

CITY OF YUBA CITY
STAFF REPORT

Date: November 17, 2020
To: Honorable Mayor & Members of the City Council
From: Community Services Department
Presentation By: Brad McIntire, Community Services Director
Santee Drown, Downtown Business Association President

Summary

Subject: Annual Report from the Downtown Yuba City Business Improvement District and Proposed Levy of Annual Assessment for 2021

Recommendation: A. Adopt a Resolution Accepting and Approving the 2020-2021 Annual Report of the Downtown Yuba City Business Improvement District
B. Adopt a Resolution of Intention to Levy and Collect 2021 Annual Assessments and set a Public Hearing for December 15, 2020

Fiscal Impact: None related to levy and collection of annual assessments

Purpose:

To provide notice and opportunity for comment regarding the 2021 Assessment Levy for the Downtown Yuba City Business Improvement District.

Background:

Pursuant to Chapter 9, Title 3 of the Yuba City Municipal Code, the Downtown Yuba City Business Association (DBA) has submitted its Annual Report. The report highlights accomplishments for the past year and identifies activities and improvements to be funded for the coming year. The boundaries of the District and the assessments to be collected are consistent with previous years.

Annually, renewal of the DBA's Business Improvement District (BID) is accomplished in a two-part process. First, the adoption of a Resolution declaring the City's intent to levy an assessment and ordering a Public Hearing. At a subsequent meeting, a Public Hearing is held in consideration of a Resolution confirming the Annual Report and levying the assessments for 2021.

Revenue from the assessments levied in the BID is used to fund improvements and activities to promote the District. The types of activities to be funded include: Promotion of public events; promotion of tourism, and; activities that benefit businesses located and operating in the BID.

Members of the DBA will present the Annual Report to the Council. They will provide an overview of the past year and projections for the future. The key focus of the DBA continues to be establishing a strong leadership structure, marketing Downtown and creating new and improved events on the Street. Economic success of the downtown is a priority achieved through the combined efforts of all the businesses in the district.

This past year the DBA had three committees to improve the organization and they are as follows: Executive/Finance, Events and Marketing Committees. The DBA is charged with carrying out the activities of the BID. The attached Annual Report outlines the accomplishments of each committee during the 2020 calendar year, as well as the budget for 2021.

Analysis:

In the coming calendar year, the DBA anticipates that it will collect approximately \$29,595 in assessments. This is based on collection information from the past years of the BID operations. Timely collection of assessments is improving, since the DBA contracted with and continues to use a bookkeeper to manage the billing and collection for the BID.

Anticipated Associate Member contributions for the coming fiscal year are projected to be approximately \$4,750. Associate Members represent a variety of interested parties outside the BID boundaries and are committed to the revitalization and success of downtown Yuba City.

The BID is crucial to the economic success of the downtown merchants especially as our economy continues to weather the economic impacts of COVID-19. The assessment district's funds will market the downtown whereas some individual merchants would not be able to market on their own.

The DBA is currently managing the marketing efforts for downtown and will continue to do so for the district and the future of the downtown. It is the expressed desire of the DBA that the BID assessments continue.

Fiscal Impact:

None related to levy and collection of annual assessments.

Alternatives:

- 1) Do not levy assessments.
- 2) Identify alternate funding source for Downtown improvements and activities.

Recommendation:

- A. Adopt a Resolution Accepting and Approving the 2020-2021 Annual Report of the Downtown Yuba City Improvement District.
- B. Adopt a Resolution of Intention to Levy and Collect 2021 Annual Assessments and set a Public Hearing for December 15, 2020.

Attachments:

- A) Resolution Accepting and Approving Annual Report
- B) Annual Report from the Downtown Business Association
- C) Resolution of Intention to Levy Annual Assessment

Prepared By:

/s/ Brad McIntire
Brad McIntire
Community Services Director

Submitted By:

/s/ Diana Langley
Diana Langley
Interim City Manager

Reviewed By:

Finance
City Attorney

SM
SLC by email

ATTACHMENT A

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY
ACCEPTING AND APPROVING THE 2020-2021 ANNUAL REPORT OF THE DOWNTOWN
YUBA CITY IMPROVEMENT DISTRICT**

WHEREAS, pursuant to the Parking & Business Improvement Area Law of 1989, California Streets & Highway Code Section 36500 et seq. (the "Act"), the City Council adopted Ordinance No. 06-98 which became effective on January 1, 1999, and

