

CITY OF YUBA CITY  
STAFF REPORT

**Date:** November 5, 2019  
**To:** Honorable Mayor & Members of the City Council  
**From:** Administration  
**Presentation By:** Terrel Locke, Assistant to the City Manager

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**Summary**

**Subject:** Annual Report from the Downtown Yuba City Business Improvement District and Proposed Levy of Annual Assessment for 2020

**Recommendation:** A. Adopt a Resolution Accepting and Approving the 2018-2019 Annual Report of the Downtown Yuba City Business Improvement District  
 B. Adopt a Resolution of Intention to Levy and Collect 2020 Annual Assessments and set a Public Hearing for November 19, 2019

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

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**Purpose:**

To provide notice and opportunity for comment regarding the 2019 Assessment Levy for the Downtown Business Improvement District.

**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 similar to last year.

Annually, renewal of the Downtown Business Association's Business Improvement District (BID) is accomplished in a two-part process. Tonight, is the first part with the adoption of a resolution declaring the City's intent to levy an assessment and ordering a public hearing. At the next meeting, the second part will be a public hearing and consideration of a resolution confirming the Annual Report and levying the assessments for 2020.

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 the 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 Annual Report outlines the accomplishments of each committee during the 2019 calendar year.

**Analysis:**

In the coming fiscal year, the DBA anticipates that it will collect approximately \$29,595 in assessments. 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.

Anticipated Associate member contributions for the coming fiscal year are projected to be approximately \$4,750. Associate members represent a variety of interested parties outside the BID boundaries and are committed to the revitalization and success of downtown Yuba City.

The BID is crucial to the economic success of the downtown merchants especially as our economy continues to improve. 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:**

None related to levy and collection of annual assessments.

**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 2018-2019 Annual Report of the Downtown Yuba City Improvement District
- B. Adopt a Resolution of Intention to Levy and Collect 2020 Annual Assessments and set a public hearing for November 19, 2019

**Attachments:**

1. Resolution Accepting and Approving Annual Report
2. Annual Report from the Downtown Business Association
3. Resolution of Intention to Levy Annual Assessment

**Prepared By:**

*/s/ Terrel Locke*

Terrel Locke  
Assistant to the City Manager

**Submitted By:**

*/s/ Michael Rock*

Michael Rock  
City Manager

**Reviewed By:**

Finance

SM

City Attorney

SC

# ATTACHMENT 1

**RESOLUTION NO. \_\_\_\_\_**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY  
ACCEPTING AND APPROVING THE 2018-2019 ANNUAL REPORT OF THE  
DOWNTOWN YUBA CITY 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 Annual Report for calendar year 2017 with the City Clerk for consideration by the Yuba City 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 2019 Annual Report contains a full and detailed description of the improvements and activities to be provided for in calendar year 2020, 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 5<sup>th</sup> day of November, 2019, and was duly adopted at said meeting by the following vote:

AYES:

NOES:

ABSENT:

ATTEST:

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Shon Harris, Mayor

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Patricia Buckland, City Clerk

APPROVED AS TO FORM  
COUNSEL FOR YUBA CITY

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Shannon Chaffin, City Attorney  
Aleshire & Wynder, LLP

