

RESOLUTION NUMBER R- 306755
DATE OF FINAL PASSAGE ~~_____~~ APR 18 2011

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO DECLARING THE COUNCIL'S INTENTION TO LEVY AND COLLECT ANNUAL ASSESSMENTS FROM BUSINESSES WITHIN EACH OF THE SPECIFIED BUSINESS IMPROVEMENT DISTRICTS FOR FISCAL YEAR 2012 AND NOTICING THE PUBLIC HEARING.

WHEREAS, the City Council, in accordance with the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code sections 36500, et seq.) and City Council Policy 900-07 ("Business Improvement Districts"), wishes to continue the promotional activities of specified Business Improvement Districts in the City of San Diego; NOW, THEREFORE,

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

1. That the intention of the City Council to levy and collect an assessment from businesses within each of the specified Business Improvement Districts in the City of San Diego for the period of July 1, 2011 through June 30, 2012 is hereby declared.

2. That the Districts to be assessed and their respective locations are as follows:

Adams Avenue - generally from the 2400 to the 4248 block of Adams Avenue; and all adjacent side-streets from the 4600 to the 4799 block of those side-streets.

City Heights - generally from the 3300 to the 4799 block of University Avenue; and all adjacent side-streets from the 3800 to the 4099 block of those side-streets.

College Area - generally from the 5400 to the 7400 block of El Cajon Boulevard; all adjacent streets from the 5400 to the 7400 block of El Cajon Boulevard; and certain other streets in the vicinity of San Diego State University.

Diamond – generally that area within the diamond formed by the following four points: the 1900 block of Euclid Avenue to the north; the 1000 block of Euclid Avenue South to the south; the 6900 block of Imperial Avenue to the east; and the 3900 block of Market Street to the west.

Downtown - generally that area within the following boundaries: Ash Street to the north; E Street to the south; Tenth Avenue to the east; and First Avenue to the west.

East Village - generally that area within the following boundaries: Interstate 5 to the north and to the east; Newton Avenue to the south; and Seventh Avenue to the west.

El Cajon Boulevard Central - generally from the 3300 to the 5399 block of El Cajon Boulevard; all adjacent side-streets from 33rd Street to 47th Street between the 4200 to the 4399 block of those side-streets; and all adjacent side-streets from Euclid Avenue to Dayton Street between the 4300 and the 4499 block of those side-streets.

El Cajon Boulevard Gateway - generally from the 1800 to the 3299 block of El Cajon Boulevard; and all adjacent side-streets from the 4200 to the 4399 block of those side-streets.

Gaslamp - generally that area within the following boundaries: Broadway to the north; the San Diego and Arizona East Railway right-of-way to the south; Sixth Avenue to the east; and Fourth Avenue to the west.

Hillcrest - generally that area within the following boundaries: Montecito Street to the north; Upas Street to the south; Park Boulevard to the east; and Front Street to the west.

La Jolla - generally from 200 to 1445 Prospect Street; Ivanhoe Avenue, Herschel Avenue, Girard Avenue, and Fay Avenue between Torrey Pines Road and Pearl Street; and from the 1100 block of Torrey Pines Road to the 400 block of Pearl Street toward La Jolla Boulevard, including 7345 to 7607 La Jolla Boulevard.

Little Italy - generally that area within the following boundaries: Laurel Street to the north; "A" Street to the south; Interstate 5 and Front Street to the east; and North Harbor Drive to the west.

Mission Hills - generally from 818 to 1112 Fort Stockton Drive, including all adjacent side-streets from Stephens Street to Albatross Street; 228 to 1794 Washington Street; the 300 to the 1025 block of University Avenue; 328 to 1753 West Lewis Street; and 3033 to 3753 India Street.

North Park - generally from 2750 to 3299 University Avenue, including all adjacent side-streets between the 3800 and the 3999 block of those side-streets; 2750 to 3299 Lincoln Avenue; and 2850 to 3299 North Park Way.

Ocean Beach - generally from the 4800 to the 5099 block of Newport Avenue; portions of the 4700 to the 5099 block of Narragansett Avenue, Niagara Avenue,

and Santa Monica Avenue; and portions of Sunset Cliffs Boulevard, Cable Street, Bacon Street, and Abbot Street between 1769 and 1976 of those streets.

Old Town - generally that area within the following boundaries: Interstate 5 to the north; Pacific Highway to the south; Washington Boulevard to the east; and Rosecrans Street to the west.

Pacific Beach – generally that area within the following boundaries: Garnet Avenue and Balboa Avenue to the north; the 700 to the 1099 block of Turquoise Street to the northwest; Grand Avenue to the south, including Ingraham Street and all adjacent side-streets from the 3400 block to Grand Avenue; Interstate 5 to the east; and the 4100 to 5199 block of Mission Boulevard and all adjacent side-streets to the west.

