

RESOLUTION NO. 8229

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA
DECLARING ITS INTENTION TO LEVY ASSESSMENTS WITHIN THE
SOUTH LAKE BUSINESS IMPROVEMENT DISTRICT FOR PROGRAM
YEAR 2003**

WHEREAS, the City of Pasadena is a municipal corporation which exercises its governmental functions and power, and is a chartered city organized and existing under the laws of the State of California; and

WHEREAS, pursuant to the Parking and Business Improvement Area Law of 1979 (former Streets and Highway Code Section 36500 et seq.), and in response to a request of certain businesses who later formed the South Lake Business Association, a California non-profit public benefit corporation ("Association"), the City Council of the City of Pasadena adopted Ordinance No. 6230 on January 4, 1988, establishing a business improvement area within a geographically defined area in the City of Pasadena designated as the "South Lake Business Improvement District of the City"; and

WHEREAS, effective January 1, 1990, the law under which the South Lake Business District was formed and repealed and in its place was enacted the Parking and Business Improvement Area Law of 1989 (commencing with Section 36500 of the Streets and Highways Code), which new law provided that every business improvement district established prior to January 1, 1990, was declared valid and effective and unaffected by the repeal of that prior law, but was, however, made subject to certain requirements of the new law; and

WHEREAS, in accordance with the new law, the City Council is required to approve a report for each Program year for which assessments are to be levied and collected to pay the costs of the improvements and activities described in the report;

and

WHEREAS, the Association has heretofore presented to the City Clerk its annual report and the City Council desires to approve the report and to adopt this resolution evidencing its intention to levy an annual assessment for the one-year period commencing January 1, 2003.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Pasadena as follows:

1. The annual report filed with the City Clerk by the Association contains all of the component parts required to be included by Section 36533 of the Streets and Highways Code.

2. Accordingly, the City Council hereby approves the report as filed by the Association.

3. The City Council hereby declares its intention to levy and collect assessments within the South Lake Business Improvement District for the one-year period commencing January 1, 2003.

4. The proposed improvements and activities authorized by the ordinance (Ordinance No. 6230), which established the South Lake Business Improvement District, have not changed substantially since the ordinance was enacted on January 4, 1988.

5. The location of the South Lake Business Improvement District is described on Exhibit No. 1 attached hereto and incorporated herein by this reference.

6. A public hearing concerning the intention of the City Council to levy an annual assessment for Program Year 2003 will be held on May 12, 2003 at 8:00 p.m., or as soon thereafter as the matter can be heard, in the Council Chamber of the City Hall of the City of Pasadena located at 100 North Garfield Avenue Room 247, Pasadena, California.

7. The annual report of the South Lake Business Improvement District is on

file with the City Clerk, 100 North Garfield Avenue, Room 236, Pasadena, California. A full and detailed description of the improvements and activities to be provided for that program year and the proposed assessments to be levied upon the businesses within the South Lake Business Improvement District are described on Exhibit No. 1, attached hereto and incorporated herein by this reference.

8. Written and oral protests may be made at the public hearing. The City Council shall hear and consider all protests against the levy of the proposed annual assessment or the furnishing of specified types of improvements or activities within the South Lake Business Improvement District. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objecting is made. Every written protest shall be filed with the City Clerk at 100 North Garfield Avenue, Room 236, Pasadena, California, at or before the time fixed for the public hearing. The City Council may waive any irregularity in the form or content of any written protest and at the public hearing may correct minor defects in the proceedings. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the City as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. The written protest which does not comply with these requirements shall not be counted in determining a majority protest.

9. The City Clerk shall give notice of the public hearing by causing this resolution to be published once in a newspaper of general circulation in the City in the manner prescribed by Section 36534(b) of the Streets and Highway Code.

