

MOTION

The Greater Chinatown Business Improvement District (BID) was established in 2010 and is in the process of renewing. The BID area consists of approximately 30 blocks from Figueroa Terrace and the 110 Freeway on the west, to Cottage Home Street on the north, North Main Street on the east, and Cesar E. Chavez Avenue on the south. To renew the BID, proponents must follow the procedures for establishment as provided by State Law and submit a Management Plan and Engineer's Report to the City Clerk for approval.

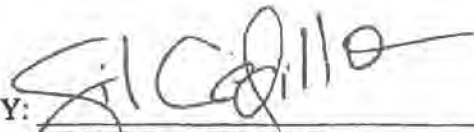
On October 29, 2019, the City Council authorized the City Clerk to execute a contract with New City America, Inc. in the amount of \$24,900 for consulting services associated with renewing the BID. The contract will expire on August 1, 2020 (C.F. 12-0489).

The BID has brought numerous benefits to the Chinatown community, including cleaner streets and sidewalks, graffiti removal and neighborhood beautification. The City Council should extend the existing contract with New City America, Inc. by one year to August 1, 2021. It is anticipated that the contract extension will provide sufficient time for the renewal to be completed. No additional funds are required.

I THEREFORE MOVE that the City Council:

1. Extend the contract between the City and New City America, Inc. for activities associated with the renewal of the Greater Chinatown Business Improvement District (C-134971) by one year, for a contract period of August 1, 2020 to August 1, 2021, with a one-year renewal option, subject to the approval of the City Attorney as to form and legality.
2. Authorize the City Clerk to make any technical corrections or clarifications to the above instructions in order to effectuate the intent of this Motion.

PRESENTED BY: _____


GILBERT A. CEDILLO
Councilmember, 1st District

SECONDED BY: _____

MITCH O'FARRELL (verbal)
Councilmember, 13th District

AUG 4 2020
BMR