



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: NOVEMBER 17, 2020

FROM: FINANCE DEPARTMENT WARDS: 1 & 2

SUBJECT: PUBLIC HEARING – RESOLUTION CONFIRMING ANNUAL REPORT OF RIVERSIDE DOWNTOWN PARTNERSHIP AND LEVYING ASSESSMENTS FOR CALENDAR YEAR 2021 FOR RIVERSIDE DOWNTOWN PARKING AND BUSINESS IMPROVEMENT AREA

ISSUES:

Conduct the public hearing for the Riverside Downtown Parking and Business Improvement Area annual assessment and projects for 2021; 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 2021; and direct the Riverside Downtown Partnership to expend revenues derived from the Riverside Downtown Parking and Business Improvement Area annual assessment 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 Riverside Downtown Parking and Business Improvement Area annual assessment and projects for 2021;
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 2021; and
3. Direct the Riverside Downtown Partnership to expend revenues derived from the Riverside Downtown Parking and Business Improvement Area annual assessment 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 Riverside 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. On November 1, 2019, the City's business tax rates increased by 3.0%.

Section 36533 of the Streets and 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 3). 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 October 20, 2020, 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. As discussed in the Annual Report, some events and activities are currently anticipated, but may be cancelled in 2021 due to restrictions surrounding COVID-19. The RDPBIA has adjusted their electronic communication methods in order to provide accurate and frequent updates to the public regarding events and reopening allowances. The Annual 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.

The City Council also adopted a Resolution of Intention to levy an annual assessment in the RDPBIA for the calendar year 2021, and to schedule a public hearing for the proposed assessment. 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 2021, the City Council must adopt the Resolution to levy the assessments for the Downtown BIA for calendar year 2021 (Attachment 2). 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 Finance Department recommends that the City Council confirm the annual report, direct the RDP to expend the resources of the RDPBIA in accordance with Chapter 3.46 of the Riverside Municipal Code, and adopt the resolution levying the assessment for calendar year 2021.

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 City collects the assessments for the RDPBIA via the annual business tax process. The revenue generated from the assessment is projected to be approximately \$368,000 for calendar year 2021.

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availability of funds: Edward Enriquez, Chief Financial Officer/City Treasurer
Approved by: Moises Lopez, Deputy City Manager
Approved as to form: Kristi J. Smith, Chief Assistant City Attorney

Attachments:

1. Notice of Public Hearing
2. Resolution Confirming Annual Report and Levying Assessments for 2021
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