

**CITY OF SAN MATEO
RESOLUTION NO. 50 (2024)**

**LEVYING THE ANNUAL ASSESSMENT (2024-2025)
FOR THE DOWNTOWN BUSINESS IMPROVEMENT AREA**

WHEREAS, the City Council established the Downtown Business Improvement Area (DBIA) pursuant to Streets and Highways Code Section 36500, et seq.; and

WHEREAS, the Downtown San Mateo Association, in conjunction with City staff acts as the advisory board to the City Council for the DBIA; and

WHEREAS, the City Council has received and reviewed the annual report submitted by the Downtown San Mateo Association and hereby confirms said Association as the advisory board for the DBIA; and

WHEREAS, a public hearing was held after being duly noticed for a time and place specified in the notice of intention; and

WHEREAS, all protests, either written or otherwise to the assessments proposed in the report were heard and considered at the public hearing; and

WHEREAS, Streets and Highways Code section 36535(b) authorizes the City Council, upon the conclusion of the public hearing, to order changes in any of the matters provided in the report, including changes in the proposed assessments; and

WHEREAS, staff recommends that the City Council approve the proposed assessments; and

WHEREAS, this project is exempt from California Environmental Quality Act (CEQA) requirements because it is an administrative activity that will not have a significant effect on the environment per CEQA Guidelines section 15378(b)(5)).

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SAN MATEO, CALIFORNIA, HEREBY RESOLVES that:

1. The City Council confirms that a majority protest, within the meaning of Streets and Highways Code Section 36525, was not made with regard to the proposed assessments.
2. The City Council approves the assessments set forth in the "Proposed Annual Assessment Schedule 2024-2025," attached hereto as Exhibit A, for the Downtown Business Area set forth in the "DBIA Boundary Map," attached hereto as Exhibit B.
3. The City Council confirms the annual report submitted by the Downtown San Mateo Association as filed and attached to the June 3, 2024, Administrative Report.
4. The City Council authorizes the levying and collection of the 2024-2025 annual DBIA assessments in the amounts shown in the "Proposed Annual Assessment Schedule 2024-2025, attached hereto as Exhibit A for the Downtown Business Area set forth in the "DBIA Boundary Map," attached hereto as Exhibit B.

Resolution No. 50 (2024)
Downtown Business Improvement Area – Annual Renewal

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RESOLUTION NO. 50 (2024) adopted by the City Council of the City of San Mateo, California, at a regular meeting held on June 17, 2024, by the following vote of the City Council:

AYES: Council Members Diaz Nash, Newsom, Loraine, Hedges and Lee

NOES: None

ABSENT: None

ATTEST:



