

RESOLUTION NO. 2015 -075

A RESOLUTION APPROVING THE ANNUAL REPORT OF THE CERES DOWNTOWN REVITALIZATION AREA BOARD FOR THE 2015-16 FISCAL YEAR, DECLARING THE INTENTION OF THE CITY COUNCIL OF THE CITY OF CERES TO LEVY AN ANNUAL ASSESSMENT FOR THE 2015-16 FISCAL YEAR AND SETTING A PUBLIC HEARING FOR JULY 27, 2015 TO CONSIDER THE PROPOSED ASSESSMENTS

WHEREAS, the Ceres Downtown Revitalization Area Board has duly prepared and filed with the City Clerk of the City of Ceres its Annual Report for the 2015-16 Fiscal Year, which report was approved on June 15, 2015, at a duly noticed public meeting of the Ceres Downtown Revitalization Board; and,

WHEREAS, the City Council of the City of Ceres has reviewed said report, including the proposed assessments to be made for the 2015-16 Fiscal Year, and finds said report to be in the best interest of the citizens of the City of Ceres; and,

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Ceres, California, as follows:

- 1) The Annual Report of the Ceres Downtown Revitalization Area Board for FY 2015-16, a copy of which is on file in the Office of the City Clerk of the City of Ceres, is hereby approved;
- 2) The City Council of the City of Ceres does hereby declare its intention to levy and collect the assessments within the said Ceres Downtown Revitalization Area for the 2015-16 fiscal year as set forth in the Annual Report of the Ceres Downtown Revitalization Area Board;
- 3) The Ceres Downtown Revitalization Area is generally located in the downtown Ceres area and bounded by State Highway 99, Sixth Street, and Magnolia Street;
- 4) The proposed improvements and activities for the Ceres Downtown Revitalization Area for the 2015-16 fiscal year generally include the provision of electricity to streetlights, maintenance of street trees and landscaping, rotation of seasonal and promotional banners, proposed wayside finding sign program, downtown façade improvement program assistance;
- 5) The City Council does hereby refer and incorporate herein by reference the Annual Report of the Ceres Downtown Revitalization Area Board for the 2015-16 Fiscal Year for a more full and detailed description of the improvements and activities to be provided for the 2015-16 Fiscal Year, the boundaries of the area subject to assessments, and the proposed assessments to be levied upon businesses within the area for said Fiscal Year, a copy of which is on file in the Office of the City Clerk of the City of Ceres;

- 6) A public hearing is hereby set for Monday, July 27, 2015, at 7:00 pm, or as soon thereafter as practical, in the City Council Chambers of the City of Ceres located at 2701 Fourth Street, Ceres, California, for the purpose of considering the proposed levy of assessments to be made upon businesses located within the Ceres Downtown Revitalization Area for the 2015-16 Fiscal Year;
- 7) At said public hearing, written and oral protests may be made. The form and manner of said protests shall comply with Sections 36524 and 36525 of the Streets and Highways Code of the State of California.

BE IT FURTHER RESOLVED that the Clerk of the City of Ceres shall give notice of said public hearing by publication in the Ceres Courier, a newspaper of general circulation in the City of Ceres not less than seven (7) days prior to said public hearing and by mailing a notice of said public hearing to the businesses located within the boundaries of the Ceres Downtown Revitalization Area.

Passed and adopted by the Ceres City Council at a regular meeting thereof held on the 22nd day of June 2015, by the following vote:

AYES: 4 Council Members: Ryno, Kline, Durossette, Vierra
NOES: 0
ABSENT: 1 Council Member: Lane



Chris Vierra, Mayor

ATTEST:



Lori Frontella, MMC
Interim City Clerk

**CERES DOWNTOWN REVITATLIZATION AREA BOARD
FISCAL YEAR 2015-2016 ANNUAL REPORT**

CERES DOWNTOWN REVITATLIZATION BOARD

The Ceres Downtown Revitalization Area Board (CDRAB) was formed by the City Council on January 23, 1989 to assist business owners, merchants and land owners with the revitalization and promotion of Downtown Ceres.

BOUNDARIES

The boundaries for the Ceres Downtown Revitalization Area are reflected in Exhibit A and described with the attached legal description, Exhibit B. These boundaries generally include the area between 6th Street to the east, Pine Street to the south, El Camino Avenue to the west and include south-facing properties on Magnolia Street from El Camino Avenue, east to 6th Street. This area covers approximately ten (10) city blocks and presently includes 36 businesses.

IMPROVEMENTS AND ACTIVITIES TO BE PROPOSED FOR FISCAL YEAR 2015-16

Revenue generated from assessments will fund maintenance of tree grates, landscaping and sidewalks, rotation of decorative promotional banners and freeway billboard banner, funding for matching grants for design assistance as a component to an approved downtown façade improvement program, investigation of wayside-finding sign program, and payment of electricity for street lights.