# ATTACHMENT 2

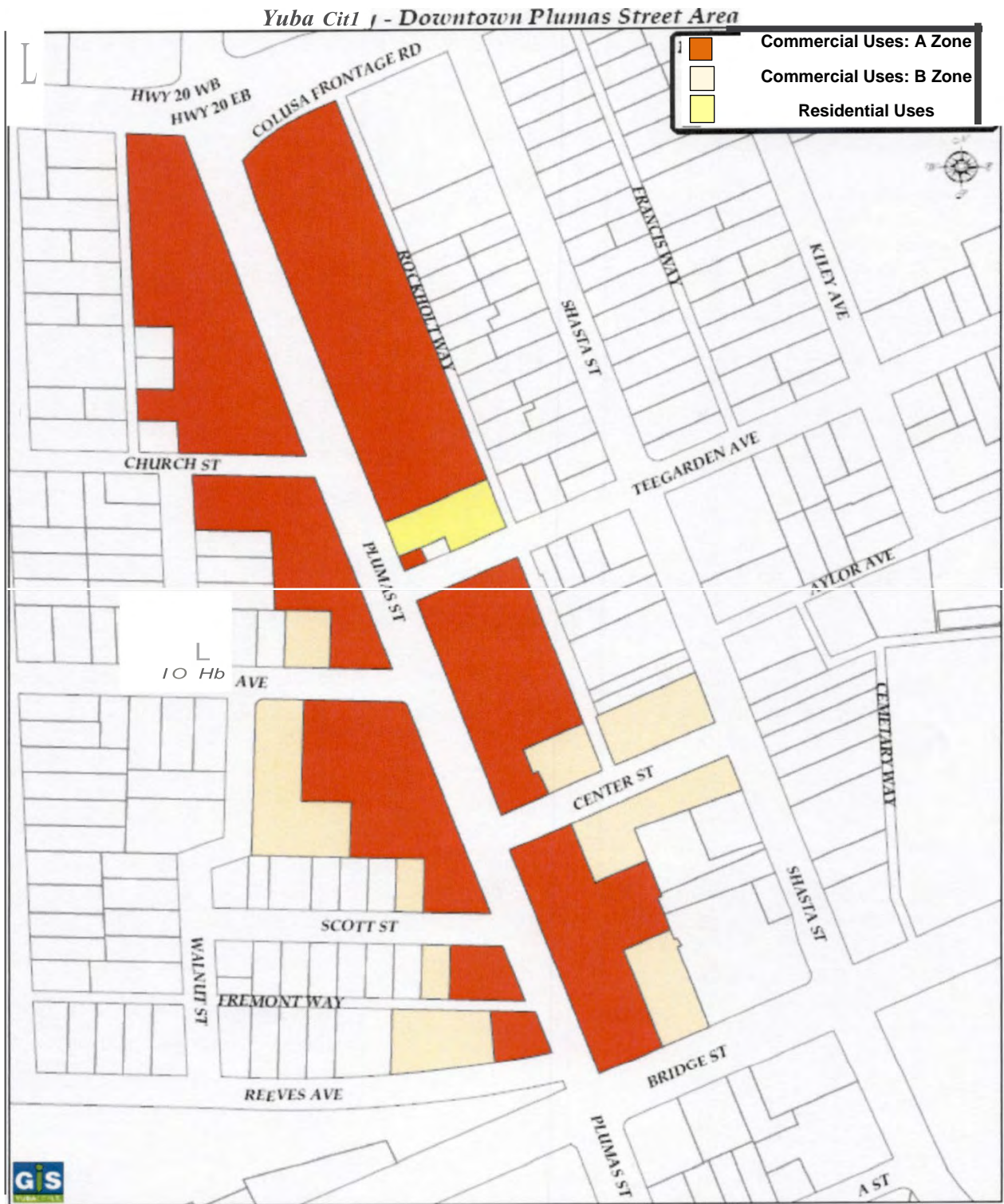
# Yuba City Downtown Business Association

## Annual Report 2018-2019

### Shop Dine Stroll



There are no proposed changes in the boundaries of the District





## 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 business in the BID. The assessment formula is based on type, size and location of business in order to offer a fair and equitable charge for each business in the BID.

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

**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 assess on size which will be determined by number of employees, either full-time or the equivalent made up of multiples of part-time employees.

