

RESOLUTION NO. _____

**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**

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

WHEREAS, a majority protest was made against renewal of the DBID in 2007 and, accordingly, the DBID was not renewed at that time; and

WHEREAS, in 2010 the DBID was re-instituted after the City Council amended the ordinance to revise the method and amount of the assessments and no majority protest was made against the revised assessments; and

WHEREAS, the DBID Advisory Board has filed its 2018-19 annual report with the City Clerk and has requested the Burlingame City Council to set a public hearing and to levy the DBID assessments for the 2019-20 year; and

WHEREAS, the DBID has provided important services in enhancing the downtown Burlingame Avenue business area, its businesses and properties;

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 2018-19 annual report of the Burlingame Avenue Area Business Improvement District, a copy of which is attached as Exhibit "A".
2. The Burlingame City Council intends to levy an assessment for the 2019-20 year, beginning October 1, 2019, on businesses in the DBID in order to pay for improvements and activities of the DBID.
3. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the DBID are set forth in Exhibit "B", incorporated herein by reference; these activities and improvements are without substantial change from those previously established for the DBID.
4. The method and basis of levying the assessments on the businesses in the DBID for the 2019-20 year shall remain the same as those used to determine the assessments levied on DBID businesses in the 2018-19 year.
5. New businesses shall not be exempt from assessment.
6. The annual report of the DBID is on file at the Office of the City Clerk at 510 Primrose Road,

Burlingame, California, and is available for review during regular business hours, 8 am to 5pm, Monday through Friday.

7. The City Council of the City of Burlingame hereby schedules a public hearing on the proposed DBID assessments for 2019-20 for Monday, September 16, 2019, at 7:00p.m., in the Council Chambers, Burlingame City Hall, 501 Primrose Road, Burlingame, California.
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 against the proposed assessments. In order for a protest to be counted in the majority protest against the proposed assessments or programs and services, the protest must be submitted in writing to the City Clerk at or before the close of the public hearing on September 16, 2019. Each written protest shall identify the business and its address, include a description of the business and the amount of the assessment proposed for that business. If the person signing the protest is not shown on the official records 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 or otherwise empowered to enter a protest on its behalf. A written protest that does not comply with the provision of this paragraph will not be counted in determining a majority protest. 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. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.
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 downtown Burlingame Avenue Area Business Improvement District which will pay fifty percent (50%) or more of the total assessments of the entire District, as to the proposed assessments, the City Council shall not levy any assessment for the District. 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 District 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.
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 September 16, 2019 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.

Donna Colson, 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 19th day of August, 2019, and was adopted thereafter by the following vote:

AYES: Councilmembers:

NOES: Councilmembers:

ABSENT: Councilmembers:

Meaghan Hassel-Shearer, City Clerk



July 22, 2019

Burlingame City Council
City of Burlingame
501 Primrose Road
Burlingame, CA 94010-3997

Honorable Council Members:

The DBBID Advisory Committee is planning no changes to the assessment or boundaries of the district.

Current Checking Balance: (As of 7/22/19): \$ 46,792.94

Current Savings Balance (As of 7/22/19) \$ 10,159.19

Current Outstanding Assessments for 2018 - 2019 to be collected: \$ 8,340.00

In October, we will be electing a new DBBID Vice President, Treasurer & Secretary. The Treasurer and Secretary 2 year terms will conclude on 9/30/19. The Vice President spot was vacated when the current Vice President resigned from the DBID Board in June.

We have a few business owners who are interested in joining our board and we will be notifying you of the changes and DBBID Advisory Committee once our new fiscal year has begun and the nominations / elections have been ratified.

Through September 30, 2019 our Advisory Committee is:
Jenny Keleher – DBBID President– A Runner’s Mind
Devan Rosdahl – DBBID Treasurer – Atelier Devan Vincent
Karen Andreacchi – DBBID Secretary – Cre8aCouch

Following enclosures include our financial statement to date and our proposed budget for the 2019 – 2020 fiscal year.

Proposed expenditures for the remainder of the current year include:

- \$4,000 for Administrative Assistant & Operations Costs
- \$18,000 for continued Marketing and Advertising endeavors (Kiosk Map Updates / Printing, Trolley Map Printing, Merchant Mixer, Sidewalk Sale, Marketing Material , Website Maintenance, App maintenance, First Friday Entertainment, Fall Fest Event Kick Off)

Downtown Burlingame Business Improvement District
P.O. Box 563
Burlingame, CA 94011 - 0563

Our activities and programs completed for this fiscal year or in development to date include:

