

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BURLINGAME
APPROVING THE 2025-26 BURLINGAME AVENUE AREA BUSINESS
IMPROVEMENT DISTRICT ANNUAL REPORT AND DECLARING ITS
INTENTION TO ESTABLISH AND LEVY 2026-27 ASSESSMENTS FOR
THE BURLINGAME AVENUE AREA BUSINESS IMPROVEMENT DISTRICT
AND SETTING A PUBLIC HEARING FOR May 4, 2026**

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, on February 2, 2026 the City Council amended the ordinance to adjust the fiscal year of the DBID from October 1 – September 30 to July 1 – June 30; and

WHEREAS, the DBID Advisory Board has filed its 2025-26 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 2026-27 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 2025-26 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 2026-27 year, beginning July 1, 2026, 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 2026-27 year shall remain the same as those used to determine the assessments levied on DBID businesses in the prior 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 501 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 2026-27 for Monday, May 4, 2026, at 7:00 pm. The meeting will be held in the Council Chambers. Members of the public may view the meeting either 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 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 May 4, 2026. 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 May 4, 2026, 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.

Michael Brownrigg, 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 April 6, 2026, and was adopted thereafter by the following vote:

AYES: Councilmembers:

NOES: Councilmembers:

ABSENT: Councilmembers:

Meaghan Hassel-Shearer, City Clerk

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Amended ANNUAL REPORT
October 2025 – June 2026

Downtown Burlingame | Business Improvement District
P.O. Box 563, Burlingame, CA 94011 - 0563
<https://www.burlingamedowntown.org/>

Executive Director: Laurie Hilt
Email: burlingamebid@gmail.com



MESSAGE FROM THE PRESIDENT

Deep Roots • Strong Branches • A Thriving Downtown

On behalf of the Downtown Burlingame Business Improvement District (previously DBBID) Board of Directors, I'm proud to present our 2025–2026 Annual Report—reflecting both the momentum we've built and the strong foundation we continue to grow.

Downtown Burlingame thrives because of a shared commitment to excellence, collaboration, and place-making. Like a healthy tree, a strong downtown is cultivated over time through deep roots, careful stewardship, and consistent investment in the people and places that sustain it.

During this fiscal period (October 2025 through June 2026), the Downtown Burlingame BID focused on elevating Downtown Burlingame as a Peninsula destination, welcoming residents, visitors, and hotel guests to shop, dine, play, relax, and live, increasing business visibility while strengthening connection and pride across the District.

Downtown Burlingame also continued to advocate for merchants—serving as a reliable liaison with the City, supporting beautification and safety efforts, and promoting sustainability and professional development. Our work remains grounded in listening, responsiveness, and the belief that a vibrant downtown economy benefits the entire community.

Thank you to our merchants, volunteers, sponsors, City partners, and residents who make Downtown Burlingame exceptional. We look ahead with optimism as we continue building a downtown that is resilient, welcoming, and economically strong.

Batya Berenfus
President, Downtown Burlingame
Operations, Jewels of Monaco, Inc.



OUR ROOTS

WHO ARE WE

The Downtown Burlingame Business Improvement District (Downtown Burlingame) consists of 500 businesses and is a place-based organization focused on the downtown Burlingame experience that was established by the local merchants in collaboration with the City of Burlingame.

The Downtown Burlingame Business Improvement District is designed to strengthen the downtown Burlingame district specifically through beautification, promotions, events, and the overall customer experience that helps businesses thrive in our defined downtown area between El Camino Real to California and Chapin to Howard. Downtown Burlingame is built around a shared goal to make Downtown a more vibrant and visible as a place and destination for visitors.



OUR MISSION

To promote business and civic activity while enhancing the downtown experience of residents, out-of-town visitors, and tourists in the downtown Burlingame business improvement district.



OUR BOARD OF DIRECTORS

Downtown Burlingame (DBBID/DBID) is led by a hands-on volunteer Board of Directors made up of business owners and operators within the District—people who live the day-to-day realities of downtown alongside the merchants they serve.

Collectively, Board members donate 1,500+ hours each year—plus personal expertise and in-kind resources—helping plant the seed for downtown vitality and nurture growth through marketing, events, merchant support, and ongoing partnership with the City and community organizations.





ORGANIZATIONAL PRIORITIES

- Increased Social Media presence
- Collaborated with Strategic Partners



ADDED PRIORITIES

- Partnered with Fire Department on Toys for Tots



New Board Members

- 2 added in 2025-26

STRONG BRANCHES

WALK WITH WINE / FALL FEST

Each July, **Walk with Wine** draws visitors and local residents from across the San Francisco Bay Area. More than **30 Downtown Burlingame merchants** welcome guests into their shops to enjoy wine and small bites in a relaxed, memorable way for people to discover new local businesses and reconnect with longtime favorites.

Each October, **Fall Fest** brings families downtown for a full day of community fun, including children’s rides, a Halloween costume contest, food and beverages, and a lively mix of gift ideas and handcrafted finds in perfect time as the holiday season approaches.