San Ysidro - generally that area within the following boundaries: the 930 block of West San Ysidro Boulevard to the northwest; the U.S.-Mexico border to the southeast; East Beyer Boulevard to the east; and Willow Road to the southwest.

3. That the proposed improvements and activities authorized by the ordinance establishing each specified District (or by amendment to such ordinance), as well as any substantial changes and/or additions proposed to be made to those improvements and activities in Fiscal Year 2012, are as follows:

<u>District</u>	<u>Improvements and Activities Authorized by Ordinance</u>	<u>Substantial Changes and/or Additions to Improvements and Activities</u>
Adams Avenue	Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of	Produce weekly e-mail newsletter; Maintain website, blog, and Facebook page; Hold quarterly business member

business activities;
administration/operations;
advertising/promotion; special events;
newsletter/brochure; business
development; maintenance of
landscaping; and public improvements.

mixers; Hold annual business
member meeting; Produce annual
report; Hold workshops and
training sessions for member
businesses.

City Heights

Acquisition, construction, or
maintenance of parking facilities;
promotion of public events;
furnishing of music; promotion
of business activities;
administration/operations;
advertising/promotion; special events;
newsletter/brochure; business
development; and street decorations.

Hold monthly board and
committee meetings; Hold
quarterly business mixers;
Produce quarterly newsletter;
Develop and maintain website;
Provide telephone and in-person
business counseling and technical
assistance services; and Produce
free monthly movie nights in the
park.

College

Acquisition, construction, or
maintenance of parking facilities;
promotion of public events; furnishing
of music; promotion of business
activities; administration/operation;
and advertising/promotion.

Hold monthly board and
committee meetings; Produce the
Boulevard BOO! Parade &
Carnival and the Rolando Street
Fair; Hold business mixers; Host
member business workshops;
Manage the College Area Banner
District; Maintain a website; and
Produce the College Area Taste
event.

Diamond

Acquisition, construction, or
maintenance of parking facilities;
decoration of public areas;
promotion of public events; and
furnishing of music.

Publish outreach publications and
conduct outreach events.

Downtown	Street decoration/music; promotion of public events; and promotion of retail trade.	Conduct business seminars and workshops for member businesses; Produce Taste of Downtown; Manage banner district; Create and distribute the Downtown Directory of Social Services; Distribute art maps; Monthly newsletter; Produce Art event during Art's Month; Produce Downtown for the Holidays
East Village	Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of business activities; administration/operation; and advertising/promotion.	Hold member networking mixers and four business breakfasts; Produce East Village-branded promotional items; Hold an annual meeting; Website development; execute an Internet marketing campaign; Hold a Social Media Expo; and Perform an IDEA district feasibility study. Hold monthly board meetings; Facilitate business trainings; Coordinate special events such as Bike the Boulevard and the Taste of University Heights; Hold seasonal business mixers; Produce monthly e-newsletters, quarterly newsletters, and annual reports; Maintain the district's website; Co-host the Festival of Beers on El Cajon Boulevard.
El Cajon Blvd. Central	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operation; advertising/promotion; newsletter; and new business development.	Hold monthly board meetings; Facilitate business trainings; Coordinate special events such as Bike the Boulevard and the Taste of University Heights; Hold seasonal business mixers; Produce monthly e-newsletters, quarterly newsletters, and annual reports; Maintain the district's website; Co-host the Festival of Beers on El Cajon Boulevard.
El Cajon Blvd Gateway	Acquisition, construction or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; and promotion of business activities.	Hold monthly board meetings; Facilitate business trainings; Coordinate special events such as Bike the Boulevard and the Taste of University Heights; Hold seasonal business mixers; Produce monthly e-newsletters, quarterly newsletters, and annual reports; Maintain the district's website; Co-host the Festival of Beers on El Cajon Boulevard.

Gaslamp	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.	Hold monthly board meetings; Facilitation of business trainings, community forums, town hall meetings, and presentations; Community partner outreach; Maintain website, Facebook, Twitter, and other social networking sites; Produce digital brochure and membership e-newsletter; Coordinate the Fifth Avenue Auto Showcase, Gaslamp Holiday Pet Parade, Poinsettia Bowl Battle of the Bands, and District Holiday Lighting Program; Maintain informational kiosk program; Manage Convention/Event Banner Program.
Hillcrest	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.	Produce Website; Hold Farmers Market; Hold over 30 meetings each year including Marketing, Parking, Beautification, Executive, and Board of Directors meetings; Implement four major annual events including Hillcrest Mardi Gras, CityFest, Taste of Hillcrest, and Hillcrest Taste 'n Tinis; Produce shop local campaigns including Shop Hillcrest for the Holidays and Tuesday Nite Out; Manage banner program; and Produce print and email newsletters.
La Jolla	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.	Maintain website and online business directory; Produce musical events and performances, art and wine walks, "Taste of La Jolla" events, live performances, pet events, collectors events, farmers' markets, parades, and gallery events; and manage seasonal banner displays.

