



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: NOVEMBER 5, 2019**

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

SUBJECT: RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT IN THE DOWNTOWN PARKING AND BUSINESS IMPROVEMENT AREA FOR CALENDAR YEAR 2020, FIXING TIME AND PLACE FOR A PUBLIC HEARING ON PROPOSED ASSESSMENT, AND ANNUAL REPORT

ISSUES:

Approve the annual report of the Riverside Downtown Partnership acting as the Advisory board to the Riverside Downtown Parking and Business Improvement Area; adopt a Resolution of Intention to impose the annual assessment for calendar year 2020, and set a public hearing for December 17, 2019, to adopt a resolution imposing the annual assessment in the Downtown Parking and Business Improvement Area.

RECOMMENDATIONS:

That the City Council:

1. Approve the annual report of the Riverside Downtown Partnership acting as the Advisory board to the Riverside Downtown Parking and Business Improvement Area;
2. Adopt a Resolution of Intention declaring the City of Riverside's intent to levy an annual assessment for calendar year 2020, from January 1, 2020, through December 31, 2020; and
3. Set a public hearing for December 17, 2019, at 3:00pm in the City Council Chambers in the City of Riverside to adopt a resolution imposing the annual assessment in the City of Riverside Downtown Parking and Business Improvement Area.

BACKGROUND:

The City of Riverside established the Downtown Parking and Business Improvement Area (RDPBIA) in 1985 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 Downtown BID 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 1). 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:

Based on the 2020 Riverside Downtown Parking and Business Improvement Area annual 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 assessment in sufficient detail to allow each business owner to estimate the amount of the assessment levied against his or her business.

To levy the RDPBIA assessments for 2020, the City Council must adopt the Resolution of Intention (Attachment 2) to impose the assessment and set a date for a public hearing. The Resolution of Intention will be published in a newspaper of general distribution seven (7) days prior to the public hearing. In addition, a notice of the public hearing will be mailed to each holder of a business license tax certificate within the designated RDPBIA by mail, postage prepaid as required. The Public Hearing will be held December 17, 2019, at 3:00 PM in the City Council Chambers in the City of Riverside, at which time any protests may be heard against the proposed action.

FISCAL IMPACT:

The total fiscal impact is \$100,000 in matching funds provided to the RDP. 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.

Prepared by: Heidi Schrader, Debt Manager
Certified as to
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. Annual Report of the Riverside Downtown Parking and Business Improvement Area
2. Resolution of Intention to Levy an annual assessment in the Downtown Parking and Business Improvement Area
3. Boundary Map of the Downtown Parking and Business Improvement Area