

  
City Attorney's Office

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

INTRODUCED BY COUNCILMEMBER GALLO

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**RESOLUTION:**

- 1) **AUTHORIZING AND DIRECTING THE CITY ADMINISTRATOR TO SIGN THE FRUITVALE BUSINESS IMPROVEMENT MANAGEMENT DISTRICT (“FRUITVALE BID”) RENEWAL PETITION, ON BEHALF OF THE CITY OF OAKLAND, TO RENEW THE FRUITVALE BID; AND**
- 2) **DIRECTING THE CITY ADMINISTRATOR TO RETURN TO COUNCIL WITH RECOMMENDATIONS FOR ADOPTION OF A POLICY GOVERNING THE CITY PARTICIPATION IN BID FORMATION, INCLUDING SIGNING BID PETITIONS, AS A PROPERTY OWNER WITHIN A PROPOSED BID**

**WHEREAS**, the City Council of the City of Oakland enacted the City of Oakland Business Improvement Management District Ordinance (Chapter 4.48, Ordinance 12190 of 1999, hereinafter (“BIMD Ordinance”) establishing the procedures for the formation of business improvement management districts; and

**WHEREAS**, the City of Oakland has a long-standing practice of supporting community improvement projects; and

**WHEREAS**, The Fruitvale Business Improvement Management District (“Fruitvale BID”) is a community-driven district, renewal which would continue to provide and expand services to the businesses and residents of the City; and

**WHEREAS**, the City of Oakland has established two merchant-based districts, eight property-based districts, and one tourism business improvement district, to demonstrate its willingness to support public/private sector partnerships that perform a variety of supplemental services identified by property owners to improve and promote a specific area and their willingness to consider funding these special benefit services by a levy of assessments within the district boundaries; and

**WHEREAS**, the establishment of business improvement management districts has been recognized nationally and locally as a tool for strengthening small business communities, creating new jobs, attracting new businesses and revitalizing older commercial neighborhoods; and

**WHEREAS**, the Fruitvale Business Improvement District has supported and served primarily property owners, businesses, and residents of color and these older neighborhoods are in need of community and economic development services beyond that provided and funded by the City of Oakland and support of the City to ensure equitable services, attention, and investment; and

**WHEREAS**, the City of Oakland owns property within the proposed Fruitvale BID and will be required to pay its share of the BID assessment if the Fruitvale BID is approved; and

**WHEREAS**, the City wishes to support the community-driven effort to renew the Fruitvale BID by signing the BID petition as an owner of property within the proposed Fruitvale BID; and

**WHEREAS**, the City's signature on the Fruitvale BID petition will not guarantee approval or formation of the Fruitvale BID but instead is a show of support for a community-driven effort that will allow for the initiation of the public balloting and hearing process for renewal of the Fruitvale BID; and

**WHEREAS**, the City Council wishes to adopt a policy governing the City's participation in the formation of business improvement districts, including signing BID petitions, as a property owner within a proposed district that ensures equality and transparency in its participation; now, therefore be it

**RESOLVED:** That the City Administrator is directed to sign the Fruitvale BID Petition on behalf of the City of Oakland in favor of the renewal of the Fruitvale Business Improvement District and its proposed assessment of \$14,858.71 on the parcels identified in the City of Oakland's Petition; and be it

**FURTHER RESOLVED:** That the City Administrator is directed to return to Council with recommendations for adoption of a policy governing the City's participation, as a property owner, in the formation of business improvement districts, including signing BID petitions.

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IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FIFE, GALLO, KALB, KAPLAN, REID, TAYLOR, THAO AND  
PRESIDENT FORTUNATO BAS

NOES –

ABSENT –

ABSTENTION –

ATTEST: \_\_\_\_\_  
ASHA REED  
City Clerk and Clerk of the Council of the  
City of Oakland, California