

RESOLUTION NO. 14-15

**CITY OF MILLBRAE, COUNTY OF SAN MATEO
STATE OF CALIFORNIA**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MILLBRAE
ENCOURAGING THE FORMATION OF THE MILLBRAE DOWNTOWN
DISTRICT BUSINESS IMPROVEMENT DISTRICT**

WHEREAS, Business Improvement Districts (BIDs) are an established program used to improve the vitality of a business district; and

WHEREAS, BIDs offer businesses and properties in a district the mechanism by which they can coordinate and create opportunities for the enrichment of the business climate for the benefit of all the businesses and properties in a district; and

WHEREAS, BIDs offer flexibility and control by businesses and/or property owners; and

WHEREAS, BIDs can be modified to meet each district's specific needs; and

WHEREAS, BIDs allow for new services or higher service levels than those provided by the City; and

WHEREAS, BIDs increase equity for business and property owners; and

WHEREAS, BIDs offer assessments collected from every business and/or property owner included in the area, unlike membership organizations; and

WHEREAS, BIDs are overseen by a ratepayer's board, which is responsible for developing the program and budget; and

WHEREAS, BIDs create a closer relationship with the City upon entering a mutual agreement of understanding (MOU) between a BID and the City; and

WHEREAS, the Millbrae Downtown District is defined as the area between north of Millbrae Avenue, south of 525 El Camino Real, south of Civic Center Lane, east of Magnolia Avenue, and west of El Camino Real.

NOW, THEREFORE BE IT RESOLVED that the City Council of the City of Millbrae encourages the formation of the Millbrae Downtown District Business Improvement District.

REGULARLY PASSED AND ADOPTED this 11th day of March, 2014.



Mayor

ATTEST:



City Clerk

I do hereby certify that the foregoing Resolution was duly and regularly passed and adopted by the City Council of the City of Millbrae this 11th day of March 2014, by the following vote:

AYES:	COUNCILMEMBERS:	Lee, Gottschalk, Colapietro, Oliva, and Holober
NOES:	COUNCILMEMBERS:	None
ABSENT:	COUNCILMEMBERS:	None
ABSTAIN:	COUNCILMEMBERS:	None
EXCUSED:	COUNCILMEMBERS:	None



CITY CLERK