

RESOLUTION NUMBER R- 255317

Adopted on NOV 2 1981

Resolution of the City Council of The City of San Diego
Declaring Its Intention to Establish the Gaslamp Quarter
Business Improvement District Pursuant to the Parking and
Business Improvement Area Law of 1979.

WHEREAS, the City Council of The City of San Diego desires to form a parking and business improvement area to be known as the Gaslamp Quarter Business and Improvement District pursuant to the Parking and Business Improvement Area Law of 1979 (Streets and Highways Code Section 36500, et seq.), in accordance with wishes of many of the businesses in the area; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. The City Council hereby declares its intention to form a parking and business improvement area to be known as the "Gaslamp Quarter Business Improvement District" pursuant to the Parking and Business Improvement Area Law of 1979 (Streets and Highways Code Section 36500, et seq.).
2. The area to be included in the district is located southerly of the centerline of Broadway, northerly of the San Diego and Arizona Eastern Railway right-of-way, westerly of the centerline of Sixth Avenue, and easterly of the centerline of Fourth Avenue except between the centerlines of Market Street and Island Avenue where the area extends westerly to include the easterly half of Block 94 of Horton's Addition and the abutting streets to the centerline thereof.
3. The purpose for forming the aforementioned "Gaslamp Quarter Business Improvement District" as a parking and business improvement area under the

aforementioned Parking and Business Improvement Area Law is to provide revenue to defray the cost of services and programs which will benefit businesses in the area. The services and programs to be provided are those listed in Exhibit A, which is attached hereto and by this reference made a part hereof, and the services and programs listed thereon are the uses to which the revenue generated by the charges to be levied will be put.

4. All businesses operating in the above-described area will be charged a share of the costs of the aforesaid services and programs according to the size of the business and benefit received determined as follows:

a. CATEGORY OF BENEFIT A

This category proposes no charge to non-profit, tax exempt charitable organizations. This category includes but is not limited to the following:

Goodwill

City Rescue Mission

b. CATEGORY OF BENEFIT B

This category proposes a charge of \$50.00 plus \$2.00 per full-time employee upon those businesses which benefit from the general enhancement or business activity derived from those services and programs listed in Exhibit A. The increased visibility generated by the BID would not significantly benefit this category of business. These businesses include but are not limited to the following:

Manufacturers & Manufacturing Representatives

Auctioneers

Ambulance Companies & Emergency Vehicles

Storage Facilities (Automobiles, Boats & Airplanes)

Utility Companies

Credit Collection Bureaus

Film & Video Production Companies

Laboratories

Accounting/Bookkeeping Services

Secretarial Services

c. CATEGORY OF BENEFIT C

This category proposes a charge of \$70.00 plus \$4.00 per full-time employee upon those businesses which benefit significantly from the enhancement of business activity derived from those BID would significantly impact the business activity and improve the overall business climate of businesses in this category. These businesses include but are not limited to the following:

Retail Shops	Meat/Fish Supply
Repair Shops	Grocery
Restaurants	Nursery Supply
Theaters	Engineer/Architect
Arcades	General Products
Hardware/Hardware Supplies	Photo-Commercial
Legal Services	Investment Companies
Advertising Agency	Galleries
General Contractor	Jewelry
Miscellaneous Business Services	Parking Lots
Building Materials	Real Estate

Vocational Schools

Decorator/Designers

Note: Banks, hotels and motels are included in this category.
All other businesses not identified in Categories A or B above
are included in this category.

The costs of such services and programs are shown on Exhibit A incorporated herein.

5. The City will advance an amount not to exceed \$16,000 from the General Fund Unallocated Reserve which will be reimbursed if and when the district is approved.

6. NOTICE IS HEREBY GIVEN that on November 23, 1981, at the hour of 2:30, p. m., in the Council Chambers of the City Administration Building, 202 "C" Street, in the City of San Diego, California, is fixed as the time and place when and where any and all persons having any desire to be heard may appear and state their views for or against the formation of the aforementioned parking and business improvement area.

