

RESOLUTION NO. 2021-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
SANTA ANA DECLARING ITS INTENTION TO LEVY AN
ASSESSMENT FOR THE DOWNTOWN SANTA ANA
BUSINESS IMPROVEMENT DISTRICT FOR THE YEAR
2022

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SANTA ANA AS
FOLLOWS:

Section 1. The City Council of the City of Santa Ana hereby, finds, determines and declares as follows:

A. By Ordinance No. NS-1715, adopted February 6, 1984, the City Council of the City of Santa Ana established the Downtown Santa Ana Business Improvement Area pursuant to sections 36500 et seq. of the California Streets and Highways Code; and

B. As provided in Ordinance No. NS-1715, the City Council is authorized to levy an assessment in the following amounts for the improvements and activities of the Downtown Santa Ana Business Improvement Area:

- (a) For amusement services, pawnbrokers, service stations, retail sales of goods, hotels, motels, theaters, food establishments: an assessment in an amount equal to one and one-half (1.5) the annual business license fee.
- (b) For commercial and residential rental property: an assessment in an amount equal to one-fourth (0.25) the annual business license fee.
- (c) For all other businesses: an assessment in an amount equal to the annual business fee.

Section 2. The improvements and activities for which the assessment revenues may be used in the Downtown Santa Ana Business Improvement District pursuant to Ordinance No. NS-1715 are as follows:

- (a) Decoration of any public place.
- (b) Promotion of public events.
- (c) Furnishing of music in any public place.

(d) The general promotion of business activities.

Section 3. The Downtown Santa Ana Business Improvement District is located as shown on Attachment A to the Assessment Report, attached hereto as Exhibit 1 and incorporated herein by reference.

Section 4. The Assessment Report is also on file with the Clerk of the Council to which reference may be made for a full and detailed description of the improvements and activities to be provided for the year 2022, the boundaries of the area, and the proposed assessments to be levied upon the businesses within the area for the year 2022.

Section 5. A public hearing shall be held by the City Council at the City Council Chambers, 22 Civic Center Plaza, Santa Ana, California at its regular meeting of December 7, 2021, at 5:45 p.m., or as soon thereafter as the matter may be heard, for the purpose of determining whether to impose the above said assessment for the year 2022 for the improvements and activities described in the report.

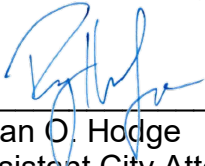
Section 6. At the public hearing, written and oral protests may be made in accordance with sections 36524 and 36525 of the California Streets and Highways Code. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made. Every written protest shall be filed with the Clerk of the Council at or before the time fixed for the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the city as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. A written protest which does not comply with this section shall not be counted in determining a majority protest.

Section 7. This Resolution shall take effect immediately upon its adoption by the City Council, and the Clerk of the Council shall attest to and certify the vote adopting this Resolution.

ADOPTED this _____ day of _____, 2021.

Vicente Sarmiento
Mayor

APPROVED AS TO FORM:
Sonia R. Carvalho, City Attorney

By: _____
Ryan O. Hodge
Assistant City Attorney

AYES: Councilmembers _____

NOES: Councilmembers _____

ABSTAIN: Councilmembers _____

NOT PRESENT: Councilmembers _____

CERTIFICATE OF ATTESTATION AND ORIGINALITY

I, DAISY GOMEZ, Clerk of the Council, do hereby attest to and certify the attached Resolution No. 2021-XXX to be the original resolution adopted by the City Council of the City of Santa Ana on _____.

Date: _____

Clerk of the Council
City of Santa Ana

EXHIBIT 1

**DOWNTOWN SANTA ANA BUSINESS IMPROVEMENT DISTRICT
2022 ASSESSMENT REPORT****Background**

On February 6, 1984, the City Council adopted Ordinance No. NS-1715 pursuant to Section 36500, et seq., of the 1979 State of California Streets and Highways Code, creating a Business Improvement District (BID) in Downtown Santa Ana. On October 6, 2003, the City Council appointed the Community Redevelopment and Housing Commission (CRHC) as the Downtown Santa Ana Business Improvement District Advisory Board. As the BID Advisory Board, the CRHC, now known as the Community Development Commission (CDC) is responsible for making recommendations to the City Council on the expenditure of revenues derived from the levy of assessments, on the classification of businesses, as applicable, and on the method and basis of levying the assessments (including the annual budget).