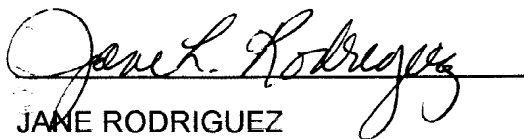
Adopted at the regular meeting of the City Council on the 28th day of April, 2003,
by the following vote:

AYES: Councilmembers Gordo, Haderlein, Holden, Madison,
Streator, Tyler, Vice Mayor Little, Mayor Bogaard

NOES: None

ABSENT: None

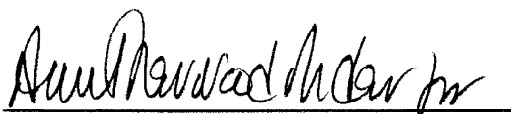
ABSTAIN: None



JANE RODRIGUEZ

City Clerk

APPROVED AS TO FORM:



MARIBEL MEDINA

Assistant City Attorney

**SOUTH LAKE
AVENUE**

ANNUAL REPORT

2002

2002

**The South Lake Business
Improvement District**

Annual Report

Summary:

Pursuant to Senate Bill 1424, this report will address the following items regarding the activities and financial status of the South Lake BID:

- A. Boundaries of the Improvement District, with any current changes that are being considered and an explanation of the current assessment formula.
 - B. Changes to the existing assessment formula with supporting Documentation.
 - C. The Annual Program Outline.
 - D. The Annual Budget and Financial Report indicating any surplus or deficit.
 - E. A report on any voluntary contributions received.
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2002
The South Lake
Business Improvement
District

Annual Report

A. Boundaries of the District and current assessment Formula.

There are no changes to the District boundaries, see **Exhibit A**. See also **Exhibit A-1** for explanation of assessment formula.

B. Changes to the existing assessment formula.

There are no changes to the assessment formula.

C. Annual program outline.

Please see attached outline of accomplished improvements and activities for 2002 **Exhibit B**, and the proposed improvements and activities for 2003 **Exhibit C**.

D. Annual budget and financial report.

Please refer to **Exhibit D**.

E. Report on any contributions received.

No voluntary contributions were received in 2002.

Exhibit A

Exhibit A-1

**Assessment Formula
for the
South Lake Avenue Business Improvement District**

Each retail business shall pay an annual basic assessment fee of One Hundred Fifty Dollars (\$150.00), and each Service and Professional Business shall pay an annual basic assessment of Fifty Dollars (\$50.00), plus the amount determined from the following schedule, except owned-operated businesses not having employees who shall pay only the Basic annual assessment set forth hereinbelow.

Schedule 1

No. of Employees	Assessment	No of Employees	Assessment
*1	\$10	14	\$70
2	15	15	74
3	20	16	78
4	25	17	82
5	30	18	86
6	35	19	90
7	40	20	93
8	45	21	96
9	50	22	99
10	54	23	102
11	58	24	105
12	62	25	108
13	66	over 25	108+
			\$2.00 per each additional emp.

*Excluding owner-operated businesses without employees

Schedule 2

<u>Classification</u>	<u>Benefit Factor Zone 1</u>	<u>Benefit Factor Zone 2</u>
Retail	8	6
Professional	3	2
Service	4	3

The annual assessment for the owner-operated Retail businesses with out employees is \$150.00 and \$50.00 for owner-operated Professional and Service business without employees

Exhibit B

Accomplished Improvements and Activities in 2002

- I. Street Improvements
 - A. Cleaning program for sidewalks and gutters (four times per week)
 - B. Installed LED lights on median trees
 - C. Selected new trash cans for district (currently in City approval process)
 - D. Coordinated electrical repair (center median) provided by Public Works
 - E. Worked with the H.O.P.E. team to help secure long term plans for the homeless

 - II. Programs and Special Projects
 - A. South Lake Urban Plan Project
 - B. Property owner outreach (breakfast meeting sponsored by Macy's and Starwood Wasserman)
 - C. Relocated office to donated space
 - D. South Lake work plan
 - E. Joint district quarterly meeting (with City, Visitor Bureau and Chamber)

