



STAFF REPORT

AGENDA NO: 8i

MEETING DATE: November 4, 2019

To: Honorable Mayor and City Council

Date: November 4, 2019

From: Lisa K. Goldman, City Manager – (650) 558-7243

Subject: Adoption of a Resolution Authorizing the Expenditure of Up to \$15,000 in Matching Funds for Holiday Decorations in the Burlingame Avenue and Broadway Commercial Districts

RECOMMENDATION

Staff recommends that the City Council adopt the attached resolution authorizing the expenditure of up to \$15,000 in matching funds for holiday decorations in the Burlingame Avenue and Broadway commercial districts.

BACKGROUND

At the August 19 Council meeting, Mayor Colson appointed a subcommittee composed of herself and Councilmember Keighran to work with the Burlingame Avenue Area Business Improvement District (DBID) to increase holiday lighting in the District in order to attract customers during the holiday shopping season.

DISCUSSION

Since the August meeting, the subcommittee and the DBID leadership have worked together to develop a plan to light the trees on Burlingame Avenue, the trellises, and the Burlingame Train Station. As the DBID already has the lights, the total cost of the private labor is \$12,735.

The Broadway Avenue Business Improvement District (BBID) is also interested in improving its holiday decorations. No plans have been developed yet.

In order to ensure equitable treatment between the two commercial districts, staff proposes that the City contribute up to \$7500 to each BID, provided that the BIDs provide matching funds of at least \$2500 and a detailed plan of how they will spend the funds.

FISCAL IMPACT

The fiscal impact of this action is up to \$15,000. The City Council's special promotions budget only has sufficient funding to light City Hall during the holidays. Therefore, funds will need to be appropriated from undesignated fund balance during the mid-year budget update.

Exhibit:

- Resolution