The BID was established as a means of providing the Downtown business community with the funding to promote the Downtown through events and advertising pieces; funding to increase security and enhance the overall aesthetics of the area; and also to maintain the downtown shopping corridors.

Improvement Area Boundaries

The geographic boundaries of the district remain unchanged from the original 1984 area, and they include over 500 retail, service, and professional members (see Exhibit 2).

Assessment Formula

The formula for the BID tax levy also remains unchanged from the original 1984 ordinance and is based on the category and/or sales volumes of the business (see Attachment A).

2022 Budget Plan

Based on the feedback from the two Associations, Downtown Inc. and the Santa Ana Business Council, the 2022 BID Budget focuses on the continuation of promotions and marketing of the BID. Some of the promotion and marketing will be focused on Downtown events and advertising pieces, which are all designed to enhance the overall aesthetics of the area and also to maintain the downtown shopping corridors. Detailed breakdowns of the two groups' budgets are attached (Attachment B). The assessments from the 2022 BID are estimated at \$200,000 to be split evenly by Downtown Inc. and the Santa Ana Business Council—the two business groups that have spearheaded this BID process. Any remaining funds from the previous year will be incorporated into a reserve fund for the groups' 2022 budgets. This reserve funding may be used for additional events and promotions throughout the year.

In 2022, the two representative business associations are proposing to host several events, some special events may be virtual (pending COVID-19 regulations for special events), promotion of outdoor dining and retail sales, and general promotion and marketing of the Downtown, as well as some traditional annual events that will be safe for community members to attend, including:

BID-FUNDED OR PARTLY BID-FUNDED ACTIVITIES**ADMINISTRATION**

- Coordination of the BID including maintaining the interconnectivity and infrastructure, collectivizing downtown efforts, program and project management, and supporting downtown's role as a vital community, cultural and economic engine

MARKETING PROGRAMS

- Weekly Newsletter
- Social Media Accounts (@DtsantaAna, @CalleCuatroDTSA)

- Videos and Photos to catalogue and promote downtown

ORGANIZATION

- Business Meetings (Restaurant Assoc., Bridal Assoc., Board and Merchant Meetings)
- Business Training, Outreach and Support
- Resident Mixers, Business and Arts Mixers
- Membership and Training with National Downtown, Main Street and Placemaking Networks
- Community Involvement/Engagement
- Support for third-party event producers
- Customer Support (Providing answers and connections to business, residents and visitors)

TECHNOLOGY

- Downtown Websites
- Software Licenses
- Emailing Services
- Online Forms/Storage/Media Services
- Artists Registry

SOME SUPPORT FOR THE FOLLOWING EVENTS

- First Saturday Artwalk (12x per year)
- Boca de Oro: Festival of Arts and Literacy
- Sponsorships for Downtown Businesses, Creatives and Residents to Activate Public Spaces

ACTIVITIES WE PARTNER WITH, FUNDRAISE FOR, OR THAT REQUIRE ADDITIONAL FUNDING

ANNUAL EVENTS

- Boca de Oro: Literary, Visual and Performance Arts Festival
- Downtown Threads Fashion & Design Show
- Annual Gathering and Mixer
- Katrina Festival
- Savor Santa Ana
- Tooltesting/Hackathon
- Trolley Rides at Special Events and Lunch Hour

MONTHLY EVENTS

- First Saturday Artwalk Expansion, Free Art Workshops and Music
- Witches Brew (2nd St Promenade)
- Kids Corner at Calle Cuatro Plaza
- Sidewalk Sales (Bi-monthly: 1st and 3rd Weekend of the Month)
- Amigas Social Club Business Mixers and Professional Development Workshops
- Movies in the Park

WEEKLY EVENTS

- Dancing in the Streets (Salsa, Cumbia, Tango, Bachata)
- Loteria Mexicana
- Clowns & Face Painting
- Santa Ana Sundays Series
- Free Yoga and Zumba

