

CITY OF YUBA CITY  
STAFF REPORT

**Date:** December 21, 2021  
**To:** Honorable Mayor & Members of the City Council  
**From:** Administration Department  
**Presentation By:** Diana Langley, 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 2022

**Recommendation:** A. Adopt a Resolution Accepting and Approving the 2021-2022 Annual Report of the Downtown Yuba City Business Improvement District

B. Adopt a Resolution of Intention to Levy and Collect 2022 Annual Assessments and set a Public Hearing for January 18, 2022

**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 2022 Assessment Levy for the Downtown Yuba City 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 consistent with previous years.

Annually, renewal of the DBA's Business Improvement District (BID) is accomplished in a two-part process. First, the adoption of a Resolution declaring the City's intent to levy an assessment and ordering a Public Hearing. At a subsequent meeting, a Public Hearing is held in consideration of a Resolution confirming the Annual Report and levying the assessments for 2022.

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 2021 calendar year, as well as the budget for 2022.

**Analysis:**

In the coming calendar year, the DBA anticipates that it will collect approximately \$29,500.00 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 \$4,000.00. 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 weather the economic impacts of COVID-19. 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 2021-2022 Annual Report of the Downtown Yuba City Improvement District.

B. Adopt a Resolution of Intention to Levy and Collect 2022 Annual Assessments and set a Public Hearing for January 18, 2022.

**Attachments:**

1. Downtown Attachment 1 - Resolution - DBA Annual Report-2021-2022
2. Downtown Attachment 2 - Downtown Business Association Annual Report 2022
3. Downtown Attachment 3 - Resolution - Intention to Levy

**Prepared By:**

Judy Sanchez  
Executive Assistant

**Submitted By:**

Diana Langley  
City Manager



# ATTACHMENT 1

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

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY  
ACCEPTING AND APPROVING THE 2021-2022 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 2021-2022 Annual Report 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 2021-2022 Annual Report contains a full and detailed description of the improvements and activities to be provided, 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 21<sup>st</sup> day of December 2021, and was duly adopted at said meeting by the following vote:

AYES:

NOES:

ABSENT:

ATTEST:

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Dave Shaw, Mayor

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Ciara Wakefield, Deputy City Clerk

APPROVED AS TO FORM  
COUNSEL FOR YUBA CITY

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Shannon Chaffin, City Attorney  
Aleshire & Wynder, LLP



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PLUMAS STREET  
SHOPPING DISTRICT

# Yuba City Downtown Association

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Mission: To preserve, promote and encourage aspiring businesses and provide safe, clean center of culture and community life for residents and visitors alike.

DBA Vision Statement: To be known as the Premier Shopping , Dining and Entertainment Destination of the region.



# Yuba City - Downtown Plumas Street Area



# **List of 2022 Directors and Committee Members of the Yuba City Downtown Business Association**

## **YCDBA Executive Officers**

President – Sandee Drown, The Happy Viking

Vice President – Ryan Henshaw, Henshaw

Treasurer – Scott Sargent, Sutter Buttes Brewing

Secretary – Danielle Blackmer, Oro Jewelry & Loan

## **YCDBA Board of Directors**

JJ Huskey, Nexa Mortgage

Teresa Schmidt, Twin Cities Flooring (Events Chair)

Natalie Syverson, Natalie Syverson Photography

Brian Hopper, Hopper Properties

Rick Rummelhart, Sawyer's Sweet Spot

Tucker Walden, Suncrest Bank

Ken Wood, New Wave Hearing (Marketing Chair)

