



Legislation Text

File #: 20-908, Version: 1

CITY COUNCIL AGENDA ITEM

ACTION REQUESTED:

Conduct the Public Hearing for proposed Special Service Area No. 33 (Downtown Maintenance and Marketing)

DEPARTMENT: Finance Department

SUBMITTED BY: Rachel Mayer, Finance Director

BOARD/COMMISSION REVIEW:

N/A

BACKGROUND:

Special Service Area No. 26, Downtown Maintenance Expense and Marketing Costs, expires at the end of 2020. On June 2, 2020 the City Council approved Ordinance 20-056 that proposed the establishment of SSA No. 33 to replace SSA No. 26. City staff proposed the same maintenance service level provision; an increase in marketing expenses; the same 5 year term as SSA No. 26; the same cost sharing formula for maintenance and marketing; and the same maximum tax rate of 2.5% per annum of Equalized Assessed Valuation (EAV). The boundaries of the new SSA would grow to include one property added in the last 5 years: 209 W. Jefferson. On June 2, 2020 the City Council scheduled the public hearing for August 18, 2020.

DISCUSSION:

Since the passage of Ordinance 20-056 proposing SSA No. 33, attached hereto as Exhibit A, staff has given notice of the proposed replacement SSA to property owners through newspaper publication and direct mail pursuant to state statute. This notice included an accurate map of the proposed SSA No. 33, a copy of the public hearing notice, a description of the special services to be provided, and notice that all interested persons will be given an opportunity to be heard at the hearing regarding the proposed SSA. A copy of the public hearing notice is attached hereto as Exhibit B and a copy of the letter sent to property owners is attached hereto as Exhibit C.

At the public hearing on August 18th, City Council will provide interested parties the opportunity to be heard concerning the establishment of the proposed SSA No. 33 as required by state statute. The public hearing also marks the commencement of the required sixty (60) day objection period. Objections to the proposed SSA No. 33 may be filed in the City Clerk's office within sixty (60) days of the adjournment of the public hearing, which is October 17, 2020. If the sixty (60) day period passes and no objection petition signed by at least 51% of the owners of record of the land included within the Special Service Area is *not* filed with the City Clerk, then the City Council will be requested to take final action on the establishment of the SSA at the October 20 City Council meeting.

FISCAL IMPACT:

Two-thirds of the maintenance costs for the downtown for five years. The marketing expenses are fully funded by the downtown property owners with no City contribution. The table below shows the annual contribution over the last five years for reference.

Year	Levy Amount	City Contribution
2016	\$865,000	\$923,817
2017	\$933,590	\$951,279
2018	\$1,013,351	\$1,078,275
2019	\$987,537	\$1,108,709
2020	\$1,046,216	\$1,196,727