

CITY OF SAN MATEO
RESOLUTION NO. ____ (2022)

**RESOLUTION OF INTENT TO MODIFY THE BASIS AND METHOD OF LEVY FOR
THE DOWNTOWN BUSINESS IMPROVEMENT AREA (DBIA)**

WHEREAS, the Parking and Business Improvement Area Law of 1979 (California Street and Highway Code Section 36500 et seq.) authorizes cities to establish new parking business improvement districts for the purpose of imposing assessments on businesses for certain purposes and to modify the boundaries, assessments and activities in the district; and

WHEREAS, the City Council approved Ordinance No. 1986-12 (Ordinance) establishing the Downtown Business Improvement Area (DBIA); and

WHEREAS, the City Council approved Ordinance No. 1996-13 amending the DBIA to change the number of benefit zones from three to two; and

WHEREAS, the City Council approved Ordinance No. 2008-7 expanding the DBIA boundary and amending the ordinance Nos. 1986-12 and 1996-13

WHEREAS, the City Council supports a strong, economically sustainable and vibrant Downtown with enhanced cleaning services, public space programming for special events, and beautification programs; and

WHEREAS, the Downtown businesses value enhanced cleaning services, special community events to promote Downtown businesses and enhance Downtown's image; and

WHEREAS, the DBIA fees have not been increased in twelve years despite rising costs in San Mateo and the surrounding region; and

WHEREAS, the new assessment schedule fees were created to more equitably distribute costs among the businesses in the DBIA to assist with creating and maintaining a vibrant Downtown core.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SAN MATEO, CALIFORNIA, HEREBY RESOLVES that:

1. The City Council is considering whether to amend the Ordinance to modify the basis and method of the DBIA assessment for Fiscal Year 23-24 as set forth in Exhibit A attached to this resolution.
2. A public hearing is hereby scheduled for Monday, November 7, 2022 to discuss the modification of the Ordinance and DBIA assessment schedule. The hearing will be held at City Hall, 330 West 20th Avenue, San Mateo at 7pm. The City Clerk is directed to publish this Resolution and the attached Exhibit A and B in a newspaper of general circulation in the City once before the public hearing. Oral and written protests in compliance with Sections 36524 and 36525 of the Streets and Highways Code may be made at the public hearing.

Exhibit A: Proposed Annual Downtown Business Improvement Area (DBIA) Schedule

Retail (based on annual gross receipts)				
	Zone 1		Zone 2	
	PROPOSED	<i>Existing</i>	PROPOSED	<i>Existing</i>
0- \$150,000	\$200.00	\$166.36	\$100.00	\$66.55
\$150,001- \$400,000	\$400.00	\$332.72	\$200.00	\$99.82
\$400,001- \$600,000	\$800.00	\$665.43	\$400.00	\$133.10
\$600,001- \$1,000,000	\$1,150.00	\$998.15	\$575.00	\$199.62
\$1,000,000+	\$1,500.00	\$1,330.88	\$750.00	\$332.72

Professional (based on number of employees)				
	Zone 1		Zone 2	
	PROPOSED	<i>Existing</i>	PROPOSED	<i>Existing</i>
Up to 5 Employees	\$550.00	\$98.82	\$275.00	\$66.55
6-15 Employees	\$1,200.00		\$600.00	
16-35 Employees	\$2,300.00		\$1,150.00	
36-75 Employees	\$3,050.00		\$1,525.00	
76+ Employees ^{1, 2}	\$3,050.00		\$1,525.00	

1 - \$3,050 + \$14.00 per employee over 75 employees for Zone 1

2 - \$1,525 + \$10.00 per employee over 75 employees for Zone 2

Service (based on number of employees)				
	Zone 1		Zone 2	
	PROPOSED	<i>Existing</i>	PROPOSED	<i>Existing</i>
Up to 5 Employees	\$400.00	\$133.08	\$200.00	\$66.55
6-15 Employees	\$1,150.00		\$575.00	
16-35 Employees	\$1,700.00		\$850.00	
36-75 Employees	\$2,300.00		\$1,150.00	
76+ Employees ^{3, 4}	\$2,300.00		\$1,150.00	

3 - \$2,300 + \$10.00 per employee over 75 employees for Zone 1

4 - \$1,150 + \$7.00 per employee over 75 employees for Zone 2

Financial (flat rate)				
	Zone 1		Zone 2	
	PROPOSED	<i>Existing</i>	PROPOSED	<i>Existing</i>
Financial (flat rate)	\$1,500.00	\$998.15	\$775.00	\$665.44

Miscellaneous : Removed

Hotels: Removed

Retail: includes but not limited businesses that have goods and food for sale including automotive vehicles and parts dealers, home furnishing stores, jewelers, electronics and appliance stores, building material and garden equipment and supplies dealers, food and beverage stores, full-service restaurants, limited service restaurant, fast food restaurants, cafeterias, dessert and snack establishments, bars, gasoline stations, clothing and clothing accessories, sporting goods, hobby stores, music instruments, book stores, general merchandise store, wireless phone stores and similar

Professional: includes but not limited to businesses that offer services that are highly specialized and typically require licensing and regulations. Professional service providers and information-based businesses such as software publishers, data processing, network hosting and related services, internet publishing and broadcasting and web search portals, venture capital, insurance agencies and brokerage, real estate agents and brokers, offices of lawyers, accounting, architectural, engineering advertising, translation and interpretation services, veterinary services, offices of physicians, offices of dentists, and other health practitioners

Service: includes but is not limited to providers of personal and business services such as hair salons, nail salons, lock smiths, dry cleaners, auto service and maintenance shops, gyms, vacuum repair shops, educational, childcare, electronic equipment repair, personal care services, and similar

Financial: includes but not limited to businesses in the financial industry such as money management, payments, digital banking, banks, savings and loan companies, credit unions, and finance companies

Exhibit B: Map of Downtown San Mateo Business Improvement Area

Zone 1 - Shaded parcels

Zone 2 – Parcels outlined in black