**List of 2019-2020 Directors and Committee Members of the Yuba City  
Downtown Business Association**

**2019-2021 YCDBA Officers**

President – Sandee Drown, The Happy Viking

Vice President – Ryan Henshaw, Henshaw State Farm

Treasurer – Cameo Arrasmith, Sawyer’s Sweet Spot

Secretary – Danielle Blackmer, Oro Jewelry & Loan

**2019-2020 YCDBA Board of Directors**

Chris Carothers, Results Radio

Joe Federico, Sutter Buttes Brewing

JJ Huskey ~ AFC 360 Financial

Steve McCarthy, eXp Realty

Cindy Paine ~ Paine Properties

Teresa Schmidt ~ Twin Cities Flooring

Ken Wood, New Wave Hearing

## **2019-2020 YCDBA COMMITTEE CHAIRS AND MEMBERS**

### **Executive/Finance**

Chair: Sandee Drown– The Happy Viking

Ryan Henshaw - Henshaw Insurance

Cameo Arrasmith – Sawyer’s Sweet Spot

Danielle Blackmer – Oro Jewelry & Loan

### **Events**

Chair: Theresa Schmidt – Twin Cities Floor Covering

Danielle Blackmer – Oro Jewelry & Loan

Chris Carothers – Results Radio

Sandee Drown – The Happy Viking

Olivia Huskey – Exp Reality

Cindy Paine – Paine Properties

Tim Styczynski – Bridge Coffee Company

Natalie Syverson - Natalie Syverson Photography

Kevin Young – DJ Kev

### **Marketing**

Chair: JJ Huskey – AFC 360

Cameo Arrasmith – Sawyer’s Sweet Spot

Sandee Drown- The Happy Viking

Ryan Henshaw– Henshaw Insurance

Steve McCarthy – eXp Realty

Cindy Paine - Paine Properties

Ken Wood – New Wave Hearing

## **2018-2019 Accomplishments of the Yuba City Downtown Business Association**

### **Mission of the Organization:**

*The mission of the Yuba City Downtown Business Association is to preserve, promote and encourage aspiring businesses and provide a safe, clean center of culture and community life for residents and visitors alike.*

#### **City of Yuba City**

- Attended City Council meetings when issues of downtown are on the agenda.
- A DBA Board Member would present to the Council when necessary and would update membership to items pertaining to the Downtown via communication at Board Meetings, Committee meetings, email, newsletter and direct mail as needed
- Presented the Annual BID Renewal Report in November 2018

#### **Community Involvement**

- April - Bunny Hop Scavenger Hunt for community to come out with a scavenger Easter egg hunt
- February – October : First Thursday (monthly through October) Shopping, live music, and an artist reception at The Theater Gallery
- May – Started Farmers Market every week on Teegarden Street
- June - Summer Stroll Festival, free community event
- October - Trick or Treat Plumas Street. As our last First Thursday, re-introducing trick or treating to Plumas St. We hosted Pretty in Pink supporting Geweke Caring for Woman Foundation.
- November - Holiday Open House, Shop Small Business Saturday
- December 2018- Christmas Stroll, free community event

#### **Memberships**

- Yuba-Sutter Chamber of Commerce

#### **Marketing & Events**

##### **DBA**

- DBA President Sandee Drown keeps the organization moving forward Maintained active Board of Directors and active committees
- Kristel Martin to continue administrative, daily accounts receivable and payable's and events coordinator duties.
- The Board meets 3 times monthly, outside the normal board meeting, primarily for the purpose of individual committee strategy planning Executive/Marketing/Events

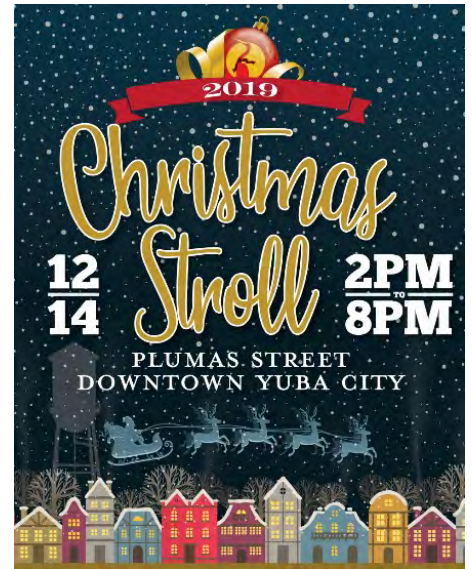
The YCDBA updated the By Laws, Policies and Procedures which had not been done since 2010



