



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: James Colangelo, City Manager
MEETING DATE: June 7, 2006
SUBJECT: **CONSIDER A RESOLUTION OF INTENTION TO LEVY
AN ASSESSMENT FOR THE DOWNTOWN BUSINESS
IMPROVEMENT DISTRICT**

RECOMMENDATION:

Adopt the attached resolution of intention to levy an assessment for the downtown business improvement district.

DISCUSSION:

Five years ago, the City established a Downtown Pacific Grove Business Improvement District, appointing an advisory board and levying assessments for the district. For the last four years, the district and assessments have been reauthorized.

Pursuant to State law and the district formation documents, an Annual Report is attached which details the revenues and expenditures for the District and requests the levy of an assessment for the 2006-07 fiscal year. No changes to the assessment amount or to the boundaries of the District are being proposed.

The recommended action is to adopt a resolution of intention to levy an assessment, and call for a public hearing to be held on June 21, 2006. At that time, the Council will evaluate any protests received and determine whether to levy the assessment.

FISCAL IMPACT:

The assessment is estimated to raise approximately \$26,000 in revenues to the District.

RESPECTFULLY SUBMITTED:

James J. Colangelo

Digitally signed: I have reviewed this document

James J. Colangelo
CITY MANAGER

**Business Improvement District Report
2005 - 2006**

Income

Total City Collection in 2005-2006	\$26,600
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Expenses of BID Collection

Lanterns downtown	\$369
Visitor offer advertisement (Mtry Weekly)	787
Tent Card Design	450
Tent Card Printing	1,514
MST Trolley	5,000
Sign at Ocean View	150
Local print advertising promoting downtown	3,986
Local ads design	600
Television Commercial Ads	2,400
Annual Meeting Expenses	295
Newsletter to members	245
Resort Maps advertising	2,615
Postage (Misc.)	37
Flowers downtown	309
Press Releases	56
Admin Costs (bookeeping, labor)	<u>1,200</u>

Total Expenses	\$20,013
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*Balance	\$6,587
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*The BID is in the process of planning several projects that will be allocated from the above balance.

Proposed 2006-2007 Budget

<u>Estimated Income</u>	\$26,000
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Expenses

Marketing (Local & Regional)	11,000
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District promotional improvements (banners, lanterns, decoration)	12,000
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Annual Meeting/Newsletter	1,000
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Administration	1,500
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Total Expenses	\$25,500
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*Balance	\$500
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