ESTIMATE OF THE COST OF PROVIDING THE IMPROVEMENTS AND ACTIVITIES FOR FISCAL YEAR 2015-16

The CDRAB proposed budget for Fiscal Year 2015-16 is approximately \$56,520, which funds promotional banners, landscape maintenance, Christmas decorations, electricity, materials and postage fees, and downtown façade improvement program design assistance matching grants. Additional proposed expenditures include activities associated with way-finding signage and event support facilities.

SURPLUS OR DEFICIT REVENUES TO BE CARRIED OVER FROM PRIOR FISCAL YEARS

The Ceres Downtown Revitalization Area Board creates a separate stand alone budget each year. Any unexpended funds from this or prior fiscal years will be returned to fund balance. All projects and activities proposed to be funded during the upcoming year shall be included in each proposed budget approved by the City Council.

METHOD AND BASE OF LEVYING ASSESSMENT

The assessment for Fiscal Year 2015-16 will replicate the parking and business improvement district assessment as outlined in Exhibit C.

EXISTING POLICY

The City Council of the City adopted an ordinance, Chapter 3.36 of the City of Ceres Municipal Code, establishing a downtown parking and improvement area pursuant to the provisions of the Parking and Business Improvement Area Law of 1979. The area was designated as the “Ceres Downtown Revitalization Area.” (Ord. 88-708, 1988)

