

CITY OF YUBA CITY
STAFF REPORT

Date: November 15, 2022
To: Honorable Mayor & Members of the City Council;
From: Administration Department
Presentation By: Diana Langley, City Manager

Summary

Subject: Annual Report from the Downtown Yuba City Business Improvement District and Proposed Levy of Annual Assessment for 2023

Recommendation: A. Adopt a Resolution Accepting and Approving the 2022-2023 Annual Report of the Downtown Yuba City Business Improvement District

B. Adopt a Resolution of Intention to Levy and Collect 2023 Annual Assessments and set a Public Hearing for December 20, 2022

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

Purpose:

To provide notice and opportunity for comment regarding the 2023 Assessment Levy for the Downtown Yuba City Business Improvement District.

Council's Strategic Goal:

This item addresses Council's Strategic Goals of Business Friendly and Fiscal Responsibility.

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 2023.

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 Plumas 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 Downtown Business Association presentation outlines the accomplishments of each committee during the 2022 calendar year, as well as the budget for 2023.

Analysis:

In the coming calendar year, the DBA anticipates that it will collect approximately \$29,595 in assessments from both members and associate members. 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.

The BID is crucial to the economic success of the downtown merchants, especially as our economy has weathered the economic impacts of COVID-19 and increased inflation. 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:

While there is no direct fiscal impact to the City related to the levy and collection of annual assessments, the funds generated through the BID are used to promote the downtown merchants, which provide sales tax revenue to the City.

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 2022-2023 Annual Report of the Downtown Yuba City Business Improvement District.

B. Adopt a Resolution of Intention to Levy and Collect 2023 Annual Assessments and set a Public Hearing for December 20, 2022.

Attachments:

1. Attachment 1 - Resolution - DBA Annual Report-2022-2023

2. Attachment 2 - Exhibits A-I Yuba City Downtown Annual Report 2022-2023
3. Attachment 3 - Resolution - Intention to Levy 2022-2023

Prepared By:
Diana Langley
City Manager

Submitted By:
Diana Langley
City Manager

ATTACHMENT 1

RESOLUTION NO. ____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY
ACCEPTING AND APPROVING THE 2022-2023 ANNUAL REPORT OF THE
DOWNTOWN YUBA CITY BUSINESS 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 2022-2023 Annual Report with the City Clerk for consideration by the 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 2022-2023 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 15th day of November, 2022, and was duly adopted at said meeting by the following vote:

AYES:

NOES:

ABSENT:

Dave Shaw, Mayor

ATTEST:

Ciara Wakefield, Deputy City Clerk

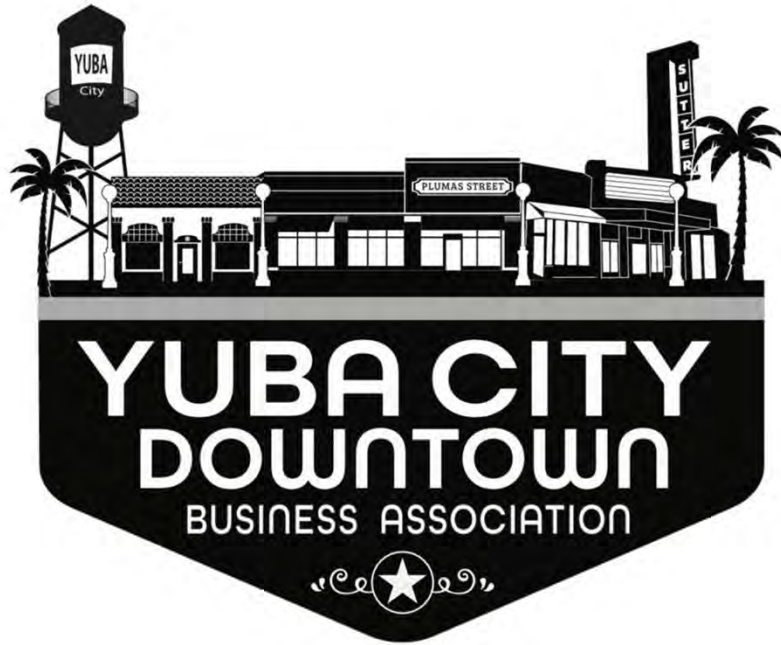
APPROVED AS TO FORM
COUNSEL FOR YUBA CITY