SEASONAL PROMOTIONS

- Black Friday/Small Business Saturday
- Turkey and Ham Giveaway (Thanksgiving)
- Rib Giveaway (Christmas)
- Holiday Show at Calle Cuatro Plaza
- Carriage Rides and Carolling
- Festival of Lights

EXHIBIT 3

Other programming for the associations will include ongoing social media marketing, funding for the Downtown Restaurant Association, Bridal Association, Art Association, Professional Internship Programs, downtown stakeholder meetings, holiday promotions, website development and maintenance, and ongoing support for small businesses.

EXHIBIT 1 – ATTACHMENT A

BUSINESS IMPROVEMENT DISTRICT BOUNDARY

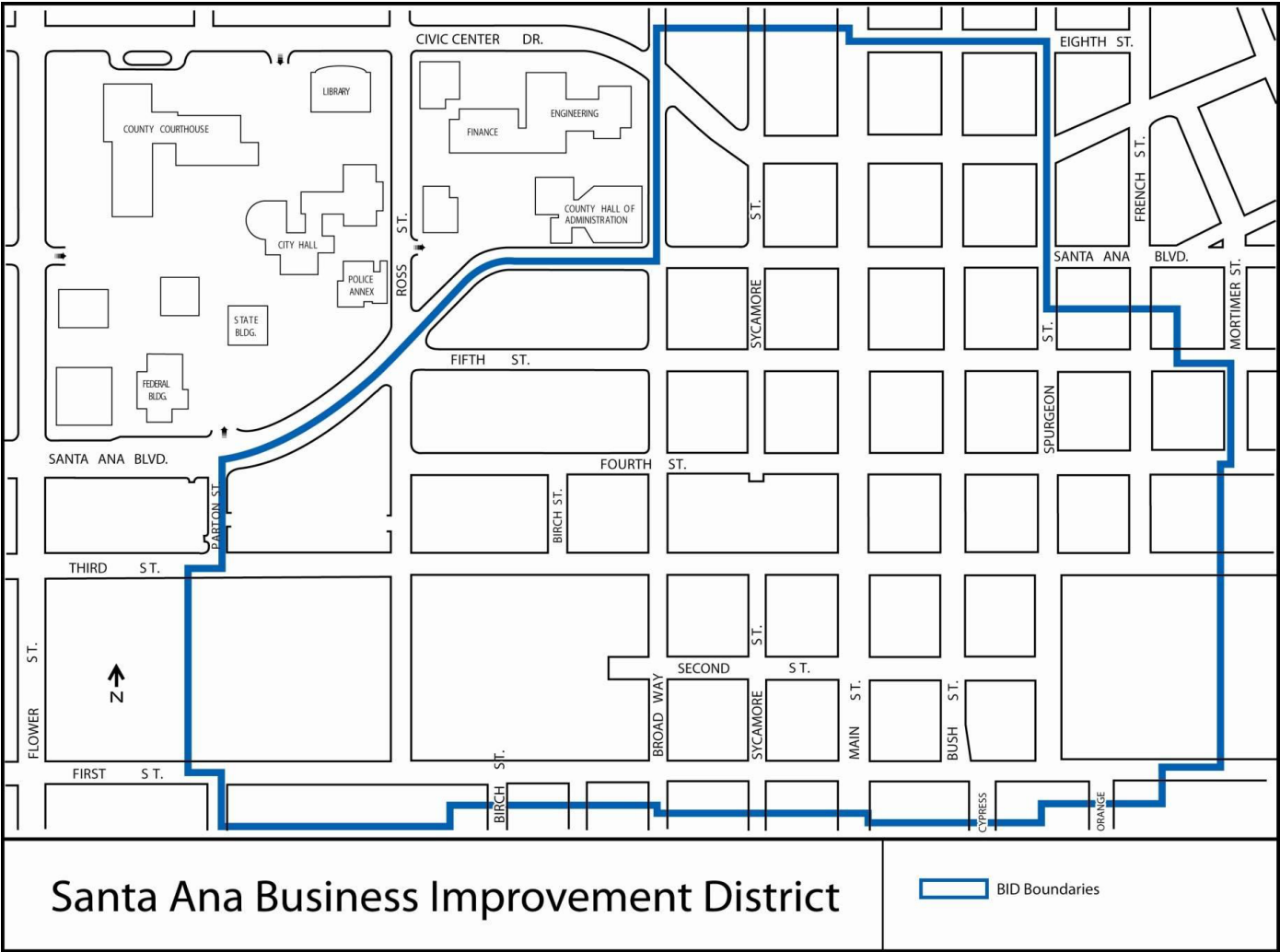


EXHIBIT 1 – ATTACHMENT B

2022 ANNUAL ASSESSMENT FORMULA

The following businesses located within the boundaries of the Business Improvement District (BID), classified under City Ordinance NS 1690 as Amusement Services, Pawnbrokers, Service Station and Classification A, including, but not limited to Retail Sale of Goods, Hotel and Motels, Theaters and Food Establishments, shall pay an amount equal to one and one-half times their annual business license fee.

Businesses classified as Commercial Rental Property, Rental Property, Residential and Rooming House shall pay an amount equal to one-quarter times their annual business license fee.

All other businesses, including Professions, Trades and Services within the boundaries of the proposed Business District, shall pay an amount equal to their annual business license fee.

Once the assessment formula is established, it cannot be changed without written notice to all businesses within the boundaries of the proposed Business Improvement District and a public hearing held by the City of Santa Ana.

EXHIBIT 1 - ATTACHMENT C

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID)
1 of 2 Budgets

Downtown Inc. BID Budget 2022
January 1, 2022 - December 31, 2022