Little Italy	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; special events; and marketing administration.	Hold monthly board and committee meetings; Coordinate weekly farmers market; Coordinate special events such as Little Italy Festa, Mission Federal ArtWalk, Little Italy Carnevale, Gran Fondo San Diego, Little Italy Christmas Village & Tree Lighting, Taste of Little Italy; Produce Little Italy merchandise and re-usable bags; Manage banner program; Maintain and update Little Italy website and all Little Italy social media.
Mission Hills	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities.	Hold monthly board and committee meetings; Coordinate special events such as Art Walks and Arts & Crafts Fair; Hold business mixers; Produce newsletter; Maintain web site including a searchable business directory; Manage the banner program.
North Park	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operations; promotion/advertising; newsletter; business directory; and special events.	Hold monthly board and committee meetings; Coordinate weekly farmers markets; Hold business trainings and mixers; Produce special events including the Taste of North Park, the Toyland Parade, and the Festival of the Arts; Publish quarterly newsletters, weekly email newsletters, and annual report; Manage banner program.

Ocean Beach	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operations; advertising/promotion; Cleanup and landscaping in public right of way; newsletter; holiday decorations; and business development.	Hold monthly board meetings; Produce weekly OB Farmers Market; Hold business trainings; Coordinate special events including July 4th Fireworks, OB Music & Art Festival, OB Oktoberfest, OB Restaurant Walk, OB Beach Ball, and OB Street Fair & Chili Cook-Off Festival; Hold quarterly business mixers; and Maintain website and social media sites.
Old Town	Acquisition, construction or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; and promotion of business activities.	Maintain the Old Town Visitors Center; Hold monthly board and committee meetings; Coordinate quarterly business mixers; Coordinate special events such as the annual Old Town Art Festival; Coordinate weekly Old Town Saturday Market; Hold business workshops; Co-sponsor the Fiesta Old Town Cinco de Mayo; Manage banner program; and Update visitor kiosk information maps.
Pacific Beach	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operations; security publications; advertising; decorations; and streetscape.	Hold board and committee meetings; Produce Monthly e-newsletters; Maintain web site; Produce special events including two annual restaurant walks, quarterly business/networking mixers, an annual street festival, and a spring bocce ball tournament; and oversee the operation of a the Beach Area Community Court.

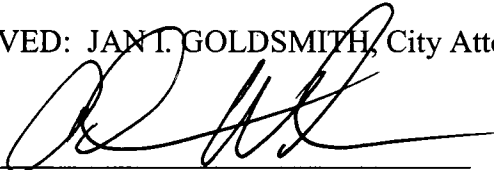
San Ysidro	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; marketing/promotion; administration/operations; design/planning; and general projects.	Hold monthly board and committee meetings; Publish the annual San Ysidro Business Directory; Manage the Ambassadors program twice monthly, Publish e-blasts "News You Can Use;" Publish quarterly bilingual newsletter; Maintain website; Prepare promotional materials including updated SYBA Brochure; Coordinate thematic workshops for business membership; Co-sponsor banner program; Hold quarterly cleanup events; Hold annual youth Padres game; and Install public art.
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4. That a full and detailed report describing each specified District, including the boundaries of proposed assessments to be levied upon the businesses as well as the improvements and activities to be undertaken within each specified District, from July 1, 2011, through June 30, 2012, is available for review at the Office of the City Clerk.

5. That notice is hereby given that on May 10, 2011 at 10:00 a.m., or as soon thereafter as it may be heard, in the Council Chambers of the City Administration Building, located at 202 "C" Street, 12th Floor, San Diego, California, is fixed as the time and place when and where any and all interested persons having a desire to be heard may appear and state their views, or submit such views in writing in compliance with California Streets and Highways Code Sections 36524 and 36525, for or against the continued establishment of each specified District, the extent of each specified District, the furnishing of specified types of improvements or activities within each specified District, or the levying of the proposed assessments within each specified District.

6. That the City Clerk is hereby directed to give notice of the aforementioned public hearing by publication, pursuant to California Streets and Highways Code section 36534(b).

APPROVED: JAN I. GOLDSMITH, City Attorney

By 
Adam R. Wander
Deputy City Attorney

ARW:mm
03/29/2011
Or.Dept:CP&CI
PL#2011-06240

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of APR 12 2011.

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 4.15.11
(date)


JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor