RESOLUTION NO. 15-029

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 2015/16

FACTS

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

2. The Downtown Pacific Grove Business Improvement District 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
Pacific Grove Business Improvement District for the 2015/16 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 2015/16 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 2015/16. 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 2015/16.

3. On June 17, 2015, the City Council will receive an annual report prepared by the Advisory
Board of the Downtown Pacific Grove Business Improvement District, which contains
details of expenditures in 2014/15 and a description of the anticipated costs and activities to
be provided in Fiscal Year 2015/16. 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 in the prior year 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 2015/16 assessment for the Downtown Pacific Grove Improvement District for June 17, 2015 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 2015/16 levy of assessments for the Downtown Pacific Grove Business Improvement District. 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 ten days before the public hearing.

PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF PACIFIC GROVE this 27th day of May, 2015, by the following vote:

AYES: Mayor Kampe, Councilmembers Cuneo, Fischer, Huitt, Lucius, Miller, Peake

NOES: None

ABSENT: None

APPROVED: _______________________

BILL KAMPE, Mayor

ATTEST:

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SANDRA KANDELL, Deputy City Clerk

APPROVED AS TO FORM:

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DAVID C. LAREDO, City Attorney