

RESOLUTION NO. 13-24

A RESOLUTION OF THE CITY OF LANCASTER, CALIFORNIA, APPROVING THE BLVD ASSOCIATION 2012-2013 YEAR-END REPORT AND LEVYING THE ASSESSMENT FOR THE LANCASTER DOWNTOWN PARKING AND BUSINESS IMPROVEMENT DISTRICT FOR THE 2013-2014 FISCAL YEAR AT THE CURRENT LEVEL

WHEREAS, on May 28, 2013, the City of Lancaster (The "City") adopted Resolution No. 13-15 (the "Resolution"), declaring its intention to continue a Parking and Business Improvement Area (herein referred to as the "District") and to levy a benefit assessment on all businesses, trades, and professions within said District, the proceeds of which shall be used for the public purposes therein described, pursuant to the Parking and Business Improvement Area Law described in Part 6 (commencing with Section 36500) of Division 18 of the California Streets and Highways Code (the "Act"); and

WHEREAS, pursuant to the Act and the Resolution, the City called and held a public hearing, after having given due notice thereof, on June 11, 2013 at 5:00 p.m.; and

WHEREAS, said public hearing has been held and the City Council has heard and considered all oral and written protests or other comments regarding such proposed action, and protests in writing from businesses in the proposed area paying a majority of the proposed assessment have been received; and

WHEREAS, this City Council has now determined to continue the established Parking and Business Improvement District within the BLVD Association boundary area to provide for the imposition of a benefit assessment and to adopt a resolution to such effect; and

WHEREAS, in the opinion of this City Council, the businesses within the District will benefit from the expenditure of the funds raised by the assessments proposed to be levied; and

WHEREAS, this City Council may, for each of the purposes set forth in Section 36521 of the Act, establish and modify one or more separate benefit zones based upon the degree of benefit derived from the purpose and may impose a different assessment or charge within each of the benefit zones; and

WHEREAS, for the purposes of the assessments or charges to be imposed pursuant to this Resolution, this City Council may make a reasonable classification of business, giving consideration to various factors, including, but not limited to, general benefit to businesses and the degree of benefit received from parking programs; and

WHEREAS, the assessments or charges imposed for the purpose of acquisition, construction, or maintenance of parking for the benefit of the District are imposed on the basis of benefit as determined by this City Council after giving consideration to (a) the total cost to be recovered from the businesses upon which the assessment or charge is to be imposed, (b) the total area within the boundaries of the District, (c) the assessed value of the land and improvements within the District, (d) the total business volume generated within the District, and (e) other factors as this City Council has found and determined to be a reasonable measure of benefit from the construction or maintenance of parking facilities.

NOW, THEREFORE, BE IT RESOLVED AND ORDERED BY THE CITY COUNCIL OF THE CITY OF LANCASTER, STATE OF CALIFORNIA, THAT:

Section 1. Public Hearing and Findings. The recitals, hereof, which set forth facts regarding the adoption of the Resolution, the conduct of a public hearing and certain findings of this City Council, are true and correct and incorporated herein by reference.

Section 2. Approval of the Report. The 2012-2013 Year-End Report prepared by the BLVD Association presented at this meeting is hereby approved.

Section 3. Benefit Assessment. All businesses, trades, and professions located within the boundaries described in Section 6 hereof (illustrated in Exhibit A) shall, commencing July 1, 2013, pay a benefit assessment in the following amounts:

	Benefit Zone A	Benefit Zone B
<u>Retail</u>		
Type 1 (1-2 employees)	\$150	\$75
Type 2 (3+ employees)	\$300	\$150
<u>Non-Retail</u>		
Type 1 (1-2 employees)	\$120	\$60
Type 2 (3+ employees)	\$240	\$120

The benefit assessment shall be payable annually during each fiscal year, as provided in Section 8 hereof.

Section 4. Residential Exclusion. No one shall be required to pay an assessment based on a residential use within the District.

Section 5. New Business Exemption. Any new business established within the District shall not be required to pay an assessment hereunder for the fiscal year during which it commenced business; however, the initial assessment payable by said business shall commence with the next succeeding fiscal year. This shall not be deemed to apply to an existing business that has changed ownership or location within the District.

