



*City of South Gate
Tweedy Mile Advisory Board
August 2, 2021*

STAFF REPORT

AGENDA ITEM NO. 1

TO: Tweedy Mile Advisory Board

FROM: Marina Urias, Management Analyst, City Manager's Office

SUBJECT: Business Improvement District (BID) funding requests for Fiscal Year 2021/22 Budget.

RECOMMENDED ACTION: Review, discuss and consider approving the BID funding requests received for Fiscal Year 2021/22 Budget.

BACKGROUND: Each year, the Tweedy Mile Advisory Board (Board) funds several eligible events and activities under the Parking and Business Improvement District (BID) budget that can be provided by a non-profit, organization or vendor. Per the Parking and Business Improvement Area Law of 1989, California Streets and Highway Code Section 36500, the eligible events and activities that may be funded include:

- a) Decoration of any public place in the area;
- b) Promotion of public events which are to take place on or in public places in the area; and
- c) The general promotion of retail trade activities in the area

The purpose of the events and activities on the BID, also known as Tweedy Mile, is to attract regular and new visitors into the area and improve the business environment.

Approved Fiscal Year 2021/22 Business Improvement District (BID) Budget

On May 11, 2021 the City Council approved the following BID budget for Fiscal Year 2021/22:

- a) \$13,474.19 for the promotion of public events which are to take place on Tweedy Mile;
- b) \$13,474.19 for the general promotion of retail trade activities; and
- c) \$26,948.39 for decoration of any public place in the area.

As a result, the Board shall approve events and activities within the approved BID budget for each eligible category listed above.

List of BID Funding Requests for FY 2021/22

BID Funding Requests	Amount
Decoration of Any Public Place in Area	
Christmas Street Lights	\$7,891.00
Total Requested:	\$7,891.00
Budget Amount:	\$26,948.39
Budget Balance:	\$19,057.39
Promotion of Public Events	
South Gate Artwalk	\$10,300.00
Dia de Los Muertos/Day of the Dead	\$3,500.00
Christmas on Tweedy	\$4,500.00
Music and Radio on the Boulevard	\$3,600.00
Posada	\$1,700.00
Total Requested:	\$23,600
Budget Amount:	\$13,474.19
Budget Balance:	-\$10,126.00
General Promotion of Retail Trade Activities	
Marketing and Printing	\$1,200.00
Sidewalk Sales	\$407.00
Thanksgiving Food Giveaway	\$2,500.00
Christmas Window Decoration Contest	\$600.00
Tweedy Bucks	\$2,000.00
Total Requested:	\$6,707.00
Budget Amount:	\$13,474.19
Budget Balance:	\$6,767.19

Guidance for Hosting Events from the Los Angeles County Department of Public Health

Attached is the Los Angeles County Department of Public Health summary of best practices for businesses to host large events. All events under the BID will be required to follow the Department of Public Health’s guidelines for public events.

ATTACHMENTS:

- 1) Best Practices to Prevent COVID-19 Guidance for Hosting Large Events
- 2) BID Funding Request Form & Presentation from Park and Recreation Department, Cultural Arts Division
- 3) BID Funding Request Forms from Tweedy Mile Association