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DEPARTMENT OF  
FINANCE  
  
REVENUE DIVISION

CITY OF SACRAMENTO  
CALIFORNIA

CITY HALL  
ROOM 104  
915 I STREET  
SACRAMENTO, CA  
95814-2696

August 11, 1988  
RA881268:MLM:KMF

916-449-5454

Budget and Finance Committee  
Sacramento, California 95814

Honorable Members in Session:

SUBJECT: Downtown Business Improvement Area FY 1988-89 Proposed Budget

**SUMMARY**

This report requests that the Budget and Finance Committee recommend that the City Council adopt the attached resolution that approves the Downtown Business Improvement Area (DBIA) FY 1988-89 Proposed Budget.

**DISCUSSION**

The attached report discusses the proposed budget for the DBIA FY 1988-89 expenditures submitted by the Sacramento Downtown Association.

**RECOMMENDATION**

The Budget and Finance Committee recommends that the City Council adopt the attached resolution that approves the Downtown Business Improvement Area FY 1988-89 Proposed Budget.

Respectfully submitted,

MICHAEL L. MEDEMA  
Revenue Manager

Attachment

RECOMMENDATION APPROVED:

  
JACK R. CRIST  
Deputy City Manager

August 23, 1988  
District 1



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FINANCE

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City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT:** Downtown Business Improvement Area FY 1988-89 Proposed Budget

**SUMMARY**

The Budget and Finance Committee recommends that the City Council adopt the attached resolution that approves the Downtown Business Improvement Area (DBIA) FY 1988-89 Proposed Budget.

**BACKGROUND**

On July 5, 1988, the City Council adopted Resolution No. 88-599 that, in part, required the Sacramento Downtown Association (SDA) to submit a program budget for the DBIA FY 1988-89 proposed budget as a condition for continuing the City's professional services agreement with SDA for the administration of DBIA.

**DISCUSSION**

The proposed FY 1988-89 budget submitted by SDA for the DBIA (Exhibit I) substantially complies with the program budget requirements imposed by Resolution No. 88-599. The proposed budget identifies expenditures for planned events and/or activities. The planned events and/or activities are within the scope authorized for use of the DBIA monies defined by City Code Section 23.803 as follows:

- (a) The general promotion of business activities in the area.
- (b) Promotion of public events which are to take place on or in public places in the area.
- (c) Decoration of any public place in the area.

City Council  
Page Two  
August 11, 1988

(d) Furnishing of music in any public place in the area.

The FY 1988-89 proposed budget submitted by SDA for the DBIA is a first step towards program budgeting for all business improvement areas within the City. It is envisioned that future program budgets will be more specific regarding the events and/or activities that are planned, the anticipated results and identify the authorized use category that the event and/or activity falls within.

#### FINANCIAL

The DBIA monies are collected and must be expended pursuant to City Code Chapter 23, Article X. On a monthly basis, the City only disburses actual receipts collected.

#### RECOMMENDATION

The Budget and Finance Committee recommends that the City Council adopt the attached resolution that approves the Downtown Business Improvement Area FY 1988-89 Proposed Budget.

Respectfully submitted,

MICHAEL L. MEDEMA  
Revenue Manager

Attachment

RECOMMENDATION APPROVED:

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WALTER J. SLIPE  
City Manager

August 30, 1988  
District 1

# RESOLUTION No.

Adopted by The Sacramento City Council on date of

RESOLUTION ADOPTING THE PROPOSED FY 1988-89  
DOWNTOWN BUSINESS IMPROVEMENT AREA BUDGET

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SACRAMENTO THAT:

The City Council hereby adopts the proposed FY 1988-89 Downtown Business Improvement Area Budget as detailed on Exhibit I of the staff report attached hereto and incorporated herein by reference.

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MAYOR

ATTEST:

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CITY CLERK

DOWNTOWN BUSINESS IMPROVEMENT AREA  
DBIA PROPOSED BUDGET JULY 1, 1988-JUNE 30, 1989

APPROVED JUNE 7, 1988 AT DBIA ANNUAL BUDGET MEETING

DETAIL ADDED JULY 20, 1988 TO ADVERTISING AND SPECIAL EVENTS  
& PROMOTIONS IN COMPLIANCE WITH NEW CITY REQUIREMENT

Estimated income

DBIA for 1988-89	\$150,000
Less Downtown Plaza share (30%)	- 45,000
	<u>105,000</u>
Estimated carryover from 1987-88 fiscal year	+ 8,000
	<u>\$113,000</u>

