

DATE: June 11, 2019
TO: Honorable Mayor and Members of the City Council
FROM: Councilwoman Lena Gonzalez, District 1 ^{LG}
SUBJECT: Fund Transfer for North Pine Neighborhood Business Corridor Improvement Strategies

RECOMMENDATION

Increase appropriations in the General Fund Group in the Economic Development Department by \$25,000, offset by the First Council District one-time District Priority Funds transferred from the General Fund Group in the Citywide Activities Department to support the creation of a community vision for business corridor improvements that revitalize and activate historic Pine Avenue and the North Pine neighborhood; and

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$25,000 to offset a transfer to the Economic Development Department.

DISCUSSION/BACKGROUND

The North Pine neighborhood has seen a renaissance over the past decade, with a number of thriving small businesses and new housing developments bringing new life to the downtown economy. This Council recommendation requests a fund transfer to the Economic Development Department to coordinate a community and business outreach process and identify business corridor improvement strategies that help revitalize and activate historic Pine Avenue and the North Pine neighborhood. Through outreach to local business owners, residents, and partners, this process will provide recommendations for the neighborhood moving forward and will further instill a sense of communal identity in the downtown and facilitate a better quality of life and economic growth for all to enjoy. This item is in line with the Economic Development Blueprint, which includes recommendations to invest in proactive programs that support business attraction, retention, and expansion and improve business corridors.

This matter was reviewed by Budget Manager Grace H. Yoon on May 30, 2019.

FISCAL IMPACT

This recommendation provides funds to the Economic Development Department to support a community and business engagement process that defines business corridor improvements for historic Pine Avenue and the North Pine neighborhood. The total appropriation increase in the General Fund Group the Economic Development Department of \$25,000 is offset by a decrease of appropriation of First Council District one-time District Priority Funds in the General Fund Group in the Citywide Activities Department. Completing this work is anticipated to result in a moderate impact to staff hours beyond normal budgeted scope of duties and a moderate impact on City Council priorities.

SUGGESTED ACTION

Approve recommendation.