Martin McTaggart, City Clerk



Lisa Diaz Nash, Mayor

Exhibit A
Proposed Annual Assessment Schedule FY 2024-2025

| <i>Retail (Based on Annual Gross Receipts)</i> | | | | |
|---|-------------------------|---------|-------------------------|---------|
| <i>Annual Gross Revenue</i> | <i>Proposed 2024-25</i> | | <i>Previous 2023-24</i> | |
| \$0 - \$150,000 | Zone 1 | Zone 2 | Zone 1 | Zone 2 |
| | \$200 | \$100 | \$200 | \$100 |
| \$150,001 - \$400,000 | \$400 | \$200 | \$400 | \$200 |
| \$400,001-\$600,000 | \$800 | \$400 | \$800 | \$400 |
| \$600,001-\$1,000,000 | \$1,150 | \$575 | \$1,150 | \$575 |
| \$1,000,000+ | \$1,500 | \$750 | \$1,500 | \$750 |
| <i>Professional (based on number of employees)</i> | | | | |
| <i>Category</i> | <i>Proposed 2024-25</i> | | <i>Previous 2023-24</i> | |
| <i>Number Of Employees</i> | Zone 1 | Zone 2 | Zone 1 | Zone 2 |
| <i>Sole Proprietor, No employees</i> | \$200 | \$100 | \$200 | \$100 |
| <i>1 to 5 Employees</i> | \$550 | \$275 | \$550 | \$275 |
| <i>6-15 Employees</i> | \$1,000 | \$500 | \$1,000 | \$500 |
| <i>16-35 Employees</i> | \$2,300 | \$1,150 | \$2,300 | \$1,150 |
| <i>36-75 Employees</i> | \$3,050 | \$1,525 | \$3,050 | \$1,525 |
| <i>76+ Employees ^{1,2}</i> | \$3,050 | \$1,525 | \$3,050 | \$1,525 |
| <i>Service (based on number of employees)</i> | | | | |
| <i>Category</i> | <i>Proposed 2024-25</i> | | <i>Previous 2023-24</i> | |
| <i>Number Of Employees</i> | Zone 1 | Zone 2 | Zone 1 | Zone 2 |
| <i>Sole Proprietor, No employees</i> | \$200 | \$100 | \$200 | \$100 |
| <i>1 to 5 Employees</i> | \$400 | \$200 | \$400 | \$200 |
| <i>6-15 Employees</i> | \$800 | \$400 | \$800 | \$400 |
| <i>16-35 Employees</i> | \$1,700 | 850 | \$1,700 | \$850 |
| <i>36-75 Employees</i> | \$2,300 | \$1,150 | \$2,300 | \$1,150 |
| <i>76+ Employees ^{3,4}</i> | \$2,300 | \$1,150 | \$2,300 | \$1,150 |
| <i>Financial (flat rate)</i> | | | | |
| <i>Category</i> | <i>Proposed 2024-25</i> | | <i>Previous 2023-24</i> | |
| <i>Financial</i> | Zone 1 | Zone 2 | Zone 1 | Zone 2 |
| | \$1,500 | \$775 | \$1,500 | \$775 |

See footnote for ^{1,2,3,4}

Proposed Annual Assessment Schedule FY 2024-2025 (Continued)

Retail businesses include but is not limited to businesses that have goods and foods for sale including automotive vehicles and parts dealers, home furnishing stores, jewelers, electronics and appliance stores, building material and garden equipment and supplies dealers, food and beverage stores, fullserve restaurants, limited services restaurants, fast food restaurants, cafeterias, dessert and snack establishments, bars, gasoline stations, clothing and clothing accessories, sporting goods, hobby stores, music instruments, book stores, general merchandise store, wireless phone stores and similar.

Professional businesses include but is not limited to businesses that offer services that are highly specialized and typically require licensing and regulations. Professional service providers and information-based businesses such as software publishers, data processing, network hosting and related services, internet publishing and broadcasting and web search portals, venture capital, insurance agencies and brokerage, real estate agents and brokers, offices of lawyers, accounting, architectural, engineering advertising, translation and interpretation services, veterinary services, offices of physicians, offices of dentists, other health practitioners, and similar.

All businesses classified as **Professional** shall pay an annual assessment based on the number of fulltime equivalency employees.

Sole Proprietor is defined as a self-employed individual who works for themselves without hiring any employees.

Service businesses include but is not limited to providers of personal and business services such as hair salons, nail salons, lock smiths, dry cleaners, auto service and maintenance shops, gyms, vacuum repair shops, educational, childcare, electronic equipment repair, personal care services, and similar.

All businesses classified as **Service** shall pay an annual assessment based on the number of full-time equivalency employees.

Financial businesses include but not limited to businesses in the financial industry such as money management, payments, digital banking, banks, savings and loan companies, credit unions, finance companies, and similar.

All businesses classified as Financial shall pay a flat annual assessment.

For Professional and Service businesses, the number of employees shall be determined based on Full Time Equivalent of 40 hours a week as reported on the initial business license application and updated thereafter during the annual business license renewal.

Footnote

- 1** - \$3,050 + \$14.00 per employee over 75 employees for Zone 1
- 2** - \$1,525 + \$10.00 per employee over 75 employees for Zone 2
- 3** - \$2,300 + \$10.00 per employee over 75 employees for Zone 1
- 4** - \$1,150 + \$7.00 per employee over 75 employees for Zone 2

Exhibit B

DBIA Boundary Map

Zone 1 – Shaded parcels

Zone 2 --Parcels outlined in black