Section 6. Definitions. For the purpose of calculating the amount of assessment owed, the following definitions shall apply:

a. Retail Businesses. Retail businesses include all businesses not covered by other definitions set out in this Section at least fifty percent (50%) of whose gross income is derived from “retail sales” as that term is defined in the California Sales and Use Tax Law. The fact that a substantial part of its business consists of other than retail sales does not exclude the businesses from this classification so long as such other business component does not account for more than fifty percent (50%) of such business’s gross income;

b. Non-Retail Businesses. Non-retail businesses means professions and service businesses, as herein defined, not meeting the definition of retail businesses and would include financial and lending institutions, hotels, and motels;

c. Professional and Service. “Professional” and “Service” businesses include general office, attorneys, architects, physicians and others in a medical/health service field , news and advertising media, printers, photographers, real estate brokers, builders, service stations, repair and service businesses, rental and leasing businesses, laboratories (including dental and optical), hearing aid services, utilities, artists and designers, vending machine businesses, and other businesses not included in the “retail” category, as defined in paragraph “a.” above;

d. District Boundaries. The District boundaries are illustrated in Exhibit A and described in Exhibit B. The District Benefit Zones are as follows:

1) Zone A. All businesses located within the District having a Lancaster Boulevard frontage and lying between the westerly side of the Union Pacific Railroad right-of-way and 10th Street West shall be considered a part of Zone A (as illustrated in Exhibit A) and subject to the assessment formula for Zone A as described above under “Benefit Assessment”; and

2) Zone B. All other businesses located within the District, not located in Zone A, as described above, shall be considered a part of Zone B (as illustrated in Exhibit A) and subject to the assessment formula for Zone B as described above under “Benefit Assessment.”

Section 7. Purposes. The purposes for which the funds raised by said benefit assessment shall be devoted to the statutory purposes set forth in Section 36500 et. seq. of the Act as more fully described in the Report, or one or more of said purposes, which are as follows:

- a. Acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, parking facilities, benches, trash receptacles, street lighting, decorations, parks, and fountains for the benefit of the District;
- b. Promotion of public events which are to take place on or in public places in the District;
- c. Decoration of any public place in the District;

- d. Furnishing of music in any public place in the District;
- e. Promotion of tourism within the District; and
- f. The general promotion of business activities in the District.

Section 8. Collection of Benefit Assessment. The benefit assessment authorized by this Resolution shall be billed by the City as of July 1 of each fiscal year along with the annual business license fee as outlined in Ordinance 566 and shall be paid within 30 days thereafter. Each billing shall represent one hundred percent (100%) of the annual assessment. To the extent any business has previously obtained a business license, which expires after July 1 but prior to July 30 of the following year, the business license fee shall be prorated for the period following the expiration thereof.

Section 9. Effective Date. This Resolution shall take effect on July 1, 2013.

Section 10. Administrative Report. The District's Administrative Report, prepared by The BLVD Association Board of Directors, consisting of an outline of expenditures for Fiscal Year 2013-2014 is herewith accepted and approved.

PASSED, APPROVED, and ADOPTED this _____ day of _____, 2013, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST :

APPROVED:

GERI K. BRYAN, CMC
City Clerk
City of Lancaster

R. REX PARRIS,
Mayor
City of Lancaster

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss
CITY OF LANCASTER)

CERTIFICATION OF RESOLUTION
CITY COUNCIL

I, _____, _____ City of Lancaster, CA, do hereby certify that this is a true and correct copy of the original Resolution No. 13-24, for which the original is on file in my office.

WITNESS MY HAND AND THE SEAL OF THE CITY OF LANCASTER, on this ____ day of _____, _____.

