

## **AUTO CENTER BUSINESS IMPROVEMENT DISTRICT ANNUAL ASSESSMENT**

### **Finance Department**

**City Council**  
August 5, 2025

RiversideCA.gov

1

## **BUSINESS IMPROVEMENT DISTRICT (BID)**

- July 26, 2011 – City Council approved formation of Auto Center Business Improvement District
  - General business and event promotions
  - Advertise Auto Center BID Businesses
  - Electronic display sign operation and maintenance
  - Maintenance and repair of entryway monuments and landscaping
- Each business within the Auto Center BID assessed \$6,100 per year



2

RiversideCA.gov

2

## BID FUNDING AGREEMENT

- Funding Agreement
  - Approved by City Council September 5, 2023
  - Agreement is for 5 years at \$100,000 per year
  - In exchange for 15% advertising time on electronic sign
  - Expiration September 1, 2028



3

RiversideCA.gov

3

## ANNUAL APPROVAL PROCESS

- Section 36533 California Streets & Highways Code requires that each year City Council:
  - Adopt a Resolution of Intention, file an Annual Report submitted by the Riverside New Car Dealers Association, set a public hearing
    - Completed July 15, 2025
  - Conduct a public hearing and rule on any public protests
  - Confirm the Annual Report
  - Adopt a Resolution authorizing the Auto Center BID assessments for the next Fiscal Year



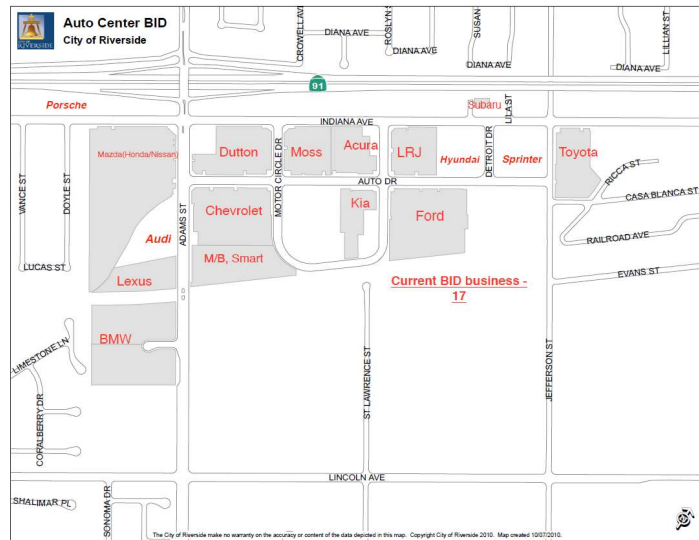
4

RiversideCA.gov

4

## BID BOUNDARIES AND ASSESSMENT

- No changes proposed to the Auto Center BID boundaries
- No changes proposed to the Auto Center BID assessment amount



RiversideCA.gov

5

## STRATEGIC PLAN ALIGNMENT

### 💰 Strategic Priority 3 – Economic Opportunity

Goal 3.1 – Facilitate partnerships and programs to develop, attract and retain innovative business sectors.

### Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



6

RiversideCA.gov

6

## RECOMMENDATIONS

That the City Council:

1. Conduct a public hearing to hear and rule on any protests to the Auto Center BID assessment and projects for FY 2025/26
2. Adopt a Resolution confirming the Annual Report of the Riverside New Car Dealers Association acting in its capacity as the Advisory Board to the Auto Center Business Improvement District and levying assessments for the Fiscal Year beginning September 1, 2025



7

[RiversideCA.gov](http://RiversideCA.gov)