WHEREAS, pursuant to the Act and Section 3.9.020 of the Yuba City Municipal Code added by Ordinance No. 06-98, the City Council established a certain described parking and business improvement area named the Downtown Yuba City Business Improvement District ("District"); and

WHEREAS, pursuant to Section 3.9.030 of the Yuba City Municipal Code added by Ordinance No. 06-98, the City appointed the elected officers of the Yuba City Downtown Business Association to serve as an advisory board to the City Council (the "Advisory Board") and authorized the City to enter into an agreement with the Advisory Board to carry out the purposes of the Act and Chapter 9 of the Yuba City Municipal Code; and

WHEREAS, the Advisory Board has filed the 2020-2021 Annual Report with the City Clerk for consideration by the Yuba City City Council.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF YUBA CITY DOES HEREBY RESOLVE, DETERMINE, AND FIND AS FOLLOWS:

1. The recitals set forth herein are true and correct.
2. Revenue from the assessments levied in the District shall be used to fund improvements and activities to promote the District. The types of activities to be funded include promotion of public events in the District, promotion of tourism within the District, and activities that benefit businesses located and operating in the District.
3. The 2020-2021 Annual Report contains a full and detailed description of the improvements and activities to be provided, the boundaries of the District and boundaries of each separate benefit zone within the District, and the proposed assessments to be levied upon the businesses within the area. A true and correct copy of the Annual Report is on file with the City Clerk of the City of Yuba City, which is approved by the City Council.
4. This Resolution is effective on its adoption.

I HEREBY CERTIFY that the foregoing resolution was introduced and read at a Regular Meeting of the City Council of the City of Yuba City on the 17th day of November, 2020, and was duly adopted at said meeting by the following vote:

AYES:

NOES:

ABSENT:

ATTEST:

