



STAFF REPORT

AGENDA NO: 8n

MEETING DATE: August 19, 2019

To: Honorable Mayor and City Council

Date: August 19, 2019

From: Carol Augustine, Finance Director – (650) 558-7222

Subject: Annual Renewal of the Burlingame Avenue Area Business Improvement District (DBID): Resolution Approving the 2018-19 Annual Report; Declaring the City's Intention to Establish and Levy Assessments for Fiscal Year 2019-20; and Setting Required Public Hearing for September 16, 2019

RECOMMENDATION

Staff recommends that the City Council adopt a resolution:

- Approving the 2018-19 annual report of the Burlingame Avenue Area Business Improvement District;
- Stating the Council's intent to levy assessments on businesses within the district for the 2019-20 fiscal year; and,
- Setting a public hearing for Monday, September 16, 2019 at 7:00 p.m.

BACKGROUND

Pursuant to California Streets and Highways Code Section 36500 et seq., the Burlingame City Council adopted ordinance 1735 in 2004, establishing the Burlingame Avenue Area Business Improvement District (DBID) for the purpose of promoting the downtown Burlingame Avenue business area. In the summer of 2010, the DBID was re-instituted after a hiatus of several years. For the past eight years, the DBID has provided business-enhancing activities, events, and publicity for the downtown Burlingame businesses. Pursuant to the Streets and Highways Code, the DBID must file a report with the City each year detailing its activities, its past-year activities, its finances for the past year, and its proposed budget for the coming year.

DISCUSSION

The DBID submitted its annual report and its 2019-20 fiscal year proposed budget on July 22, 2019. Copies of the documents are attached to the Resolution of Intention. Note that the DBID's operating year begins October 1st and ends September 30th. The proposed budget for the DBID's 2019-20 fiscal year provides a total of \$95,687 for Special Events, Marketing and Advertising, Member Enhancements, and Administration. The budget equals the \$95,000 in forecasted revenues, which includes approximately \$85,000 in annual member assessments. The DBID has available fund balance to cover any overages that may occur in expenditures, or any delinquent payments of member assessments.

Under the law, the City must, after a noticed public hearing, levy the annual assessments on the businesses within the district. The resolution attached to this report sets that public hearing and provides notice to the businesses in the district. The public hearing will be conducted at the Council meeting on September 16, 2019. The method of assessment will remain the same as in prior years.

Following the Council's adoption of the Resolution of Intention, the Finance Department will mail a letter to all affected businesses within the DBID. The letter will inform each business that the annual renewal process has commenced. The letter also will provide each business with the geographic zone in which they are located, square footage of the business, and the proposed assessment to be charged in the new fiscal year.

In addition, each business will also receive a copy of the adopted Resolution of Intention and a Notice of Public Hearing as required by law. The Resolution of Intention to Levy Assessments notifies all businesses within the district of the City Council's intention to levy and collect fees. The public hearing gives the businesses an opportunity to voice their opinions, comments, suggestions and concerns directly to the City Council. **The recommended hearing date is September 16, 2019 at 7:00 p.m.**

FISCAL IMPACT

Approximately \$85,000 in assessments is anticipated to be collected annually. The funds are forwarded to the DBID for expenditures as authorized by their board of directors. The City of Burlingame covers the expenses associated with the renewal of the DBID.

Exhibits:

- Resolution of the City Council of the City of Burlingame Approving the 2018-19 Burlingame Avenue Area Business Improvement District Annual Report and Declaring its Intention to Establish and Levy 2019-20 Assessments for the Burlingame Avenue Area Business Improvement District
- Notice of Public Hearing: Consideration of Establishment and Levy of Annual Assessments on Businesses Within the Burlingame Avenue Area Business Improvement District for the 2019-20 Fiscal Year