a regular meeting of the City Council on the 5th day of May, 2025, and was adopted thereafter by the following vote:

AYES: Councilmembers:

NOES: Councilmembers:

ABSENT: Councilmembers:

Meaghan Hassel-Shearer, City Clerk

EXHIBIT A
TYPES OF IMPROVEMENTS AND ACTIVITIES PROPOSED TO BE FUNDED
BY THE LEVY OF ASSESSMENTS

- Burlingame Pet Parade – September
- Halloween Trick or Treat event – October
- Broadway Cheer Holiday Toy Drive with Central County Fire Department - December
- Install and maintain string lights on mature trees throughout the year
- Revamp and maintain the Broadway website and promote events
- Revamp and maintain the Pet Parade website and promote events
- Continue to grow and maintain the social media presence of the Broadway merchants (Facebook, Google)
- Promote new and existing businesses on Facebook
- Advertise the Broadway Business District on Google
- Plan a hotel concierge tour
- Merchant communication efforts include door-to-door, email, calling in regard to downtown updates, parking updates, upcoming events, construction, planned power outages, road closures etc.
- New merchants are welcomed by the BID President
- Assist new merchants during the planning and building phase/process having difficulties with local, county, and state agencies
- Work with the Boy Scouts to set up and remove U.S. flags to celebrate patriotic holidays
- Educate businesses about encroachment permits and illegal “A-Frames.”
- Planning to update the Broadway business directory brochure
- Shop Small Business Saturday – November
- “Bike to Shop Day” event by the County of San Mateo
- Communicate with the city and city departments in resolving any and all issues to beautify, clean, maintain, and make Broadway a safe environment to shop
- Encourage business owners to renew their outdated/dilapidated awning with up to a \$500 subsidy from BID

**EXHIBIT B
BROADWAY AREA BUSINESS IMPROVEMENT DISTRICT
ASSESSMENT BASIS***

BUSINESS TYPE	NO. OF STAFF **	ANNUAL ASSESSMENT
RETAIL & RESTAURANT	4+	\$450
	1 - 3	\$300
SERVICE	3+	\$250
	1 - 2	\$150
PROFESSIONAL	3+	\$200
	1 - 2	\$150
FINANCIAL	NA	\$500

* ----- Amount shown is annual total

** --- Staff means any persons working (full time or full time equivalency) including owners, partners, managers, employees, family members, etc.

Business Definitions (Burlingame Municipal Code § 6.52.010):

Retail	<input type="checkbox"/> Businesses that buy and resell goods. Examples are clothing stores, shoe stores, office supplies, etc.
Restaurant	<input type="checkbox"/> Selling prepared food and drink.
Service	<input type="checkbox"/> Businesses that sell services. Examples are beauty and barber shops, repair shops that do not sell goods, contractors, auto shops, etc.
Professional	<input type="checkbox"/> Includes engineering firms, architects, attorneys, dentists, optometrists, physicians, realtors, insurance offices, etc.
Financial	<input type="checkbox"/> Banks, savings and loans, household finance companies, etc.