Shon Harris, Mayor

Ciara Wakefield, Deputy City Clerk

APPROVED AS TO FORM
COUNSEL FOR YUBA CITY

Shannon Chaffin, City Attorney
Aleshire & Wynder, LLP

ATTACHMENT B

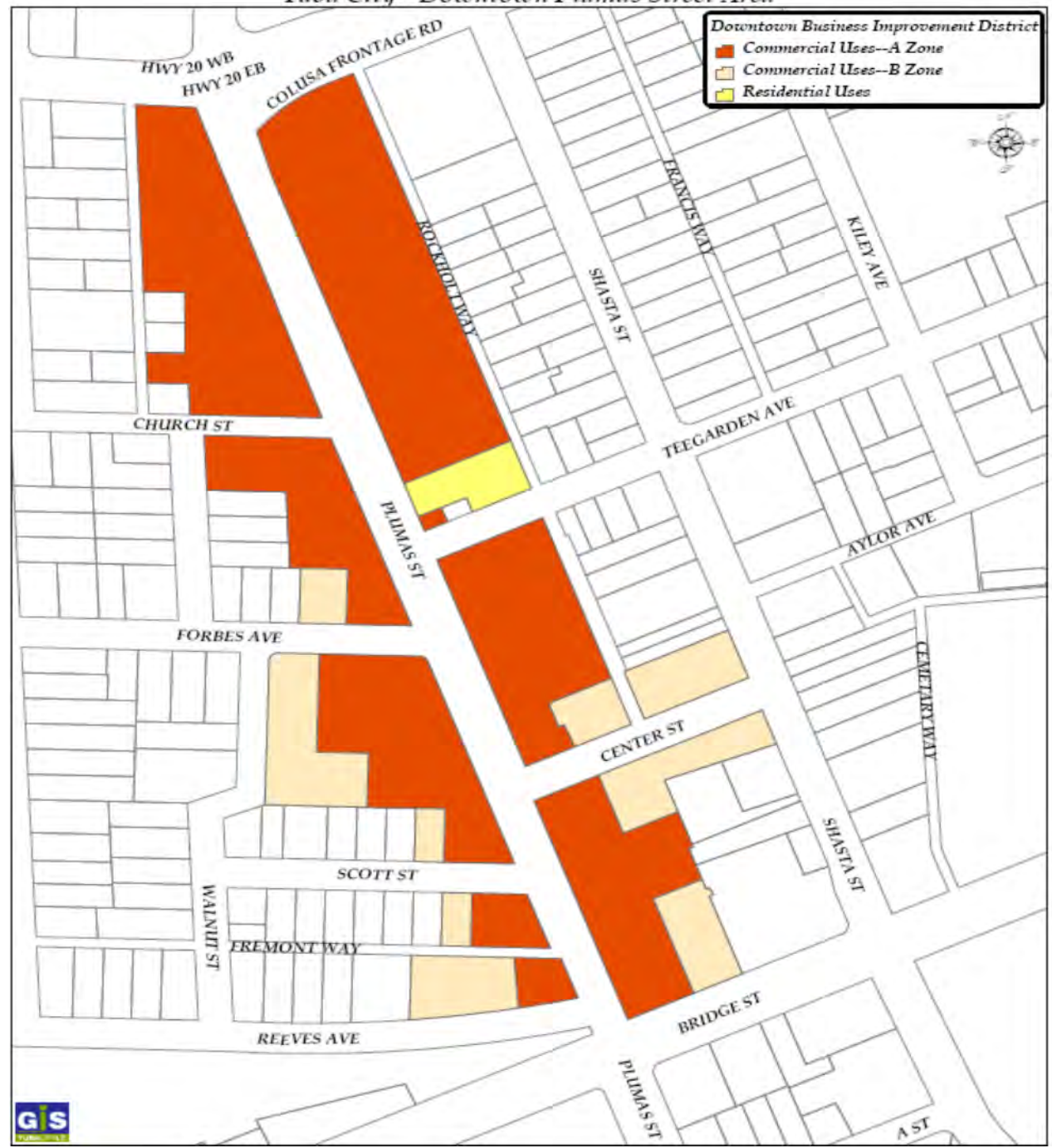
Yuba City Downtown Business Association

Annual Report 2020-2021

Shop Dine Stroll



Yuba City - Downtown Plumas Street Area



Zone A= \$385
*Plumas Street
Zone B=\$180

DISTRICT ASSESSMENT FORMULA

The Business Improvement District (BID) is a self-initiated business district funded by an annual assessment based on a formula developed by the Downtown Yuba City Business Improvement District Formation Committee. The assessments will be used to fund improvements and activities in the BID designed for economic stimulation and business enhancement for the business in the BID. The assessment formula is based on type, size and location of business in order to offer a fair and equitable charge for each business in the BID.

Retail, Restaurant and Service Businesses: Includes businesses that buy and resell goods such as clothing stores, shoe stores, office supplies, businesses that sell prepared foods and drinks, general office, news and advertising media, printers, photographers, personal care facilities and outlets, contractors, builders, service stations, repairing and servicing businesses, renting and leasing businesses, utilities, vending machine businesses, household finance companies, theaters and entertainment-oriented businesses, and other similar businesses not otherwise defined in the other categories.

Professional Business: Includes attorneys, architects, accountants, engineers, surveyors, physicians, dentists, optometrists, chiropractors and others in a medical/health service field, consultants, real estate brokers, financial advisors, laboratories (including dental and optical), hearing aid services, artists and designers, and similar businesses.

Lodging Businesses: Includes inns, hotels, motels, RV parks, and other similar businesses.

Financial Institutions: Includes banks, savings & loans, credit unions, and similar businesses.

Associate Members: Businesses outside the BID boundaries that would like to participate will be charged.

Note: Retail and restaurant businesses will be assess on size which will be determined by number of employees, either full-time or the equivalent made up of multiples of part-time employees.

Business Type	Business Size Number of Employees		Annual Assessment Zone	
			A	B
Retail, Restaurant and Service	Small	1-4	\$385	\$180
	Medium	5-9	\$560	\$285
	Large	10+	\$735	\$380
Professional Business			\$350	\$180
Lodging Business			\$560	\$285
Financial Business			\$875	\$725

**List of 2020 Directors and Committee Members of the
Yuba City Downtown Business Association**

2019-2021 YCDBA Executive Officers

President – Sandee Drown, The Happy Viking

Vice President – Ryan Henshaw, Henshaw

Treasurer – Cameo Arrasmith, Sawyer’s Sweet Spot

Secretary – Danielle Blackmer, Oro Jewelry & Loan

2020 YCDBA Board of Directors

Chris Carothers, Results Radio

JJ Huskey, AFC 360 Financial

Cindy Paine, Paine Properties

Teresa Schmidt, Twin Cities Flooring

Ken Wood, New Wave Hearing

Natalie Syverson, Natalie Syverson Photography (Interim)

Brian Hopper, Hopper Properties (Interim)

