

ERIN MENDENHALL  
MAYOR



Lorena Riffo-Jenson  
DIRECTOR

DEPARTMENT of ECONOMIC DEVELOPMENT  
CITY COUNCIL TRANSMITTAL

*jill love*  
jill love (Apr 25, 2024 10:04 MDT)

Jill Love, Chief Administrative Officer

**Date Received:** 04/25/2024

**Date sent to Council:** 04/25/2024

**TO:** Salt Lake City Council  
Victoria Petro, Chair

**DATE:** April 23, 2024

**FROM:** Lorena Riffo-Jenson, Director, Department of Economic Development

**SUBJECT:** Central Business Improvement Area -25 (CBIA-25)

**STAFF CONTACTS:** Andie Feldman, [Andie.Feldman@slcgov.com](mailto:Andie.Feldman@slcgov.com)  
Roberta Reichgelt, [Roberta.Reichgelt@slcgov.com](mailto:Roberta.Reichgelt@slcgov.com)

**DOCUMENT TYPE:** Written Briefing

**RECOMMENDATION:** N/A

**BUDGET IMPACT:** None.

**COORDINATION:** Economic Development, Treasurer's Office, Engineering, Recorder's Office, City Council, Mayor's Office, Attorney's Office, Information Management Services (IMS), Central Business District Property Owners, Zions Public Finance, Inc.

**BACKGROUND/DISCUSSION:** The Central Business Improvement Area (CBIA) serves as an essential Improvement District in Downtown Salt Lake City, aimed at enhancing vibrancy and activity within the City's Central Business District. It operates through a special assessment on commercial properties within the designated area, funding various initiatives such as marketing, promotion, advocacy, and more.

The inception of the Central Business Improvement Area dates back to 1991, with assessments spanning three years and contracts awarded through Request for Proposals (RFPs). The current

contract, awarded to the Downtown Alliance in 2022, will expire in April 2025 coinciding with the conclusion of the current assessment area, CBIA-22. To ensure uninterrupted funding, the Administration proposes the initiation of a new assessment area, CBIA-25, continuing within the established downtown boundary.

CBIA-25 aims to sustain vital services such as marketing, promotion, advocacy, and The Farmers Market, among other programs supported by the Downtown Alliance. Establishing a new CBIA involves a meticulous process governed by Utah State law, requiring various City Council actions, including noticing provisions, public hearings, and other regulatory requirements over the next fourteen months. This timeline aligns with the expiration of the current contract to ensure seamless transition and uninterrupted service provision within the CBIA. Close collaboration between Department of Economic Development (DED) staff and Council staff will facilitate effective communication and compliance with the outlined timeline.

Additionally, a secondary assessment provides Specialty Lighting for a subsection of the CBIA, funded separately. However, recent findings have revealed that the existing lighting infrastructure in the CBIA is outdated and insufficient, particularly impacting properties along 362-375 South State Street, as well as parcel 7 on 400 South. The lighting assessment map is included below. In response, businesses not receiving adequate lighting service have been excluded from the lighting assessment map to prevent unjust charges in the upcoming Special Assessment Area (SAA) renewal.

#### Council's Recommended Timeline CBIA-25:

1. July 2, 2024, Resolution of Intent to Designate
2. July 9, 2024, Adoption of Resolution of Intent to Designate
3. September 3, 2024, Public Protest Hearing
4. November 12, 2024, Meeting to Announce Protest Tally
5. November 12, 2024, Adoption of Resolution to Designate & Appoint Board of Equalization
6. January 17, 2025, Board of Equalization report forwarded to City Council
7. March 4, 2025, Approve Board of Equalization Recommendations
8. March 4, 2025, Adopt Assessment Ordinance

