TWEEDY MILE ADVISORY BOARD
TWEEDY MILE ADVISORY BOARD AGENDA

Monday, May 6, 2024 at 6:00 p.m.

SOUTH GATE COUNCIL CHAMBERS
8650 CALIFORNIA AVE
SOUTH GATE, CA 90280

VIEW MEETING LIVE ONLINE AT:
HTTPS://YOUTUBE.COM/@SOUTHGATECA90280

Call to Order/Roll Call

Call to Order	Sylvia Masushige, Vice Chairperson
Roll Call	Yodit Glaze, City Clerk

Board Members

,Chairperson	Angela Lucero, Board Member
Sylvia Masushige, Vice Chairperson	Andres Gonzalez, Board Member
	Victor Zamudio, Board Member

City Staff

Giselle Hernandez, Marketing and Community Engagement Manager

If you would like to participate in this meeting, you can participate via the following options:

1. PARTICIPATE BEFORE THE MEETING by emailing the Giselle Hernandez at gmhernandez@sogate.org no later than 4:00 p.m. on the day of the meeting. Please write "Public Comment" in the subject line.
2. ATTEND THE MEETING IN PERSON

Meeting Compensation Disclosure

Pursuant to Government Code Section 54952.3: Disclosure of compensation for meeting attendance by the Tweedy Mile Advisory Board is $0 monthly regardless of the amount of meetings.

Open Session Agenda

1. Discussion of the Business Improvement District (BID) budget for Fiscal Year 2024/25

The Tweedy Mile Advisory Board will consider providing guidance for the BID Budget for Fiscal Year 2024/25 and present to the City Council for adoption. (CM)

Documents:

Staff Report_No.1.pdf

Comments from the Audience

Comments from the Board Members

Adjournment

I, Yodit Glaze, secretary, certify that a true and correct copy of the foregoing Meeting Agenda was posted on May 1, 2024 at 9:00 a.m., as required by law.

Yodit Glaze,
City Clerk

Materials related to an item on this Agenda submitted to the City Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office 8650 California Avenue, South Gate, California 90280 (323) 563-9510 * fax (323) 563-5411 * www.cityofsouthgate.org

In compliance with the American with Disabilities Act, if you need special assistance to participate in the City Council Meetings, please contact the Office of the City Clerk.

Notification 48 hours prior to the City Council Meeting will enable the City to make reasonable arrangements to assure accessibility.

STAFF REPORT

AGENDA ITEM NO. 1

TO: Tweedy Mile Advisory Board

FROM: Giselle M. Hernandez, Marketing and Community Engagement Manager

SUBJECT: Discussion of the Business Improvement District (BID) budget for Fiscal Year 2024/25

PURPOSE: The Tweedy Mile Advisory Board is requested to provide guidance for the BID Budget Fiscal Year 2024/25 and present to the City Council for adoption.

RECOMMENDED ACTION: Provide guidance for the BID Budget for Fiscal Year 2024/25 and present to the City Council for adoption.

BACKGROUND: Each year the Tweedy Mile Advisory Board (Board) must recommend a Business Improvement District (BID) budget to the City Council for adoption. The City operates on a July 1 through June 30 Fiscal Year (FY). The BID Budget is incorporated into the City's Fiscal Year Budget.

The Tweedy Mile BID was established as provided by the Parking and Business Improvement Area Law of 1989 (California Streets and Highway Code Section 36500 et seq.). State Law and the South Gate Municipal Code require that the BID file an "Annual Report" with the City Council, as the initial step to renewing annual assessments each year. The Annual Report includes a budget for the BID. The budget is inclusive of assessment fees to businesses in the BID.

In preparing the BID budget for FY 2024/25, the amount of funds projected to be available for programming will be the projected fund balance at the end of the current fiscal year, plus the revenue from assessments.
Below is the breakdown:

BID Fund Balance Summary - July 1, 2024	**($4,855.25)**
FY 2023/24 Estimated Assessment Revenue	$22,000.00
Total Estimated BID Funds Available for Use in FY 2024/25	**$17,144.75**
Proposed Budget Items	**Amounts**
Decoration of Any Public Place in the Area	$10,000.00
Promotion of Public Events which are to take place in the Area	$0.00
General Promotion of Retail Trade Activities in the Area	$7,144.75
Estimated Ending BID Fund Balance - June 30, 2025	**$0.00**

BID Fund Balance Summary	
FY 2023-24 BID Budget	
BID Estimated Beginning Fund Balance – July 1, 2023	-($4,676.00)
FY 2022/23 Estimated Assessment Revenue	$19,700.00
Total Estimated Funds Available for Use in FY 23/24	**$15,024.00**

List of Approved BID Funding for FY 2022/23

Approved BID Funding	**Amount**
Decoration of Any Public Place in Area	
Christmas Street Decorations	$20,000.00
Budget Balance:	**$0**
Promotion of Public Events	
Budget Balance:	**$1,206.00**
General Promotion of Retail Trade Activities	
Marketing Services-Tripepi Smith	$40,000.00
Budget Balance:	**$0**

