



APPROVED
BY THE CITY COUNCIL

JUN 23 1998

OFFICE OF THE
CITY CLERK

1.20

DEPARTMENT OF
FINANCE

REVENUE DIVISION

CITY OF SACRAMENTO
CALIFORNIA

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

June 09, 1998
RA98059:MLF:gwg

REVENUE
ADMINISTRATION
916-264-5724

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: BUSINESS IMPROVEMENT AREAS FY 1998/99 BUDGETS

LOCATION AND COUNCIL DISTRICT: Council Districts 1, 2, 5, 6

STAFF RECOMMENDATION

It is recommended that the City Council adopt the attached resolutions which approve the FY 1998/99 budgets for five Business Improvement Areas (BIA's).

CONTACT PERSON

Margaret L. Freeman, Revenue Manager, 264-5724

FOR COUNCIL MEETING OF

June 23, 1998

SUMMARY

This report recommends that the City Council approve the FY 1998/99 budgets for five BIA's. Each BIA is required to submit an annual budget for City Council approval.

COMMITTEE/COMMISSION ACTION

No committee action is required.

BACKGROUND INFORMATION

City Code requires that each Business Improvement Area (BIA) submit an annual budget for review. The purpose of an annual budget review is to ensure that the funds for each district are being used for purposes specified in the City Code. Section 23.10.808 of the City Code also specifies that the City Council shall reserve onto itself sole discretion as to how the revenue derived from the charges shall be used within the scope of said authorized purposes.

Staff has reviewed the FY 1998/99 budgets for the estimated FY 1998/99 BIA fees of:

		<u>Council District</u>
1. Del Paso Boulevard BIA	\$32,800	2
2. Franklin Boulevard BIA	\$22,200	5
3. Old Sacramento BIA	\$104,500	1
4. Stockton Boulevard BIA	\$33,300	5 & 6
5. Downtown Plaza BIA	\$95,400	1

and has determined that the proposed expenditures meet the authorized criteria of the City Code.

Attached are the individual budgets and supporting documentation (Exhibits I through V) as submitted by each of the administrative organizations.

FINANCIAL CONSIDERATIONS

The proposed expenditures are supported by fees assessed against each business within each BIA. City Code allows for an annual increase of BIA fees based on the most current Consumer Price Index (CPI) data. BIA fees are proposed to increase by 3.1% effective July 1, 1998. Attachment A is a BIA fee schedule effective July 1, 1998.

The City collects the fees at the time the Business Operations Tax is paid. The fees are then paid to agencies that the City Council has authorized to conduct promotion of the BIA. The proposed BIA expenditures are fully fee supported with collection costs absorbed by the City.

ENVIRONMENTAL CONSIDERATIONS

Council action in adopting the resolutions is exempt from the California Environmental Quality Act (CEQA) because it will have no conceivable effect on the physical environment.

POLICY CONSIDERATIONS

City Code authorizes the City Council to review/audit the administration of the BIA's.

MBE/WBE EFFORTS

There is no requirement for purchase of goods or services associated with this item.

Respectfully submitted,

Margaret L. Freeman

Margaret L. Freeman
Revenue Manager

RECOMMENDATION APPROVED:

Betty Masnick

W WILLIAM H. EDGAR, City Manager

Attachments

City of Sacramento
BUSINESS IMPROVEMENT AREA FEES:

28-May-98

Annual Fees as of July 1, 1997/Current Fee Schedule

Downtown Plaza BIA:	Minimum \$69 - Maximum \$5,550	
Gross Receipts	\$10,000 or less	\$69
	more than \$10,000	\$69 + .0008 x over \$10,000
Gross Payroll	Flat fee	\$69
Professional		\$69 + \$34 per employee
Brokers		\$69 + \$34 per employee
Hotel/Motel		\$69 + \$1 per unit in excess of 4
Commercial Rental	\$10,000 or less	\$69
	more than \$10,000	\$69 + .0008 x over \$10,000

Franklin Blvd BIA:	Minimum \$36 - Maximum \$362	
Retail	Gross Receipts	Gross Receipts x .000544
Non-retail/Wholesale	Flat fee	\$36

Del Paso Blvd BIA:	Minimum \$14 - Maximum \$348	
Retail	Gross Receipts	
	\$10,000 or less	\$14
	more than \$10,000	\$14 + .0005 x over \$10,000
Non - Retail	Flat fee	\$14

Stockton Blvd BIA:	Minimum \$32 - Maximum \$336	
Retail	Gross Receipts	
	\$50,000 or less	\$32
	more than \$50,000	\$32 + .0005 x over \$50,000
	Non-retail/flat fee	\$32

