City of FRESNO **REPORT TO THE CITY COUNCIL**

AGENDA ITEM NO.	9:30am B
COUNCIL MEETING	02/26/08
APPROVED BY	
DEPARTMENT DIRECTOR	
CITY MANAGER	

DATE: February 26, 2008

FROM: JON RUIZ, Assistant City Manager
City Manager's Office

BY: SCOTT JOHNSON, Director
Economic Development Department

KELLY S. RIDDLE, Economic Development Coordinator
Office of the City Manager

SUBJECT: PRESENT PROGRESS UPDATE TO COUNCIL ON THE DOWNTOWN PBID / ASSESSMENT DISTRICT

A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO APPROVING THE REALLOCATION OF $15,000 OUT OF CONTINGENCY TO FUND CONSULTING SERVICES FOR THE DOWNTOWN PROPERTY BASED INVESTMENT DISTRICT

KEY RESULT AREAS

Economic Development

RECOMMENDATION

Council to concur with Staff's recommendations to proceed with the next steps in the formation of a Downtown PBID / Assessment District. Approve the Resolution for the reallocation of $15,000 out of contingency to fund consulting services for the Downtown Based Investment District (PBID).

EXECUTIVE SUMMARY/BACKGROUND

On December 18, 2007, City Staff presented to Council a concept to restore the Fulton Mall by implementing a façade improvement program and an infrastructure restoration project. Council directed Staff to proceed with the study and formation of a Downtown Property Based Investment District (PBID) or special assessment district to create a revenue stream for repayment of a CDBG Section 108 loan to fund the facade improvement program and the infrastructure restoration project. Staff has been aggressively working with the Downtown PBID Committee and the Downtown Chamber Task Force on this issue and is prepared to proceed to the next step in the process, which is to hire consulting services to examine current conditions in Downtown Fresno and provide recommendations and best practice strategies.

As part of the FY2008 budget, $40,000 was appropriated and placed in contingency as a matching fund reserve for the development of a Downtown Property Based Investment District (PBID.) The Downtown PBID Committee has received $15,000 in private gift donations to match the City's $15,000 to proceed with the next step, which is to contract the services of the International Downtown Association (IDA) through One-

by-One Leadership, a 501(c)(3) nonprofit organization. The cost of the IDA's contract and expenses is estimated not to exceed $30,000. The City of Fresno will use no more than $15,000 in matching funds for this phase of work from the $40,000 contingency fund.

The IDA Advisory Panel will examine and assess current conditions in Downtown Fresno, including the relationship between the Downtown Fresno Partnership and various stakeholders; discuss and compare best practices and successful strategies employed by other similar business districts, particularly with regard to the establishment of a PBID and/or an assessment district in Downtown Fresno; review and make recommendations regarding any appropriate residential, retail, and business development strategies; examine advantages and disadvantages of collaborative planning and funding strategies, especially in business improvement districts; and recommend ways that programs, if initiated, can be sustained.

FISCAL IMPACT

The fiscal impact is limited to a $15,000 re-allocation of contingency revenues.

RESOLUTION NO. ____

A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO APPROVING THE REALLOCATION OF $15,000 OUT OF CONTINGENCY TO FUND CONSULTING SERVICES FOR THE DOWNTOWN PROPERTY BASED INVESTMENT DISTRICT

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FRESNO:

THAT $15,000 with the appropriations set forth in PART III of the Annual Appropriation Resolution No. 2007-214 be and is hereby approved to be reallocated within the Economic Development Department. The revised allocations will used for Consulting Services for the Downtown Property Based Investment District.

THAT account titles and numbers requiring adjustment by this Resolution are as follows:

Enterprise Zone Revenue Fund

Appropriations:

Account: **61001** Contingency/Reserve	$ (15,000)
Fund: **24006**	
Org Unit: **270101**	
KRA: **0501001000**	
Total Appropriations	$ (15,000)

Appropriations:

Account: **53302** Prof Svcs/Consulting - Outside	$ 15,000
Fund: **24006**	
Org Unit: **270101**	
KRA: **0501001000**	
Total Appropriations	$ 15,000

THAT the purpose is to reallocate $15,000 out of contingency for Consulting Services for the Downtown Property Based Investment District (PBID).

CLERK'S CERTIFICATION

STATE OF CALIFORNIA }
COUNTY OF FRESNO } ss.
CITY OF FRESNO }

I, REBECCA E. KLISCH, City Clerk of the City of Fresno, certify that the foregoing Resolution was adopted by the Council of the City of Fresno, California, at a regular meeting thereof, held on the _____ Day of _____, 2008

AYES:
NOES:
ABSENT:
ABSTAIN:

Mayor Approval: _____, 2008
Mayor Approval/No Return: _____, 2008
Mayor Veto: _____, 2008
Council Override Veto: _____, 2008

_____
REBECCA E. KLISCH
City Clerk