

# BUDGET & FINANCE

## MOTION

The Historic Old Town Canoga Park Business Improvement District (CPBID) was established in 1999. The CPBID is operated by the Canoga Park Improvement Association (CPIA), a non-profit service provider. After nearly two decades of successful operations, CPIA proposes to expand the CPBID's assessment district boundaries to include a greater geographical area within Canoga Park.

An expanded CPBID would bring the benefits of public safety, neighborhood beautification, and economic vitality to a greater geographical area in the Canoga Park neighborhood. The City Clerk has an available contractor on an approved pre-qualified list to conduct the necessary studies for the BID formation process and will administer the contract for this purpose.

I THEREFORE MOVE that the City Council instruct the City Clerk to provide the necessary assistance for the expansion of the Historic Old Town Canoga Park Business Improvement District.

I FURTHER MOVE that the City Council, subject to the approval of the Mayor:

1. Instruct the City Clerk to utilize \$24,900 from the Business Improvement District (BID) Trust Fund No. 659, subject to terms and conditions as described in the City's BID Policy documents, to be used for professional consulting services, including: to collect, categorize and interpret data; to design and conduct interviews and surveys; to organize meetings and prioritize community needs; to identify and develop alternative expanded assessment district boundaries and an assessment methodology; to prepare all required reports and documents and other activities required for expansion of the Historic Old Town Canoga Park Business Improvement District; and to generally coordinate the entire process for expansion of the proposed Historic Old Town Canoga Park Business Improvement District.

2. Authorize the City Clerk to negotiate and execute a contract with Unique Speak in the amount of \$24,900 for expenses related to the process to expand the boundaries of the Historic Old Town Canoga Park Business Improvement District.

PRESENTED BY:

  
BOB BLUMENFIELD  
Councilmember, 3<sup>rd</sup> District

SECONDED BY:



ORIGINAL

BMR

OCT 23 2018