Old Sacramento BIA:	Fee increase adopted by City Council 5/28/96	
	Minimum \$103 - Maximum \$4,626	
*Retail - No Alcohol Sales		Total Gross Receipts x .0041
*Retail - Alcohol Sales		Total Gross Receipts x .0051
Non - Retail	Flat fee	\$51

*Note: Gross Receipts are exclusive of any alcohol sales
 ***Fee schedule to increase 7/1/97 & 7/1/98

New Fee Schedule
 Annual Fees as of July 1, 1998

Downtown Plaza BIA (B):	Minimum \$71 - Maximum \$5,724	
Gross Receipts	\$10,000 or less	\$71
	more than \$10,000	\$71 + .0008 x over \$10,000
Gross Payroll	Flat fee	\$71
Professional		\$71 + \$34 per employee
Brokers		\$71 + \$34 per employee
Hotel/Motel		\$71 + \$1 per unit in excess of 4
Commercial Rental	\$10,000 or less	\$71
	more than \$10,000	\$71 + .0008 x over \$10,000

Franklin Blvd BIA (D):	Minimum \$37 - Maximum \$373	
Retail	Gross Receipts	Gross Receipts x .000544
Non-retail/Wholesale	Flat fee	\$37

Del Paso Blvd BIA (E):	Minimum \$14 - Maximum \$359	
Retail	Gross Receipts	
	\$10,000 or less	\$14
	more than \$10,000	\$14 + .0005 x over \$10,000
Non - Retail	Flat fee	\$14

Stockton Blvd BIA (F):	Minimum \$33 - Maximum \$347	
Retail	Gross Receipts	
	\$50,000 or less	\$33
	more than \$50,000	\$33 + .0005 x over \$50,000
	Non-retail/flat fee	\$33

Old Sacramento BIA (C):	Fee increase adopted by City Council 5/28/96	
	Minimum \$106 - Maximum \$4,771	
*Retail - No Alcohol Sales		Total Gross Receipts x .0054
*Retail - Alcohol Sales		Total Gross Receipts x .0068
Non - Retail	Flat fee	\$53

*Note: Gross Receipts are exclusive of any alcohol sales

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JUN 23 1998

OFFICE OF THE
CITY CLERK

RESOLUTION NO. 98-297

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION ADOPTING THE PROPOSED FY 1998/99 DEL
PASO BOULEVARD BUSINESS IMPROVEMENT AREA
BUDGET

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

That the City Council hereby adopts the proposed FY 1998/99 Del Paso Boulevard Business Improvement Area budget as detailed on Exhibit I of the staff report attached hereto and incorporated herein by reference.

MAYOR

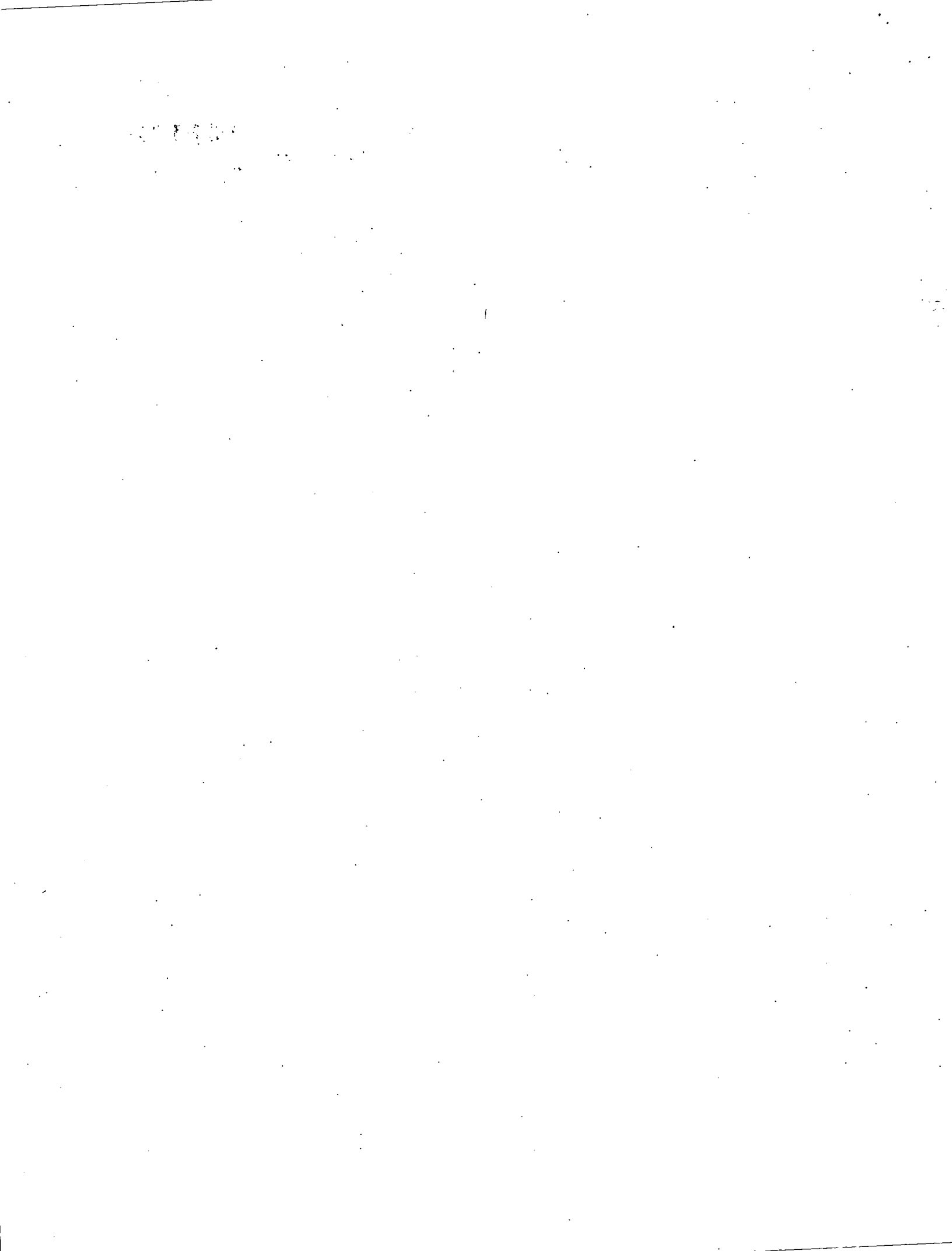
ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____