Shannon Chaffin, City Attorney
Aleshire & Wynder, LLP

Attachment(s):

1. Exhibits A-I – Annual Report 2022-2023

ATTACHMENT 2
EXHIBITS A – I



Annual Report

2022-2023

To: Honorable Mayor and Members of the City Council

Cc: Diana Langley, City Manager

From: Board of Directors -Yuba City Downtown Business Association

RE: 2022-2023 Annual Report

Date: November 15, 2022

1. NAME: Yuba City Downtown Business Association
2. FISCAL YEAR: January 1, 2023 to December 31, 2023
3. BOUNDARY/ZONE CHANGES: None (See existing boundaries on Exhibit A)
4. ACCOMPLISHMENTS OF YUBA CITY DOWNTOWN BUSINESS ASSOCIATION DURING 2022: (See Exhibit B)
5. LIST OF 2022-23 YCDBA DIRECTORS AND COMMITTEE MEMBERS (See Exhibit C)
6. LIST OF ASSOCIATE MEMBERS (See Exhibit D)
7. PROPOSED IMPROVEMENTS AND ACTIVITIES (FY2022/23) (See Exhibit E)
8. ESTIMATED 2022 EXPENSES (See Exhibit F)
9. ESTIMATED BUDGET (FY2023) (See Exhibit G)
10. AGING ACCOUNTS RECEIVABLE-COLLECTIONS (See Exhibit H)
11. BASIS OF ASSESSMENT (FY2022) (See Exhibit I)

Submitted by:

Sandee Drown
President

EXHIBIT A

Yuba City - Downtown Plumas Street Area



EXHIBIT B

**Yuba City Downtown Business Association
Mission of the Organization:**

To preserve promote and encourage aspiring businesses and provide a safe, clean center of culture and community life for residents and visitors alike.

Accomplishments for 2021/2022

- Bunny Hop Scavenger Hunt
- 2022 Summer Stroll
- Trick or Treat Plumas Street
- Plumas Street Shopping Preview Event
- 2022 Christmas Stroll
- Coordination with the City of Yuba City Police Department to provide informational flyers to businesses



Christmas Stroll

EXHIBIT C

List of 2022 Directors and Committee Members
Yuba City Downtown Business Association

YCDBA Officers

President – Sandee Drown, The Happy Viking
Vice President – Ryan Henshaw, State Farm Insurance
Treasurer – Scott Sargent, Sutter Buttes Brewing
Secretary - Natalie Syverson, Natalie Syverson Photography

YCDBA Board of Directors

Teresa Schmidt, Twin Cities Flooring (Events Chair)
Danielle Blackmer, Oro Jewelry & Loan
Brian Hopper, Hopper Properties
Rick Rummelhart, Sawyer's Sweet Spot
Ken Wood, New Wave Hearing (Marketing Chair)
Lori Pack, Linda's Soda Bar

EXHIBIT D

Associate Members

- *The DBA has 18 Associate Member businesses. These are businesses that are 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:*
 - *Best Collateral*
 - *Cindy Paine*
 - *City of Yuba City*
 - *Daniel Gaines Insurance*
 - *Enterprise Rancheria*
 - *Express Employment Professionals*
 - *Harkey House Bed & Breakfast*
 - *Huckins Family Trust*
 - *Holycross Memorial Services*
 - *Print Worx*
 - *Recology Yuba-Sutter*
 - *Results Radio*
 - *Sutter County*
 - *Sutter North Medical*
 - *The Cookie Tree*
 - *Wheeler Chevrolet*
 - *Twin Rivers Polaris*
 - *Yuba Sutter Chamber of Commerce*

