



City of Millbrae

Downtown Improvement District Informational Update

April 9, 2019





Tonight's Objectives

- ▶ Provide a Progress Report on the Downtown Improvement District Feasibility Work Undertaken by Staff and NCA;
- ▶ Offer an Opportunity to Answer Questions and Seek Feedback from Council;
- ▶ Next Steps and Timeframe:
 - ▶ Contract Amendment tonight to authorize Phase 2
 - ▶ Phase 2 would begin, more outreach is needed



Recap: Downtown Improvement District

- ▶ May 2018: Council Sets Priorities: One is to Determine feasibility of a Downtown Business Improvement District (BID).
- ▶ September 2018: Council Hires New City America (NCA) to Help Ascertain Support – and Feasibility – of Establishing District.
- ▶ April 9, 2019: Council to Hear Progress Update and Consider Moving Forward with Phase 2, District Formation.



Why – Downtown Improvement District

- ▶ Provides the Mechanism to Fund Critical Improvements (with Redevelopment Revenues gone, an alternative revenue source is needed).
- ▶ Pays for Options Such as Cleaning and Beautification, Parking Solutions, Marketing/Promotion of District Identity, and Public Space Development and Management.
- ▶ Creates the Downtown that Millbrae Residents, Workers and Visitors Deserve.



Recommendation

- City Council Receive a Presentation from New City America President Marco Li Mandri, and Provide Feedback to Staff;
- City Council Adopt a Resolution Authorizing the City Manager to Execute Addendum to Professional Services Agreement with New City America to Continue Phase 2, Formation Work, on Downtown Improvement District.