



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: OCTOBER 24, 2017**

FROM: FINANCE DEPARTMENT **WARDS: 1 AND 2**

SUBJECT: PUBLIC HEARING–DOWNTOWN PARKING AND BUSINESS IMPROVEMENT AREA – RESOLUTION LEVYING 2018 ANNUAL ASSESSMENT

ISSUES:

Conduct the public hearing for the Downtown Parking and Business Improvement Area assessment; confirm the annual report of the Riverside Downtown Partnership; and adopt a resolution imposing the levy of the annual assessments in the Business Improvement Area for calendar year 2018.

RECOMMENDATIONS:

That the City Council:

1. Conduct the public hearing and rule on any protests to the Downtown Business Improvement Area assessments and projects for 2018;
2. Confirm the annual report of the Riverside Downtown Partnership acting in its capacity as the Advisory Board to the Business Improvement Area;
3. Direct the Riverside Downtown Partnership (i) to expend revenues derived from the BID assessment and the \$100,000 matching grant from the City and (ii) to operate programs and activities in accordance with Chapter 3.46 of the Riverside Municipal Code and the annual report; and
4. Adopt a Resolution to impose the assessments for the Downtown Business Improvement Area for calendar year 2018.

BACKGROUND:

The Downtown Business Improvement Area (BIA) was formed in 1985 by Ordinance No. 5303 pursuant to the provisions of the California Streets and Highways Code Section 36500. Its purpose is to provide funding for specific services and benefits that are conferred directly to the businesses subject to the assessment, at a cost that does not exceed the reasonable costs to the City of providing the services and benefits. The annual assessment is described in the Riverside Municipal Code (RMC) section 3.46.060 as an amount equal to one hundred percent (100%) of

the non-discounted business tax charge, as amended. The City's business tax rates are adjusted annually on November 1st (up to a maximum of 5%), in response to changes in the Consumer Price Index as published by the United States Department of Labor for the Los Angeles-Anaheim-Riverside metropolitan area. On November 1, 2016, the City's business tax rates increased by 1.0%.

DISCUSSION:

Annual Report

At the September 26, 2017, City Council meeting, the Riverside Downtown Partnership (RDP) acting as the Advisory Board of the Downtown BIA submitted its annual report. The report included the history of accomplishments, proposed 2018 expenditures for programs, and the method/basis of levying the assessments for 2018. At that same meeting, the City Council adopted a Resolution stating its intention to impose an annual levy for the calendar year 2018, effective January 1, 2018, and to set a public hearing for today, October 24, 2017.

Presentation

Representatives of the RDP will make a short presentation to the City Council on the activities and programs conducted by the BID prior to receiving comments from the public.

Public Hearing

As part of the approval process, a public hearing needs to be held to hear from interested parties. At the conclusion of the public hearing, the City Council should rule as to whether there has been a majority protest to the imposition of the levy for the type of programs and activities to be provided by the Downtown BIA. If there is no majority protest, City Council will confirm the annual report with direction to the RDP to expend the resources of the BID in accordance with RMC section 3.46.080 and adopt the resolution imposing the levy for calendar year 2018.

FISCAL IMPACT:

There is no fiscal impact to the City if the assessments are not collected because all funds are transferred directly from the City to the RDP. The assessments are projected to total approximately \$350,000 for the 2018 calendar year. The City provides a \$100,000 matching grant to the RDP. The grant has been included in the 2017/18 approved budget at \$50,000 in each of the following accounts 2830602-459977 and 2830802-459977, entitled Riverside Downtown Partnership.

Prepared by:	Adam Raymond, Chief Financial Officer/Treasurer
Certified as to	
availability of funds:	Adam Raymond, Chief Financial Officer/Treasurer
Approved by:	Marianna Marysheva, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

Attachments:

1. Resolution Levying Downtown BIA Assessments for 2018
2. Annual Report
3. Boundary Map of the Downtown Parking and Business Improvement Area
4. Presentation – Riverside Downtown Partnership
5. Presentation – Finance Department