



COUNCIL REPORT

DATE: October 28, 2025

CATEGORY: Public Hearing

DEPT.: Community Development

TITLE: **Downtown Business Improvement Area No.1 and Allocation of 2026 Business Improvement Area No.1 Revenues**

RECOMMENDATION

1. Adopt a Resolution of the City Council of the City of Mountain View Confirming the Annual Report of the Downtown Mountain View Business Improvement Area No. 1 and Levying the Annual Benefit Assessments for Calendar Year 2026, to be read in title only, further reading waived (Attachment 1 to the Council report).
2. Authorize the City Manager or designee to allocate the 2026 revenues from Business Improvement Area No. 1 to the Mountain View Chamber of Commerce to fund a disbursement agreement with the Mountain View Chamber of Commerce to accomplish the purposes of the area.

BACKGROUND

Mountain View has two Business Improvement Areas (BIAs) originally created by the downtown businesses and Downtown Business Association (DBA). The 1983 Business Improvement Area, BIA No. 1, includes the entire length of Castro Street (from West Evelyn Avenue to El Camino Real) and some side streets. BIA No. 1 fees are based upon the type of business, specifically restaurant, retail, and professional (i.e., office). The 1991 Business Improvement Area, BIA No. 2, includes the 100, 200, and 300 blocks of Castro Street, and the fees are based upon type of business (restaurant, retail, or professional) and size of business (square feet). Businesses within both BIAs pay both fees, and the total BIA revenues are then allocated to the Mountain View Chamber of Commerce (Chamber). The Chamber utilizes BIA revenues for promoting downtown, coordinating special events, and providing business advocacy.

ANALYSIS

State law requires the annual renewal of both BIAs go through a public meeting as well as a public hearing to levy the assessments and authorize the allocation of revenues. At the first public meeting on September 23, 2025 (Attachment 2), the City Council unanimously approved the preliminary approval of the assessments and set the public hearing. At tonight's public hearing,

the City Council will be asked to levy the BIA assessment and allocate the 2026 revenues from area No. 1 to the Chamber to fund assessment activities in 2026. The Chamber would utilize allocated funds for 2026 pursuant to the disbursement agreement terms. After the City Council takes final action, BIA assessment amounts will be included with business license renewal notices and sent in November to businesses located within the BIA boundaries. Staff will work with the Chamber to ensure that businesses pay their BIA fees.

FISCAL IMPACT

All 300-plus downtown businesses are included in BIA No. 1 and are assessed an annual fee of \$50 (professional), \$150 (retail), or \$200 (restaurant). The Chamber projects total revenues of approximately \$38,700 from BIA No. 1 in Fiscal Year 2025-26. The Chamber does not propose any changes to the 2026 assessment rate or methodology.

LEVINE ACT

California Government Code Section 84308 (also known as the Levine Act) prohibits city officials from participating in any proceeding involving a “license, permit, or other entitlement for use” if the official has received a campaign contribution exceeding \$500 from a party, participant, or agent of a party or participant within the last 12 months. The Levine Act is intended to prevent financial influence on decisions that affect specific, identifiable persons or participants. For more information see the Fair Political Practices Commission website: www.fppc.ca.gov/learn/pay-to-play-limits-and-prohibitions.html

Please see below for information about whether the recommended action for this agenda item is subject to or exempt from the Levine Act.

SUBJECT TO THE LEVINE ACT

☒ Contract or franchise agreement

ALTERNATIVES

1. Do not adopt the resolution levying the BIA assessment. If the resolution is not adopted, the assessment would not be collected and there would be no allocation of the BIA No.1 2026 revenues to the Chamber. The Chamber would need to seek new funding or reduce its programming.
2. Provide other direction.

PUBLIC NOTICING

Notice of this public meeting was included in the standard Council agenda notice and posting procedures. Notice of the public meeting and hearing was mailed to all businesses in the BIA No. 2 area and published in *The Daily Post*, the official record for the City of Mountain View.

Prepared by:

Amanda Rotella
Economic Vitality Manager

Approved by:

Christian Murdock
Community Development Director

Kimbra McCarthy
City Manager

Attachments: 1. Resolution of Intention to Levy Assessments
 2. September 23, 2025 Council Report

cc: Mountain View Chamber of Commerce