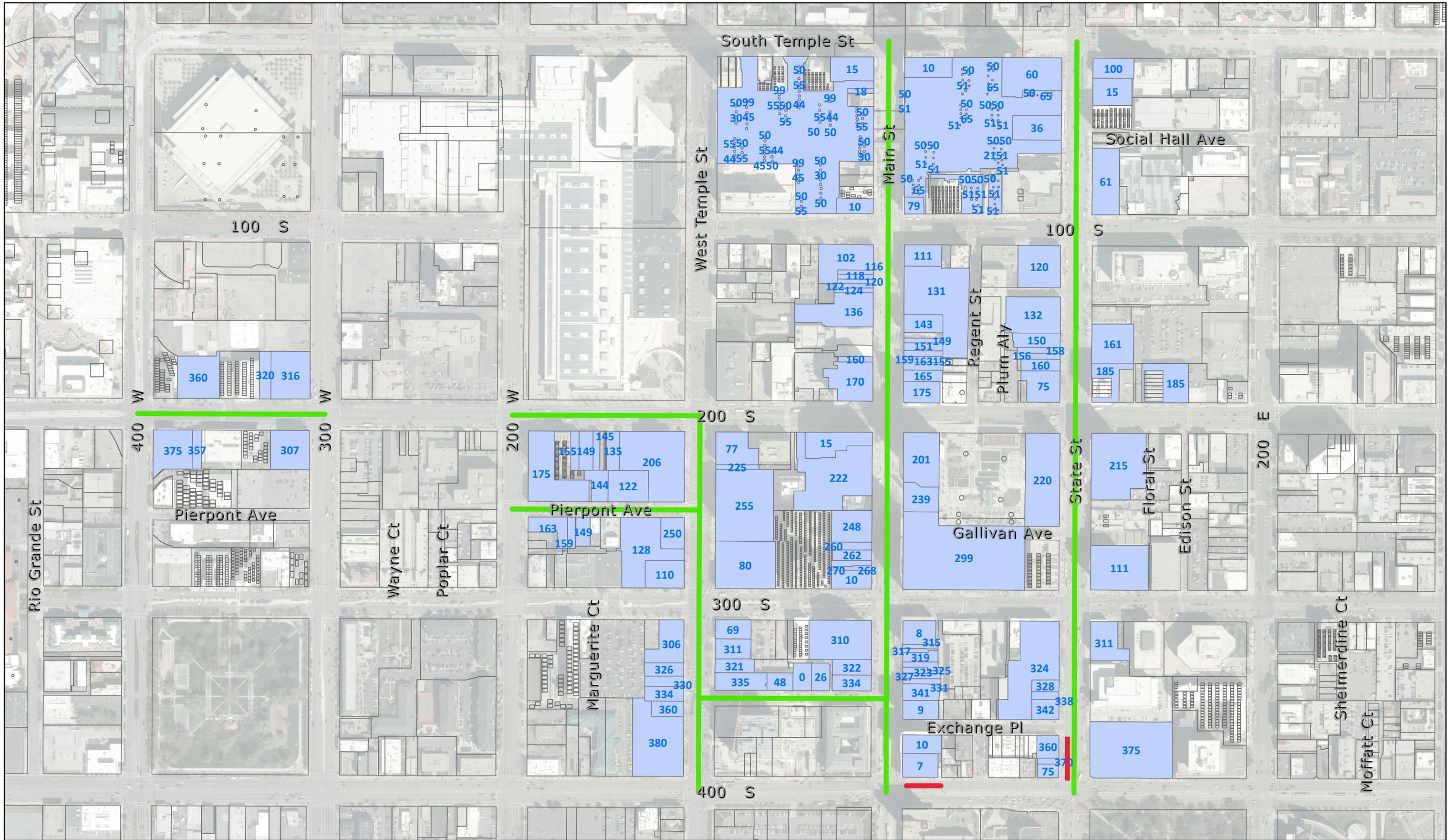
**Attachments:**

**Attachment 1: Map of CBIA-25 boundaries (same as CBIA-22)**

**Attachment 2: Map of CBIA-25 Holiday Lighting Map**

**Attachment 4: Estimated Timeline of CBIA-25 Implementation**





**CBIA 16: Holiday Lighting Parcels (Preliminary)**

- Holiday Lighting Streets
- Included Parcels
- Non-functioning lights



<b>CBIA - 25 Tentative Timeline</b>				
<b>Step</b>	<b>Action</b>	<b>Description</b>	<b>Group/Lead</b>	<b>Deadlines</b>
1	Consultant Contract	Contract with a consultant to provide guidance throughout process.	DED	2/1/24 - 4/30/2024
2	Technical Description of the CBIA	Technical Description of the CBIA provided to Engineering. Engineering prepares tax roll based on this data.	Consultant	3/12/2024
3	Develop assessment methodology that conforms to Assessment Area Act.	Develop assessment methodology concerning Economic Promotion & Lighting Assessment.	DED	3/24/2024
4	Overview Transmittal. (Mayor)	High level document explaining the process transmitted to Mayor's Office.	DED	3/12/2024
5	Overview transmittal. (Council Office)	High level document explaining the process transmitted to Council Office.	Mayor's Office	3/19/2024
6	City Council Meeting	DED will provide a written briefing to the City Council on the upcoming on the CBIA-25 process.	DED	4/2/2024
7	Salt Lake County Property Tax Information.	Numbers should be available by May 22, 2024.	Consultant	5/31/2024
8	Bond Counsel Description & Improvement Review	Bond Counsel reviews the description of Improvements and Areas to be Improved.	DED	6/5/2024
9	Resolution of intent to designate.	Bond Counsel drafts resolution of Intent to Designate.	Bond Counsel	6/11/2024
10	Resolution of Intent to Designate and Justification transmittal. (Mayor)	Resolution of Intent to Designate and justification documentation transmitted to Mayor's Office.	DED	6/18/2024
11	Resolution of Intent to Designate and Justification transmittal. (Council Office)	Resolution of Intent to Designate and justification documentation transmitted to Council Office.	Mayor's Office	6/21/2024
12	City Council Meeting	DED will brief the City Council on CBIA-25 Information.	DED	7/2/2024
13	Property Owner Letter Prep	Property Owner letter includes verbiage of preliminary estimate, rate, notice of intent to designate, common question and map finalized.	DED	7/8/2024
14	Tax roll prepared for DED approval.	Assess County Data.	Engineering	7/8/2024
15	DED approval of tax roll.	DED approves county data.	DED	7/8/2024
16	City Council Meeting	City Council adopts the resolution of Intent to Designate the assessment area.	City Council	7/9/2024
17	Draft/Create Notice of Intent to Designate Letter		Engineering	7/11/2024
