



Legislation Details (With Text)

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In control: City Council Regular Meeting

On agenda: 8/3/2021 **Final action:** 8/3/2021

Title: Consideration of a Resolution Declaring Intention to Provide for Annual Levy and Collection of Assessments for the Downtown Business Improvement District and Setting a Public Hearing for September 9, 2021 (Finance Director Charelian).
a) ADOPT RESOLUTION NO. 21-0059
b) SCHEDULE PUBLIC HEARING DATE TO CONSIDER ASSESSMENTS ON SEPTEMBER 9, 2021

Sponsors:

Indexes:

Code sections:

Attachments: 1. Resolution No. 21-0059, 2. BID Letter to City Council Approve Resolution, 3. DMBBID Business Improvement and Activity Plan 2021-22

| Date | Ver. | Action By | Action | Result |
|----------|------|------------------------------|---------|--------|
| 8/3/2021 | 1 | City Council Regular Meeting | adopted | Pass |
| 8/3/2021 | 1 | City Council Regular Meeting | | |

TO:

Honorable Mayor and Members of the City Council

THROUGH:

Bruce Moe, City Manager

FROM:

Steve S. Charelian, Finance Director
Libby Bretthauer, Financial Services Manager

SUBJECT:

Consideration of a Resolution Declaring Intention to Provide for Annual Levy and Collection of Assessments for the Downtown Business Improvement District and Setting a Public Hearing for September 9, 2021 (Finance Director Charelian).

- a) **ADOPT RESOLUTION NO. 21-0059**
b) **SCHEDULE PUBLIC HEARING DATE TO CONSIDER ASSESSMENTS ON SEPTEMBER 9, 2021**

RECOMMENDATION:

The Downtown Business Improvement District Advisory Board and City Staff recommend that the City Council adopt Resolution No. 21-0059 announcing the City's intention to set assessments for the Downtown Business Improvement District (BID) for fiscal year (FY) 2021-2022 and setting the public hearing for September 9, 2021.

FISCAL IMPLICATIONS:

There are no budgetary or other financial implications associated with the adoption of the Resolution of Intention.

BACKGROUND:

In 1998, the City Council, at the request of the downtown business owners, dissolved an existing parking district and created a new Business Improvement District (BID) for the downtown area. The new district was created under the Parking and Business Improvement Area Law of 1989, which provides flexibility with respect to the use of funds. The previously existing parking district restricted the use of the funds to the acquisition and construction of parking facilities.

The Parking and Business Improvement Area Law of 1989 requires that the district and associated assessments be renewed annually. Therefore, the City Council will hold a public hearing at its meeting on September 9, 2021, to consider the request from the Downtown Business Improvement District Advisory Board to renew the district for Fiscal Year 2021-2022 and levy the associated assessment (80% surcharge on business license tax to a maximum of \$600).

DISCUSSION:

The purpose of the Resolution is to announce the City's intention to renew the BID assessment, outline the activities and services to be funded by the assessment, and to set the date for a formal public hearing (September 9), not-to-exceed \$600 for any individual business in the BID.

On June 8, 2021, the Downtown Manhattan Beach Business Improvement District Advisory Board met to discuss the proposed activity plan and associated budget for FY 2021-2022. At that time, the Board approved various documents, including the FY 2021-2022 activity plan, which has been included as an attachment. Subsequently, the Chairperson of the Advisory Board (Mike Zislis) submitted a letter requesting the City Council adopt the Resolution of Intention; both documents are included as attachments.

If adopted by the City Council, this Resolution of Intention will be circulated to all business owners within the BID as notification of the public hearing on September 9, 2021. In addition, a notice advertising the public hearing will be placed in The Beach Reporter. At the public hearing, all proponents and opponents of the annual assessment will have an opportunity to present information to the City Council.

PUBLIC OUTREACH:

After analysis, staff determined that public outreach was not required for this issue.

ENVIRONMENTAL REVIEW:

The City has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Thus, no environmental review is necessary.

LEGAL REVIEW:

The City Attorney has reviewed this report and determined that no additional legal analysis is

necessary.

ATTACHMENTS:

1. Resolution No.21-0059
2. BID Advisory Board Chairperson Letter from BID Advisory Board to City Council
3. Fiscal Year 2021-2022 DMBBID Business Improvement and Activity Plan