



AUTO CENTER BUSINESS IMPROVEMENT DISTRICT

Finance Department

City Council
August 16, 2022

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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 \$6,100 per year
- 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 – Completed August 2, 2022
 - 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



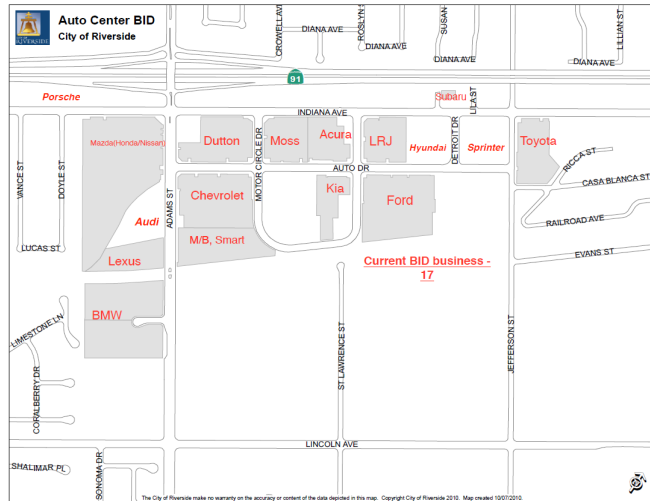
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BID BOUNDARIES AND ASSESSMENT

- No changes proposed to the Auto Center BID boundaries
- No changes proposed to the Auto Center BID assessment



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STRATEGIC PLAN ALIGNMENT

Strategic Priority 3 – Economic Opportunity

Goal 3.1 - Facilitate partnerships and programs to develop, attract and retain innovative business sectors

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



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RECOMMENDATIONS

That the City Council:

1. Conduct a public hearing and rule on any protests to the Auto Center Business Improvement District assessments and projects for FY 2022-2023, from September 1, 2022 through August 31, 2023; and
2. 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, 2022.



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