List of Approved BID Funding for FY 2023/24

Estimated Beginning BID Fund Balance - July 1, 2023	**($4,676.00)**
FY 2022/23 Estimated Assessment Revenue	$19,700.00
Total Estimated BID Funds Available for Use in FY 2023/24	**$15,024.00**
Proposed Budget Items	**Amounts**
Decoration of Any Public Place in the Area	$10,000.00
Promotion of Public Events which are to take place in the Area	$0.00
General Promotion of Retail Trade Activities in the Area	$5,024.00
Estimated Ending BID Fund Balance - June 30, 2024	**$0.00**

The South Gate Municipal Code states that the funds collected by the City can be used for the following purposes only:

a) Decoration of any public place in the area;
b) Promotion of public events which are to take place on or in public places in the area; and
c) The general promotion of retail trade activities in the area

Next Steps:

The Board should discuss what events and items they would like to fund under the BID Budget for Fiscal Year 2024/25. The Board is not bound to only past budget items and certainly should consider comments from the business owners located in the BID, as well as the public and their own input in recommending BID budgets for FY 2024/25.

Staff prepared a budget worksheet (Attachment No.1) to help the Board prepare the BID budget for FY 2024/25. It is recommended that $10,000 is allocated for the installation/removal of the Christmas decorations on Tweedy Mile. The annual cost to install, remove, and store those existing decorations is $10,000.

The proposed BID budget for FY 2024/25 will be included in the Annual Report which will be presented to the City Council on Tuesday, May 14, 2024. The City Council will then conduct a Public Hearing on June 14, 2024 for public testimony on the proposed assessment levy and budget.

Tentative Schedule

Dates	Action
April 1, 2024	Board reviews and provides guidance for the BID budget.
May 6, 2024	Board reviews and approves BID Budget
May 14, 2024	City Council adopts Resolution of Intent to levy assessments for FY 24-25.
May 15,2024	Letter and Resolution of Intent mailed to all affected businesses. The letter will include a copy of the Resolution of Intent and Public Hearing dates/times, and information regarding how to submit protests verbally or in writing.
June 14, 2024	City Council holds Public Meeting to receive testimony on the proposed assessment levy.
June 25, 2024	City Council approves the annual report.

ATTACHMENTS:

1) Worksheet for BID Budgets Fiscal Year 2024/25
2) Schedule of Tweedy Business Improvement District/Area Fees

Parking and Business Improvement Area Budget **Attachment 1**
FY 2024/25

BID Fund Balance Summary - July 1, 2024	**($4,855.25)**
FY 2023/24 Estimated Assessment Revenue	$22,000.00
Total Estimated BID Funds Available for Use in FY 2024/25	**$17,144.75**
Proposed Budget Items	**Amounts**
Decoration of Any Public Place in the Area	$10,000.00
Promotion of Public Events which are to take place in the Area	$0.00
General Promotion of Retail Trade Activities in the Area	$7,144.75
Estimated Ending BID Fund Balance - June 30, 2025	**$0.00**

CITY OF SOUTH GATE
PARKING AND BUSINESS IMPROVEMENT AREA BUSINESS LICENSE FEES
FISCAL YEAR 2024/25

Street Name	Address Range
Tweedy Blvd.	3150 - 4499
California Ave.	9700 - 10100
Long Beach Blvd.	9700 - 9900
Otis St.	9700 - 10100
San Gabriel Ave.	9900 - 10100
San Juan Ave.	9900 - 10100
State St.	9700 - 9900

Businesses located in the Parking and Business Improvement Area are subject to the provisions of Chapter 2.64 of the South Gate Municipal Code, "Parking and Business Improvement Area" which established a Business Improvement Area Fee based on the businesses' annual gross receipts.

The Business Improvement Area Fees are collected by the City and are deposited into the "Parking and Business Improvement Account" and can be used for the following purposes only:

1. Decoration of any public place in the area.
2. Promotion of public events which are to take place on or in public places in the area.
3. The general promotion of retail trade activities in the area.

The Business Improvement Area Fee is an additional fee to the regular City license tax shown on the enclosed renewal. The business owner shall calculate the Business Improvement Area Fee according to the schedule below and add it to total tax calculated on the Business License Renewal Form.

Schedule of Business Improvement Area Fees

Annual Gross Receipts Total:	The Fee Shall Be:
If less than $10,000	$15
If $10,000 or more, but less than $25,000	$20
If $25,000 or more, but less than $50,000	$25
If $50,000 or more, but less than $75,000	$36
If $75,000 or more, but less than $100,000	$48
If $100,000 or more, but less than $200,000	$60
If $200,000 or more, but less than $300,000	$72
If $300,000 or more, but less than $400,000	$84
If $400,000 or more, but less than $500,000	$96
If $500,000 or more, but less than $600,000	$110
If $600,000 or more, but less than $700,000	$124
If $700,000 or more, but less than $800,000	$138
If $800,000 or more, but less than $900,000	$152
If $900,000 or more, but less than $1,000,000	$166
If $1,000,000 or more, but less than $1,100,000	$180
If $1,100,000 or more, but less than $1,200,000	$194
If $1,200,000 or more, but less than $1,300,000	$208
If $1,300,000 or more, but less than $1,400,000	$222
If $1,400,000 or more, but less than $1,500,000	$236
If such gross receipts exceed the sum of $1,500,000, the Fee shall be the sum of $236.00 as specified above, plus the sum of 25 cents for each $1,000 or major fraction thereof in excess of said $1,500,000.	Total Not to Exceed $400