



City Council

Approval of the 2016 Parking and Business Improvement Area (PBIA) Budget

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Title

Approval of the 2016 Parking and Business Improvement Area (PBIA) Budget

Recommended Action

Committee Recommendation:

The PBIA Board unanimously approved this budget.

City Manager Recommendation:

Move to approve the recommended 2016 PBIA Budget.

Report

Issue:

Should the City Council approve the 2016 PBIA budget.

Staff Contact:

Mark Rentfrow, Downtown Liaison, Community Planning & Development, 360.570.3798

Presenter(s):

Mark Rentfrow, Downtown Liaison, Community Planning & Development, 360.570.3798
Mary Corso, PBIA Chair, Owner of Courtyard Antiques & Studio 721

Background and Analysis:

The PBIA is a self-taxing business improvement district created by City Ordinance. It is comprised of over 425 downtown business owners. All businesses within the PBIA boundary pay an annual assessment based on their business type, location, and full-time employee equivalence. The annual budget of the PBIA is \$110,000.

The PBIA board consists of 15 elected ratepayers and meets on a monthly basis. The board focused on increasing ratepayer participation in the 2016 budgeting process which included mailing newsletters with budget process information, hosting public meetings, and surveying the ratepayers.

The PBIA conducted an online survey as part of the 2016 Budget process. A copy of the survey is attached. Cleanliness and safety remain the top areas of interest for survey respondents.

The board unanimously agreed on the proposed budget at their November 12, 2015 meeting. The City Council has traditionally received an annual report from PBIA Chair when considering the annual budget recommendation.

As detailed in Chapter 3.62 of the Olympia Municipal Code special assessments shall be used for special projects and services under the following program headings:

1. Downtown Parking
2. Clean and Safe
3. Civic Beautification and Sign
4. Business Recruitment and Retention
5. Commercial Marketing

A copy of the PBIA Board's 2016 Budget recommendation is attached.

Neighborhood/Community Interests (if known):

PBIA funds pay for clean, safe, and beautification projects in downtown Olympia. They also advertise and sponsor downtown events.

Options:

1. Approve 2016 PBIA Budget as proposed
2. Refer the budget to the PBIA Board with direction
3. Revise the budget and approve it as revised

Financial Impact:

\$110,000 from 2016 PBIA Assessments