BUNNY HOP



FIRST THURSDAY

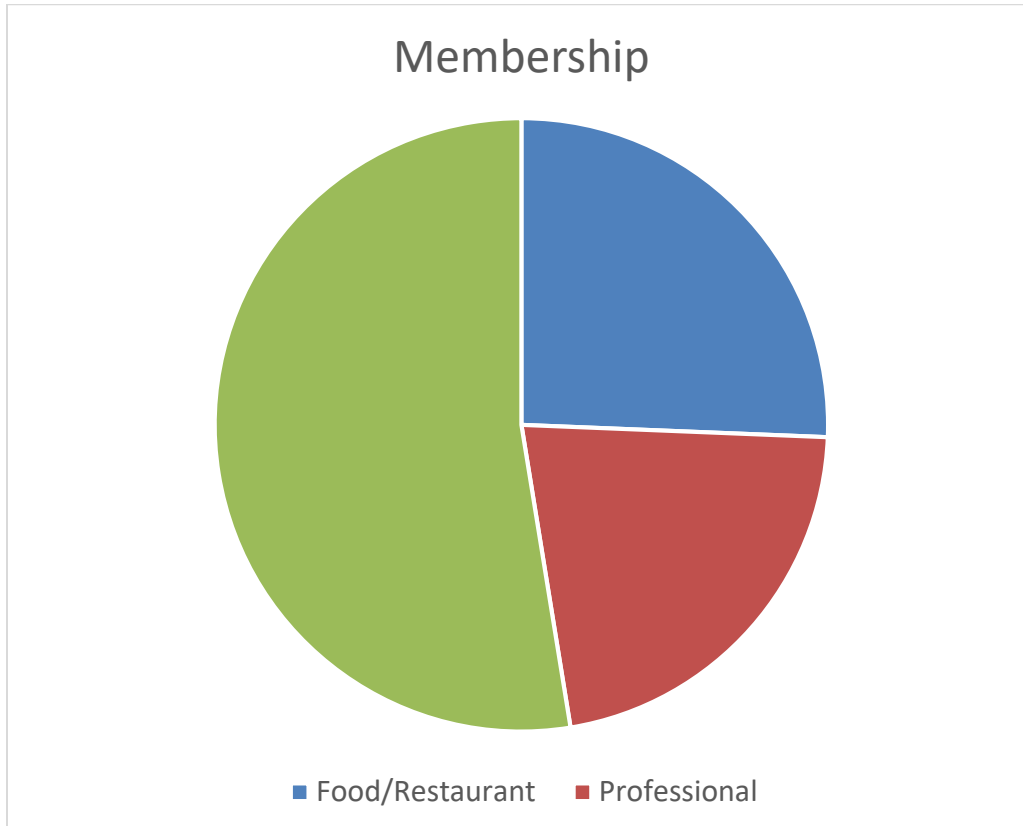




*FARMER'S MARKET*



## MEMBERS



Dues \$29,595

Average \$485

## Associate Members

The DBA has 21 Associate Member Businesses. These are businesses 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:

- AFC 360
- *Best Collateral*
- *City of Yuba City*
- *Enterprise Rancheria*
- *Express Employment Professionals*
- *Huckins Family Trust*
- *Holycross Memorial Services*
- *Keller Williams - Scott Duke*
- *Mathews Motors*
- *Millennium Family Entertainment Center*
- *Paine Properties*
- *Praise Chapel*
- *Print Worx*
- *Recology Yuba-Sutter*
- *Results Radio*
- *Sunsweet Growers*
- *Sutter North Medical*
- *The Cookie Tree*
- *Wheeler Chevrolet*
- *Twin Rivers Polaris*
- *Yuba Sutter Chamber of Commerce*



