

Downtown Community Benefit District **Management and Disbursement Agreement**

Approval of the Downtown Action Organization
Authorization of the Management & Disbursement Agreement
Authorization of the Disbursement of Assessment Funds

City Council – October 30, 2018



Raissa de la Rosa, Economic Development Manager
Planning & Economic Development Department

Background

1. Ordinance No. 2018-004 Adopted

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

2. Resolution No. RES-2018-077 Adopted

- On May 22, 2018, 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-2018-077), triggering the ballot process.

3. Resolution No. RES-2018-212 Adopted

- On July 17, 2018, after a majority of the weighted returned ballots were in favor of the formation, Council authorized the formation of the Santa Rosa Downtown CBD.

Background

Downtown Action Organization

2016 – Coalition to Restore CHS Formed

- Formed by business & property owners, and SR Metro Chamber
- Submitted initial request to City to form an assessment district
- Morphed into the Downtown Action Organization & filed incorporation papers

2017 Downtown Action Organization Established (501(c)3)

- 15 Member Board / 3 Year Terms
- 2/3 Board Members: Property Owners
- 1/3 Board Members: Business Owners & Residents

Downtown CBD Area

Total Year 1 Assessments:

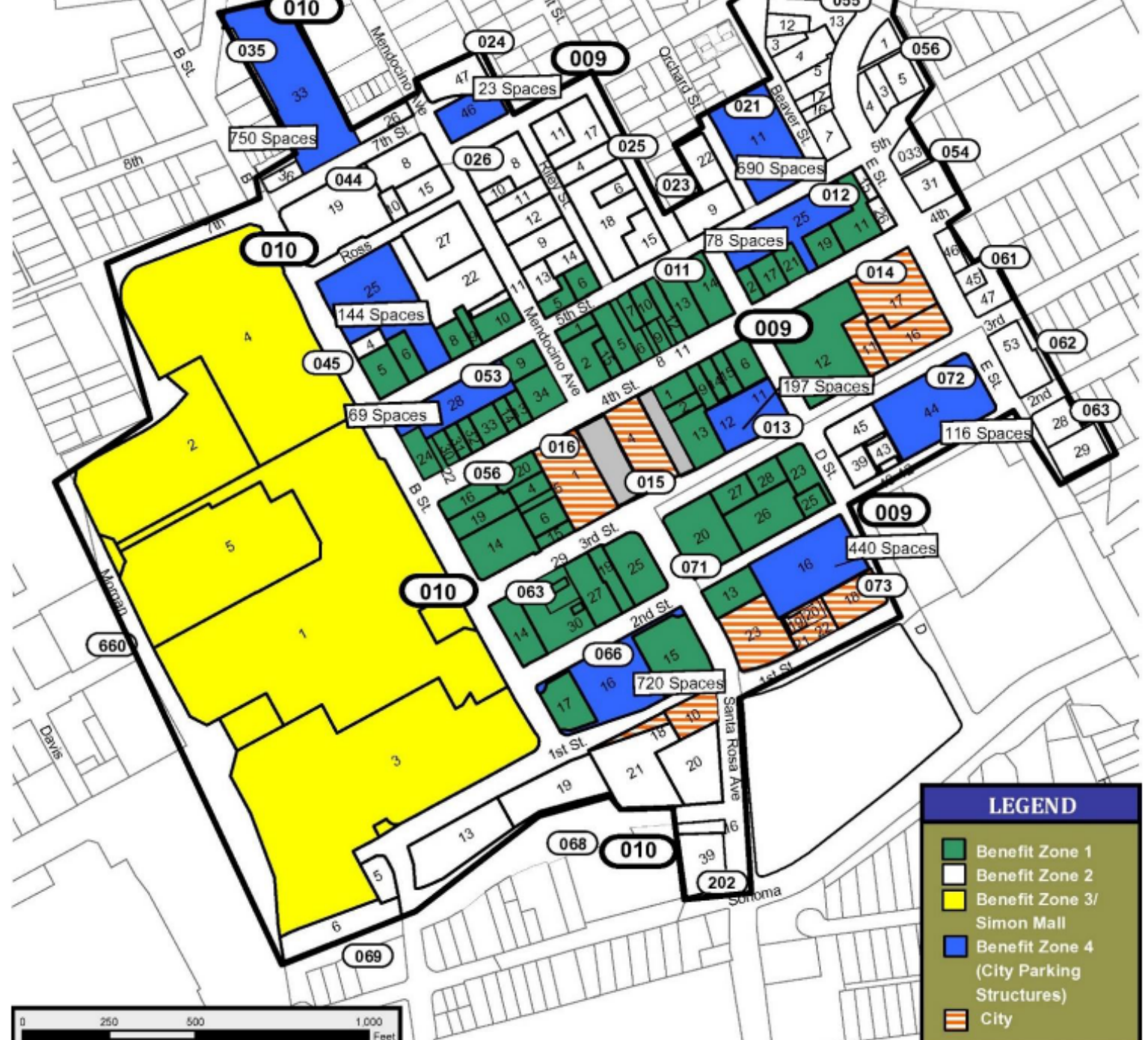
- **\$533,645.00**

City Property Assessment:

- \$21,506.74
General Fund
- \$115,560.00
Parking District

Assessment Process:

- Assessment started on July 1, 2018
- Property owners billed by County on the December tax bill
- Non-taxable parcels will be billed by the City (4 total)



Use of Assessment Funds Management & Disbursement Guidelines

Special Benefit Category	Year 1 Budget	% of Budget
Sidewalk Operations/Civil Sidewalks includes safety, cleanliness, beautification, and the maintenance of an attractive appearance of the District	\$350,000	66%
District Identity/Streetscape Improvements Includes branding and advertising, seasonal decorations and events, art, potential valet service and public space design and development	\$50,000	9%
Parking and Mobility Related Work with City on promotion of city parking structures and ways to maximize on-street parking, accommodate shared parking and look at other forms of mobility within the district and to the rail station	\$40,000	7.5%
Program Management/Administration Staff and administration, insurance, rent, legal, and accounting	\$75,000	14%
Contingency/Reserve Delinquencies, City and County fees, and reserves	\$18,645	3.5%
Total First Year Budget	\$533,645	100%

Recommendation

It is recommended by the Planning and Economic Development Department that the Council, by resolution, 1) approve the Downtown Acton Organization as the management organization of the Santa Rosa Downtown Community Benefit District, 2) approve the Santa Rosa Downtown Community Benefit District Management and Disbursement Agreement between the City of Santa Rosa and the Downtown Action Organization, 3) increase appropriation to the Economic Development General Fund by \$21,506.74 from unallocated General Fund monies, and \$115,560.00 from Parking District Fund, and 4) authorize the Finance Department to disburse the Community Benefit District assessment funds beginning with the City's year one assessment portion of \$137,066.74.

QUESTIONS?