

RESOLUTION NO. 091-2025

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BURLINGAME APPROVING THE 2024-25 BURLINGAME AVENUE AREA BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT AND DECLARING ITS INTENTION TO ESTABLISH AND LEVY 2025-26 ASSESSMENTS FOR THE BURLINGAME AVENUE AREA BUSINESS IMPROVEMENT DISTRICT AND SETTING A PUBLIC HEARING FOR SEPTEMBER 15, 2025

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 2024-25 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 2025-26 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 2024-25 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 2025-26 year, beginning October 1, 2025, 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 2025-26 year shall remain the same as those used to determine the assessments levied on DBID businesses in the 2024-2025 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 2025-26 for Monday, September 15, 2025, 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 September 15, 2025. 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 15, 2025, 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.

Peter Stevenson, 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 August 18, 2025, and was adopted thereafter by the following vote:

AYES: Councilmembers: 1 Brownrigg, Colson, Pappajohn, Stevenson, Thayer

NOES: Councilmembers: None

ABSENT: Councilmembers: None

Meaghan Hassel-Shearer, City Clerk



July 7, 2025

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

Re: Downtown Burlingame (DBID) 2024 Annual Report and 2025-2026 Budget

Honorable Council Members:

Downtown Burlingame (DBID) is pleased to present our 2024 Annual Report and 2025 -2026 Budget. As dedicated business owners and managers who volunteer as Board Members, seize every opportunity to fulfill our mission. We offer insights and information to the City regarding local business, and promote business and civic activity attracting people from the Bay Area and beyond who seek a vibrant destination city that offers a welcoming sense of community and things to do—shop, dine, play, relax, live!

Our goals for 2024-2025 :

1. Increase Downtown Burlingame's marketing and multimedia visibility
2. Expand the idea of Downtown Burlingame as a "destination city"
3. Recruit new Board members
4. Clarify and refine specific operational policies and procedures
5. Strengthen collaborative partnerships

Initiatives, Events and Challenges

- Board Member Recruitment: We have strengthened our Board of Directors with a new Board Member while we have had multiple volunteers continue to attend monthly meetings and show interest in joining our board. We continue to find that many business owners are electing to focus on their businesses as opposed to committing to a Board Position.

- Merchant Mixers – an opportunity for our Merchants to meet, mix and mingle with one another and to learn about the DBID and happenings in Downtown Burlingame. We have collaborated, most recently, with the Chamber of Commerce and the Burlingame Women’s Club to hold joint mixers as well.
- California Green Business Certification – We continue our work with the California Green Business Network to help our DBID Merchants learn more about funds and assistance available to them to become “Green”.
- Continuing to try to get 100% of our DBID Assessments collected. This has been a challenge for many years as we send approx. 10 – 14k to collections yearly. We will be working with the Burlingame Finance Department to perhaps change the way we collect DBID Assessments and thinking about having them be part of the Business License collection. These discussions are still in their early stages.

Financial Summary

Current Checking Balance: (As of 7/7/25): \$ 51,878.88

Our financial statement to date is included with this submission and our proposed budget for the 2025–2026 fiscal year is included with the Annual Report.

Proposed expenditures for the remainder of the current year include:

- \$5,500 for Executive Director & Operations Costs
- \$2,000 for Marketing / Social Media Contractor
- \$1,000 for Accountant / Tax Preparation and Fees
- \$2,000 for Wine Walk Expenditures
- \$10,000 for Partial Fall Fest Expenditures

Downtown Burlingame (DBID) proposes no changes to the assessments or boundaries of the business district for the 2025-2026 fiscal year.

We continue to work together to promote the success of Downtown Burlingame with the tools and expertise we have in place. We are committed to this and look forward to continuing this effort.