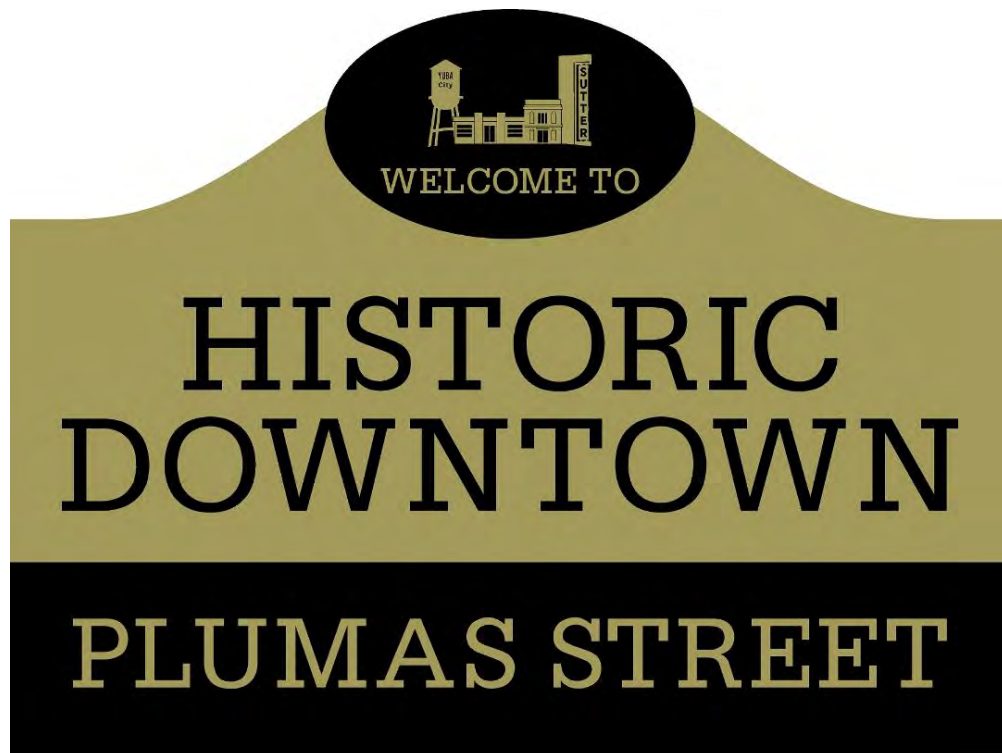
## 2020 Budget

YCDBA 2020 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	
Associate Member Dues	\$ 4,750.00				
Collection on Delinquent Account	\$ 1,540.00				
Income from Event Insurance	\$ 2,430.00		\$ 1,215.00	\$ 1,215.00	\$ 2,430.00
Income From Downtown Events	\$ 49,000.00	\$ 4,000.00	\$ 23,000.00	\$ 22,000.00	\$ 45,000.00
<b>Total Association Receipts</b>	<b>\$ 87,315.00</b>	<b>\$ 6,000.00</b>	<b>\$ 26,215.00</b>	<b>\$ 25,215.00</b>	<b>\$ 51,430.00</b>
Association Expenses					
Credit Card Processing Fees	\$ 412.00		\$ 167.00	\$ 167.00	\$ 334.00
Board Training and Seminar Expenses	\$ 800.00				
Dues and Subscriptions	\$ 625.00				
Insurance and Permits	\$ 4,000.00		\$ 1,300.00	\$ 1,300.00	\$ 2,600.00
Office and Computer Supplies	\$ 2,000.00				
P.O. box, Postage and Mailing	\$ 220.00		\$ 50.00	\$ 50.00	\$ 100.00
Collections/ Small Claims Expense	\$ -				
Commercial Marketing/ Advertising and Promotion	\$ 5,000.00	\$ 700.00	\$ 2,000.00	\$ 2,000.00	\$ 4,000.00
Employee Exp 20 Hours a week @ \$25 per hour	\$ 26,000.00				
Employee Exp. 10 hours @\$25 per hour per event	\$ 1,000.00		\$ 500.00	\$ 500.00	\$ 1,000.00
Event Entertainment	\$ 14,000.00		\$ 10,000.00	\$ 4,000.00	\$ 14,000.00
Equipment Rental	\$ 7,800.00	\$ 600.00	\$ 3,600.00	\$ 3,600.00	\$ 7,200.00
Maintenance	\$ 480.00				
Mixer/ Annual Meeting	\$ 450.00				
Newsletter	\$ 480.00				
Non-Profit Status Fees and Costs	\$ 35.00				
Printing and Reproduction	\$ 2,000.00	\$ 250.00	\$ 875.00	\$ 875.00	\$ 1,750.00
Rent	\$ 4,800.00				
Security	\$ 7,800.00		\$ 4,200.00	\$ 3,700.00	\$ 7,900.00
Miscellaneous	\$ 2,000.00		\$ 1,000.00	\$ 1,000.00	\$ 2,000.00
Street Décor	\$ 500.00	\$ 500.00			
Landscape and Flower Bowl maintenance	\$ 3,200.00				
Telephone and Internet	\$ 2,000.00				
Tax Preparation	\$ 600.00				
Website and Social Media	\$ 200.00				
<b>Total Association Expenses</b>	<b>\$ 86,402.00</b>	<b>\$ 2,050.00</b>	<b>\$ 23,692.00</b>	<b>\$ 17,192.00</b>	
<b>Estimated Operation gain/loss Per category</b>	<b>\$ 913.00</b>	<b>\$ 3,950.00</b>	<b>\$ 2,523.00</b>	<b>\$ 8,023.00</b>	
<b>Total Budget</b>		<b>\$ 6,000.00</b>	<b>\$ 26,215.00</b>	<b>\$ 25,215.00</b>	