7. The City Clerk is hereby directed to give notice of the above-mentioned hearing by both publication and mailing pursuant to Section 36522 of the Streets and Highways Code.

APPROVED: John W. Witt, City Attorney

By *Danis Sammartino Gardner*
Danis Sammartino Gardner, Deputy

SG:vl:613.3.1
5/27/81 (Rev. 8/24/81) (Rev. 10/19/81)
Or. Dept: Planning
R-81-2246

GASLAMP QUARTER
 BUSINESS IMPROVEMENT DISTRICT
 PROPOSED BUDGET
 (Gaslamp Quarter Association Proposal)
 FISCAL 1982

<u>Description of Benefit/Service Provided</u>	<u>Estimated Cost</u>
1. Gaslamp Quarter Promotion	
A. Monthly events (music, art, public events) 6/year at \$500/month 6/year at \$200 month	\$ 4,200
B. Communications & Publications	
1. Gaslamp Quarter Promotional Brochure (1,500 copies)	\$ 3,000
2. Gaslamp Quarter Retail Guide (10,000 copies)	\$ 1,500
2. Security Program	
A. Start-up support for Gaslamp Quarter Merchant Patrol 3 months at \$1,600/month	\$ 4,800
3. Merchant Advertising	
Development of Gaslamp Quarter Cooperative Advertising Program. Includes cost of production and placement of ads up to \$400/month	\$ 4,800
4. Business Development	
A. Business Recruiting Press Kits (2,000)	\$ 1,500
B. Business Recruiting Tours & Outreach	\$ 500
5. Signing Program - Kiosk Signing	
Promotion and Merchant Advertising Program - printing, installation, design costs and sales expenses of Gaslamp Quarter Kiosks. (Does not include maintenance of Kiosk structure.)	\$ 4,000
6. Agency fee for execution of items 1, 3, 4 & 5 (17.5%)	\$ 3,415

EXHIBIT A

R-255317
00608

<u>Description of Benefit/Service Provided</u>	<u>Estimated Cost</u>
7. Gaslamp Quarter Association Administrative Cost (10%)	\$ 2,785
8. Reimbursement of City Data Processing Corp. Charge - \$1,000 (\$5,000 balance owed)	\$ 1,000
<hr/>	
TOTAL	\$ 31,500

Supplemental Budget Proposal

In the event that BID collections exceed \$31,500, the Gaslamp Quarter Association requests authorization to expend these additional revenues in proportion to items 1, 3, 4, 6 & 7 of the Basic BID Budget. The amount of additional collections is totally dependent upon the number of new businesses to be established within the Quarter during the coming year.

EXHIBIT A

R-255317

00609

NOV 2 1981

Passed and adopted by the Council of The City of San Diego on
by the following vote:

Councilmen	Yeas	Nays	Not Present	Ineligible
Bill Mitchell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bill Cleator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Susan Golding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leon L. Williams	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fred Schnaubelt	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mike Gotch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dick Murphy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lucy Killea	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Pete Wilson	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

PETE WILSON

Mayor of The City of San Diego, California.

(Seal)

CHARLES G. ABDELNOUR

City Clerk of The City of San Diego, California.

By Ellen Howard, Deputy.

Office of the City Clerk, San Diego, California

Resolution Number R-255317 Adopted NOV 2 1981

CERTIFICATE OF PUBLICATION

6

ECS

SAN DIEGO, CITY OF
12th floor, 202 C St.
San Diego, CA 92101
ELLEN BOVARD

IN THE MATTER OF

NO.