2021 YCDBA New Board Members

Brian Hopper, Hopper Properties

Kimberly Penn, Babies to Teen Consignments

Scott Sargent, Sutter Buttes Brewing

Natalie Syverson, Natalie Syverson Photography

Tucker Walten, Suncrest Bank

2020YCDBA COMMITTEE CHAIRS AND MEMBERS

Executive/Finance

Chair: Sandee Drown– The Happy Viking Sports Pub & Eatery

Events

Chair: Theresa Schmidt – Twin Cities Floor Covering

Marketing

Chair: JJ Huskey – AFC 360

&

Ryan Henshaw –
State Farm Insurance

2020 Accomplishments of the Yuba City Downtown Business Association

Mission of the Organization:

The mission of the Yuba City Downtown Business Association is to preserve, promote and encourage aspiring businesses and provide a safe, clean center of culture and community life for residents and visitors alike.

City of Yuba City

- Attended City Council meetings when issues of downtown are on the agenda.
- Worked with City during Covid-19
- Presented the Annual BID Renewal Report in November 2019

Community Involvement

- Christmas Stroll
- Strategic Planning, hired outside consultant for 2020 planning
- Summer Stroll Festival, free community event – **Canceled**
- Summer Marketplace
- Trick or Treat Plumas Street.
- Holiday Open House, Shop Small Business Saturday

Marketing & Events

- Banners
- Holiday Tree Lighting
- Monthly Newsletter

DBA

- DBA President Sandee Drown
- Kristel Martin
- The Board meets 3 times monthly, outside the normal board meeting, primarily for the purpose of individual committee strategy planning Executive/Marketing/Events
- *Changed from a fiscal board to calendar board to coordinate with budget and billing of BID.*