Respectfully submitted by the Downtown Burlingame Board and Executive Director,

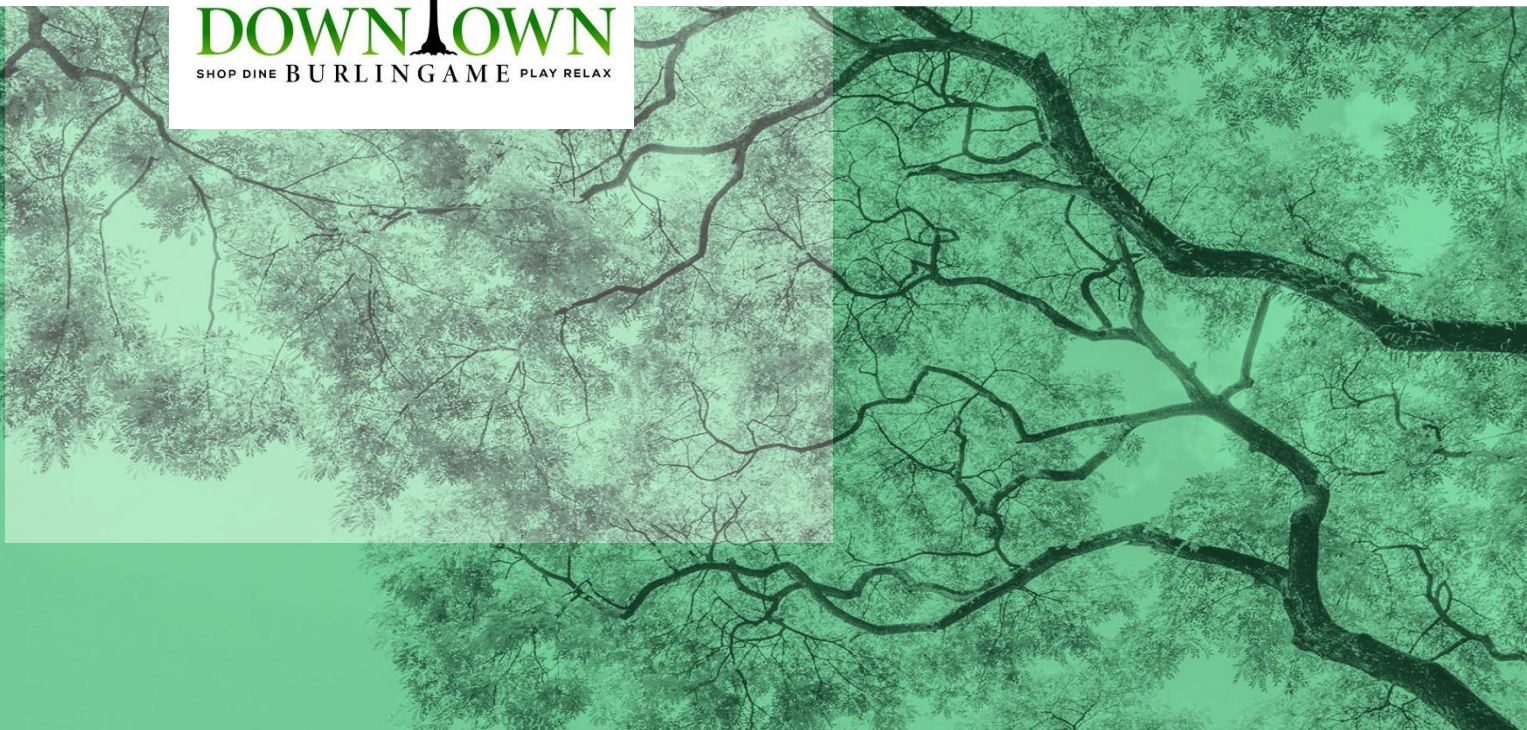
Laurie Hilt

Executive Director

Annual Report 2024-2025

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

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





OUR MISSION

Downtown Burlingame (aka DBBID) is a group of dedicated business owners and managers who volunteer as board members with the 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. Downtown Burlingame has a proven track record of connecting businesses with customers.

Downtown Burlingame is the information hub for City Departments regarding the current business climate and trends. We are the conduit to voice concerns and be an advocate on behalf of local business owners to the City of Burlingame and the Economic Development Council.

In our 15+ years representing and advocating for local businesses, Downtown Burlingame has tapped into a rich array of diverse businesses from which to cull creative and trend setting ideas as well as solid financial reserves.

Fulfilling Our Mission

Downtown Burlingame's strategic planning session resulted in continuing to focus on and expand the following initiatives:

Holiday Lighting – Add decorations, replace faded and worn décor, increase, with the assistance of the city, lighting throughout the downtown area.

Marketing – Hire part-time social media expert who will feature the various businesses in downtown Burlingame; increase collaborative activities; expand marketing for Wine Walk and Fall Fest. Our quarterly newsletter will go out in July, and we are continually soliciting stories and events from merchants. We are also considering murals and billboard ads for promotion.