Proposed expenditures

Advertising (up \$15,000)	\$ 55,000
A little more than 50% of the \$55,000 would be spent in November and December promoting Christmas shopping.	
Two or three direct mailings to residences in or near downtown, OR	
Downtown Visitors Guide, a directory of downtown shops and restaurants listing hours, credit cards honored, etc. Might be produced in cooperation with Downtown Plaza and possibly Old Sacramento. For distribution through downtown hotel rooms, Convention & Visitors Bureau, stores and restaurants.	
Special Events & Promotions	10,000
Welcome Back Students late August, early September, CSUS	
Free Day on LRT, Saturday in mid-December	
Win a Caribbean Cruise, KCTC/KGMR, early spring	
Daffodil Day(s), flower give-away, Easter Week or earlier	
Possibly special promotions for large conventions, such as California Parks & Recreation Society (2,000 persons) early March; Government Technology conference (2,000 persons) mid-May	
Other special events as available	
K Street Transit Mall lights (down \$13,000)	
Remove and relamp	11,000
Downtown News (same)	2,400
Administration (up 3.1%, \$75 per month)	29,700
Office supplies and phone (same)	1,400
Insurance (same)	600
Audit & tax returns (same)	1,200
Meetings concerning DBIA matters (not shown in 1987-87 & 1987-88 budgets)	500
Contingency (down \$57)	<u>1,200</u>
	<u>\$113,000</u>

July 20, 1988

Mr. Howard Evanson  
Sacramento Downtown Association  
200 P Street, Suite D21  
Sacramento, CA 95814

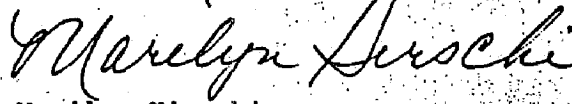
Dear Howard:

In response to your July 7, 1988, letter, enclosed is a program budget for Downtown Plaza Merchants Association's \$45,000 share of 1988-89 DBIA funds.

Our Association will have no difficulty in providing the quarterly expenditure reports required by the City.

Please feel free to contact me if you have any questions regarding the enclosure.

Very truly yours,



Marilyn Hirschi  
Marketing Director

cc: Katie Sullivan  
Mike Medema

## SUMMARY OF DBIA PROGRAM BUDGET - FISCAL YEAR 1988-89\*

TOTAL ESTIMATED RECEIPTS

\$45,000

## EXPENDITURES:

Administration	\$ 0
Overhead	0
Radio	17,150
Billboards	16,000
Direct Mail	800
Print	7,800
Christmas Decorations	3,250

\$45,000

\*Amounts represent DBIA funds applied to the total expenditures in DPMA's annual budget. Actual expenses are greater (as shown in DPMA's 1988 Marketing Plan).

DBIA FUNDS  
Schedule of Receipts

	<u>ACTUAL 87-88</u>	<u>ESTIMATED 88-89</u>
July 1987	\$ 5,179.56	\$ 5,200.00
August	13,440.78	13,500.00
September	1,740.73	1,750.00
October	787.73	800.00
November	1,927.55	2,000.00
December	1,144.90	1,250.00
January 1988	6,979.03	7,000.00
February	- 0 -	1,500.00
March	4,176.81	2,600.00
April	2,350.60	2,400.00
May	5,763.58	6,000.00
June	831.67	1,000.00
	<hr/>	<hr/>
	\$ 44,322.89	\$ 45,000.00



DBIA FUNDS  
Schedule of Expenditures

July 1988

Sacramento Bee Ad  
July 4th - Stores Open \$ 1,750.00

Radio - Jail 'n Bail Tag  
Cool, Covered Parking 750.00

August 1988

Billboards  
Interstate 5 8/10 - 10/10  
Interstate 80 9/10 - 11/10 16,000.00

September 1988

Fall Fashion Print Campaign  
in Sacramento Magazine  
w/tag for Oktoberfest  
and Festival of the Arts 1,950.00 \$20,450.00

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October 1988

Fall Direct Mail Piece  
to Natomas, Greenhaven  
and Pocket Area \$ 800.00

November and December 1988

45-Foot Christmas Tree for  
Center Mall 3,250.00 4,050.00

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January 1989:

Apply to Christmas Radio \$ 7,000.00

February 1989

Valentine's Day  
Newspaper Buy 1,500.00

March 1989

Spring Fashion Newspaper 2,600.00 11,100.00

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April and May 1989

Mother's Day Radio \$ 4,400.00

June 1989

Father's Day/Graduate/  
Wedding Radio 5,000.00 9,400.00

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\$ 45,000.00 \$ 45,000.00

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