**NORTH SACRAMENTO CHAMBER OF COMMERCE
DEL PASO BOULEVARD BIA
1998-99 PROPOSED BUDGET**

INCOME

City BID	32800
Lunches & Mixers	5000
NSCC membership funds	6000
Fundraising	6375
Interest	75
TOTAL INCOME	<u>50250</u>

EXPENSES

Administration	11000
Office expenses	2000
Rent & Repairs	1850
Lunches & Mixers	6000
Postage	500
Telephone	700
Insurance	2500
Boulevard Cleanup	3600
Community Outreach	1000
Newsletter	6500
Boulevard Improvements	4500
Promotional	
Uptown Arts	8000
X-mas Tree	500
NPO cell phone	300
Camelia Show	200
Other	1100
TOTAL EXPENSES	<u>50250</u>

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RESOLUTION NO. 98-298

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION ADOPTING THE PROPOSED FY 1998/99
FRANKLIN BOULEVARD BUSINESS IMPROVEMENT AREA
BUDGET**

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

That the City Council hereby adopts the proposed FY 1998/99 Franklin Boulevard Business Improvement Area budget as detailed on Exhibit II of the staff report attached hereto and incorporated herein by reference.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

FRANKLIN BOULEVARD BUSINESS ASSOCIATION BUDGET FY 98/99

PROJECTED REVENUES: \$22,200

EXPENDITURE/WORK ITEM	AMOUNT (\$)
A. Membership Assistance	\$ 8,403
B. Common Problems Program	5,800
C. Image Promotion	3,707
D. Special Projects/Events	1,100
E. Operating Expenses	1,190
F. Reserve	<u>2,000</u>
FY 95/96 Allocated Expenditures	\$22,200

Zephyr Associates: Franklin Boulevard Revitalization Coordinators (455-2124)

BUDGET NOTES:

A. Membership Assistance

The expenditure items included in this budget item include a variety of items focusing on the communication between FBBA and the business and property owners; the City Council and Staff; SHRA and Staff; and others as appropriate.

There are twelve newspapers published each year, one a month and the expense of the newspaper is included in this item.

There are numerous letters, memos, meetings to attend, etc., and the expense of these expenses are also included in this item.

Direct Expense	\$8,403
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B. Common Problems Program

There are several specific on-going programs included in this budget item.

Maintenance: FBBA has a maintenance contract with a private firm and this on-going expense is included in this item.

Graffiti: FBBA has been in the graffiti removal businesses for ten years and the removal is implemented on an on-call basis.

Sign/Poles: The removal of the outdated and unnecessary signs and poles has been implemented over the past five years.

Direct Expense	\$5,800
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C. Image Promotion

Included in this item is community relations, generic area and special advertising to promote the area.

