



# City Council Memorandum

*City of Arts & Innovation*

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**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: NOVEMBER 6, 2018**

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

**SUBJECT: PUBLIC HEARING – DOWNTOWN PARKING AND BUSINESS IMPROVEMENT AREA – RESOLUTION LEVYING 2019 ANNUAL ASSESSMENT**

## **ISSUES:**

Conduct the public hearing for the Downtown Parking and Business Improvement Area (“BIA”) 2019 annual assessment; confirm the annual report of the Riverside Downtown Partnership (“RDP”) acting in its capacity as the Advisory Board to the BIA, adopt a resolution to impose the annual assessment for the BIA for calendar year 2019, and direct the RDP to expend resources of the BIA including those derived from the 2019 annual assessment and the \$100,000 matching grant, regularly awarded by the City, to manage programs and activities in accordance with Chapter 3.46 of the Riverside Municipal Code (RMC) and the annual report.

## **RECOMMENDATIONS:**

That the City Council:

1. Conduct the public hearing and rule on any protests to the BIA 2019 annual assessment and projects for 2019;
2. Confirm the annual report of the Riverside Downtown Partnership acting in its capacity as the Advisory Board to the BIA;
3. Adopt a Resolution to impose the annual assessment for the BIA for calendar year 2019; and
4. Direct the RDP to expend resources of the BIA including those derived from the 2019 annual assessment and the \$100,000 matching grant, regularly awarded by the City, to manage programs and activities in accordance with Chapter 3.46 of the Riverside Municipal Code (RMC) and the annual report.

## **BACKGROUND/LEGISLATIVE HISTORY:**

The Downtown Parking and 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, 2017, the City's business tax rates increased by 3.0%.

## **DISCUSSION:**

### **Annual Report**

On October 09, 2018, City Council approved the 2019 annual report of the Downtown BIA as submitted by the Riverside Downtown Partnership ("RDP") acting as the Advisory Board of the Downtown BIA. The report included a history of accomplishments, proposed 2019 program expenditures, and method/basis for levying the assessment for 2019. The City Council also adopted a Resolution of intention to impose the annual assessment for the calendar year 2019, effective January 1, 2019, and scheduled a public hearing for November 6, 2018 for the purpose of adopting a resolution to impose the 2019 assessment.

### **Presentation**

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

### **Public Hearing**

As part of the approval process, a public hearing is required to be held in order to hear from interested parties. 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, City Council will confirm the annual report, adopt the resolution imposing the assessment for calendar year 2019 and direct the RDP to expend the resources of the BIA in accordance with RMC section 3.46.080.

## **FISCAL IMPACT:**

There is no fiscal impact to the City associated with the actions outlined in this report. Assessments collected are transferred directly from the City to the RDP. The assessments are projected to total approximately \$350,000 for the 2019 calendar year.

Separate from the assessment, the City regularly provides a \$100,000 matching grant to the RDP. Sufficient funding for this grant is included in the 2018-2019 approved budget with \$50,000 budgeted in each of the following accounts 2830602-459977 and 2830802-459977, entitled Riverside Downtown Partnership.

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Certified as to	
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Approved by:	Lea Deesing, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

**Attachments:**

1. Resolution Levying Downtown BIA Assessments for 2019
2. Annual Report
3. Boundary Map of the Downtown Parking and Business Improvement Area
4. Presentation – Riverside Downtown Partnership
5. Presentation – Finance Department