(seal)

EXHIBIT A

LANCASTER BUSINESS IMPROVEMENT AREA

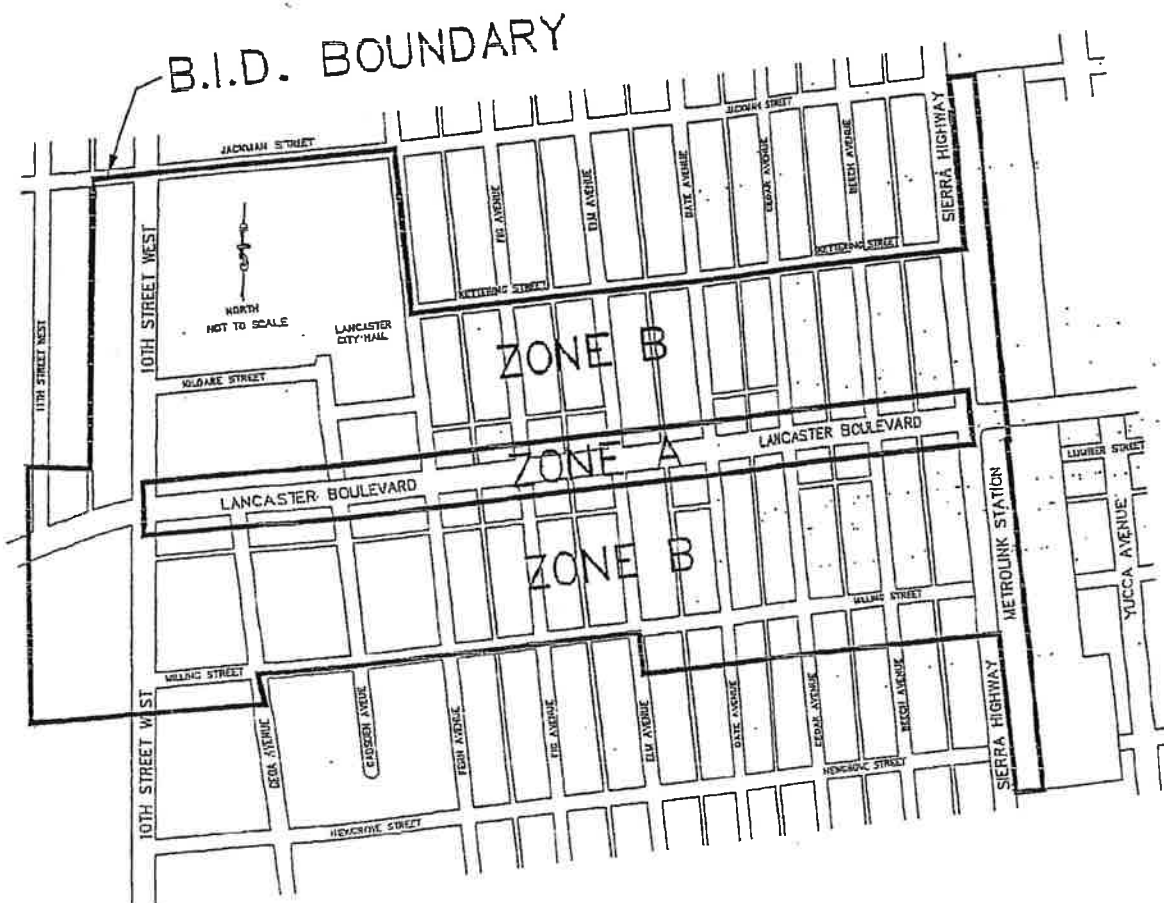


EXHIBIT B

DESCRIPTION OF THE LANCASTER BUSINESS IMPROVEMENT AREA

Beginning at a point in the center of the intersection of Jackman Street and Fern Avenue, thence southerly along the centerline of Fern Avenue to a point in the center of the intersection of Fern Avenue and Kettering Street, thence easterly along the centerline of Kettering Street to a point in the center of the intersection of Kettering Street and Sierra Highway, thence northerly along the centerline of Sierra Highway approximately 680 feet to a point where the northerly right-of-way line of Jackman Street intersects the centerline of Sierra Highway, thence easterly along the northerly right-of-way line of Jackman Street for a distance of 160 feet to the westerly boundary of the Union Pacific Railroad right-of-way, thence southerly along the western boundary of the Union Pacific Railroad right-of-way a distance of approximately 1,456 feet, thence westerly 6 feet, thence southerly along the easterly boundary of the Metrolink Station facility approximately 949 feet, thence westerly along the southerly boundary of the Metrolink Station facility extending said line approximately 154 feet to the intersection of the centerline of Sierra Highway, thence westerly along the property line occurring between Lots 8 and 9, Block 1, a distance of approximately 210 feet to a point in the center of an alley, thence southerly along the centerline of the alley a distance of approximately 59 feet, thence westerly along a property line occurring between Lots 13 and 14 of Block 1, a distance of approximately 190 feet to a point in the centerline of Beech Avenue, thence northerly along the centerline of Beech Avenue a distance of approximately 59 feet, then westerly (along property lines) a distance of approximately 1,140 feet to a point in the centerline of Elm Avenue, thence northerly along the centerline of Elm Avenue, a distance of approximately 138 feet to a point in the center of the intersection of Elm Avenue and Milling Street, thence westerly approximately 1,508 feet along the centerline of Milling Street to a point in the center of the intersection of Milling Street and Genoa Avenue, thence southerly a distance of approximately 105 feet to a point in the centerline of Genoa Avenue, thence westerly a distance of approximately 446 feet (along a property line) to a point in the centerline of 10th Street West, thence continuing westerly a distance of approximately 390 feet to the centerline of 11th Street West, thence northerly along the centerline of 11th Street West a distance of approximately 830 feet to a point in the centerline of 11th Street West and an alleyway lying to the east, thence easterly along the centerline of said alleyway a distance of approximately 190 feet, thence northerly, along an alleyway, a distance of approximately 1,268 feet to a point in the centerline of Jackman Street, thence easterly along the centerline of Jackman Street a distance of approximately 1,110 feet at the point of the beginning.



May 7, 2013

Board of Directors