BUSINESS ENGAGEMENT/MIXERS

Throughout the year, Downtown Burlingame hosts merchant mixers where businesses welcome fellow merchants and community members for networking and connection over a glass of wine and hors d’oeuvres. We also promote **Green Business certification**, helping merchants access resources and recognition that support sustainability and long-term resilience.

Following the City of Burlingame’s Holiday Tree Lighting, Downtown Burlingame works with the Parks and Rec Department to host Winterfest. Downtown Burlingame sponsors the Holiday Train, a beloved family tradition. In addition, we produce the **Holiday Window Display Contest**, adding sparkle and creativity throughout the District. Judges represent diverse backgrounds from across the Peninsula, helping expand Downtown Burlingame’s visibility and regional awareness.

DOWNTOWN LIGHTS & DECORATIONS

To strengthen the Downtown Burlingame Business Improvement District as the Peninsula’s holiday destination, Downtown Burlingame enhances the streetscape with festive décor—seasonal spheres, tree lighting, and vibrant garlands wrapped around lampposts—along with “selfie-worthy” photo moments, including the giant ornaments at Park Road and Burlingame Avenue. Beyond the holidays, we also fly flags along Burlingame Avenue on key national holidays, with special appreciation to the **Boy Scouts** for their support in helping keep this tradition proudly in place.

NEXT SEASON'S GROWTH



And yes—the countdown is on for this summer’s Walk with Wine, and we’re building momentum as the World Cup approaches and regional attention increases.



Downtown Burlingame’s strategic planning session reaffirmed our focus on strengthening and expanding the initiatives that help Downtown Burlingame remain “The Place to Be” year-round—especially during the holiday season. Going forward, we will continue to prioritize:

Holiday Lighting & Décor

- Refresh and replace faded or worn décor and banners
- Add new holiday elements and expand streetscape enhancements
- Work with the City to increase lighting throughout the downtown area

Marketing, Business Visibility & Creative Placemaking

- Engage a part-time social media specialist to consistently feature Downtown businesses
- Increase collaborative promotions and merchant participation
- Expand marketing for signature events, including **Walk With Wine** and **Fall Fest**
- Publish our quarterly newsletter (next issue in **July**) and continue to solicit merchant stories and events
- Explore **murals in collaboration with local artists**—and potentially a new **Arts Commission** or arts advisory partnership—to strengthen Downtown identity, beautification, and cultural vibrancy
- Consider additional visibility opportunities such as **billboard advertising** when strategic and cost-effective

Board Recruitment & Representation

- Increase perspectives, input, and volunteer capacity to better serve merchants and the City of Burlingame

Budget Growth, Collections Reduction & Easier Payment

- Align our annual fee calendar with the **City of Burlingame’s business license cycle**, with fee requests issued in **June** alongside business license notices
- Improve on-time collections and increase actual revenues received—reducing the need for repeated follow-up and formal collection actions for nonpayment
- Address deferred maintenance of décor and banners while investing in new holiday assets
- Pursue sponsorships and community partners to offset costs and reduce pressure to increase business fees

Partnerships & Community Collaboration

- Continue strengthening partnerships with the **City of Burlingame**, the **Chambers of Commerce**, the **Burlingame Library**, the **Historical Society**, and other community organizations to amplify downtown programming and brand recognition.

LAST YEAR'S BLOOMS

Growing with the City and our region.

We strengthened collaboration with the City of Burlingame by supporting a federal grant proposal, contributing to Vision Zero safety input, and staying engaged with stakeholders through ongoing participation in the City's Economic Development Subcommittee and regional seminars hosted by The San Francisco Peninsula organization.

Our social media is taking off (as of January 2026).

- **Accounts reached:** 38,377 (+271.5%)
- **Overall views:** 182.4K (100% organic—no paid ads)
- **Profile visits:** 1,908 (+134%)
- **External link taps to website:** 29 (+107%)
- **Interactions:** 11,185 (3,028 likes; 254 comments; 740 saves; 2,774 shares; 46 reposts)
- **Followers:** 4,185 (+11.7%), with 472 net new followers

Just as important, merchants' own storytelling continues to add energy and authenticity to the Downtown Burlingame brand.

Partnerships branching in new directions.

We collaborated with the Burlingame/ SFO Chamber and the Burlingame Woman's Club to host mixers that increased community and merchant connection, promoted events through our website, and co-hosted a **CalSavers** informational seminar.

Volunteer leadership that makes it all possible.

Board members worked closely with our Executive Director to keep key initiatives thriving. Vice President **Aim-Orn "Pookie" Selig** continued to lead and strengthen the success of **Walk With Wine** and **Fall Fest**. Board member **Neli Vilchez** coordinated with the County Fire Department on **Toys for Tots**, and, recognized as an exemplary **Certified Green Business**, has helped champion Green Business certification, encouraging more small businesses to pursue sustainable practices.



