

Agenda Report

DATE: April 27, 2009
TO: CITY COUNCIL
THROUGH: ECONOMIC DEVELOPMENT & TECHNOLOGY COMMITTEE
FROM: CITY MANAGER
SUBJECT: 2008 SOUTH LAKE AVENUE PROPERTY-BASED BUSINESS IMPROVEMENT DISTRICT ANNUAL PLAN

RECOMMENDATION:

The following report is for information only; no City Council action is required.

BACKGROUND:

The South Lake Avenue Property-based Business Improvement District (SLPBID) was successfully approved in 2007. This transition from a Tenant-based BID to a Property-based BID has provided the ability to deliver enhanced services on behalf of the South Lake Stakeholders. Calendar year 2008 marked the South Lake Association's first full year of operation.

Successful formation of the South Lake Association has provided a greater sense of stability for the Association and enabled a greater degree of commitment to the District. Operating with an annual budget of approximately \$490,000, the South Lake Association has been able to deliver services that would have otherwise been impossible under the former organization's income and annual renewal structure. The five calendar year term has also enabled the District to enter long term contracts for enhanced services that directly benefit the property owners, businesses and patrons of the District.

The goal of the South Lake Association is to maintain and strengthen the economic viability of the District through the provision of enhanced services, further detailed in the South Lake Association Management Plan (Exhibit C of the attached) including:

Maintenance Services;
Ambassador Guide/ Day Porter Programs;
Physical Amenities; and
Promotions and Marketing

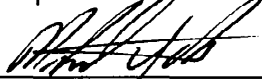
The South Lake Property-based BID has been successful in improving the physical condition of the Avenue, with the help of the City, through completion of Phase I of the South Lake Avenue Streetscape Plan. Phase I of the plan included the replanting of the South Lake Medians with drought tolerant plants in patterns taking inspiration from mid-century textiles, and the installation of updated electrical and water infrastructure. The Association will continue to work towards the completion of Phase II which will include enhanced pedestrian amenities such as pedestrian oriented lighting, street furniture, trash receptacles and bicycle locks to further encourage the community to shop in the District.

In addition to the continued delivery of the enhanced services within the District, 2009 goals (Exhibit E of the attached) also include efforts to secure funding for Phase II of the Streetscape Plan, working to attract local patrons to the District through marketing and promotional events and to partner with the other Downtown Organizations to help strengthen each District and in turn the Downtown and City in general.

FISCAL IMPACT:

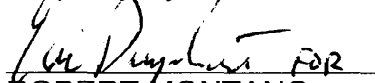
The annual assessment attributed to the City is \$36,732 assessed on the City-owned and controlled property within the Shopper's Lane Parking Lots. The fiscal impact over the term of the PBID will be \$183,660. The assessment is in the Department of Transportation's operating budget using income generated through Shoppers Lane parking revenues.

Respectfully submitted,



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Approved by:



RICHARD J. BRUCKNER
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