Direct Expense \$3,707

D. Special Projects / Events

There will be the annual meeting and open house along with the projected ground-breakings and grand openings of the renovation of existing businesses and properties and some new businesses.

Direct Expense \$1,100

E. Operating Expenses

This budget item covers the office supplies, postage, copies, etc., of FBBA

Direct Expense \$1,190

F. Reserve

There is a 10% reserve maintained for unforeseen necessary expenditure approved specifically by the Board of Directors and funding to supplement Items A through E as necessary.

Direct Expense \$2,000

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RESOLUTION NO. 98-299

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION ADOPTING THE PROPOSED FY 1998/99 OLD
SACRAMENTO BUSINESS IMPROVEMENT AREA BUDGET**

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

That the City Council hereby adopts the proposed FY 1998/99 Old Sacramento Business Improvement Area budget as detailed on Exhibit III of the staff report attached hereto and incorporated herein by reference.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

OSBIA



**OLD
SACRAMENTO**

1998-99 BUDGET

Item description	1998-99 BUDGET	% of total
OSCMA REVENUE		
OSBIA INCOME	104,500	
MISC.	3,500	
TOTAL OSCMA REVENUE	108,000	100%
OSCMA EXPENSES		
Advertising/Marketing/Publicity		
Advertising -Buys	50,000	46%
Detail Advertising:		
Bee		
Sunset		
Airport		
Amtrak promotion		
Visitor Guide		
Production Costs		
Public Relations & Marketing		
Public Relations	10,000	9%
Printing: broch., maps, w. tour,	15,000	14%
Distribution of Brochures	4,500	4%
Coupon printing	1,500	1%
Sponsorships (theater,jazz)	1,000	0%
Total Advertising	82,000	75%
Promotions-holiday & other		
Holiday Decorations (install old)	3,000	3%
Gift Certificates	2,000	2%
Bunting Replacement	1,500	1%
Holiday	5,000	5%
Premiums (holiday om./media)	2,000	2%
Total Promotions	13,500	13%
Adv. & promotions total	95,500	88%
OFFICE EXPENSE		
Newsletter, postage, supplies, printing	2,500	2%
administration (10% last FY BIA)	10,000	9%
Total Office Expense	12,500	12%
TOTAL OSCMA EXPENSES	108,000	100%

RESOLUTION NO. 98-300

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

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**RESOLUTION ADOPTING THE PROPOSED FY 1998/99
STOCKTON BOULEVARD BUSINESS IMPROVEMENT AREA
BUDGET**

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

That the City Council hereby adopts the proposed FY 1998/99 Stockton Boulevard Business Improvement Area budget as detailed on Exhibit IV of the staff report attached hereto and incorporated herein by reference.

MAYOR

ATTEST:

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DATE ADOPTED: _____



THE INTERNATIONAL MARKETPLACE

1998-99 Operating Budget

Income:	Projected revenue from business center	\$ 8,500
	Projected revenue from BID	32,000
	Coordinator Allowance	40,000
	SHRA Grant	7,000
	Bank of America Grant	6,000

Total income for the period **\$ 93,500**

Administrative Expenses:

Rent	\$ 2,100
Telephone	400
Insurance	1,200
Supplies	1,100
Postage	1,300
Accounting	2,100
Stationery	300
Secretarial	11,500
Subscriptions	52
Printing	600
Workshop Refreshments	450
SHRA Loan Payment	957
Coordinator	40,000

Total Administrative Expenses **\$ 62,569**

Boulevard maintenance (graffiti, trash weeds, etc.)	9,200
Business promotions (bazaars, fairs image, sales)	15,500
Organization Development	5,131
Miscellaneous expenses	1,100

Total operating expenses **\$ 93,500**

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RESOLUTION NO. 98-301

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION ADOPTING THE PROPOSED FY 1998/99
DOWNTOWN PLAZA BUSINESS IMPROVEMENT AREA
BUDGET**

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

That the City Council hereby adopts the proposed FY 1998/99 Downtown Plaza Business Improvement Area budget as detailed on Exhibit V of the staff report attached hereto and incorporated herein by reference.

MAYOR

ATTEST:

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REVENUE ADMIN

DOWNTOWN PLAZA MERCHANTS ASSOCIATION

Downtown Business Improvement Area
Proposed Budget July 1, 1998 through June 30, 1999

Estimated Income	95,400
DBIA Collections	
Proposed Expenditures	
Advertising	
Television	
Holidays	52,000
Print	
Conventioneer Coupons	10,000
Tourism Rack Cards	
Production	9,000
Monthly Delivery Service	5,000
Newspaper - August	5,400
Special Events	
Thursday Night Market Entertainment	6,000
Holiday Tree Lighting	8,000
	95,400