Lori Pack, Linda's Soda Bar

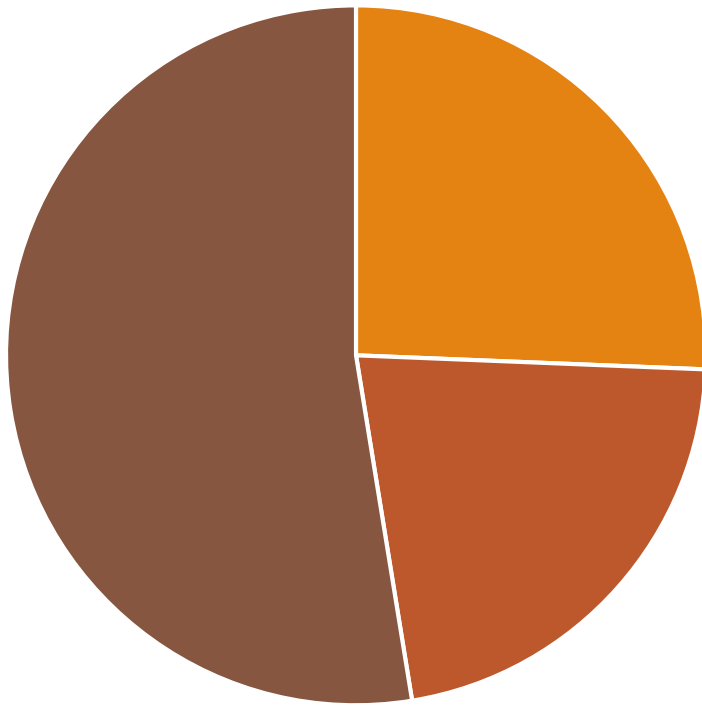
YCDBA 2022 Budget

	Budget 2022	Budget	Marketing Committee	Summer Stroll Summer	Christmas Stroll Christmas	Events Committee Totals
DBA Members	\$ 29,500.00	\$ 29,595.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	
Associate Member Dues	\$ 4,000.00	\$ 4,500.00				
Collection on Delinquent Account	\$ 1,500.00	\$ 1,540.00				
Income from Event Insurance	\$ 2,400.00	\$ 1,200.00		\$ 600.00	\$ 600.00	\$ 1,200.00
Income From Downtown Events	\$ 30,000.00	\$ 12,000.00		\$ 5,500.00	\$ 5,500.00	\$ 11,000.00
Income from Kids events	\$ 2,700.00			\$ 300.00	\$ 2,400.00	
Income from Food and Beverage	\$ 2,900.00			\$ 2,400.00	\$ 500.00	
Income from Sublet	\$ -	\$ 1,800.00	\$ 300.00	\$ -	\$ -	\$ 300.00
Sponsorships	\$ 30,000.00			\$ 15,000.00	\$ 15,000.00	
Total Association Receipts	\$ 103,000.00	\$ 50,635.00	\$ 2,000.00	\$ 25,800.00	\$ 26,000.00	\$ 53,800.00
Association Expenses						
Credit Card Processing Fees	\$ 500.00	\$ 412.00		\$ 167.00	\$ 167.00	\$ 334.00
Board Training and Seminar Expenses	\$ 600.00	\$ -				
Dues and Subscriptions	\$ 1,500.00	\$ 530.00				
Insurance and Permits	\$ 12,000.00	\$ 4,000.00		\$ 1,300.00	\$ 1,300.00	\$ 2,600.00
Office and Computer Supplies	\$ 500.00	\$ 200.00				
P.O. box, Postage and Mailing	\$ 300.00	\$ 100.00		\$ 50.00	\$ 50.00	\$ 100.00
Collections/ Small Claims Expense	\$ 1,000.00	\$ -				
Commercial Marketing/ Advertising and Promotion	\$ 1,200.00	\$ 2,000.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
Employee Exp 15 Hours a week @ \$25 per hour	\$ 19,500.00	\$ 13,000.00		\$ 500.00	\$ 500.00	\$ 1,000.00
Employee Exp. 10 hours @\$25 per hour per event	\$ 500.00	\$ 1,000.00		\$ 500.00	\$ 500.00	\$ 1,000.00
Event Entertainment	\$ 13,000.00	\$ 5,000.00		\$ 8,000.00	\$ 4,000.00	\$ 12,000.00
Equipment Rental	\$ 13,000.00	\$ 1,000.00		\$ 8,700.00	\$ 3,000.00	\$ 11,700.00
Maintenance	\$ 500.00	\$ 100.00				
Mixer/ Annual Meeting	\$ 650.00	\$ 600.00				
Newsletter						
Non-Profit Status Fees and Costs	\$ 35.00	\$ 35.00				
Printing and Reproduction	\$ 300.00	\$ 1,000.00	\$ 250.00	\$ 375.00	\$ 375.00	\$ 1,000.00
Rent	\$ 4,800.00	\$ 4,800.00				
Security	\$ 1,000.00	\$ 700.00		\$ 360.00	\$ 360.00	\$ 720.00
Police	\$ 7,000.00	\$ 7,000.00		\$ 3,500.00	\$ 3,500.00	\$ 7,000.00
Miscellaneous	\$ 6,000.00	\$ 4,000.00		\$ 250.00	\$ 250.00	\$ 500.00
Street Décor	\$ 8,500.00		\$ 500.00			
Landscape and Flower Bowl maintenance	\$ 2,700.00	\$ 1,700.00				
Telephone and Internet	\$ 2,400.00	\$ 2,000.00				
Tax Preparation	\$ 400.00	\$ 400.00				
Website and Social Media	\$ 2,400.00	\$ 200.00				
Total Association Expenses	\$ 100,285.00	\$ 49,777.00	\$ 1,250.00	\$ 23,702.00	\$ 14,002.00	
Estimated Operation gain/loss Per category	\$ 2,715.00	\$ 858.00	\$ 750.00	\$ 2,098.00	\$ 11,998.00	
Total Budget			\$ 2,000.00	\$ 25,800.00	\$ 26,000.00	