 - III. Programs for members
 - A. Membership meetings (Tournament House and The Atheneum)
 - B. Redesigned website to be a tool for the members
 - C. Active Board outreach providing information and assistance

 - IV. Activities and Events
 - A. Spring Open House
 - B. Holiday Open House (first three Fridays in December)
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V. Marketing and Public Relations

- A. Worked with local brokers and owners to recruit and retain desired tenants (including EDS)
- B. Developed Holiday commercial (Charter Communications)
- C. Provided information and labels to local groups
- D. Continue website development to promote the district

VI. Advocacy

- A. Established contacts with Pasadena Police Department (safety issues)
 - B. Provided input on the Five year strategic plan (Pasadena Police Department)
 - C. Worked with Planning and other districts to take positions on the proposed Central District Specific Plan.
 - D. Involvement of Board members on the South Lake Parking Commission (three currently occupy seats)
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Exhibit C

Proposed Improvements & Activities for 2003

- I. Street Improvements
 - A. Expand cleaning program to include entire district
 - B. Seek funding for CIP Center Median Project (re-landscaping)
 - C. Upgrade existing street lighting with metal halide (white light)
 - D. Install pedestrian lighting and power to tree wells (CIP)
 - E. Coordinate painting of district Signal poles
 - F. Install new trash cans (subject to approval)
 - G. Assist with implementation of City news rack ordinance

 - II. Programs and Special Projects
 - A. Continue pursuit of an Urban Plan for South Lake (CIP)
 - B. Consult with Tom Eidem regarding PBIDS and committee structure.

 - III. Programs for Members
 - A. Quarterly membership meetings as opposed to semi-annually
 - B. Newsletter
 - C. Website to provide information and tools

 - IV. Activities and Events
 - A. Holiday Open House
 - B. Spring Open House

 - V. Marketing and Public Relations
 - A. Utilize City marketing platforms
 - B. Continue Local cable television and newspaper campaign
 - C. Work with local brokers to recruit and retain tenants
 - D. Neighborhood welcome packet to new residents
 - E. Establish open dialog with residents ideas or concerns
 - F. Be a resource to the membership and the community
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VI. Advocacy

- A. Continue work with The Planning department on proposed changes to the Central District Specific Plan
 - B. Monitor public safety issues, continue to be a partner and resource to the Pasadena Police Department
 - C. Maintain a professional relationship with City and staff
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Exhibit D

**SOUTH LAKE BUSINESS ASSOCIATION
2003 BUDGET**

INCOME:

UNRESTRICTED SUPPORT & REVENUE

MEMBER ASSESSMENTS	145,000
MISCELLANEOUS INCOME	1,000
INTEREST INCOME	<u>500</u>

TOTAL INCOME: **146,500**

EXPENSE:

BEAUTIFICATION & MAINTENANCE

STREETSCAPE	5,000
SIDEWALK CLEANING	12,000

PROGRAMS FOR MEMBERS

MEMBERSHIP MEETING & PROGRAMS	5,000
NEWSLETTERS AND SPECIAL BULLETINS	5,000

ACTIVITIES & EVENTS

HOLIDAY OPEN HOUSE	29,000
SPRING OPEN HOUSE	5,000
REGIONAL MARKETING & PROMOTION	25,000

GENERAL & ADMINISTRATIVE

STAFF SALARIES	21,000
PAYROLL TAXES	2,100
BANK CHARGES	1,100
BOARD STRATEGY SESSION	1,000
OFFICE SUPPLIES & EQUIPMENT	1,800
INSURANCE	7,500
PRINTING	700
PROFESSIONAL FEES	11,000
LEGAL SERVICES	5,000
AUDIT FEES	2,800
DUES AND SUBSCRIPTIONS	1,000

RENT & STORAGE	2,000
OUTSIDE SERVICES	500
TELEPHONE	<u>3,000</u>

TOTAL EXPENSES: 146,500