EXHIBIT A

Ceres Downtown Revitalization Area

Established 1989

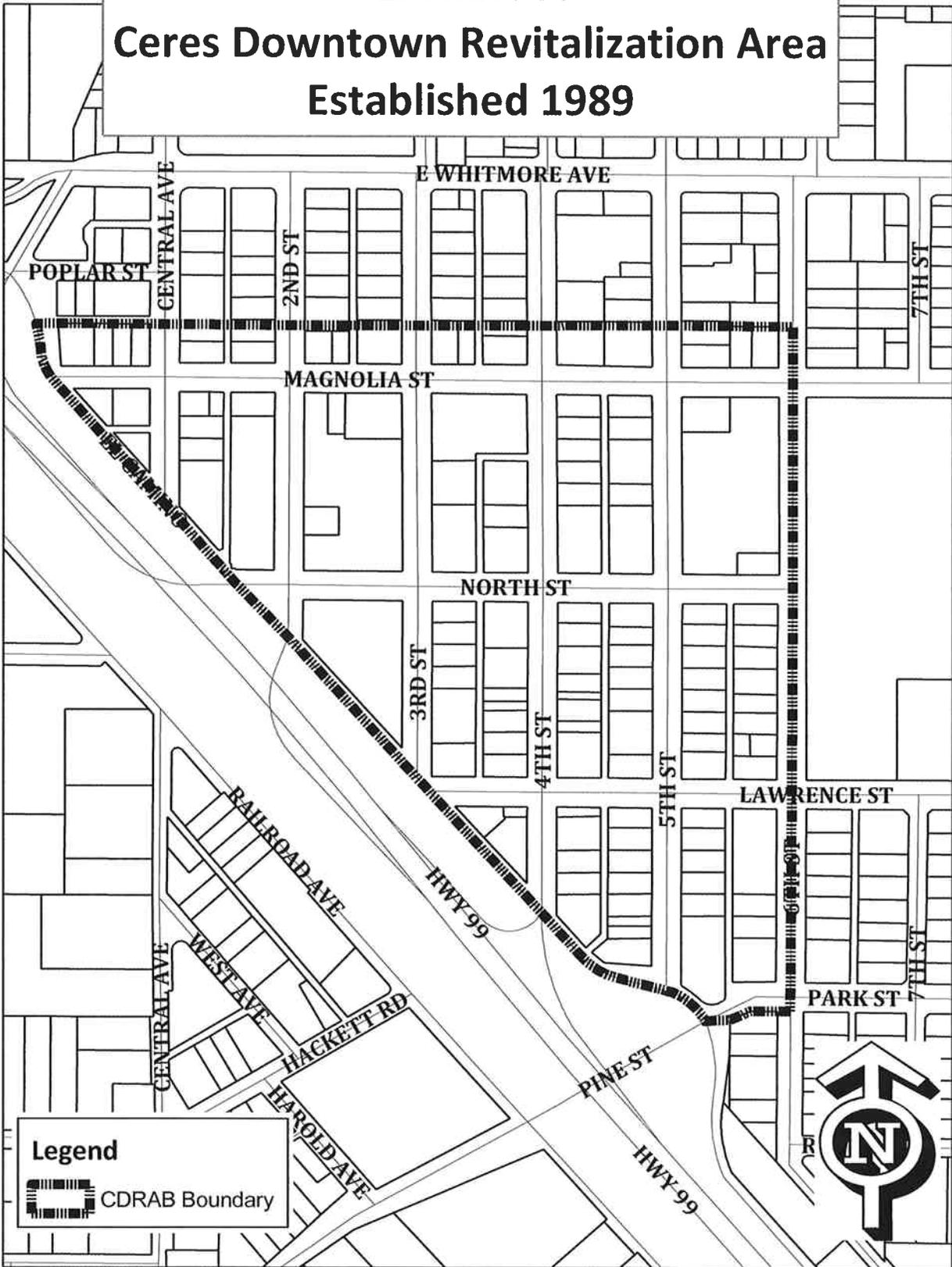


EXHIBIT B

CERES DOWNTOWN REVITALIZATION AREA Legal Description

All that certain real property situated in a portion of the Southeast 1/4 of Section 14, Township 4 South, Range 9 East, Mount Diablo Base and Meridian, City of Ceres, County of Stanislaus, State of California described as follows:

BEGINNING at the Northwest corner of Lot 13, Block 22, of the CITY OF CERES, as shown on the map filed in Volume 11 of Maps, at Page 1, Stanislaus County Records; thence Northerly along the prolongation of the West line of said Lot 13, a distance of 15' +/- to the true point of beginning; thence Easterly along a line which is 150' North of the parallel to the centerline of Magnolia Street a distance of 1995' +/- to the centerline of Sixth Street; thence South along the centerline of Sixth Street a distance of 1840' +/- to the centerline intersection of Park Street; thence West along the centerline of Park Street and its prolongation a distance of 500' +/- to a point on the Southerly prolongation of the Westerly right of way line of El Camino Avenue; thence Northwesterly along the Westerly right of way line of El Camino Avenue and its prolongation a distance of 2200' +/- to a point on the Southerly prolongation of the West property line of said Lot 13; thence North along the West line of said Lot 13 and its prolongation a distance of 210' +/- to the true point of beginning.

Adopted by the Ceres City Council August 8, 1988 (Resolution 88-156).

EXHIBIT C

CERES DOWNTOWN REVITALIZATION AREA METHOD OF CALCULATING ASSESSMENT

1. Businesses with gross receipts of less than \$50,000.00 per quarter\$ 10.00 per month
2. Businesses with gross receipts of \$50,000.00 or more per quarter.....\$ 25.00 per month
3. Businesses with gross receipts of \$200,000.00 or more per quarter.....\$ 25.00 per month

on all *Plus*
one mil (.001)
over gross receipts
per quarter \$200,000.00
4. Membership fee for banks and savings and loans\$500.00 per year
5. Gasoline service stations with gasoline sales of \$800,000.00 or more per year.....\$500.00 per year

month *Plus*
\$ 25.00 per
6. Residential.....\$ 0.00
7. Home occupation permits Same as #1,2,3, and 4

The aggregate or combined receipts shall be used for all businesses owned by the same party or parties and that are located at the same address.

EXHIBIT “D”
Ceres Downtown Revitalization Area Board
Proposed 2015-16 Budget

<u>Revenue</u>		<u>Expenditure</u>	
Projected Revenues	\$16,250	Proposed Department Expenditures	\$56,520
		<ul style="list-style-type: none"> • Legal Services \$ 500 • Consultant Services \$ 2,000 • Sub. & Memberships \$ 500 • Printing & Binding \$ 1,000 • Electricity and Gas \$ 7,550 • Postage \$ 470 • Advertising \$ 1,500 • Contract Services \$15,000 • Duplicating Supplies \$ 1,000 • Materials \$ 500 • Office Supplies \$ 500 • Downtown Façade \$25,000 • CIP – WayFinding Sign \$ 1,000 	
Total Proposed 2015-16 CDRAB Budget	\$56,520		
Total Projected 2015-16 Revenues	- <u>\$16,250</u> (estimate)		
Total Projected 2015-16 Budget Deficit	(\$40,270)		
CDRAB Unencumbered Fund Balance as of 6/30/14	\$80,596 (beginning balance)		
Plus projected FY2014-15 Revenue	\$16,250 (est.)		
Less projected FY2014-15 expenditures	- <u>\$15,921</u> (est.)		
Total projected fund balance as of 6/30/2015	\$80,925 (est.)		
Plus Projected 2015-16 Revenue	\$16,250 (est.)		
Less Proposed 2015-16 Budget	-<u>\$56,520</u>		
Projected Unencumbered Fund Balance as of 6/30/16	\$40,655 (est.)		