EXHIBIT E

Proposed Improvements and Activities

- Events
 - Summer Stroll
 - Christmas Stroll
- Marketing Projects
 - Downtown Arches (Bridge Street/Colusa Avenue)
 - Downtown Signage

EXHIBIT F
Estimated 2022 Expenses

YCDBA 2022 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	\$ 4,000.00
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	\$ 11,000.00
Income from Sublet	\$ 1,800.00	\$ 300.00			
Sponsorship - City of Yuba City - Summer Stroll	\$ 10,500.00		\$ 10,500.00		\$ 10,500.00
Sponsorship - City of Yuba City - Christmas Stroll	\$ 10,500.00			\$ 10,500.00	\$ 10,500.00
Total Association Receipts	\$ 71,635.00	\$ 3,300.00	\$ 18,600.00	\$ 18,600.00	\$ 37,200.00
Association Expenses					
Credit Card Processing Fees	\$ 412.00		\$ 167.00	\$ 167.00	\$ 334.00
Board Training and Seminar Expenses	\$ 250.00				
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	\$ 200.00		\$ 50.00	\$ 50.00	\$ 100.00
Collections/ Small Claims Expense	\$ 800.00				
Marketing/ Advertising and Promotion	\$ 2,000.00	\$ 500.00	\$ 750.00	\$ 750.00	\$ 1,500.00
Employee Exp. 15 Hours a week @ \$25 per hour	\$ 13,000.00				
Employee Exp. 20 hours @ \$25 per hour per event	\$ 1,000.00		\$ 500.00	\$ 500.00	\$ 1,000.00
Event Expense	\$ 20,000.00		\$ 10,000.00	\$ 10,000.00	\$ 20,000.00
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	\$ 1,200.00				
Non-Profit Status Fees and Costs	\$ 35.00				
Printing and Reproduction	\$ 1,000.00	\$ 350.00	\$ 375.00	\$ 375.00	\$ 750.00
Rent	\$ -				
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	\$ 67,327.00	\$ 1,350.00	\$ 17,242.00	\$ 16,242.00	\$ 33,484.00
Estimated Operation gain/loss per category	\$ 4,308.00	\$ 1,950.00	\$ 1,358.00	\$ 2,358.00	\$ 3,716.00

EXHIBIT G

Estimated Budget FY 2023

YCDBA 2023 Budget

DBA Members
 Associate Member Dues
 Collection on Delinquent Account
 Income from Event Insurance
 Income From Downtown Events
 Income from Kids events
 Income from Food and Beverage
 Income from Sublet
 Sponsorships
 Total Association Receipts
 Association Expenses
 Credit Card Processing Fees
 Board Training and Seminar Expenses
 Dues and Subscriptions
 Insurance and Permits
 Office and Computer Supplies
 P.O. box, Postage and Mailing
 Collections/ Small Claims Expense
 Commercial Marketing/ Advertising and Promotion
 Employee Exp 15 Hours a week @ \$25 per hour
 Employee Exp. 10 hours @ \$25 per hour per event
 Event Entertainment
 Equipment Rental
 Maintenance
 Mixer/ Annual Meeting
 Newsletter
 Non-Profit Status Fees and Costs
 Printing and Reproduction
 Rent
 Security
 Police
 Miscellaneous
 Street Décor
 Landscape and Flower Bowl maintenance
 Telephone and Internet
 Tax Preparation
 Website and Social Media
 Total Association Expenses
 Estimated Operation gain/loss Per category
 Total Budget