Christmas Stroll 2019



Tree Lighting



Mayor's Welcome



Polar Express Train





Celebrity Cross Guard

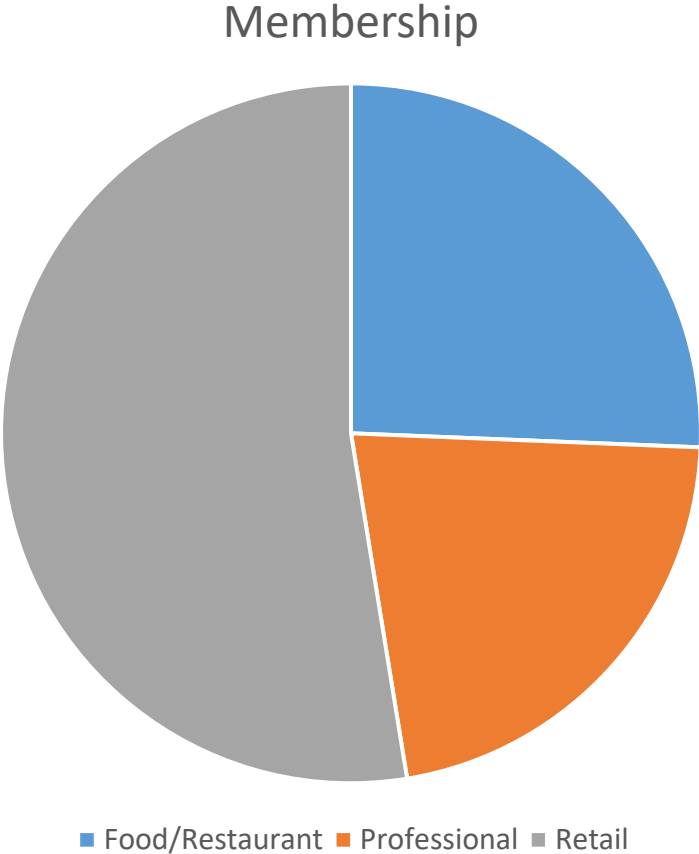


Trick or Treaters



Trick or Treaters

MEMBERS



Dues \$29,595
Average \$485

NEW MEMBERS

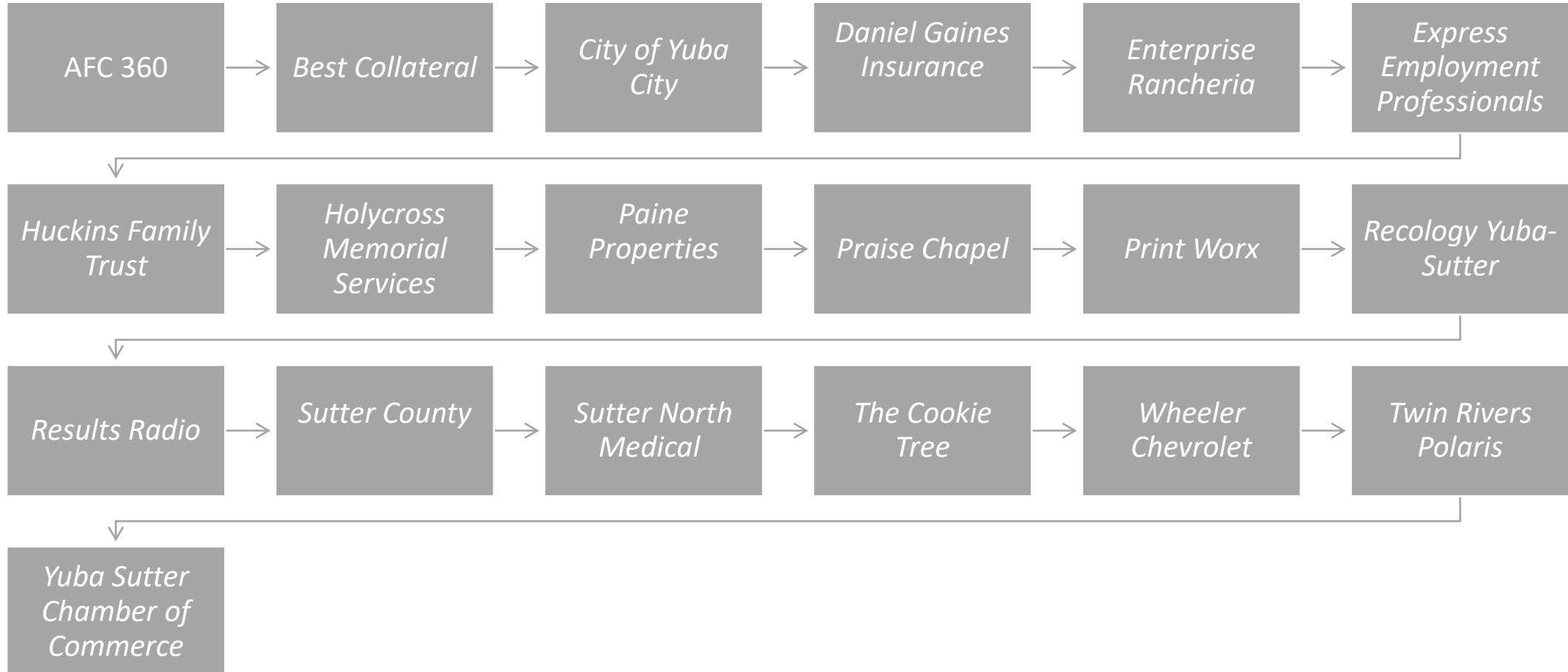
Center Street Salon
and Spa

E&H Hobby

Novedades Chanito
Perez

Associate Members:

The DBA has 18 Associate Member Businesses. These are businesses not located downtown; however, they want to be a part of and show their support for the Downtown District. The following are DBA Associate Members:

