



# STAFF REPORT

AGENDA NO: 9a

MEETING DATE: September 16, 2019

**To: Honorable Mayor and City Council**

**Date: September 16, 2019**

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

**Subject: Public Hearing and Adoption of the Downtown Burlingame Avenue Business Improvement District Assessments for Fiscal Year 2019-20**

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## **RECOMMENDATION**

Staff recommends that the City Council:

1. Hold a public hearing to consider any protests to the Downtown Burlingame Avenue Business Improvement District (BID) assessments;
2. Close the public hearing and ask the City Clerk to report out any protests filed with the City; and,
3. If protests do not constitute a majority of the value of the assessments, adopt the resolution approving and levying the 2019-20 assessments.

## **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. At that time, the Council reviewed and approved a new annual assessment formula (revising Chapter 6.54 of the Burlingame Municipal Code, attached as an exhibit to this staff report), which has remained unchanged since that time. For the past nine years, the DBID has provided business-enhancing activities, events, and publicity for the downtown Burlingame businesses.

The City Council adopted a resolution of intention to set the 2019-20 Downtown Burlingame Avenue BID assessments on August 19, 2019 and established September 16, 2019, at 7:00 p.m. as the public hearing date and time. If there is a protest by businesses that represent a majority of the value of the assessments, then the resolution cannot be approved. As of the time of writing this memorandum, the City had received no protests (out of 429 businesses); protests may be presented in writing before or at the hearing. **Any and all protests must be received by the City Clerk at or before the time fixed for the public hearing.**

**FISCAL IMPACT**

Approximately \$90,000 in assessments is collected annually from businesses within the district; all of these funds are forwarded to the Downtown Burlingame Avenue Area Business Improvement District for improvements as authorized by the BID Board of Directors. The City of Burlingame has in the past covered the expenses associated with the renewal of the Downtown Burlingame Avenue BID.

**Exhibits:**

- Method and Formula of Assessment, Burlingame Avenue Business Improvement District
- Resolution of the City Council of the City of Burlingame Establishing 2019-20 Assessments for the Downtown Burlingame Avenue Business Improvement District