

2



# CITY OF SACRAMENTO

## DEPARTMENT OF FINANCE

REVENUE DIVISION

September 13, 1985  
RD:851230-ADM:MLM:ld

Budget and Finance Committee  
Sacramento, California

Honorable Members in Session:

**SUBJECT: OLD SACRAMENTO BUSINESS IMPROVEMENT AREA BUDGET REVIEW**

SUMMARY

The attached report recommends that the City Council approve the FY 1985/86 proposed budget for the Old Sacramento Business Improvement Area.

DISCUSSION

The FY 1985/86 proposed budget for the Old Sacramento Business Improvement Area meets the expenditure criteria established by City Code Section 23.727.

RECOMMENDATION

It is recommended that the Budget and Finance Committee recommend that the City Council adopt the proposed budget for the Old Sacramento Business Improvement Area for FY 1985/86.

Respectfully submitted,

MICHAEL L. MEDEMA  
Revenue Officer

RECOMMENDATION APPROVED:

FOR SOLON WISHAM, JR.  
Assistant City Manager

Attachment

All Districts  
October 22, 1985



# CITY OF SACRAMENTO

## DEPARTMENT OF FINANCE

REVENUE DIVISION

September 13, 1985  
RD:851231-ADM:MLM:ld

City Council  
Sacramento, California

Honorable Members In Session:

**SUBJECT: OLD SACRAMENTO BUSINESS IMPROVEMENT AREA BUDGET REVIEW**

### SUMMARY

This report recommends that the City Council approve the proposed FY 1985/86 expenditures for the Old Sacramento Business Improvement Area.

### BACKGROUND

Formation of the Old Sacramento Business Improvement Area was approved in 1984 by the City Council. A charge is levied in addition to the City's Business Operations Tax on all businesses within the defined area to be expended for the following purposes per City Code Section 23.727:

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

Since establishment of the area, the City has contracted with the Old Sacramento Citizens and Merchants Association to expend the monies collected as authorized annually by the City Council.

### FINANCIAL

Staff has reviewed the actual expenditures for FY 1984/85 (Attachment I) and the proposed expenditures for FY 1985/86 (Attachment II) and concluded that the expenditures are within the scope authorized by City Code Section 23.727. The significant increase from FY 1984/85 to FY 1985/86 is attributable to the fact that the area was not established until January 1, 1985.

RECOMMENDATION

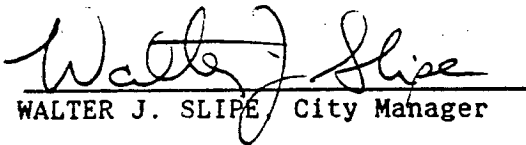
It is recommended that the City Council adopt the attached resolution which approves the proposed budget for the Old Sacramento Business Improvement Area for FY 1985/86.

Respectfully submitted,



MICHAEL L. MEDEMA  
Revenue Officer

RECOMMENDATION APPROVED:

  
WALTER J. SLIPE City Manager

Attachment

All Districts  
October 29, 1985

OLD SACRAMENTO CITIZENS & MERCHANTS ASSOCIATION  
FINANCIAL STATEMENT - O.S.B.I.A.  
FOR FISCAL YEAR 1984-1985

REVENUE:

OSBIA Funds \$ 18,278  
(Rec'd. 1/85 through 6/85)

EXPENSES:

ADVERTISING:

Newspapers	\$ 1488	
Travel Guides, Magazines	5540	
Brochures	1229	
Administration	1800	
TOTAL ADVERTISING		\$ 10,157

PROMOTIONS:

Publicity	\$ 490	
Events	4445	
Business expense	419	
Newsletter	496	
Christmas	18	
Administration	1800	
TOTAL PROMOTIONS		\$ 7,668

TOTAL EXPENSES: \$ 17,725

PROFIT (LOSS) \$ 553

## OLD SACRAMENTO BUSINESS IMPROVEMENT AREA

## PROPOSED BUDGET

FISCAL YEAR 7/85 THROUGH 6/86

Estimated income from OSBIA \$ 50,000

## Allocation of Funds:

ADVERTISING:

Newspapers	\$ 2200	
Radio	5000	
Television	5300	
Guides, Magazines	6500	
Brochures	4000	
Administration	5000	
TOTAL ADVERTISING		\$ 28,000

PROMOTIONS:

Publicity	\$ 3800	
Special Events	4200	
Business Expense	2200	
Newsletter	1800	
Christmas	5000	
Administration	5000	
TOTAL PROMOTIONS		\$ 22,000

TOTAL EXPENSES: \$ 50,000

# RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION ADOPTING THE PROPOSED BUDGET FOR FY 1985/86  
FOR THE OLD SACRAMENTO BUSINESS IMPROVEMENT AREA

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

That the City Council hereby adopts the proposed budget for FY 1985/86 for the Old Sacramento Business Improvement Area as detailed on Attachment II of the staff report.

---

MAYOR

ATTEST:

---

CITY CLERK