



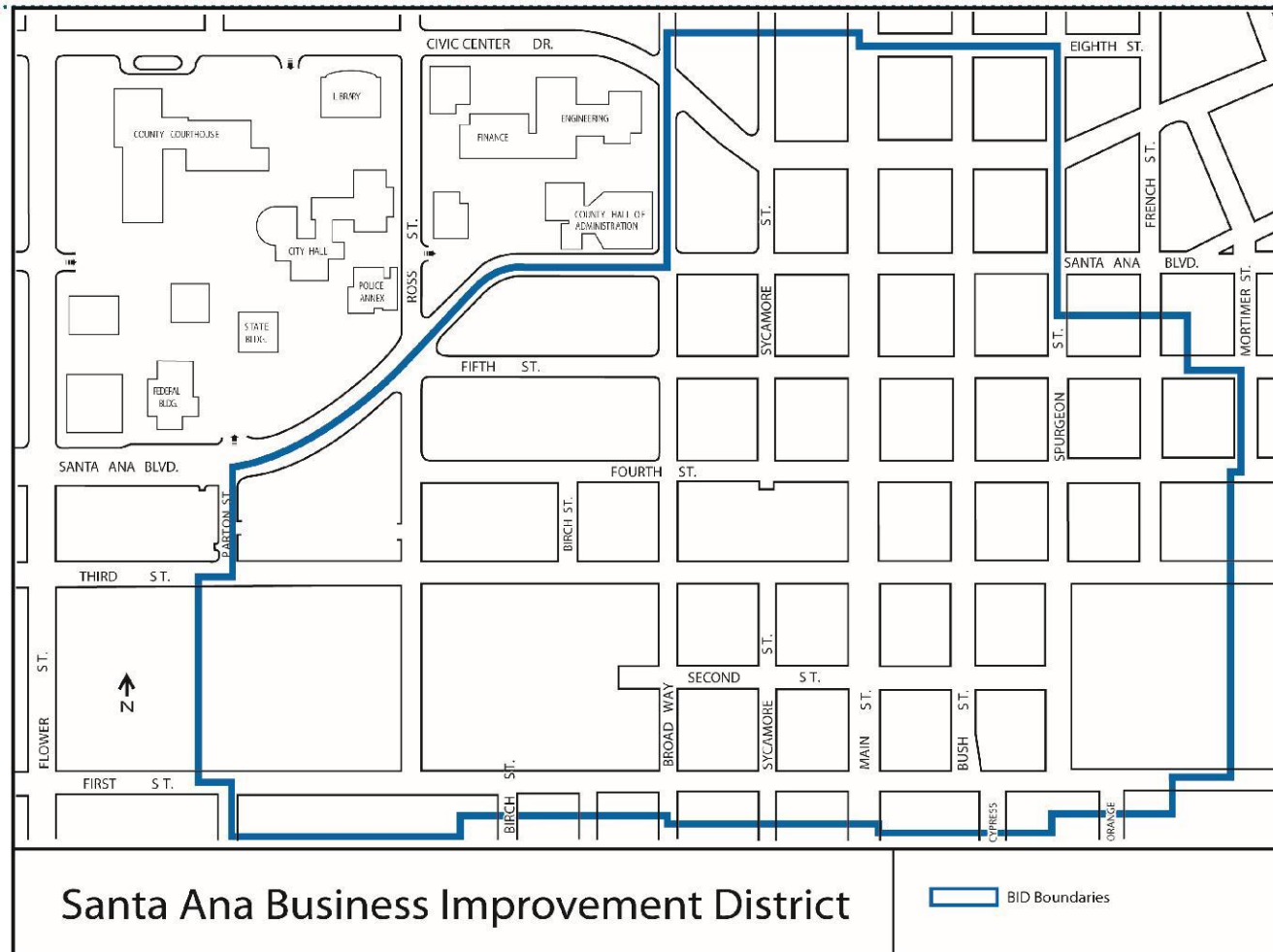
Downtown Business Improvement District (BID) Public Hearing



Slide 1

75A - Downtown BID
Community Development Agency
December 15, 2020

BID Boundaries



Slide 2

75A - Downtown BID
Community Development Agency
December 15, 2020

What is the Downtown BID?

- A type of special assessment for a specific area or district
- Revenues can be used to improve and promote the business district
- Business owners within the district voted to establish the BID (1984)
- Annual assessments are collected from each business
- Over 500 businesses assessed in the district
- Two Downtown Business Organizations Manage BID:
 - Downtown Inc.
 - Santa Ana Business Council



Council Approval Actions

- Must comply with State BID law and municipal code
- 2021 Assessment Report reviewed
 - No changes to BID boundary
 - No changes to BID assessment formula
 - Anticipated budget of \$200,000:
 - \$100,000 to DTI for promotion activities
 - \$100,000 to SABC for promotion activities
- Conduct Public Hearing (Tonight)
- If No Protests above 50%, Levy the Assessment



Assessment Report

- Includes:
 - Boundary of the BID
 - The Assessment Formula
 - Detailed DTI and SABC's 2021 Budget Plan



Public Hearing (Tonight)

Actions:

- Receive all protests to the annual assessment in writing
- If no protests are received from businesses paying 50% or more of the total proposed assessment, the 2021 assessment can be levied
 - A business' protest vote is weighted based upon their assessment's percentage of total BID assessment
 - No single business represents more than 6% of the total