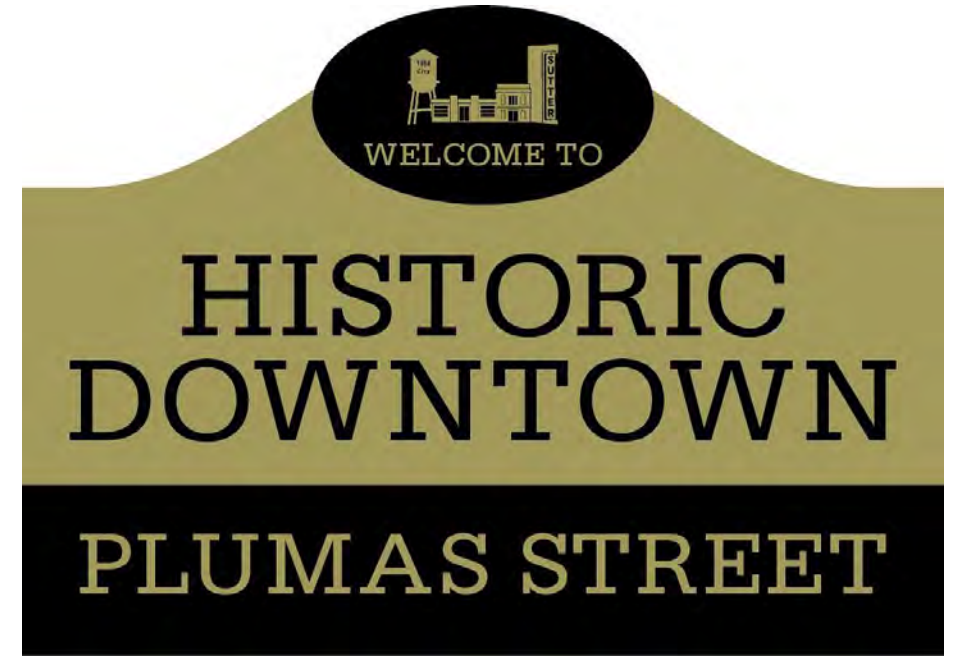


Budget 2021

YCDBA 2021 Budget	Projected Budget	Marketing Committee	Summer Stroll Summer	Christmas Stroll Christmas	Events Committee Totals
DBA Members	\$ 29,595.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	
Associate Member Dues	\$ 4,500.00				
Collection on Delinquent Account	\$ 1,540.00				
Income from Event Insurance	\$ 1,200.00		\$ 600.00	\$ 600.00	\$ 1,200.00
Income From Downtown Events	\$ 12,000.00	\$ 1,000.00	\$ 5,500.00	\$ 5,500.00	\$ 12,000.00
Income from Sublet	\$ 1,800.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 900.00
Total Association Receipts	\$ 50,635.00	\$ 3,000.00	\$ 8,400.00	\$ 8,400.00	\$ 19,800.00
Association Expenses					
Credit Card Processing Fees	\$ 412.00		\$ 167.00	\$ 167.00	\$ 334.00
Board Training and Seminar Expenses	\$ -				
Dues and Subscriptions	\$ 530.00				
Insurance and Permits	\$ 4,000.00		\$ 1,300.00	\$ 1,300.00	\$ 2,600.00
Office and Computer Supplies	\$ 200.00				
P.O. box, Postage and Mailing	\$ 100.00		\$ 50.00	\$ 50.00	\$ 100.00
Collections/ Small Claims Expense	\$ -				
Commercial Marketing/ Advertising and Promotion	\$ 2,000.00	\$ 500.00	\$ 750.00	\$ 750.00	\$ 2,000.00
Employee Exp 20 Hours a week @ \$25 per hour	\$ 13,000.00				
Employee Exp. 10 hours @\$25 per hour per event	\$ 1,000.00		\$ 500.00	\$ 500.00	\$ 1,000.00
Event Entertainment	\$ 5,000.00		\$ 3,000.00	\$ 2,000.00	\$ 5,000.00
Equipment Rental	\$ 1,000.00		\$ 500.00	\$ 500.00	\$ 1,000.00
Maintenance	\$ 100.00				
Mixer/ Annual Meeting	\$ 600.00				
Newsletter					
Non-Profit Status Fees and Costs	\$ 35.00				
Printing and Reproduction	\$ 1,000.00	\$ 250.00	\$ 375.00	\$ 375.00	\$ 1,000.00
Rent	\$ 4,800.00				
Security	\$ 700.00		\$ 350.00	\$ 350.00	\$ 700.00
Police	\$ 7,000.00				
Miscellaneous	\$ 4,000.00		\$ 250.00	\$ 250.00	\$ 500.00
Street Décor		\$ 500.00			
Landscape and Flower Bowl maintenance	\$ 1,700.00				
Telephone and Internet	\$ 2,000.00				
Tax Preparation	\$ 400.00				
Website and Social Media	\$ 200.00				
Total Association Expenses	\$ 49,777.00	\$ 1,250.00	\$ 7,242.00	\$ 6,242.00	
Estimated Operation gain/loss Per category	\$ 858.00	\$ 1,750.00	\$ 1,158.00	\$ 2,158.00	
Total Budget		\$ 3,000.00	\$ 8,400.00	\$ 8,400.00	

Upcoming Projects

- Historical Directional Signs research & creating designs with Public Works
- Long Term Goal PBID (Property Based Business Improvement District)
- Arch for Plumas Street & Bridge Street



Plumas Street Holiday Lights



BUSINESSES CLOSED

The Chair Gallery
McNalley's Appliance
Corner To Go
City Cafe

COVID-19

NEW Operating Guidelines
Fan Project with Sutter County
Homeless Town Hall Meeting
DBA Grants

Questions?