Mayor R. Rex Parris and City Council
City of Lancaster
44933 Fern Avenue
Lancaster, CA 93534

**Jill Cooper
President**

**Erica Allbee
Vice President, Zone A**

**Valerie Orcutt
Vice President, Zone B**

**Julie Sutton
Secretary**

**Monica Grado
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**Sharon Giannini
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Director**

**Rena Patel
Director**

**April Ray
Director**

**Andy Ward
Director**

Dear Mayor Parris and Council Members,

As an organization committed to the revitalization of Downtown Lancaster, the BLVD Association Board of Directors once again requests the City of Lancaster's assistance in processing and collecting the annual Business Improvement District (BID) assessment for fiscal year 2013-2014.

For more than twenty years, the BLVD Association has remained committed to its mission to "promote, coordinate and influence the continuing vitality of Downtown Lancaster as a safe and friendly center for the business community and cultural life in the Antelope Valley." With this mission in mind, we would like to request your continued support of the BID assessment process.

As demonstrated in the attached year-end report and financial information, the BLVD Association has played an integral role in the development and continuation of a variety of programs, events and partnerships that are essential to fully realizing the City's vision for the BLVD.

Throughout the past year, the BLVD Association Board of Directors and active members have worked with the City staff to implement a number of activities that are key to our ongoing revitalization efforts. These activities include serving as partners with the City in the ongoing revitalization of our new downtown, marketing the new BLVD as a major destination, and launching new events and activities to promote The BLVD.

In the coming year, we will continue to work hand-in-hand with the City in business attraction and retention efforts, provide our member businesses with the tools they need to thrive in this challenging economy, and continue to sponsor events and activities that attract people downtown from throughout the Antelope Valley and beyond. We are deeply committed to our partnership with the City of Lancaster and to the ongoing effort to revitalize the downtown area. Together, we can realize the dream of making the BLVD the cultural, commercial and civic center of the Antelope Valley.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jill Cooper', is written over a horizontal line. Below the signature, the name 'Jill Cooper' and the title 'President' are printed in a small, sans-serif font.



2012-2013 Year-End Report

The 2012-2013 fiscal year has been a period of ongoing adaptation and innovation for the BLVD Association. Throughout the year, the Association has worked to capitalize on the momentum created by the City's \$11 million revitalization efforts to promote the BLVD and attract ever-increasing crowds to the downtown area. The Association and its members have launched or participated in an array of events and activities throughout the past fiscal year.

