REVIEW & RECOMMEND TO COUNCIL DIRECTION ON THE BRC AND DOWNTOWN BID PROGRAMS FOR FY2023

FINANCE COMMITTEE,
Item #1

March 1, 2022
BACKGROUND

• Business Registry Certificate (BRC) program established in 2015
• Business Improvement District (BID) program established in 2004
• A typical BRC/BID cycle starts in March and runs through June
• During COVID both programs paused by Council
• Registrations and fee payment processed through online system managed by AVENU
<table>
<thead>
<tr>
<th>OPTION 1</th>
<th>• Proceed with the historic and routine structure and timeline for the BRC with no changes for FY 2023.</th>
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<tr>
<td>OPTION 2</td>
<td>• Update and simplify the questions required for registration to align with expedited forms developed for the COVID-19 programs as well as consideration of a potential new tax.</td>
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<td>OPTION 3</td>
<td>• Continue to pause the BRC program for another year, resuming in FY 2024. Provide time to start planning for the administration of a potential new BLT.</td>
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## OPTIONS FOR BID

<table>
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<th>OPTION</th>
<th>Description</th>
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<tbody>
<tr>
<td>OPTION 1</td>
<td>Proceed with the historic and routine structure and timeline, continue with PADBPA in the management of the BID</td>
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<td>OPTION 2</td>
<td>Continue to pause in FY 2023, with anticipation of program resumption in FY 2024, work with the Chamber and PADBPA on the transfer of BID management</td>
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<td>Continue to pause in FY 2023, with anticipation of program resumption in FY 2024, work with the Chamber and PADBPA on the transfer of BID management</td>
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Staff recommends that the Finance Committee make recommendations to Council direction regarding the fiscal year (FY) 2023 business registry certificate (BRC) process and the Downtown business improvement district (BID) renewal process.

Possible Draft Motion
Recommend to Council to direct staff to proceed with:

a) BRC Option 2 – Update and simplify the questions required for registration to align with expedited forms developed for the COVID-19 programs as well as consideration of a new tax.
   • Add-on for consideration: no fee for registrations completed by the due date

b) BID Option 3 – Resume the BID in FY 2023 including assessment while placing the management of the BID on pause without a contract with PADBPA or other entity.
   • Add-on for consideration: adjust assessment amount as a percentage of 2019 rates e.g. 50%