FINANCIAL STATEMENT 10/1/2025 – 03/1/2026

Revenue	Item	Actuals
City of Burlingame	Member Dues	\$136,424.88
Events	Wine Walk	\$26,432.69
	Fall Fest	\$60,956.21
	Holiday Train	\$6,937.00
	Donations	\$400.00
Total Revenue		\$231,150.78
Expenses		
General Operational and Administrative Expenses		\$63,194.61
Events: Members/Community Engagement	Light-up Burlingame, Wine Walk, Fall Fest, Holiday Train, Business Mixers, etc.	\$134,336.97
Donations	Various Charitable Organizations	
Total Expenses (G&A plus Events)		\$197,531.58



BOARD OF DIRECTORS



Executive Board

Batya Berenfus - Jewels of Monaco, **President**
Aim Orn Selig - Coconut Bay / Shama Thai Massage,
Vice President, Fall Fest, Wine Walk
Nick Kosturos - Patronik Designs, **Treasurer/Secretary**

Board Members

Jenny Keleher - A Runner's Mind, **Past-President, Holiday Lighting**
Neli Vilchez - Floral Art & Design, **Marketing/Social Media**
Rachel Ni - Coldwell Banker Homes, **Marketing/Fall Fest**
Alison Ferrell – Paper Caper, **Marketing**
Joe Suarez – Realtor, **Marketing**

Liaisons from the City of Burlingame

Joseph Sanfillipo, Economic Development Department

Staff

Laurie Hilt, Executive Director
Makayla Rodriguez, Social Media

SHOP - DINE - PLAY - RELAX - LIVE
Destination: Downtown Burlingame



Revenue	Item	Budget
City of Burlingame	Member Dues	\$ 80,000.00
Events	Wine Walk	30,000.00
	Fall Fest	35,000.00
	Holiday Train / Winterfest	3,445.00
Contributions	Sponsorships Unrestricted	3,000.00
	In-Kind Donations	5,500.00
Total Revenue		\$ 156,945.00
Expenses		
<i>Administrative Expenses</i>		
Permits/Fees	Secretary of State/licenses	\$ 1,515.00
	Bank Fees	5.00
/Member Enhancements	Muralist	1,500.00
	Professional Videotaping	769.00
	Chamber of Commerce	800.00
	Update Kiosk Maps	400.00
	Printing Kiosk Maps	500.00
	Street Banners Replacement	3,000.00
	Website Domain Renewal	40.00
	Website Hosting	280.00
	Muralist	1,500.00
	Professional Videotaping	769.00
	Other Marketing/Promotions	3,750.00
Contract Services	ED Salary	32,000.00
	Legal/Accountant	1,500.00
	Social Media/Marketing Consultant	12,000.00
	Convention Force/Electronic Map	360.00
Dues & Subscriptions	Quickbooks	810.00
	Quickbooks 1099 tax filing	75.00
	Square Space	255.00
	Dropbox	120.00
	State Farm General Insurance	740.00
Insurance	Public Storage	2,650.00
Storage	Reordered checks	25.00
Office Supplies	Other Office Supplies	30.00
	Postage	20.00
USPS	PO Box Rental	242.00
In-Kind Donations	Donated Services, Products	5,500.00
Total G&A		\$ 71,155.00

Events: Members/Community Engagement		
<i>Fall Fest Event</i>		
	Materials	\$ 500.00
Marketing	Poster Distribution	200.00
	Downtown Burlingame BID Signage Update (main stage, post card / map, intersections)	550.00
	Picket Signs	260.00
	Sim Card/Hotspot	5.00
Equipment/Technology	Audio	2,250.00
	WiFi	55.00
	Square Reader Test	105.00
	Wrist Bands for Kids	50.00
Program Supplies	Petty Cash	1,500.00
Bank Withdrawal	Hardware, tents, drinking cups, etc.	2,500.00
Supplies	Other Fall Fest Expenses	23,500.00
<i>Fall Fest Event Total</i>		\$ 31,475.00
<i>Burlingame/Holiday Décor</i>		
Lights	Labor (installation, removal, storage): 3 trellises, light spheres, lights for 44 trees	14,500
	décor repairs	5000
Holiday Décor	Labor (installation, removal, storage): Garlands, ribbons, ornament statue, deer statue	14795
	Additional ornaments/statues	4000
	Planter Décor	205
<i>Burlingame/Holiday Décor</i>		\$ 38,500.00
<i>Wine Walk</i>		
	Social Media	\$ 1,500.00
	Wine Glasses	1,800.00
	Bags	500.00
	Artwork/Designer	700.00
	Balloons	300.00
	Music	800.00
	Administration	1,000.00
	Porta Potties	1,000.00
	ABC License	2,000.00
	Wrist Bands for Kids	500.00
<i>Wine Walk Total</i>		10,100.00
<i>Business/Community Connections</i>		
	Holiday Train / Winterfest	3,500.00
	Merchant Display Window Contest	500.00
	Merchant Mixers	600.00
	Miscellaneous	500.00
<i>Business/Community Connections Total</i>		5,100.00
<i>Events Total</i>		\$ 85,175.00
Total Expenses (G&A plus Events)		\$ 156,330.00