Streets of Lancaster Grand Prix – September 14-16, 2012

The downtown special events season kicked off with the fourth annual Streets of Lancaster Grand Prix. A number of member businesses served as hospitality venues during the weekend, hosting racers and City officials for race-related activities, and many more participated as vendors in the street festival.

Celebrate America on The BLVD – October 13, 2012

The BLVD Association was proud to participate in Celebrate America on The BLVD, a USO-themed street festival which offered a blast to our nation's 1940s past. The BLVD Association worked with the City to enhance this event in a variety of ways. Member businesses kept their businesses open late and had their staff dress in period costumes, donated costumes for use by the City and fellow businesses, and more.

BooLVD – Halloween and Harvest Festival – October 27, 2012

The wildly successful BooLVD event attracted an estimated 35,000 people to the streets of downtown to enjoy Halloween festivities. The Association and its member businesses hosted the trick-or-treat portion of this event, passing out candy from their storefronts up and down the BLVD. Several businesses also got in on the fun and enhanced the festivities by dressing in costume, competing in a window decorating contest, and even hosting a haunted house.

Christmas Parade – December 1, 2012

The BLVD Association supported the annual Christmas Parade hosted by the Antelope Valley and Rosamond Chambers of Commerce with a hospitality tent for event VIPs and dignitaries. Attendees were treated to an array of continental breakfast items supplied by the Lemon Leaf Café.

Music of the Season Choral Competition – December 1, 2012

The BLVD Association launched a new holiday event this year, dubbed the "Music of the Season Choral Competition." Local high school choirs were invited to perform on the Bandstand Stage in front of BeX, while audience members voted for the best performance. The winning choir was then awarded a \$500 prize. This event achieved two key goals: supporting musical education in the Antelope Valley, and also drawing participants, families, and friends downtown during the height of the holiday shopping season. Quartz Hill High School won the inaugural competition.

A Magical BLVD Christmas – December 8, 2012

Members of the BLVD Association participated in the City's second annual "A Magical BLVD Christmas" by extending their opening hours and engaging in a holiday-themed window decorating contest to further enhance the downtown atmosphere. A number of businesses also took part in the Christkindlmarkt, or street festival, as vendors.

Wedding on The BLVD – January-June 2013

This year marked the launch of The BLVD's Association largest promotional activity to date: the Wedding on The BLVD campaign. The promotion kicked off in January, when the Association worked in partnership with the Antelope Valley Fair to invite local engaged couples to come to the Fair's annual Bridal Show and enter to win a comprehensive wedding package. From a pool of more than two dozen contestants, Laura Martinez and Juan Calderon were selected. The couple was announced to the public on Valentine's Day. Each aspect of their wedding, from the gown and tuxedos to the reception venue and catering, was provided by a different BLVD business. Each week, the public had the opportunity to vote on these items – for example, choosing the reception meal and bride's hairstyle. Thus, each sponsor had the opportunity to showcase their merchandise and services to the public. An extensive marketing campaign accompanied this promotion. In all, 30 businesses participated.

Proposed Property-Based Improvement District (PBID)

As the downtown has developed, the need for increased services – including joint marketing efforts, promotions, additional security, maintenance, and cleaning services – has grown. Property-Based Improvement Districts, or PBIDs, are a tried-and-true method for creating a funding mechanism to generate the needed revenue to provide these services and establish a sustainable, thriving downtown well into the future.

Over the past year, The BLVD Association has worked closely with City staff to develop a PBID for the Downtown Lancaster area. The purpose of the new district is to draw additional patrons to the downtown area, thus generating additional profits for BLVD businesses and increasing property values. The proposed district would replace the current Business Improvement District (BID), in which businesses located within the district boundaries pay a fee to fund the activities of The BLVD Association, with a system in which property owners are assessed on their annual property tax bills.

The BLVD Association and its members have been instrumental to the PBID formation process. The Association contributed \$5,000 to fund the cost of the PBID consultant; many of its members have served as tireless advocates for the proposed district; and a number of members have served on the steering committee, assisting with outreach throughout the formation process.

Please note that should the PBID be enacted, the current BID will be discontinued.