18	Post Notice of Intent to Designate	Post notice of intent to designate in at least three public places within boundaries of jurisdiction	DED	8/9/2024
19	Mail out Notice of Intent to Designate	Mail out Notice of Intent to Designate to go out within 10 days of notice posting.	DED sends via State Mail	8/12/2024
20	Minutes prepared for use at protest hearing	Distribute to team SAA.	Bond Counsel	8/23/2024
21	City Council Meeting	City Council Protest Hearing	City Council	9/3/2024
22	Draft Resolution to Designate the Assessment Area and appoint the Board of Equalization (BOE).		Bond Counsel	9/10/2024
23	Resolution to Designate the Assessment Area and appoint the Board of Equalization Transmittal (Mayor's Office)	Resolution to Designate the Assessment Area and appoint the Board of Equalization Transmitted to Mayor's Office.	DED	9/17/2024
24	Resolution to Designate the Assessment Area and appoint the Board of Equalization (City Council).	Resolution to Designate the Assessment Area and appoint the Board of Equalization Transmitted to the Council Office.	Mayor's Office	9/24/2024
25	Publish Notice of Intent to Designate	Publish Notice of Intent to Designate on the Utah Public Notice Website	DED	10/3/2024
26	Property Owners Written Protests Filing Deadline	Property owners who are protesting the assessment area. Also, the end of 60-day written protest period.	Recorder's Office	11/3/2024
27	Compile Written Protests.		Recorder's Office	11/4/2024
29	Delivery of Compilation of Protests	Compilation of protests sent to City Council.	Recorder's Office	11/5/2024
30	Publishing of Written Protests	Publishing of Written Protests on City & State public notice website.	Recorder's Office	11/5/2024
31	City Council Meeting	City Council announces the protest tally and if it exceeds 40% threshold.	City Council	11/12/2024
32	City Council Meeting	City Council adopts the Resolution to Designate the Assessment Area and appoints the Board of Equalization.	City Council	11/12/2024
33	Recording of the Resolution to Designate the Assessment Area & Notice of Proposed Assessment	Record Resolution to Designate the Assessment Area and Notice of Proposed Assessment with Salt Lake County Recorder, within 15 days of adoption.	Salt Lake City Recorders	11/12/2024 - 11/27/2024
34	BOE Notice and Dates of BOE Meetings.	Finalize Verbiage for BOE notice and dates of BOE meetings.	Bond Counsel	11/22/2024
35	Mailing process for the BOE notice.	Begins 2 weeks before mailing date.	Engineering	12/6/2024
36	Publication of the BOE hearings.	Publication and posting of time and location of the 3 consecutive meetings. Posted in at least 3 public places at least 20 days, but not more than 35 days from the first BOE hearings dates. Published on the Utah Public Notice Website.	Recorder's & DED	12/10/2024