Budget 2022	Budget	Marketing Committee	Summer Stroll Summer	Christmas Stroll Christmas	Events Committee Totals
\$ 29,500.00	\$ 29,595.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	
\$ 4,000.00	\$ 4,500.00				
\$ 1,500.00	\$ 1,540.00				
\$ 2,400.00	\$ 1,200.00		\$ 600.00	\$ 600.00	\$ 1,200.00
\$ 30,000.00	\$ 12,000.00		\$ 5,500.00	\$ 5,500.00	\$ 11,000.00
\$ 2,700.00			\$ 300.00	\$ 2,400.00	
\$ 2,900.00			\$ 2,400.00	\$ 500.00	
\$ -	\$ 1,800.00	\$ 300.00			\$ 300.00
\$ 30,000.00			\$ 15,000.00	\$ 15,000.00	
\$ 103,000.00	\$ 50,635.00	\$ 2,000.00	\$ 25,800.00	\$ 26,000.00	\$ 53,800.00
\$ 500.00	\$ 412.00		\$ 167.00	\$ 167.00	\$ 334.00
\$ 600.00					
\$ 1,500.00	\$ 530.00				
\$ 12,000.00	\$ 4,000.00		\$ 1,300.00	\$ 1,300.00	\$ 2,600.00
\$ 500.00	\$ 200.00				
\$ 300.00	\$ 100.00		\$ 50.00	\$ 50.00	\$ 100.00
\$ 1,000.00					
\$ 1,200.00	\$ 2,000.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
\$ 19,500.00	\$ 13,000.00				
\$ 500.00	\$ 1,000.00		\$ 500.00	\$ 500.00	\$ 1,000.00
\$ 13,000.00	\$ 5,000.00		\$ 8,000.00	\$ 4,000.00	\$ 12,000.00
\$ 13,000.00	\$ 1,000.00		\$ 8,700.00	\$ 3,000.00	\$ 11,700.00
\$ 500.00	\$ 100.00				
\$ 650.00	\$ 600.00				
\$ 35.00	\$ 35.00				
\$ 300.00	\$ 1,000.00	\$ 250.00	\$ 375.00	\$ 375.00	\$ 1,000.00
\$ 4,800.00	\$ 4,800.00				
\$ 1,000.00	\$ 700.00		\$ 360.00	\$ 360.00	\$ 720.00
\$ 7,000.00	\$ 7,000.00		\$ 3,500.00	\$ 3,500.00	\$ 7,000.00
\$ 6,000.00	\$ 4,000.00		\$ 250.00	\$ 250.00	\$ 500.00
\$ 8,500.00		\$ 500.00			
\$ 2,700.00	\$ 1,700.00				
\$ 2,400.00	\$ 2,000.00				
\$ 400.00	\$ 400.00				
\$ 2,400.00	\$ 200.00				
\$ 100,285.00	\$ 49,777.00	\$ 1,250.00	\$ 23,702.00	\$ 14,002.00	
\$ 2,715.00	\$ 858.00	\$ 750.00	\$ 2,098.00	\$ 11,998.00	
		\$ 2,000.00	\$ 25,800.00	\$ 26,000.00	

