



City of Oceanside

300 North Coast Highway,
Oceanside, California 92054

Staff Report

File #: 25-661

Agenda Date: 4/23/2025

Agenda #: 20.

DATE: April 23, 2025

TO: Honorable Mayor and City Councilmembers

FROM: City Manager's Office

TITLE: DOWNTOWN OCEANSIDE PROPERTY AND BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT

RECOMMENDATION

Staff recommends that the City Council receive and file the Downtown Oceanside Property and Business Improvement District's (DTOPBID) annual report for 2023-2024.

BACKGROUND AND ANALYSIS

On August 7, 2019, the City Council conducted a public hearing regarding the proposed formation of the DTOPBID, authorized the City Clerk to count ballots received from affected property owners, and unanimously adopted Resolution 19-R0487-1 forming the DTOPBID, approving the Management District Plan, approving the assessment formula, and levying the assessments.

On December 19, 2019, the City Council approved an agreement with MainStreet Oceanside for implementation of the DTOPBID Management District Plan (MDP) and approved the draft by-laws proposed for the DTOPBID Governing Committee.

Since 2019, the City Council has annually received the DTOPBID's annual report.

The DTOPBID is a benefit assessment district with the primary purpose of providing improvements, maintenance, and activities which constitute and convey a special benefit to assessed parcels. The DTOPBID began operation in January 2020 at which point it was approved to for a period of five years. In December 2024 the PBID was renewed for a period of ten years. In accordance with the Property and Business Improvement District Law of 1994 and the DTOPBID MDP (Attachment 2), the City has contracted with MainStreet Oceanside (MSO) to manage the DTOPBID's day-to-day operations with oversight from the DTOPBID Governing Committee and the Oceanside City Council.

The DTOPBID MDP requires that MSO submit an annual report (Attachment 3) at the end of each year of operation to the City Council. The annual report is a prospective report for the upcoming year and must include:

- Any proposed changes in the boundaries of the DTOPBID or in any benefit zones or

classification of property within the district.

- The improvements, maintenance, and activities to be provided for that fiscal year.
- The estimated cost of providing the improvements, maintenance, and activities to be provided for that fiscal year.
- The method and basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year.
- The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
- The estimated amount of any contributions to be made from sources other than assessments levied pursuant to the MDP.

The PBID boundaries roughly doubled in 2025 (see maps in the attached report showing the first five -year period's boundaries and the 2025 renewal boundaries.) The full, anticipated amount of \$284,298.29 in assessments was collected for the DTOPBID for 2024--2025. While not a requirement of the MDP, a summary of 2024 activities and accomplishments within the PBID is included with this report (Attachment 4). These activities and accomplishments include:

- Trash removal
- Graffiti removal
- Abandoned property removal
- Contacts with individuals by security officers
- Landscape maintenance
- Identifying and reporting issues on private property including clogged drains, leaking pipes, broken windows, etc.

FISCAL IMPACT

Does not apply.

CITY ATTORNEY'S ANALYSIS

The referenced documents have been reviewed by the City Attorney and approved as to form.

Prepared by: Michelle Geller, Economic Development Manager

Reviewed by: Michael Gossman, Assistant City Manager

Submitted by: Jonathan Borrego, City Manager

ATTACHMENTS:

1. Staff Report
2. MDP
3. PBID 2025 Annual Report
4. PBID 2024 Activities