# MEMBERS

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Membership

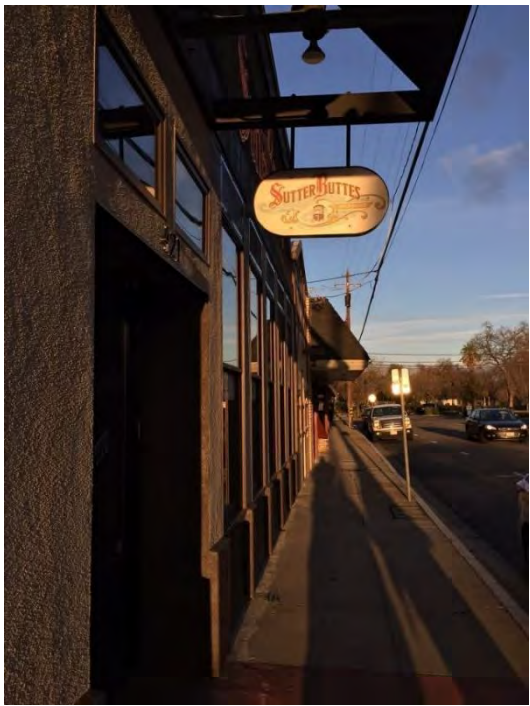


■ Food/Restaurant ■ Professional ■ Retail

Dues \$29,595

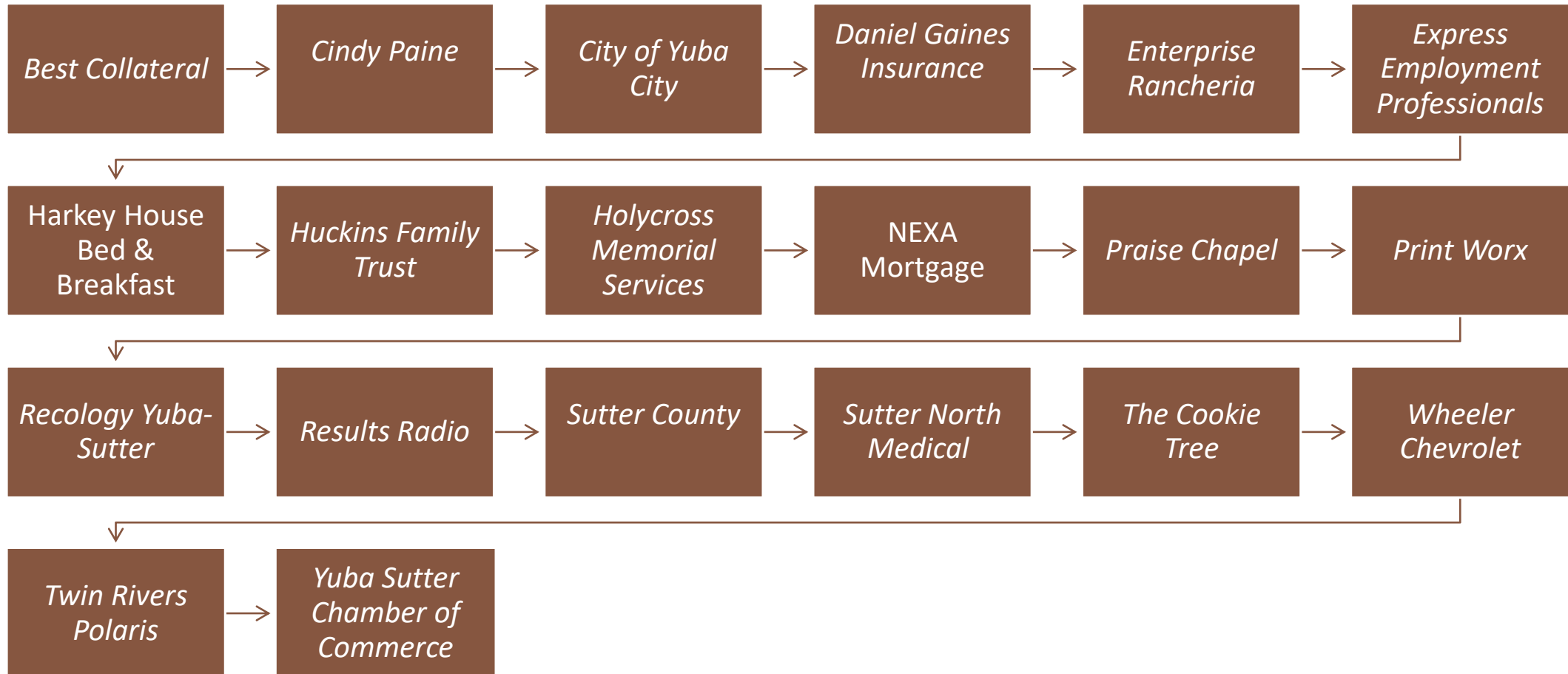
Average \$485





# Associate Members:

The DBA has 20 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:



# New Businesses

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Amplex

As you Whish Salon & Beauty Bar

City Club

Draped N Taped

IQ Fitness

Lunaria Salon

La Flor de Michoacan

Plumas Pointe

Plumas St. Pub & Grill

Ocean Massage



# BUSINESSES CLOSED

Quality Consignments

Melissa Poma

Dr. Ellis, DDS

# OPENING SOON....





## 2022 Summer Stroll Festival & Christmas Stroll

# Event Success

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First and Second event since Covid-19 2020

Attendance 15,000 with half capacity

Better attractions for kids and adults

Created a community show that drew surrounding community together with City Manager in attendance

No Missing Children

Increased media coverage pre and post event

Strengthened our partnership with City of Yuba City and staff

Meet budget

Gain more expertise volunteers

# THANK YOU CITY OF YUBA CITY

Yuba City Police Department- Sgt.  
Hauck and team

Yuba City Fire Department- Fire Chief  
Alexander, Fire Marshall Frias and  
team

Yuba City Public Works- Scott  
Chandler, Jack McDaniels & team

New City Manager Langely and staff

And of course, Mayor Shaw & City  
Council for your continued support  
in the success of our Summer Stroll







## DBA Upcoming Marketing Projects

- New DBA Logo
- Downtown Arches (Bridge Street/Colusa Avenue)