Thank you!

Submitted By:
Santee Drown, DBA
President
(530)813-2058
santee@thehappyviking.com

ATTACHMENT C

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY
DECLARING ITS INTENTION TO LEVY AND COLLECT AN ANNUAL ASSESSMENT FOR
CALENDAR YEAR 2021 IN THE DOWNTOWN YUBA CITY BUSINESS IMPROVEMENT
DISTRICT AND SETTING A PUBLIC HEARING FOR
DECEMBER 15, 2020**

WHEREAS, pursuant to the Parking & Business Improvement Area Law of 1989, California Streets & Highway Code Section 36500 et seq. (the "Act"), the City Council adopted Ordinance No. 06-98 which became effective on January 1, 1999, and

WHEREAS, pursuant to the Act and Section 3.9.020 of the Yuba City Municipal Code added by Ordinance No. 06-98, the City Council established a certain described parking and business improvement area named the Downtown Yuba City Business Improvement District ("District"); and

WHEREAS, pursuant to Section 3.9.030 of the Yuba City Municipal Code added by Ordinance No. 06-98, the City appointed the elected officers of the Yuba City Downtown Business Association to serve as an advisory board to the City Council (the "Advisory Board") and authorized the City to enter into an agreement with the Advisory Board to carry out the purposes of the Act and Chapter 9 of the Yuba City Municipal Code; and

WHEREAS, the Advisory Board has filed the Annual Report for calendar year 2020-2021 with the City Clerk.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF YUBA CITY DOES HEREBY RESOLVE, DETERMINE, AND FIND AS FOLLOWS:

1. The recitals set forth herein are true and correct.
2. The City Council does, at the request of the Advisory Board, and pursuant to the Act, declare its intention to levy and collect assessments within the District for calendar year 2021. The District is generally located in the downtown area of Yuba City, as more specifically depicted in Attachment A.
3. Revenue from the assessments levied in the District shall be used to fund improvements and activities to promote the District. The types of activities to be funded include promotion of public events in the District, promotion of tourism within the District, and activities that benefit businesses located and operating in the District.
4. The 2020-2021 Annual Report contains a full and detailed description of the improvements and activities to be provided for in calendar year 2021, the boundaries of the District and boundaries of each separate benefit zone within the District, and the proposed assessments to be levied upon the businesses within the area. A true and correct copy of the Annual Report is on file with the City Clerk of the City of Yuba City, which has been approved by the City Council.
5. A public hearing to levy the annual assessment is hereby set for Tuesday, December 15, 2020, at 6:00 p.m., or as soon thereafter as may be heard, before the City Council of the

City of Yuba City at the City Council Chambers located at 1201 Civic Center Boulevard, Yuba City, California.

6. At the public hearing the testimony of all interested persons, for or against the levying of the proposed assessment will be heard. A protest against the levying of the proposed assessment may be made orally or in writing. An oral protest shall be made at the public hearing. The form and manner of protests must comply with Sections 36524 and 36525 of the Act.
7. If at the conclusion of the public hearing, there are of record, valid written protests by the owners of the businesses within the District that will pay fifty percent (50 percent) or more of the total assessments of the entire District, no further proceedings, to levy the proposed assessment shall be taken for a period of at least one (1) year from the date of the finding of the majority written protest by the City Council.
8. Further information regarding the Downtown Yuba City Business Improvement District may be obtained from the City Clerk of the City of Yuba City at 1201 Civic Center Boulevard, Yuba City, California, or from the President of the Yuba City Downtown Business Association, Sandee Drown, Happy Viking, 741 Plumas Street, Yuba City, California.
9. The City Clerk is instructed to provide notice of the public hearing by publishing this Resolution of Intention in a newspaper of general circulation in the City of Yuba City no less than seven (7) days before the hearing.
10. This Resolution is effective on its adoption.

I HEREBY CERTIFY that the foregoing resolution was introduced and read at a Regular Meeting of the City Council of the City of Yuba City on the 17th day of November, 2020, and was duly adopted at said meeting by the following vote:

AYES:

NOES:

ABSENT:

ATTEST:

Shon Harris, Mayor

Ciara Wakefield, Deputy City Clerk

APPROVED AS TO FORM
COUNSEL FOR YUBA CITY

Shannon Chaffin, City Attorney
Aleshire & Wynder, LLP