RESOLUTION NO. R-255317

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Adopted on NOV 2 1981

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WHEREAS, the City Council of The City of San Diego desires to form a parking and business improvement area to be known as the Gaslamp Quarter Business Improvement District pursuant to the Parking and Business Improvement Area Law of 1979 (Streets and Highways Code Section 35700, et seq.), in accordance with wishes of many of the businesses in the area; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

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2. The area to be included in the district is located southerly of the centerline of Broadway, northerly of the San Diego and Arizona Eastern Railway right-of-way, westerly of the centerline of Sixth Avenue, and easterly of the centerline of Fourth Avenue except between the centerlines of Market Street and Island Avenue where the area extends westerly to include the easterly half of Block 94 of Horton's Addition and the abutting streets to the centerline thereof.

3. The purpose for forming the aforementioned "Gaslamp Quarter Business Improvement District" as a parking and business improvement area under the aforementioned Parking and Business Improvement Area Law is to provide revenue to defray the cost of services and programs which will benefit businesses in the area. The services and programs to be provided are those listed in Exhibit A, which is attached hereto and by this reference made a part hereof, and the services and programs listed thereon are the uses to which the revenue generated by the charges to be levied will be put.

4. All businesses operating in the above-described area will be charged a share of the costs of the aforesaid services and programs according to the size of the business and benefit received determined as follows:

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b. CATEGORY OF BENEFIT B

This category proposes a charge of \$50.00 plus \$2.00 per full-time employee upon those businesses which benefit from the general enhancement or business activity derived from those services and programs listed in Exhibit A. The increased visibility generated by the BID would not significantly benefit this category of business. These businesses include but are not limited to the following:

Charlene Lance

I, _____, am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the San Diego Daily Transcript, a newspaper of general circulation, printed and published daily, except Saturdays and Sundays, in the City of San Diego, County of San Diego, and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of San Diego, State of California, under the date of January 23, 1909, Decree No. 14894; and the

RESOLUTION NO. R-255317

is a true and correct copy of which the annexed is a printed copy and was published in said newspaper on the following date(s), to wit:

November 9, 1981

I certify under penalty of perjury that the foregoing is true and correct.

Dated at San Diego, California this 9th day of Nov., 1981.

Charlene Lance

(Signature)

00611

Page 1 of 2

13 7/8 x 2 x 8.06 = 223.67

Manufacturers & Manufacturing Representatives; Auctioneers; Ambulance Companies & Emergency Vehicles; Storage Facilities (Automobiles, Boats & Airplanes); Utility Companies; Credit Collection Bureaus; Film & Video Production Companies; Laboratories; Accounting/Bookkeeping Services; Secretarial Services.

CATEGORY OF BENEFIT C

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Retail Shops; Meat/Fish Supply; Repair Shops; Grocery; Restaurants; Nursery Supply; Theaters; Engineer/Architect; Arcades; General Products; Hardware/Hardware Supplies; Photo-Commercial; Legal Services; Investment Companies; Advertising Agency; Galleries; General Contractor; Jewelry; Miscellaneous Business Services; Parking Lots; Building Materials; Real Estate; Vocational Schools; Decorator/Designers.

Note: Banks, hotels and motels are included in this category. All other businesses not identified in Categories A or B above are included in this category. The costs of such services and programs are shown on Exhibit A incorporated herein.

5. The City will advance an amount not to exceed \$18,000 from the General Fund Unallocated Reserve which will be reimbursed if and when the district is approved.

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BUSINESS IMPROVEMENT DISTRICT
PROPOSED BUDGET
(Gaslamp Quarter Association Proposal)
FISCAL 1982**

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Passed and adopted by the Council of The City of San Diego on November 2, 1981, by the following vote:

YEAS: Mitchell, Cleator, Golding, Williams, Golch, Murphy, Kites

NAYS: None
NOT PRESENT: Schnaubelt, Wilson.

AUTHENTICATED BY:
PETE WILSON Mayor of The City
of San Diego, California
CHARLES G. ABDELNOUH City Clerk of The City
of San Diego, California.

(SEAL)
By ELLEN BOVARD, Deputy
Published November 9, 1981

80-2158