

TO CITY CLERK FOR PLACEMENT ON NEXT
REGULAR COUNCIL AGENDA TO BE POSTED #51

MOTION

The Greater Chinatown Business Improvement District (BID) was renewed and expanded in 2011 and is currently in the process of renewing for an additional term. The BID area consists of approximately 30-blocks from Figueroa Terrace and the 110 (Pasadena) Freeway on the West to Cottage Home Street on the North, roughly 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 provide by State Law and requires the approval of a Management Plan and Engineer's Report.

The BID has brought countless benefits to the Chinatown community, including cleaner streets and sidewalks, graffiti removal and neighborhood beautification. The City Council should authorize the City Clerk to provide the necessary assistance for the renewal of the BID. Any additional funds required for this effort would be provided by the BID.

I THEREFORE MOVE that the City Council instruct the City Clerk to provide the necessary assistance for the renewal of the Greater Chinatown Business Improvement District.

I FURTHER MOVE that the City Clerk, 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 to renew the BID, including: to collect, categorize and interpret data; to design and conduct interviews and surveys; to organize meetings and prioritize community needs; to prepare all required reports and documents and other activities required for renewal of the Greater Chinatown Business Improvement District; and to generally coordinate the entire process for renewing the Greater Chinatown Business Improvement District.

2) Authorize the City Clerk to negotiate and execute a contract with New City America, Inc for expenses related to the renewal of the Greater Chinatown Business Improvement District for the period from August 1, 2019 to August 1, 2020.

PRESENTED BY:



GILBERT A. CEDILLO
Councilmember, 1st District

SECONDED BY:



ORIGINAL

OCT 25 2019

