



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: DECEMBER 17, 2019

FROM: FINANCE DEPARTMENT WARDS: 1 & 2

SUBJECT: PUBLIC HEARING – RESOLUTION CONFIRMING ANNUAL REPORT OF RIVERSIDE DOWNTOWN PARTNERSHIP AND LEVYING ASSESSMENTS FOR CALENDAR YEAR 2020 FOR DOWNTOWN PARKING AND BUSINESS IMPROVEMENT AREA

ISSUES:

Conduct the public hearing for the Downtown Parking and Business Improvement Area annual assessment and projects for 2020; adopt a Resolution confirming the annual report of the Riverside Downtown Partnership acting in its capacity as the advisory board to the Downtown Parking and Business Improvement Area and levying assessments for calendar year 2020; and direct the Riverside Downtown Partnership to expend revenues derived from the Downtown Parking and Business Improvement Area annual assessment and the \$100,000 matching grant from the City and to operate the programs and activities in accordance with Chapter 3.46 of the Riverside Municipal Code and the annual report.

RECOMMENDATIONS:

That the City Council:

1. Conduct the public hearing to hear any protests to the Downtown Parking and Business Improvement Area annual assessment and projects for 2020;
2. Adopt a Resolution confirming the annual report of the Riverside Downtown Partnership acting in its capacity as the advisory board to the Downtown Parking and Business Improvement Area and levying assessments for calendar year 2020; and
3. Direct the Riverside Downtown Partnership to expend revenues derived from the Downtown Parking and Business Improvement Area annual assessment and the \$100,000 matching grant from the City and to operate the programs and activities in accordance with Chapter 3.46 of the Riverside Municipal Code and the annual report.

BACKGROUND:

The City of Riverside established the Downtown Parking and Business Improvement Area (RDPBIA) in 1985 by Ordinance No. 5303, pursuant to the provisions of the California Streets and Highways Code Section 36500. Its purpose is to promote, represent and manage an

environment that supports downtown Riverside as a regional destination for economic arts, cultural, and residential uses. The Riverside Downtown Partnership (RDP) was designated as the advisory board and is empowered to manage the RDPBIA. The annual RDPBIA assessment is described in the Riverside Municipal Code (RMC) section 3.46.060 as an amount equal to one-hundred percent (100%) of the business tax charge, as amended. The City's business tax rates are adjusted annually on November 1st. The rates increase or decrease equivalent to the most recent change in the annual average of the consumer price index as published by the Bureau of Labor Statistics for the Riverside-San Bernardino-Ontario metropolitan area or five percent, whichever is less.

Section 36533 of the Streets & Highways Code requires that the advisory board prepare a report for each year for which assessments are to be levied and collected to pay the costs of the improvements and activities described in the report (Attachment 2). The City Council may approve the report as filed by the advisory board, or may modify any portion of the report and approve it as modified.

DISCUSSION:

On November 5, 2019, the City Council approved the Annual Report of the RDPBIA. Based on the report, there are no proposed changes to the boundaries of the RDPBIA. The current activities and improvements for the upcoming year include parking patrol and visitor assistance, downtown beautification efforts, downtown public events, music in public places, cultural performances, and promotion of businesses. The report details the method and basis of levying the 2020 assessment in sufficient detail to allow each business owner to estimate the amount of the assessment levied against his or her business.

The City Council also adopted a Resolution of Intention to impose the annual RDPBIA assessments for the calendar year 2020, and to schedule a public hearing for the purpose of adopting a resolution to impose the 2020 assessments. The Resolution of Intention was published in a newspaper of general distribution seven (7) days prior to the public hearing. In addition, a notice of the public hearing was mailed to each holder of a business license tax certificate within the designated RDPBIA by mail, postage prepaid as required.

To levy the RDPBIA assessments for 2020, the City Council must adopt the Resolution to levy the assessments for the Downtown BIA for calendar year 2020 (Attachment 1). Representatives of the RDP will make a short presentation to the City Council of the activities and programs conducted by the RDPBIA prior to hearing comments from the public. At the conclusion of the public hearing, the City Council will rule as to whether there has been a majority protest to the imposition of the assessment. If none exists, the Department recommends that the City Council confirm the annual report, direct the RDP to expend the resources of the BIA in accordance with RMC section 3.46.080 and adopt the resolution levying the assessment for calendar year 2020.

FISCAL IMPACT:

The total fiscal impact is \$100,000 in matching funds. The matching funds are provided to RDP per an agreement between the BID and the former Redevelopment Agency (RDA) in March 2011 where the RDA agreed to pay \$1M over a ten year term for services rendered. This term ends June 30, 2020. Sufficient funds for Calendar Year 2020 are budgeted at \$50,000 each in accounts 2830602-459977 and 2830802-459977.

The City collects the assessments for the RDPBIA via the annual business tax renewal process. The revenue generated from the assessment is projected to be approximately \$412,000 for calendar year 2020. All assessments collected are transferred directly to the RDP.

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availability of funds: Edward Enriquez, Chief Financial Officer/Treasurer
Approved by: Carlie Myers, Deputy City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Notice of Public Hearing
2. Resolution Levying Downtown BIA Assessments for 2020
3. Annual Report of the Riverside Downtown Parking and Business Improvement Area
4. Boundary Map of the Downtown Parking and Business Improvement Area
5. Presentation – Riverside Downtown Partnership
6. Presentation – Finance Department