BLVD ASSOCIATION
Balance Sheet
As of March 31,2013

Income		
Assessment Fees		\$ 28,230.00
Interest Income		\$ 26.35
Gross Income		<u>\$ 28,256.35</u>
Expenses		
Advertising		\$ 11,832.00
Programs & Events		
Hospitality Walk		\$ 171.50
Wedding on BLVD		\$ 429.85
Website		\$ 1,199.40
Taste		\$ 90.00
Insurance Expense		
General Liability		\$ 706.00
Dues, Subscriptions & Fees		
California Downtown Association		\$ 1,090.00
Downtown Association Conference		\$ 958.50
Franchise Tax Board		\$ 10.00
Professional Fees		
Tax Preparation		\$ 450.00
PBID Consultant		\$ 5,000.00
Adminstration		
All Completed by Board Members		<u>\$ -</u>
Total Expense		<u>\$ 21,937.25</u>
Net Income		\$ 6,319.10

CASH BASIS

BLVD ASSOCIATION
 Balance Sheet
 As of March 31,2013

	Mar-13	March-12	March-11	March-10
General Operating Account	\$ 26,583.84	\$ 23,902.46	\$ 25,986.46	\$ 18,320.49
Savings Account	\$ 12,541.02	\$ 11,712.80	\$ 11,685.10	\$ 11,609.48
Total Assets	\$ 39,124.86	\$ 35,615.26	\$ 37,671.56	\$ 29,929.97

Note: Balance Sheet includes totals for 2010, 2011, 2012 & 2013 for comparison purposes.
 In addition, no liabilities are listed as the BLVD Association does not carry any debt.

Assessments	2012-2013	2011-2012	2010-2011	2009-2010
Annual Income from BID Assessment	\$ 28,230.00	\$ 26,090.00	\$ 25,460.00	\$ 23,805.00

	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Totals
Advertising													
Antelope Valley Press	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
AV Web Design	\$0	\$0	\$300	\$0	\$0	\$300	\$0	\$0	\$300	\$0	\$0	\$300	\$1,200
Publications/Printing	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$0	\$0	\$2,000	\$0	\$0	\$4,000
Radio Broadcasting	\$540	\$540	\$540	\$540	\$540	\$540	\$540	\$540	\$540	\$540	\$540	\$540	\$6,480
Association Dues													\$0
California Downtown Assoc	\$0	\$300	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$300
Improvements													\$0
Mural Painting	\$0	\$0	\$0	\$0	\$0	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000
BLVD Events													\$0
LMAG Association	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,500	\$0	\$0	\$0	\$2,500
SBA Training Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,200	\$0	\$0	\$0	\$0	\$1,200
Downtown Conference	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,650	\$0	\$0	\$1,650
Operating Expense/Misc													\$0
Stamps	\$0	\$0	\$0	\$250	\$0	\$0	\$0	\$0	\$250	\$0	\$0	\$0	\$500
Office Supplies	\$0	\$0	\$0	\$100	\$0	\$0	\$0	\$0	\$100	\$0	\$0	\$0	\$200
Accountant Fees	\$0	\$0	\$0	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$500
AV Trophy	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25	\$0	\$25	\$50
Philadelphia Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$750	\$0	\$0	\$750
NWC Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,500	\$0	\$0	\$0	\$0	\$1,500
Promotion													\$0
Wedding on BLVD	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,000
Holiday Marketing	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,500	\$5,000
Movies @ Park													
Total Expenses	(\$2,240)	(\$2,040)	(\$2,040)	(\$2,090)	(\$2,240)	(\$2,040)	(\$2,740)	(\$3,440)	(\$3,890)	(\$5,165)	(\$740)	(\$5,565)	\$34,230

Advertising
 Antelope Valley Press
 AV Web Design
 Publications/Printing
 Radio Broadcasting
Association Dues
 California Downtown Assoc
Improvements
 Mural Painting
BLVD Events
 LMAG Association
 SBA Training Costs
 Downtown Conference
Operating Expense/Misc
 Stamps
 Office Supplies
 Accountant Fees
 AV Trophy
 Philadelphia Insurance
 NWC Insurance
Promotion
 Wedding on BLVD
 Holiday Marketing
 Movies @ Park
Total Expenses