

RESOLUTION NO. _____

A RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA BARBARA FIXING AND ASSESSING THE PARKING AND BUSINESS IMPROVEMENT AREA ASSESSMENT RATES FOR FISCAL YEAR 2014, AND CONFIRMING APPROVAL OF THE PARKING AND BUSINESS IMPROVEMENT AREA ANNUAL ASSESSMENT REPORT FOR FISCAL YEAR 2014.

WHEREAS, pursuant to Section 4.37.010 of the Municipal Code of the City of Santa Barbara, there is hereby levied upon businesses located within the Downtown Parking and Business Improvement Area (PBIA) a special business assessment rate; and

WHEREAS, the revenues derived from this assessment in Fiscal Year 2014 shall be applied to the cost of providing low-cost, customer-oriented public parking in the Downtown of Santa Barbara.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SANTA BARBARA THAT:

1. The quarterly assessments shall begin July 1, 2013.
2. The rates are established pursuant to the following schedule and applicable sections of all previous resolutions related to the PBIA assessments are hereby repealed.
3. The attached PBIA Annual Assessment Report for Fiscal Year 2014 (attached as an exhibit hereto) is hereby confirmed as approved on June 4, 2013.

Parking and Business Improvement Area Business Rates

I. Retail and/or Wholesale Businesses (Including Restaurants):

Group A: Average sale of less than \$20, \$.56 per \$100 of gross sales.

Group B: Average sale between \$20 and \$100, \$.29 per \$100 of gross sales.

Group C: Average sale of more than \$100, \$.16 per \$100 of gross sales.

Group D: Movie theaters only, \$.16 per \$100 of gross sales.

Group E: Fitness Facilities/Health Clubs, \$.29 per \$100 of gross sales.

Average sale is computed by dividing the total gross sales for the year by the number of sales transactions.

II. Financial Institutions:

\$.48* per usable square foot.

III. Stock and Bond Brokerage Offices:

\$81.30* per broker.

IV. Bus Depots:

\$.06* per usable square foot.

V. Professional:

\$32.50* per person practicing the profession, and \$16.30 for each non-professional in addition to the above.

VI. Educational Facilities and Miscellaneous Classifications:

Group A: Educational Facilities: \$.19* per usable square foot

Group B: Miscellaneous (All Classifications not otherwise provided for): \$.19* per usable square foot.

VII. Hotel and Motels:

of assessed rooms x \$1.50/day x 30 days x 3 months x .50 occupancy = quarterly charges

Assessed rooms = # of rooms (-) on-site parking spaces provided

No patron parking credit would be offered as it is part of the calculation.

*Rates for these categories are shown for annual assessment. To determine quarterly assessments, divide rates by four.

City of Santa Barbara

**Parking and Business
Improvement Area
(PBIA)**

**ANNUAL
ASSESSMENT
REPORT**

Fiscal Year 2014

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INTRODUCTION

This report, filed annually as required by the California Parking and Business Improvement Law of 1989, will provide an explanation of any proposed changes, including, but not limited to the boundaries of the adopted City of Santa Barbara Downtown Parking and Business Improvement Area (PBIA) or any benefit zones within the area, the basis for levying the assessments and any changes in the classifications of businesses.

Santa Barbara's Downtown Parking Management Program operates and maintains seven public parking lots and five structures in the Downtown business core area, providing a total of 3,234 parking spaces. The program is oriented towards clients and shoppers, and is directed by the City's Circulation Element to increase the public parking available and reduce the need for employee parking in the Downtown Core. Employee parking is mitigated by Alternative Transportation initiatives to increase carpooling, bicycling, and mass transit programs. The Downtown Parking budget is funded primarily by Hourly Parking Revenues, and to a much lesser extent, by the PBIA and parking permits. The PBIA revenues are directed solely towards employee salaries and utility costs in support of the operation and maintenance of the parking lots. Revenues derived from Hourly Parking charges and permits support the balance of expenses remaining from the PBIA assessment and Alternative Transportation programs designed to reduce employee parking in the Downtown Core.

