

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BURLINGAME
DECLARING ITS INTENTION TO LEVY BROADWAY AREA BUSINESS
IMPROVEMENT DISTRICT ASSESSMENTS FOR FISCAL YEAR 2025-26, SETTING
A PUBLIC HEARING FOR MAY 5, 2025, AND APPROVING THE DISTRICT'S 2024-25
ANNUAL REPORT**

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.

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

1. The City Council accepts and approves the 2024-25 annual report of the Broadway Area Business Improvement District.

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

3. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the BABID are set forth in Exhibit "A", incorporated herein by reference; these activities and improvements are without change from those previously established for the BABID.

4. The method and basis of levying the assessments on the businesses in the BABID and the amounts of those assessments are set forth in Exhibit "B", incorporated herein by reference; the method, basis and amounts of the BABID assessments will remain the same as prior year.

5. New businesses shall not be exempt from assessment.

6. The annual report of the BABID is on file and available at the Office of the City Clerk at 501 Primrose Road, Burlingame, California, and is available for review during regular business hours, 9 am to 5pm, Monday through Friday.

7. A **public hearing** on the proposed BABID assessments and programs for 2025-26 is hereby set for **May 5, 2025 at 7:00 p.m.**, before the City Council of the City of Burlingame. The meeting is scheduled to be held in-person at the Council Chambers, located at 501 Primrose Road, Burlingame, CA 94010. The City Clerk shall post various methods of accessing the public hearing. Members of the public may attend the meeting 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.

8. At the public hearing, the City Council will receive testimony and evidence, and interested persons may submit written comments before or at the public hearing, or they may be sent by mail or delivered to the City Clerk, Burlingame City Hall, 501 Primrose Road, Burlingame, CA 94010.

9. At the public hearing, any and all persons may make oral or written protests of this proposed assessment. In order for a person's protest to be counted in the majority protest against the proposed assessments or programs and services for 2025-26, the individual must submit the protest in writing to the City Clerk at or before the close of the public hearing on May 5, 2025. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall identify the business and its address, include a description of the business and state the number of employees of the business. If the person signing the protest is not shown on the official records of the City of Burlingame as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business. Any written protest as to the regularity or sufficiency of the proceeding shall be in writing and clearly state the irregularity or defect to which objection is made.

10. At the conclusion of the public hearing, if the City Council determines that there are of record written protests by the owners of businesses within the BABID which will pay fifty percent (50%) or more of the total assessments of the entire BABID, as to the proposed assessments for 2025-26, the City Council shall not levy any assessment for 2025-26. At the conclusion of the public hearing, if the City Council determines that there are of record written protests by the owners of businesses within the BABID which will pay fifty percent (50%) or more of the total assessments of the entire District only as to a particular improvement or activity proposed, then that particular improvement or activity shall not be included in the District for the 2025-26 fiscal year.

11. Further information regarding the proposed assessments and the procedures for filing a written protest may be obtained from the City Clerk, Burlingame City Hall, 501 Primrose Road, Burlingame, California, 650-558-7203.

12. The City Council directs the City Clerk to provide notice of the May 5, 2025 public hearing by publishing notice as well as this Resolution in a newspaper of general circulation in the City of Burlingame in accordance with the requirements of the Government and Streets & Highways Codes and mailing them in accordance with those requirements as applicable.

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 7th day of April, 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 Broadway Business District on Google
- Plan 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 Boys 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 city and city departments in resolving any and all issues to beautify, clean, maintain, and make Broadway a safe environment to shop in
- Encourage business owners to renew their outdated/dilapidated awning with up to \$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.