



**Date:** December 15, 2015  
**To:** Honorable Mayor Robert Garcia and Members of the City Council  
**From:** Councilmember Rex Richardson, Ninth District  
**Subject:** Uptown PBID Creative Consultant Transfer

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**RECOMMENDATION:**

Recommendation to approve the transfer of the Ninth Council District's Fiscal Year 2016 one-time infrastructure funds in the amount of \$35,000 to the Uptown Property and Business Improvement District (PBID) to support a business and creative consultant to work on key strategic initiatives; and

Decrease appropriations in the Capital Projects Fund (CP) in the Public Works Department (PW) by \$35,000, and increase appropriations in the General Fund (GP) in the Economic and Property Development Department (EP) by \$35,000.

**Discussion**

In October 2013, property and business owners voted to establish a Property and Business Improvement District (PBID) along the Atlantic Avenue corridor from Market Street to Artesia Boulevard, and along Artesia Boulevard from Atlantic Avenue to Orange Avenue. On January 1, 2014, the Uptown Property and Business Improvement District (Uptown PBID) became effective. The Uptown PBID was formed to revitalize specific business corridors and the surrounding community, including security, maintenance, marketing, and economic development.

The Uptown PBID seeks to engage a business and creative community consultant to inventory Uptown's unique mix of assets and opportunities, and identify and pursue ways to connect and promote them. The PBID does not have specific resources to support a business and creative consultant to further enhance activities. In order to further the work of the PBID, Council District 9 is willing to provide funding out of the balance of the District's one-time infrastructure funds.

**Fiscal Impact**

A transfer of \$35,000 from Council District 9's FY 16 one-time infrastructure funding in the Capital Projects Fund (CP) to the General Fund (GP) budget in the Economic and Property Development Department (EP) is required.