

**RESOLUTION NO. 2004-488**

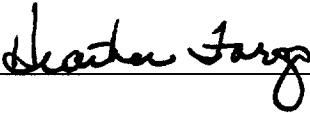
ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF JUN 22 2004

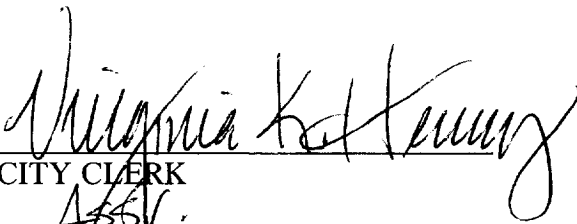
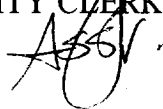
RESOLUTION ADOPTING THE PROPOSED FY 2004/2005  
OLD SACRAMENTO BUSINESS ASSOCIATION, INC.  
BUDGET

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

That the City Council hereby adopts the proposed FY 2004/2005 Old Sacramento Business Association, Inc. budget as detailed on Exhibit III of the staff report attached hereto and incorporated herein by reference.

  
MAYOR

ATTEST:

  
CITY CLERK  


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**FOR CITY CLERK USE ONLY**

RESOLUTION NO.: 2004-488  
DATE ADOPTED: JUN 22 2004

**Jld Sacramento Merchants Coun.**  
**Proposed Budget for**  
**Year Ended June 30, 2005**

Prepared by: Steve Huffman  
Revised April 22, 2004  
at OSMC Meeting

## Marketing:

Income		
City contribution	\$20,000	
Expense		
Contribution to marketing study	10,000	
Contribution to implementation of marketing plan	10,000	
	\$20,000	

## Business improvement area:

Income		
Carry-in from 2003-04	55,000	
BIA receipts collected by City	160,000	
Contribution from Embassy Suites	5,000	
	220,000	

## Expenses:

Advertising		
Visitors guide	4,640	
Coop with Downtown Partnership	5,000	
Miscellaneous print ads	10,000	
	19,640	
Marketing		
Research	5,000	
Clipping service	1,100	
Web site maintenance	1,100	
	7,200	
Public relations		
PR consultant	36,000	
Photography	3,100	
Promotional giveaways	1,000	
	40,100	
Printing and distribution of brochures		19,000
Promotions & events - July through December		
Miscellaneous promotions & events	5,000	
Fall Harvest Festival	6,000	
Heritage Holidays	15,000	
	26,000	
Promotions & events - January through June		17,500
Decorations		
Bunting	3,000	
Fall Harvest Festival	4,000	
Heritage Holidays	25,000	
	32,000	
Miscellaneous		7,000
Administration		16,000
		184,440
Carry-out to 2005-06		\$35,560