Attached hereto and incorporated by reference is the "Addendum to the Parking and Business Improvement Area Final Engineer's Report of Formula and Methodology of Assessment dated October 5, 1999" (Addendum), which is on file at the City Clerk's Office, and which shall form the basis of the Annual Report.

I. PROPOSED CHANGES

For Fiscal Year 2014, there are no changes to the PBIA benefit zones, the basis for levying the assessments or any changes in the classifications of businesses.

II. IMPROVEMENTS AND ACTIVITIES

A parking rate, designed to promote short-term customer/client parking, including 75 minutes of free parking, is currently in effect in all City-operated Downtown Parking facilities. These facilities are maintained and operated by the City's Downtown Parking Program.

III. ESTIMATED OPERATING COSTS OF THE CITY'S DOWNTOWN PARKING PROGRAM FOR 2014

Expenses	PBIA	Parking Program	Total
Salaries and Benefits	1,671,071	2,383,477	4,054,548
Materials, Supplies & Services, Equipment/Minor Capital	200,000	655,539	855,539
Allocated Costs	6,809	546,579	553,388
Insurance/Overhead		829,333	829,333
Downtown Organization Maintenance Transfer		303,063	303,063
Bicycle Station		20,000	20,000
New Beginnings Contract		43,500	43,500
MTD Downtown Shuttle Support, Enhanced Transit		394,726	394,726
Employee Bus Pass Program		42,000	42,000
Total Operating Expenses	\$1,877,880	\$5,218,217	\$7,096,097
Capital Program Expenses		1,458,750	1,458,750
<u>Total Expenses</u>	<u>\$1,877,880</u>	<u>\$6,676,967</u>	<u>\$8,554,847</u>

IV. PROJECTED DOWNTOWN PARKING PROGRAM REVENUES DERIVED

Revenues:	Hourly Parking.....	\$4,700,000
	Other Parking Fees	1,055,000
	Leased Property - MTC	268,084
	Interest Income.....	98,200
	Commuter Parking Lots.....	280,000
	Greyhound Lease (Depot Lot)	48,000
	TMP/Rents	40,925
	New Beginnings Contract (pass through)	43,500
	Special Parking/Misc.	11,000
	EV Charging Fees.	1,000
	Subtotal	\$6,545,709
	*PBIA ASSESSMENT (Anticipated 2013-2014 collections).....	<u>\$875,000</u>
	Total Revenues	\$7,420,709

Revenues collected from the PBIA subsidized approximately \$0.20 of the cost of providing parking for each vehicle parked within the Downtown Parking System.

V. REVENUE CARRYOVERS

No excess PBIA revenues will be carried over from the 2013 Operating Budget.

VI. PBIA RATES

A more detailed basis for levying the assessment is explained in the Addendum to the 1999 Engineer's Report.

I. Retail and/or Wholesale Businesses (Including Restaurants):

Group A: Average sale of less than \$20, \$.56 per \$100 of gross sales.

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Average sale is computed by dividing the total gross sales for the year by the number of sales transactions.

II. Financial Institutions:

\$.48* per square foot of usable space.

III. Stock and Bond Brokerage Offices:

\$81.30* per broker.

IV. Bus Depots:

\$.06* cents per square-foot of usable building space.

V. Professional:

\$32.50* per person practicing the profession, and \$16.30* for each non-professional.

VI. All Categories Not Otherwise Provided For:

Group A: Educational Facilities (non-public) - \$.19* per square foot of usable building space.

Group B: Miscellaneous: \$.19* per square foot of usable space.

VII. Hotel and Motels

of assessed rooms x \$1.50/day x 30 days x 3 months x .50 occupancy = quarterly charges

Assessed rooms = # of rooms (-) on-site parking spaces provided

No patron parking credit would be offered as it is part of the calculation.

*Rates for these categories are shown for annual assessment. To determine quarterly payments, divide rates by four.