RESOLUTION NO. 22-015

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PACIFIC GROVE
STATING THE CITY’S INTENTION TO LEVY AN ASSESSMENT FOR THE PACIFIC
GROVE BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2022-23

FINDINGS

1. In 2000 the City of Pacific Grove established the Downtown Pacific Grove Business
   Improvement District (BID); and

2. The BID has been approved for continuation each year since it was first established, and has
   proved to be of benefit to the City in terms of promoting the downtown professional and
   retail business economy; and

3. The Pacific Grove Chamber of Commerce has requested continuation of the Downtown BID
   for the 2022-23 fiscal year; and

4. The action proposed by this Resolution does not constitute a “Project” as that term is defined
   under California Environmental Quality Act (CEQA), CEQA Guideline section 15378.

NOW, THEREFORE, THE COUNCIL OF THE CITY OF PACIFIC GROVE DOES
RESOLVE AS FOLLOWS:

1. The City Council finds each recital set forth above to be true and correct, and by this
   reference incorporates each as an integral part of this Resolution.

2. The City intends to levy and collect assessments for Fiscal Year 2022-23 within the
   Downtown Pacific Grove Improvement District (BID), as described in Section 6.50.010 of
   the Pacific Grove Municipal Code. The proposed assessment would be collected by the City
   from the business owners when the business license tax is paid in 2022-23. Excepting
   catalog sales establishments, each and every business in the district will pay an assessment
   equal to 35% of its business license tax for fiscal year 2022-23.

3. On May 18, 2022, the City Council will receive an annual report prepared by the BID’s
   Advisory Board, which contains details of expenditures in 2021-22 and a description of the
   anticipated costs and activities to be provided in Fiscal Year 2022-23. These activities
   include, but are not limited to, promotion, marketing and advertising of businesses in the
   district, support for special events, and general maintenance to benefit businesses within the
   BID.

4. Copies of the report will be on file with the City Clerk and are also available at the offices of
   the Pacific Grove Chamber of Commerce.
5. There is no change to the boundaries of the district as established and set forth in Section 6.5.020 of the Pacific Grove Municipal Code.

6. The Council sets the public hearing to consider the levy of the proposed Fiscal Year 2022-23 assessment for the BID for May 18, 2022 at 6:00 pm, or as soon thereafter as the item may be called, at the Pacific Grove City Hall, 300 Forest Avenue, Pacific Grove, California to be conducted under public hearing Zoom Meeting protocols.

7. At the public hearing, the City Council shall hear and consider all protests against the Fiscal Year 2022-23 levy of assessments for the BID. The rules and procedures used to receive and consider protests will comply with Streets and Highways Code sections 36524, 36525 and 36534. Following the hearing, the Council may adopt a resolution approving the levy.

8. The City Clerk is hereby directed to give a summary notice of the public hearing by causing this resolution of intention to be published once in a newspaper of general circulation not less than seven days before the public hearing.

PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF PACIFIC GROVE this 20th day of April 2022, by the following vote:

AYES: Mayor Peake, Mayor Pro Tem McAdams, Councilmembers Coletti, Poduri, Smith, and Tomlinson.
NOES: None.
ABSENT: Councilmember Amelio.

APPROVED:

BILL PEAKE, Mayor

ATTEST: 4/25/2022

SANDRA KANDELL, City Clerk

APPROVED AS TO FORM:

DAVID C. LAREDO, City Attorney