CATEGORIES	SUBLINE ITEMS	BUDGET
Contractors		
	Placemaking Consultant - Smolar Corp	48,000.00
	Administrative Staff	5,000.00
Insurance	Downtown Vehicle, Special Events	3,600.00
Technology		3,000.00
	Google Apps, Gmass, Adobe, Casttr, Nounproject	
	Animato, Mailchimp, DropBox, Artist Registry	
	Membership Works, Join by Text, PBID Manager Software	
Office Supplies		1,500.00
	Film/Media Equipment, Duplication, Mail, Shipping	
	Web Hosting/Weebly,	
Communication		
	Stock Photography/Designs	200.00
	Graphic Design	1,000.00
	Photoshoots/Videography	1,500.00
Meetings/Stakeholders Groups		4,400.00
	Team Coordination Meetings, Board Mtgs,	
	Restaurant Assoc, Artist Mixers, Resident Mixers	
	Annual Lunch and Annual Mtg, Outreach, Commun	
Marketing/Promotions/Events		
	Artwalk	10,000.00
	District Banners & Signage, Branded Material	1,200.00
Training		1,500.00
	CDA/IDA, Placemaking, Other Online	
Professional Services		
	Newsletter Copywriter	6,000.00
	Social Media Coordinator	7,200.00
Dues & Subscriptions		1,300.00
	Santa Ana Chamber of Commerce, IDA, Associations	
Financial Reports		3,600.00
	Accountant, Tax Returns, Other	
Misc. Expenses		1,000.00
	Supplies, Field Expenses, Stamps, Contingencies, Maintenance	
TOTAL REIMBURSEMENT		100,000.00

EXHIBIT 1 - ATTACHMENT C

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID)
2 of 2 Budgets

SANTA ANA BUSINESS COUNCIL- BID Budget 2022
January 1, 2022 - December 31, 2022

CATEGORIES	SUBLINE ITEMS	BUDGET
Administrative Staff		
	Diamond Heart Enterprises	48,000.00
	Yolanda Arellano (Bookeeping)	10,000.00
	Reliance (Payroll taxes)	1,500.00
	Reliance (Payroll taxes)	800.00
	Marketing Social Media Coordinator and	28,600.00
	Procurement specialist (Claudia Naffa)	
	Maricela Vela	5,800.00
Contracted Services		
	Fees and Taxes	500.00
	Insurance	3,500.00
	City Permits for Events	1,300.00
Total		\$ 100,000.00