37	Mailing due to Recorder's Office for review.	Due 1 week before mailing date.	Engineering	12/13/2024
38	Mailing of preliminary assessment & notice of BOE hearings	Mailing sent to each property owner and each street address.	DED	12/20/2024
39	BOE hearings 9:00 am to 10:00 am (public meeting).	Held on consecutive days by statute.	Salt Lake City Recorders	1/7/2025
40	BOE hearings 10:00 am to 11:00 am (public meeting).	Held on consecutive days by statute.	Salt Lake City Recorders	1/8/2025
41	BOE hearings 1:00 pm to 2:00 pm (public meeting).	Held on consecutive days by statute.	Salt Lake City Recorders	1/9/2025
42	Finalization of BOE Hearings	Finalize the report	DED	1/14/2025
43	BOE Report Completion	BOE report completed, signed, and forwarded to City Council and Bond Counsel.	DED	1/17/2025
44	Mailing of BOE Final Report	BOE report mailed to objecting property owners. Begins 15 day appeal period.	Engineering	1/23/2025
45	Assessment Ordinance	Bond Counsel Draft Assessment Ordinance	Bond Counsel	1/28/2025
46	Assessment Ordinance Transmittal (Mayor's Office).	Assessment Ordinance transmitted to the Mayor's Office.	DED	2/4/2025
47	Assessment Ordinance Transmittal (Council Office).	Assessment Ordinance transmitted to the Council Office.	Mayor's Office	2/7/2025
48	Budget submission for CBIA	Submit budget to SLC Finance Department in anticipation of approval.	DED	2/7/2025
49	City Council Meeting	City Council accepts or modifies BOE recommendations and adopts or rejects Assessment Ordinance.	City Council	3/4/2025
50	Center Business Improvement Assessment Area Management Contract drafting and Execution	Execute Agreement between Salt Lake City and the vendor to manage the assessment area.	DED	
51	Transfer properties into billing status.		Engineering	3/20/2025
52	Assessment Invoices and Billing	Mail assessment notices and invoices to Property Owners by April 5, 2022 the latest.	Treasurer	3/21/2025
53	Publication & Posting of the Assessment Ordinance	1. Publication of the Assessment Ordinance on the Utah Public Notice Website. 2. Post a copy of the Assessment Ordinance in at least three public places within the jurisdiction boundaries. For at least 21 days	DED/Recorder's	3/24/2025
54	Record Notice of Assessment Interest with Salt Lake County Recorder.	I note that Utah Code 11-42-404(4)(b)(iii) requires the notice of assessment interest to "describe the property assessed by legal description and tax identification number." Metes and Bounds legal description provided by Recorder's Office.	Salt Lake City Recorders	4/21/2025
55	Effective start date of the Assessment Ordinance	Must be specified in the Assessment Ordinance	DED	4/21/2025
56	Assessment Payments Due	Invoice Payments due from property owners [15 days after effective date of Assessment Ordinance]	Treasurer	5/6/2025