



Arlington Business Improvement District Annual Assessment Approval

Finance Department

City Council
October 19, 2021

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BACKGROUND

- The Arlington Business Improvement District (Arlington BID) was formed in 2002
- California Streets and Highways Code Section 36500 requires that the BID assessment be approved by the City Council annually
 - Adoption of a Resolution of Intention, September 7, 2021
 - Public Hearing to hear and rule on any protests to Arlington BID assessments and projects

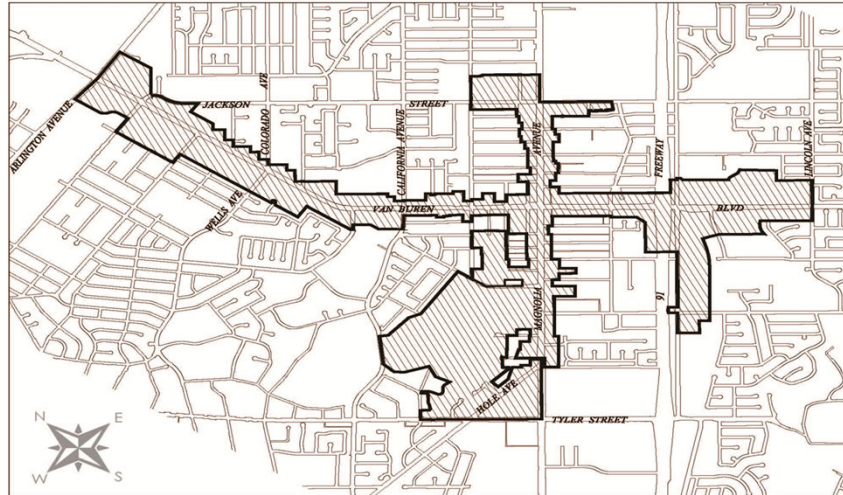


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ARLINGTON DISTRICT LOCATION



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FISCAL YEAR 2021-2022

No changes proposed for the coming year:

- BID boundary
- BID assessment rate of 90% of the non-discounted business tax charge, not to exceed \$400 per business

ABP Recommends continuation/advancement of the following improvements and activities:

- General and Administration
- Contributions and Grants
- Physical Improvements and BID Projects
- Marketing, Events, and Activities



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ABP BID DISCUSSION

1) What are the specific benefits the BID is providing to businesses?

Physical improvements program, vandalism repair grant, Ring camera program, Marketing - Digital & On-Site promotional activities, Free use of conference room for meetings, hiring, etc.

2) How do we know the attendant benefits have been achieved?

Board of Directors meet monthly to discuss Business Outreach and requests for resources/service, Executive Committee / Staff communicate frequently to recommend Grant/Program benefits within the BID

3) How are Arlington BID staff and activities responding to emerging needs?

Research into providing the following services / workshops: QR Codes; SEO & Web Design; Cashless Payments / Alternative Payments. Job Fairs introduced into our marketing opportunities such as the Annual Chili Cook-Off & Winter Wonderland.

4) How are these needs identified?

Business Outreach, Board Meetings / Committee Meetings, Communication with CEDD, Police, Mayor's Office, Wards 5 & 6, RDP, Networking w/ Small Business Majority, International Downtown Association, Inland Empire SBDC, Greater Riverside Chambers of Commerce.

5) What are the strategic goals of the BID, and how is progress tracked over time?

To promote the commercial welfare of all businesses within the Arlington portion of the City of Riverside, to promote both tangible improvements and promotional activities, to promote and fulfill a vision of prosperity for the area, to promote enthusiasm, innovation and a sense of partnership among all businesses in the area. The Arlington Business Partnership has transitioned to SmartSheet to track progress on resources allocated to Grants/Programs/Events/Marketing/Outreach.



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STRATEGIC PLAN ALIGNMENT

The actions undertaken for approval of the FY 2021-2022 Arlington BID levy contributes to Strategic Priority No. 3 Economic Opportunity Goal No. 3.1 – Facilitate partnerships and programs to develop, attract and retain innovative business sectors.

This item aligns with EACH of the five Cross-Cutting Threads as follows:

1. **Community Trust** – Administrative support of the Arlington BID assessment process supports Riverside's diverse business community and results in greater public good overall.
2. **Equity** – The Arlington BID equitably spreads the cost of promoting Arlington area businesses to the owners that receive the benefits.
3. **Fiscal Responsibility** – The Arlington BID improves marketing, promotion, and business and community partnerships within the Arlington Business Corridor with minimal use of public funds.
4. **Innovation** – The Arlington BID is an innovative and collaborative way to support the changing needs of the Arlington Business District, enabling business owners to guide their destiny.
5. **Sustainability & Resiliency** – The Business Improvement District model is a sustainable way to ensure the resiliency of Arlington Corridor Businesses.



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RECOMMENDATIONS

That the City Council:

1. Conduct a public hearing to the annual assessment proposed for the Arlington Business Improvement District for Fiscal Year 2021-2022;
2. Adopt a resolution confirming the Annual Report of the Arlington Business Partnership, acting as the advisory board to the Arlington Business Improvement District, and levying assessments for Fiscal Year 2021-2022



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