Recruit Board Members – As the representative organization for 500 businesses in Downtown Burlingame, we seek to expand perspectives and input from our constituency as well as volunteer contributions that will benefit all the businesses and the City of Burlingame

Increase Budget – Since the Board seeks to continue to make downtown Burlingame “The Place to Be” and a destination for the holidays, we must address deferred maintenance of décor and banners as well as purchase new items for the holidays. We are seeking sponsors to help offset these costs so we don't have to raise fees with our businesses.

PARTNERSHIPS AND COMMUNITY IMPACT

Over the past fiscal year, Downtown Burlingame has remained committed to enhancing the vitality, safety, and sustainability of our commercial corridor. In alignment with the **City's Vision Zero initiative**, we actively participated in traffic safety and congestion surveys, asking our business owners to voice their concerns and offering insight into the impact of scooters, bicycles, and alternative transportation on our sidewalks and streets.

We supported the City's application for federal **RAISE infrastructure funding**, provided stakeholder input on key issues such as **parking meters**, **public safety**, and **rodent abatement**, and will continue that civic partnership with upcoming feedback on **water resources and conservation**.

A highlight of our sustainability efforts includes a growing collaboration with **Green Business California**, where we are helping Downtown merchants achieve "Green Business" certification—supporting local business resilience while promoting environmental stewardship.

In keeping with our strategic initiatives, Downtown Burlingame continues to cultivate relationships and has co-hosted with the Burlingame Chamber of Commerce and Burlingame Woman's Club our first quarterly business and community networking event and a special program at the Woman's Club with "Mark at the Mic" of the Burlingame Historical Society. Also, the local scouts—Troop 120--help with putting up flags for national holidays!



DOWNTOWN BURLINGAME (AKA DBBID) HOSTED HIGHLIGHTS

Walk with Wine 2024

Co-sponsored by the Burlingame Chamber of Commerce, over 200 participants became familiar with our local merchants while enjoying a wide selection of wines and small bites.

Fall Fest 2024

A beloved Downtown Burlingame tradition, Fall Fest featured a variety of family-friendly activities, including a lively Halloween costume contest. Next year, we plan to expand the contest area and welcome back popular favorites like the arts and crafts vendors, petting zoo, and the ever-popular choo-choo train.

Holiday Train

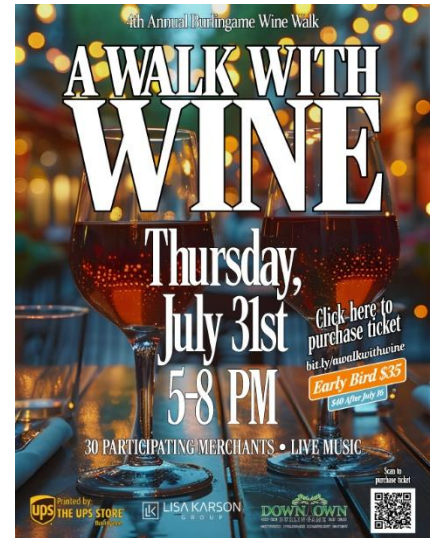
Following the annual lighting of the holiday tree, families lined up for a ride on the festive holiday train—right in the heart of Burlingame Avenue. This tradition continues to bring joy to kids and parents alike.

3rd Annual Holiday Window Display Contest

Each year, more merchants join in the festive fun of our Holiday Window Display Contest. Entries are judged on creativity, holiday spirit, and thematic innovation by a panel that includes members of the Burlingame Beautification Commission. This year, several judges were invited from across the San Francisco Peninsula, giving even more visibility to our vibrant downtown.

Holiday Lighting and Decor

The sparkling holiday decorations drew smiles from locals and visitors alike. Giant lighted ornaments at Park Road and Burlingame Avenue became selfie spots for families and friends. The welcoming deer display on Howard Avenue and festive spheres added seasonal charm, alongside garland-wrapped light posts and vibrant poinsettias in planters throughout the district. Stay tuned for even more holiday magic next season!