EXHIBIT H

Aging Accounts Receivable – Collections

9:36 PM
10/31/22

**Yuba City Downtown Business Assoc.
A/R Aging Summary
As of October 31, 2022**

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
+ County of Sutter	0.00	0.00	0.00	0.00	2,500.00	2,500.00
+ Praise Chapel	0.00	0.00	0.00	0.00	250.00	250.00
+# Enterprise Rancheria	0.00	0.00	0.00	0.00	250.00	250.00
+# Recology Yuba Sutter	0.00	0.00	0.00	0.00	500.00	500.00
5 Guys Printing, Inc	0.00	0.00	0.00	0.00	250.00	250.00
A&E Fashion Boutique	0.00	0.00	0.00	0.00	385.00	385.00
As you Whish Salon & Beauty Bar	0.00	0.00	0.00	0.00	110.00	110.00
Babies to Teen Consignment Shop	0.00	0.00	0.00	0.00	385.00	385.00
Beck's Shoes	0.00	0.00	0.00	0.00	1,155.00	1,155.00
Black Heart Tattoo & Art Gallery	0.00	0.00	0.00	0.00	385.00	385.00
Bombshell Salon	0.00	0.00	0.00	0.00	1,771.00	1,771.00
Center Street Salon & Spa	0.00	0.00	0.00	0.00	60.00	60.00
Cupcake Magic	0.00	0.00	0.00	0.00	1,771.00	1,771.00
DrapedNTaped	0.00	0.00	0.00	0.00	385.00	385.00
Ellis DDS, Inc.	0.00	0.00	0.00	0.00	(31.82)	(31.82)
Hola Multiservices	0.00	0.00	0.00	0.00	350.00	350.00
IQ Fit	0.00	0.00	0.00	0.00	385.00	385.00
Justin's Kitchen	0.00	0.00	0.00	0.00	560.00	560.00
Korean Karate	0.00	0.00	0.00	0.00	920.00	920.00
KV Nails ~ Spa Salon	0.00	0.00	0.00	0.00	114.06	114.06
La Flor de Michoacan	0.00	0.00	0.00	0.00	673.72	673.72
Lee's Canton Restaurant	0.00	0.00	0.00	0.00	828.00	828.00
Levels	0.00	0.00	0.00	0.00	540.00	540.00
Natalie Syverson	0.00	0.00	0.00	0.00	96.22	96.22
NEXA Mortgage	0.00	0.00	0.00	0.00	250.00	250.00
Nina Hive Boutique & Market	0.00	0.00	0.00	0.00	288.75	288.75
Novedades Chanito Perez	0.00	0.00	0.00	0.00	170.00	170.00
Novedades Espinoza	0.00	0.00	0.00	0.00	484.15	484.15
Obsidian Direct	0.00	0.00	0.00	0.00	175.00	175.00
Ocean Massage	0.00	0.00	0.00	0.00	288.00	288.00
Phoenix Martial Arts	0.00	0.00	0.00	0.00	385.00	385.00
Plumas Interiors	0.00	0.00	0.00	0.00	320.83	320.83
Queen Penny	0.00	0.00	0.00	0.00	70.00	70.00
Queen Penny Display Shop	0.00	0.00	0.00	0.00	930.40	930.40
Righteous Ink	0.00	0.00	0.00	0.00	1,771.00	1,771.00
Shadd's Vacuum Service	0.00	0.00	0.00	0.00	180.00	180.00
Sopa Thai (C)	0.00	0.00	0.00	0.00	560.00	560.00
Stanton Optical	0.00	0.00	0.00	0.00	385.00	385.00
Stay Faded	0.00	0.00	0.00	0.00	1,771.00	1,771.00
Steele House Coffee	0.00	0.00	0.00	0.00	180.00	180.00
Studio 622	0.00	0.00	0.00	0.00	385.00	385.00
Teegarden House & Event Center	0.00	0.00	0.00	0.00	350.00	350.00
The Cellphone	0.00	0.00	0.00	0.00	1,155.00	1,155.00
The City Club	0.00	0.00	0.00	0.00	560.00	560.00
The Theater Gallery	0.00	0.00	0.00	0.00	385.00	385.00
Yuba City Florist, Inc. (C)	0.00	0.00	0.00	0.00	385.00	385.00
TOTAL	0.00	0.00	0.00	0.00	26,021.31	26,021.31

EXHIBIT I

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 businesses in the BID. The assessment formula is based on type, size and location of businesses 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 assessed 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

ATTACHMENT 3

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 2023 IN THE DOWNTOWN YUBA CITY BUSINESS IMPROVEMENT
DISTRICT AND SETTING A PUBLIC HEARING FOR
DECEMBER 20, 2022**

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 2022-2023 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 2023. The District is generally located in the downtown area of Yuba City, as more specifically depicted in Attachment 2.
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 2022-2023 Annual Report contains a full and detailed description of the improvements and activities to be provided for in calendar year 2023, 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 20, 2022, 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 15th day of November, 2022, and was duly adopted at said meeting by the following vote:

AYES:

NOES:

ABSENT:

ATTEST:

Ciara Wakefield, Deputy City Clerk

Dave Shaw, Mayor

APPROVED AS TO FORM
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