



## Legislation Text

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**File #:** 17-0809, **Version:** 1

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Recommendation to receive supporting documentation into the record, conclude the public hearing, and adopt resolution continuing the Fourth Street Parking and Business Improvement Area assessment for the period of October 1, 2017 through September 30, 2018; and, authorize City Manager, or designee, to extend the agreement with the Fourth Street Business Improvement Association for a one-year term. (District 2)

The Fourth Street Business Improvement Association (FSBIA) promotes and markets the commercial area along Fourth Street using funds generated through the assessment of businesses located in the Fourth Street Parking and Business Improvement Area (FSPBIA). The FSBIA governs the assessment to be collected. To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. A copy of the Annual Report describing proposed assessments, activities and allocations is attached to the Resolution as Exhibit A.

The Annual Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The Annual Report proposes no change in the district boundaries, the basis and method of levying the assessment, and no significant change in proposed activities.

At its August 8, 2017 meeting, the City Council approved Resolution No. RES-17-0070, granting approval of the Annual Report, declaring the intention of the City Council to levy the assessment, and set September 19, 2017 as the date of the public hearing. A hearing notice, including a copy of the Resolution, was published in local media.

State law provides that the City Council shall hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as proposed in the Annual Report. State law further provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of the proceedings shall be in writing. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council shall not levy the assessment. If protests in such quantity are directed against a specific portion of the program, the City Council shall eliminate that portion.

The Fiscal Year 2018 (FY 18) Annual Report, transmitting the recommendations of the FSPBIA Advisory Board, proposes the following assessment rates:

### **FOURTH STREET PARKING AND BUSINESS IMPROVEMENT AREA (FSPBIA)**

**PBIA ASSESSMENT FORMULA  
2017 - 2018**

| Business License Category               | Annual Assessment |
|---|-------------------|
| Financial/Banking & Insurance           | \$200             |
| Service Real Estate Offices             | \$200             |
| Retail - Restaurant w/Alcohol & RTE     | \$200             |
| Retail - Other                          | \$200             |
| Consulting                              | \$200             |
| Construction Contractor                 | \$200             |
| Professional                            | \$200             |
| Service - Other                         | \$200             |
| Misc, Rec/Ent, Vend, Manf, Uniq, Whlsl, | \$100             |
| Commercial space rental                 | \$100             |
| Non-profit business operations          | \$100             |
| Residential property rental             | 0                 |
| All Secondary Licensees                 | 0                 |

This matter was reviewed by Deputy City Attorney Amy R. Webber on August 31, 2017 and by Budget Operations Administrator Grace Yoon on September 1, 2017.

City Council action is requested on September 19, 2017, to allow purchase order and contract modifications to be completed so that FY 18 assessment transfers may be made as required by the Agreement for Funding with the FSBI.

It is estimated that the FSPBIA will generate \$17,500 in FY 18 through continuation of the existing assessment. Assessment funds are collected through additional fees attached to FSPBIA business licenses and passed directly through to the FSBI for implementation of their annual programs. Approval of this recommendation will provide continued support to the local economy. There is no local job impact associated with this recommendation.

Approve recommendation.

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JOHN KEISLER  
DIRECTOR OF ECONOMIC  
& PROPERTY DEVELOPMENT

APPROVED:

PATRICK H. WEST  
CITY MANAGER