## New Projects

Updated wreaths and garland for Plumas Street Poles. Investment \$6,000

- Historical Directional Signs :research & creating designs with Public Works
- Tree Light Project : collaborating with Public Works and Parks & Rec



## Tree Light Project



**NEW BUSINESSES**

Babies to Teen Consignment Shop  
The Chair Gallery  
eXp Realty  
Natalie Syverson Photography  
Teegarden House Event Center  
Phoenix Ridge

**BUSINESSES CLOSED**

None

**OPENING SOON....**

Lunaria Salon  
Plumas Street Pub

Respectfully submitted,

*/s/ Sandee Drown*

Sandee Drown

President

Yuba City Downtown Business Association

# 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 2020 IN THE DOWNTOWN YUBA CITY BUSINESS  
IMPROVEMENT DISTRICT AND SETTING A PUBLIC HEARING FOR  
NOVEMBER 19, 2019**

**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 2018-2019 with the City Clerk which has been approved by the Yuba City 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. 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 2020. The District is generally located in the downtown area of Yuba City, as more specifically depicted in Attachment A.
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 2018-2019 Annual Report contains a full and detailed description of the improvements and activities to be provided for in calendar year 2020, 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, November

19, 2019, 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 5<sup>th</sup> day of November, 2019, and was duly adopted at said meeting by the following vote:

AYES:

NOES:

ABSENT:

ATTEST:

---

Shon Harris, Mayor

---

Patricia Buckland, City Clerk

APPROVED AS TO FORM  
COUNSEL FOR YUBA CITY

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Shannon Chaffin, City Attorney  
Aleshire & Wynder, LLP

# ATTACHMENT A

## Downtown Yuba City Improvement District Map



# Yuba City - Downtown Plumas Street Area



## 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 business in the BID. The assessment formula is based on type, size and location of business in order to offer a fair and equitable charge for each business in the BID.

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