# RESOLUTION NO. 20-010

## RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PACIFIC GROVE STATING THE CITY'S INTENTION TO LEVY AN ASSESSMENT FOR THE PACIFIC GROVE BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2020-21

## FINDINGS

1. In 2000 the City of Pacific Grove established the Downtown Pacific Grove Business Improvement District (BID); and

2. The BID has been approved for continuation each year since it was first established, and has proved to be of benefit to the City in terms of promoting the downtown professional and retail business economy; and

3. The Pacific Grove Chamber of Commerce has requested continuation of the Downtown BID for the 2020-21 fiscal year; and

4. The action proposed by this Resolution does not constitute a "Project" as that term is defined under California Environmental Quality Act (CEQA), CEQA Guideline section 15378.

**NOW, THEREFORE,** THE COUNCIL OF THE CITY OF PACIFIC GROVE DOES RESOLVE AS FOLLOWS:

1. The City Council finds each recital set forth above to be true and correct, and by this reference incorporates each as an integral part of this Resolution.

2. The City intends to levy and collect assessments for Fiscal Year 2020-21 within the Downtown Pacific Grove Improvement District (BID), as described in Section 6.50.010 of the Pacific Grove Municipal Code. The proposed assessment would be collected by the City from the business owners when the business license tax is paid in 2020-21. Excepting catalog sales establishments, each and every business in the district will pay an assessment equal to 35% of its business license tax for fiscal year 2019-20.

3. On May 6, 2020, the City Council will receive an annual report prepared by the BID's Advisory Board, which contains details of expenditures in 2019-20 and a description of the anticipated costs and activities to be provided in Fiscal Year 2020-21. These activities include, but are not limited to, promotion, marketing and advertising of businesses in the district, support for special events, and general maintenance to benefit businesses within the BID.

4. Copies of the report will be on file with the City Clerk and are also available at the offices of the Pacific Grove Chamber of Commerce.

5. There is no change to the boundaries of the district as established and set forth in Section 6.5.020 of the Pacific Grove Municipal Code.

6. The Council sets the public hearing to consider the levy of the proposed Fiscal Year 2020-21 assessment for the BID for May 6, 2020 at 6:00 pm, or as soon thereafter as the item may be called, at the Pacific Grove City Hall, 300 Forest Avenue, Pacific Grove, California.

7. At the public hearing, the City Council shall hear and consider all protests against the Fiscal Year 2020-21 levy of assessments for the BID. The rules and procedures used to receive and consider protests will comply with Streets and Highways Code sections 36524, 36525 and 36534. Following the hearing, the Council may adopt a resolution approving the levy.

8. The City Clerk is hereby directed to give a summary notice of the public hearing by causing this resolution of intention to be published once in a newspaper of general circulation not less than seven days before the public hearing.

**PASSED AND ADOPTED** BY THE COUNCIL OF THE CITY OF PACIFIC GROVE THIS 15th day of April, 2020, by the following vote:

AYES: Mayor Peake, Mayor Pro Tem Huitt, Councilmembers Amelio, Garfield, McAdams, Smith, and Tomlinson.

NOES: None.

ABSENT: None.

APPROVED:

Bill Peake

BILL PEAKE, Mayor

ATTEST:
DATED: April 15, 2020

Sandra Kandell

SANDRA KANDELL, City Clerk

APPROVED AS TO FORM:

DAVID C. LAREDO, City Attorney