- Holiday Parade on Burlingame Avenue and Live Entertainment on Park Road.
- 4th Annual Fall Fest on Howard Avenue (October 26, 27, 2019)
- DBBID Website, Interactive Map development & maintenance.
 - Revamped Website to include Marketing tools for merchants to promote specials and events.
- Continued to grow and maintain Social Media Presence of the DBBID and Downtown Burlingame Merchants (Facebook, Instagram, Twitter, etc.)
- Continued “First Friday” events April – November 2019. Live entertainment on Burlingame Avenue on each “first Friday” to promote ambiance and community spirit.
- Maintain Kiosk Maps with quarterly updates to showcase the downtown businesses.
- Increased Shuttle support / contribution.
- Maintain Shuttle / Trolley Maps with quarterly updates and distribution to local hotels for clients to increase business downtown.
- Maintain communication network for important information and distribution.
- Continued working relationships with Broadway BID, SMCCVB, Burlingame City of Commerce to cross promote and continue to strive to make Downtown Burlingame the best it can be.
- Merchant Communication efforts include: Email / Newsletter contact regarding downtown updates, parking updates, upcoming events, etc. , New Merchant Outreach (individually contacting new merchants to introduce the DBBID and welcome them to the community and to engage in future DBBID efforts.
- Monthly Newsletters to merchants and subscribed members regarding community events and notices regarding events / issues happening in the Downtown area.
- Continued Marketing efforts to promote ALL businesses downtown (not just retail, restaurants and salons).
- Set up and remove American Flags to celebrate patriotic holidays.
- Continued relationship with Community Gatepath and hired teams to clean the streets (entire DBBID District on the 2nd Monday of each month. Working together with merchants to keep our streets clean.
- Held Member Mixer’s to promote the DBBID, our members and merchants and celebrate our successes while giving the merchants a forum to discuss what they’d like to see happen. Invited City Officials as well as Hotel Concierge.

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Planned Activities of interest for next year include:

- Holiday Parade and Entertainment to coincide with Tree Lighting
- 2 day Annual October Fall Fest – (Last weekend in October) on Howard Avenue
- First Friday event April – November
- Merchant Mixers
- Continuation of all existing programs

Respectfully submitted by,

The DBBID Advisory Committee

Jenny Keleher – DBBID President– A Runner's Mind

Devan Rosdahl – DBBID Treasurer – Atelier Devan Vincent

Karen Andreacchi – DBBID Secretary – Cre8aCouch

Downtown Burlingame Improvement District
Profit and Loss Standard
October 2018 through September 2019

	Oct '18 – Sep '19
Ordinary Income/Expense	
Income	
Direct Public Support	
Member Dues 2018– 2019	79,455.25
Holiday Ride Underwriting Proje	3,200.00
Fall Fest 2018 Income	12,383.31
Member Dues 2017–2018	931.25
Total Direct Public Support	95,969.81
Total Income	95,969.81
Expense	
Marketing and Advertising	
Social Media Boosts	74.91
Hotel Advertising	
Maps and Schedules	2,191.79
Total Hotel Advertising	2,191.79
Web Site Hosting	600.00
Marketing and Advertising – ...	1,075.00
Total Marketing and Advertising	3,941.70
Member Enhancements	
Beautification – Labor	2,330.00
Total Member Enhancements	2,330.00
Operations	
Dues and Subscriptions	469.00
Contract Services	
Administrative Assistant	20,430.00
Total Contract Services	20,430.00
Insurance	612.00
Office Supplies_Storage	1,785.74
Stamps, PO Rental	132.71
Print & Copy	47.50
Operations – Other	100.00
Total Operations	23,576.95
Special Events	
Fall Fest 2019	125.00
Holiday Event 2018	9,151.35

Downtown Burlingame Improvement District
Profit and Loss Standard
October 2018 through September 2019

	Oct '18 – Sep '19
Fall Fest 2018	27,977.54
First Friday's	1,323.65
Total Special Events	38,577.54
void	0.00
Total Expense	68,426.19
Net Ordinary Income	27,543.62
Net Income	27,543.62

Downtown Burlingame Improvement District Budget 2019 -2020

Item		Fiscal 19/20
Income		
	DBID Assessments	\$ 85,000.00
	Fall Fest Income	\$ 10,000.00
	Member dues 17-18	
	Holiday event sponsor	
	Total Income	\$ 95,000.00
Operations		
	Contract Services	
	Administrator	\$ 28,800.00
	Webmaster	\$ 200.00
	Accountant/legal	\$ 1,025.00
	Offices supplies/ PO Rental/Storage	\$ 2,000.00
	Dues & Subscriptions	\$ 475.00
	Insurance	\$ 612.00
	Total Operations	\$ 33,112.00
Special Events		
	Fall Fest	\$ 25,000.00
	Holiday Event	\$ 9,175.00
	First Friday	\$ 1,600.00
	Small Business Saturday	\$ -
	Total Special Events	\$ 35,775.00
Marketing/Advertising		
	Website/ Kiosk/Maps	\$ 4,000.00
	Marketing Specialist	\$ 12,000.00
	Total Marketing/Advertising	\$ 16,000.00
Member Enhancements		
	Beautification/Labor/Supplies	\$ 2,800.00
	Shuttle Contribution	\$ 8,000.00
	Total Member Enhancements	\$ 10,800.00
	Total Expenses	\$ 95,687.00

