



CITY OF POMONA COUNCIL REPORT

July 21, 2025

To: Honorable Mayor and Members of the City Council

From: Anita D. Scott, City Manager

Submitted By: Ata Khan, Deputy Director, Office of Economic and Business Affairs

SUBJECT: ADOPTION OF A RESOLUTION APPROVING THE ANNUAL REPORT FOR THE DOWNTOWN POMONA PROPERTY AND BUSINESS IMPROVEMENT DISTRICT (PBID) AND LEVYING THE ASSESSMENTS FOR FY 2025-2026

RECOMMENDATION:

It is recommended that the City Council adopt the following resolution:

RESOLUTION NO. 2025-91 - A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF POMONA, CALIFORNIA, APPROVING THE DOWNTOWN POMONA PROPERTY AND BUSINESS IMPROVEMENT DISTRICT (PBID) ANNUAL REPORT FOR FISCAL YEAR 2025-26 ("EXHIBIT A") AND AUTHORIZING THE LEVYING OF THE FY 2025-26 ASSESSMENTS

EXECUTIVE SUMMARY:

The City has received the PBID's 2025-2026 Annual Report levying a total of \$1,127,098.52 on all assessed property owners in the PBID, which includes a 2% increase over the previous year. The City Council is required to adopt the attached resolution (Attachment No. 1) approving the Annual Report and the levy of assessment for the PBID. The City's portion of the assessment is \$204,981.50 allocated between Fund 101, Fund 230, and Fund 216. The Housing Authority's amount is \$ 35,748.43. The Housing Authority assessments equal approximately 3.17% of the total PBID assessment. The PBID assessment funds will be utilized for enhanced security, street improvements and maintenance, marketing promotions, special events within the District, professional services, staffing and administration. These functions are carried out by the Downtown Property Owners Association (DPOA), which was formed immediately after the PBID was enacted.

FISCAL IMPACT:

If the City Council adopts the attached resolution approving the Annual Report, approximately \$25,144.36 (Fund 249) and \$10,604.07 (Fund 131) on Housing Authority properties, and \$204,981.50 on City-owned properties comprised of \$174,673.68 (VPD) (Fund 230), \$9,880.26 (General) (Fund 101), and \$20,427.56 (Proposition A) (Fund 216) for FY 2025-26. Funding is

available within Funds 101, 131, 216, 249 and 230 FY 2025-26 budgets as adopted by the City Council on June 2, 2025.

PUBLIC NOTICING REQUIREMENTS:

A public hearing is not required if changes are not proposed to the Management District Plan or when an increase to the assessments does not exceed two percent (2%).

PREVIOUS RELATED ACTION:

On July 15, 2024, the City Council adopted a resolution approving the Annual Report submitted by the DPOA for Fiscal Year 2024-2025 and authorizing the levy of assessments for 2024-2025.

On September 10, 2018, the City Council adopted a resolution approving renewal and expansion of the Downtown Pomona Property and Business Improvement District for a period of 10 years ending 2028, with a 2% maximum annual assessment increase during the term of the District. Each subsequent year, the City Council has taken action to adopt a resolution approving the DPOA's Annual Report levying the assessments with the 2% annual assessment increase.

DISCUSSION:

Background on PBID Formation

The Downtown Pomona Property and Business Improvement District was formed in 2004 for an initial five-year term. The purpose of the District is to provide enhanced services for properties located within the District. In accordance with the Property and Business Improvement Law of 1994 (Streets and Highways Code Sec. 36600, et seq.), property owners were given the opportunity to renew the District for an additional ten-year term prior to its expiration. In July of 2009, the PBID was recertified for a ten-year term with approval by a majority of assessed property owners. In September of 2018, the PBID was again recertified, and modestly expanded, for another ten-year term with approval by a majority of the assessed property owners. The City, Successor Agency, and Housing Authority each owns downtown properties that are subject to the PBID's assessment. Consequently, the PBID Board composition includes one City Council member, currently District 2 Member, Preciado, and one member of the City Council appointed Vehicle Parking District Board, currently Brian Mundy. Adopting the attached resolution will approve the Annual Report for the PBID levying the total annual assessment of \$1,127,098.52 among all assessed property owners in the PBID.

Assessment Methodology

The PBID uses common parcel-based factors such as street frontage, land area, and building area to assess special benefits in a commercial/retail business district. Street frontage has been determined to provide approximately 43% of the total assessment, land area approximately 19% of the total assessment, and building area approximately 38% of the total assessment. Annual assessments on property will be \$0.06 (6 cents) per square foot per parcel, plus \$19.27 per street-frontage foot and \$0.21 (21) cents per square foot of building square area. Table 1 summarizes the percentage of the assessment funds to be distributed for each program.

Table 1. Assessment Fund by Percentage of Service Provided

Service Provided	Percentage of Assessment Funds (%)
Security	42
Street Improvement and Maintenance	34
Marketing, Promotions, Special Events	13
Professional Services and Administration	11
Total	100

Exceptions to the PBID assessment apply to the following uses and properties:

- Properties that have had a land use related to parks and utilities
- Properties that have a land use related to religious organizations, clubs, lodges and fraternal organizations
- Vacant parking parcels in the PBID
- Properties that are zoned solely for residential or agricultural uses

Based on the above factors, the resulting assessments are shown in the PBID Annual Report and the District Assessment Roll (Attachment 2). The PBID assessment will be collected with regular property taxes. The assessment will appear as a separate line item on annual Property Tax bills prepared by the County of Los Angeles. Prior to August 10th of each year in which the PBID is active, the City Council must approve the Annual Report and authorize the levy of the assessments for the new Fiscal Year and transmittal of the assessments to the County Assessor's Office.

DPOA Budget

The DPOA Board of Directors approved a budget for FY 2025-2026 on June 26, 2025, in the amount of \$1,394,123. The primary income source in the proposed budget is the PBID property assessment in the amount of \$1,127,098. The balance of the budget is derived from programs and contract services with other entities, such as providing the Vehicle Parking District with parking lot sweeping and landscaping services and providing security services for the Mission Promenade Property. Additional revenues come from sponsorships, donations and service contracts.

The DPOA has submitted a balanced budget, which is shown in the table included in the Annual Report (Attachment 2). The anticipated Revenues will fund next year's cost of marketing, security, maintenance, special projects and administration including costs for building, equipment, supplies, services, and personnel. Staffing for the DPOA consists of an Executive Director and Maintenance Supervisor. Other services to the PBID are provided by consultants.

The DPOA Annual Report and budget were approved by the Board of Directors of the DPOA at their meeting held on June 26, 2025. In order to continue to levy the special assessment on the parcels located within the PBID for the next fiscal year, the Pomona City Council must adopt a resolution approving the DPOA Annual Report for fiscal year 2025-2026.

Prepared by:

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Lora Khuu-Ukhna, Principal Accountant

ATTACHMENT(S):

Attachment No. 1-Resolution No. 2025-91
Attachment No. 2- Exhibit A (*Annual Report, Budget, Assessments*)
Attachment No. 3- Map of PBID Boundary