- Downtown Signage

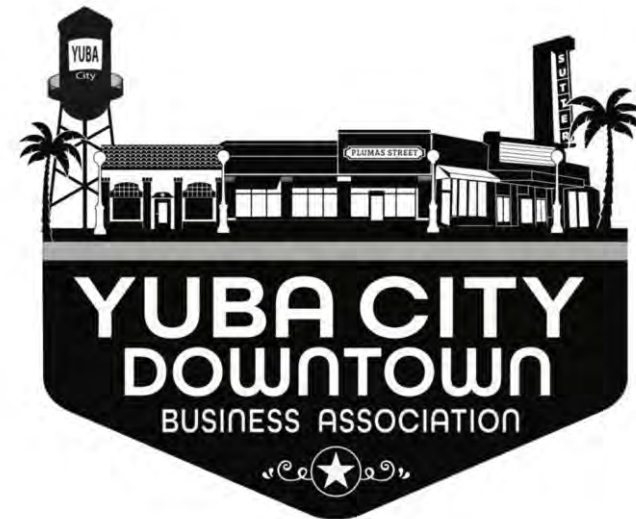
# New DBA Logo

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ROUGH DRAFT



FINAL DRAFT



# Downtown Arches for Bridge/Colusa Gateway

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POSSIBLE DESIGNS



NIGHT VIEW



Presented by Sandee Drown, DBA President

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(530)813.2058

SANDEE@THEHAPPYVIKING.COM

## 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 2022 IN THE DOWNTOWN YUBA CITY BUSINESS IMPROVEMENT  
DISTRICT AND SETTING A PUBLIC HEARING FOR  
JANUARY 18, 2021**

**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 2021-2022 with the City Clerk.

**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 2022. The District is generally located in the downtown area of Yuba City, as more specifically depicted in Attachment 2.
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 2021-2022 Annual Report contains a full and detailed description of the improvements and activities to be provided for in calendar year 2022, 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, January 18, 2022, 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 18<sup>th</sup> day of January, 2022, and was duly adopted at said meeting by the following vote:

AYES:

NOES:

ABSENT:

ATTEST:

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Dave Shaw, Mayor

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Ciara Wakefield, Deputy City Clerk

APPROVED AS TO FORM  
COUNSEL FOR YUBA CITY

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Shannon Chaffin, City Attorney  
Aleshire & Wynder, LLP