

Auto Center Business Improvement District

Finance Department

**City Council
July 20, 2021**

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BACKGROUND

- Auto Center Business Improvement District (Auto Center BID) formed in 2011
 - General business and event promotions.
 - Advertise Auto Center BID businesses.
 - Electronic display sign operation and maintenance.
 - Maintenance and repair of entryway monuments and landscaping.
- Each business within Auto Center BID assessed \$8,000 per year effective September 1, 2011
- City provides \$100,000 in matching funds – Electronic sign



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Annual Approval Process

- Section 36533 California Streets & Highways Code requires that each year City Council:
 - Adopt a Resolution of Intention, file an Annual Report submitted by the Riverside New Car Dealers Association, set public hearing.
 - Conduct a public hearing and rule on any public protests.
 - Confirm the Annual Report.
 - Adopt a resolution authorizing the Auto Center BID assessments for the next Fiscal Year.



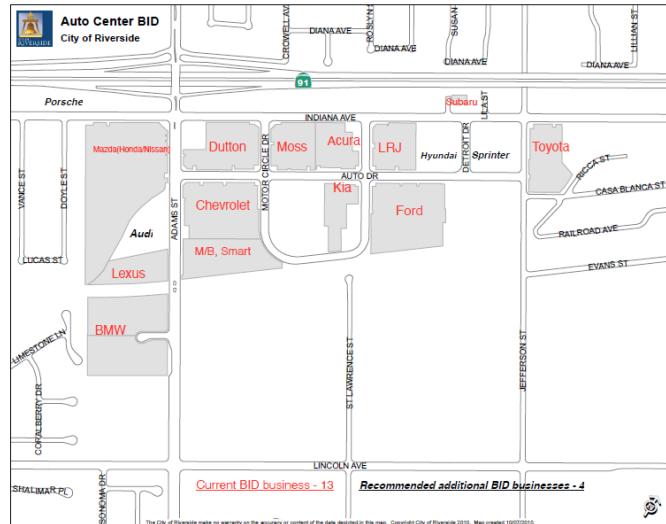
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BID Boundaries and Assessment

- Increase boundary to include four additional car dealerships.
- Per business assessment will drop from \$8,000 to \$6,100 in FY 2021-2022.
- Requires adoption of Ordinance to amend Chapter 3.49 of Riverside Municipal Charter.



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RECOMMENDATIONS

That the City Council:

1. Conduct a public hearing and hear and rule on any protests to the Auto Center BID assessment and projects for FY 2021-2022;
2. Accept or reject the recommendation of the Advisory Board to amend the boundaries of the Auto Center Business Improvement District;
3. Adopt a Resolution confirming the annual report of the Riverside New Car Dealers' Association acting in its capacity as the Advisory Board to the Auto Center Business Improvement District and levying assessments for the Fiscal Year beginning September 1, 2021; and
4. Adopt an Ordinance to amend Chapter 3.49 of the Riverside Municipal Code to include the amended boundaries of the Auto Center Business Improvement District.



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