LOOKING FORWARD 2025-2026

- Wine Walk, July 31, 2025
- Fall Fest – October, 2025
- WinterFest Holiday Event – December 5, 2025
- 5th Annual Holiday “Display Window Competition”, December 17, 2025
- Quarterly Merchant and Community Mixers

BUDGET 2025 - 2026



Revenue	Item	Budget
City of Burlingame	Member Dues	\$ 73,450.00
Events	Wine Walk	12,700.00
	Fall Fest	30,000.00
Contributions	Sponsorships	18,000.00
	Donations	8,650.00
Other		1,000.00
Total Revenue		\$ 143,800.00
Expenses		
<i>General Operational and</i>		
Permits/Fees	Secretary of State	\$ 35.00
	Bank Fees	5.00
Marketing/Advertising/Gifts		
	Social Media/Marketing Consultant	12,000.00
	Muralist	1,500.00
	Professional Videotaping	769.00
	Billboard	15,000.00
	Chamber of Commerce	800.00
	Update Kiosk Maps	400.00
	Printing Kiosk Maps	500.00
	Street Banners Replacement	2,000.00
	Website Domain Renewal	40.00
	Website Hosting	260.00
	Other Marketing/Promotions	3,750.00
Contract Services	ED Salary	32,000.00
	Legal/Accountant	1,100.00
Dues & Subscriptions	Convention Force/Electronic Map	360.00
	Quickbooks	645.00
	Quickbooks 1099 tax filing	75.00
	Zoom	150.00
	Square Space	255.00
	Dropbox	120.00
Insurance	State Farm General Insurance	700.00
Storage	Public Storage	2,544.00
Office Supplies	Reordered checks	25.00
	Other Office Supplies	30.00
USPS	Postage	20.00
	PO Box Rental	222.00
Total G&A		\$ 75,305.00

BUDGET 2025 - 2026 CONTINUED

Events: Members/Community Engagement		
<i>Fall Fest Event</i>		
Marketing	Materials	\$ 500.00
	Poster Distribution	200.00
	Picket Signs	260.00
Equipment/Technology	Sim Card/Hotspot	5.00
	Audio	2,150.00
	WiFi	55.00
	Square Reader Test	105.00
Program Supplies	Wrist Bands for Kids	20.00
Bank Withdrawal	Petty Cash	1,500.00
Supplies	Hardware, tents, drinking cups, etc.	1,500.00
	Other Fall Fest Expenses	20,500.00
<i>Fall Fest Event Total</i>		<i>\$ 26,795.00</i>
<i>Light Up Burlingame/Holiday Décor</i>		
Lights	Lights replacements, decor repairs	\$ 1,000.00
	3 Trellises, light spheres	14,795.00
	Additional ornaments/statues	
	44 Tree lights	14,500.00
Holiday Décor	Garlands and 4 ornamental statues	205.00
<i>Light Up Burlingame/Holiday Décor Total</i>		<i>\$ 30,500.00</i>
<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>		<i>10,100.00</i>
	Merchant Mixers	600.00
	Miscellaneous	500.00
Member/Community Events Total		1,100.00
Events Total		\$ 68,495.00
Total Expenses (G&A plus Events)		\$ 143,800.00

Downtown Burlingame Board Members

Executive Board

Batya Berenfus - Jewels of Monaco, **President**

Aim Orn Selig - Coconut Bay / Shama Thai Massage,
Fall Fest, Wine Walk, Vice President

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**

Liaisons from the City of Burlingame

Joseph Sanfillipo, Economic Development Department



Downtown Burlingame Improvement District

Profit and Loss

October 2024 - September 2025

	TOTAL
Income	
Direct Public Support	
Fall Fest 2024 Income	31,248.96
Holiday Event Train Sponsorship 2024	2,000.00
Member Dues 2024-2025	74,105.75
Total Direct Public Support	107,354.71
Membership Dues 2023 - 2024	2,786.25
Total Income	\$110,140.96
GROSS PROFIT	\$110,140.96
Expenses	
Marketing and Advertising	
Hotel Advertising	
Maps and Schedules	399.34
Total Hotel Advertising	399.34
Street Banners	
Purchase/Repair/Replace	1,644.43
Total Street Banners	1,644.43
Web Site Hosting	276.00
Total Marketing and Advertising	2,319.77
Member Enhancements	
Beautification - Labor	
Light Up Downtown Expenses	29,368.93
Total Beautification - Labor	29,368.93
Total Member Enhancements	29,368.93
Operations	364.66
Contract Services	
Administrative Assistant	23,999.94
Marketing Assistant	820.00
Total Contract Services	24,819.94
Dues and Subscriptions	1,454.04
Insurance	739.00
Office Supplies_Storage	1,672.00
Total Operations	29,049.64
Special Events	
Fall Fest 2024	25,833.81
Holiday Event 2024	1,156.99
Wine Walk 2025 Expenses	274.74
Total Special Events	27,265.54
Total Expenses	\$88,003.88
NET OPERATING INCOME	\$22,137.08
NET INCOME	\$22,137.08