

Historic Railroad Square Community Benefit District Management and Disbursement Agreement

Approval of the District Management Organization
Authorization of the Management & Disbursement Agreement
Appropriation of Funds to Pay City Assessment Portion
Authorization of the Disbursement of Assessment Funds

City Council – February 11, 2020



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Background

1. Ordinance No. 2018-004 Adopted

- On March 20, 2018, Ordinance ORD-2018-006 added Article V to City Code Chapter 6-56, enabling the establishment of CBDs

2. Resolution No. RES-2019-141 Adopted

- On September 10, 2019, following the submittal of a sufficient number of qualified petitions by district property owners, Council adopted a Resolution of Intention to establish the district (RES-2019-141), triggering the ballot process.

3. Ballot Packets Mailed

- On September 12, 2019 CBD ballot packets were mailed to property owners.
- The District may be established, and assessments levied for the Fiscal Year 2019-2020, if a majority of the weighted returned ballots vote in favor of the formation.

4. Resolution No. RES-2019-173 Adopted

- On November 19, 2019, after a majority of the weighted returned ballots were in favor of the formation, Council authorized the formation of the Railroad Square CBD.

Background

Railroad Square Association

1977 – Established as a 501(c)3 member-based district organization

- The Historic Railroad Square Association is committed to preserving and promoting the Railroad Square Neighborhood.
- Mission: Save, restore and promote the historic Railroad Square area in Santa Rosa in the best interest of the entire community.
- Submitted initial request to City to form an assessment district following DT CBD (2019)

2020 – Continuing as a 501(c)(3) organization; revised to oversee CBD

- Up to 17 Member Board; Split 2 Year Terms
- 2/3 Board Members: Property Owners
- 1/3 Board Members: Community at Large (Business Owners, Residents within the boundary)

Railroad Square CBD Area

**2020 Q2-4
Assessment:
\$173,304.04**

**City Property
Assessment:
\$2,538.00**
(General Fund)

**Assessment
Period:**
Initial assessment
period – April 1
through December
31, 2020

**2021 Full Year
Assessment:
\$231,072.06**

**City Property
Assessment:
\$3,384.00**
(General Fund)

**Assessment
Period:**
Initial assessment
period – January 1
through December
31, 2021



Use of Assessment Funds Management & Disbursement Guidelines

Special Benefit Category	Year 1 Budget	% of Budget
<p>Sidewalk Operations/Civil Sidewalks includes safety, cleanliness, beautification, and the maintenance of an attractive appearance of the District</p>	\$157,642	68%
<p>District Identity/Streetscape Improvements Includes branding and advertising, seasonal decorations and events, art, potential valet service and public space design and development</p>	\$30,137	13%
<p>Program Management/Administration Staff and administration, insurance, rent, legal, and accounting</p>	\$41,729	18%
<p>Contingency/Reserve Delinquencies, City and County fees, and reserves</p>	\$2,318	1%
Total First Year Budget	\$231,072.06	100%

Recommendation

It is recommended by the Planning and Economic Development Department that the Council, by resolution,

- 1) approve the Historic Railroad Square Association as the management organization of the Railroad Square-Santa Rosa Community Benefit District,
- 2) approve the Railroad Square-Santa Rosa Community Benefit District Management and Disbursement Agreement between the City of Santa Rosa and the Railroad Square Association,
- 3) increase appropriation to the Economic Development General Fund by \$2,538.00 (Adjusted) from unallocated General Fund monies, and
- 4) authorize the Finance Department to disburse the Community Benefit District assessment funds beginning with the year one assessment amount of \$173,304.04, which includes the City's assessment.