



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: March 3, 2020

TO: Mayor and Councilmembers

FROM: City Administrator's Office

SUBJECT: Public Hearing For The 2020 Downtown And Old Town Business Improvement Districts Assessments

RECOMMENDATION: That Council:

- A. Conduct a public hearing and consider appropriate protests to the renewal of the Downtown and Old Town Business Improvement Districts Assessments for 2020, as required under the California Parking and Business Improvement Area Law of 1989; and
- B. Adopt, by reading of title only, a Resolution of the Council of the City of Santa Barbara Confirming the Fiscal Year 2020 Downtown and Old Town Business Improvement District Annual Assessment Report and Renewing the Downtown Business Improvement District and Old Town Business Improvement District Assessments for 2020.

DISCUSSION:

The Downtown Business Improvement District serves businesses between Chapala and Anacapa Streets, from Ortega Street north to Micheltorena Street, as authorized under Municipal Code Section 4.39. The Old Town Improvement District serves businesses between Chapala and Anacapa Streets, from Gutierrez Street north to Ortega Street, as authorized under Municipal Code Section 4.43.

The Downtown and Old Town Business Improvement District revenues are projected to generate approximately \$280,000 to fund marketing and promotional activities for downtown businesses. Planned marketing and promotional activities include the First Thursday monthly event, Holiday Parade, State Street holiday décor, Live Art and Wine Tour, and promotion of the Downtown area by website and social media.

On January 28, 2020, Council approved an annual assessment report and adopted a resolution of intention to levy an annual assessment for 2020, in accordance with state law. The annual report outlines the assessment to be levied and collected from January

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1, 2020 to December 31, 2020 to pay for activities planned for the upcoming year with the estimated cost. The report also provides the method and basis of the assessment in sufficient detail for business owners to estimate the assessment amount for their business. For the calendar year of 2020, there are no proposed changes to the boundaries or assessment rates in the Downtown and Old Town Improvement Districts. The annual assessment report is attached as an Exhibit to the Resolution.

On January 28, 2020, Council also set the date for the public hearing on March 3, 2020. Council also approved the appointment of the Downtown Organization Executive Committee to serve as the advisory board for the Downtown and Old Town Business Improvement Districts. Notices to levy and collect the assessment were mailed to all affected businesses in the districts, informing businesses of the public hearing where written or oral protests could be made.

Under state law, the City Council is required to conduct an annual public hearing to consider protests to renew the assessments. Prior to submittal of this report, staff received 64 protests from a total of 1,317 businesses in the Downtown District and 233 businesses in the Old Town District. At the public hearing, the Council will confirm whether there is a lack of majority protest (opposition received from business owners who pay 50% or more of the total assessments to be levied), and adopt a resolution to assess the rates in accordance with the annual report.

PREPARED BY: Nina Johnson, Senior Assistant to the City Administrator

SUBMITTED BY: Paul Casey, City Administrator

APPROVED BY: City Administrator's Office