



4

DEPARTMENT OF  
FINANCE  
  
REVENUE DIVISION

CITY OF SACRAMENTO  
CALIFORNIA

CITY HALL  
ROOM 104  
915 I STREET  
SACRAMENTO, CA  
95814-2696  
  
916-449-5454

March 6, 1990  
RD: 90-014:T&P-CLL:dsv

Budget and Finance Committee  
Sacramento, California

Honorable Members in Session:

SUBJECT: BUSINESS IMPROVEMENT AREA FY 1989/90 BUDGETS

SUMMARY

This report requests that the Budget and Finance Committee recommend that the City Council approve the attached reports regarding the five Business Improvement Area FY 1989/90 budgets.

BACKGROUND

City Code requires that each Business Improvement Area submit an annual budget for review. An examination of our records indicates an oversight in that FY 1989/90 budgets were not submitted.

The purpose of an annual budget review is to insure that the funds are being used for purposes specified in the City Code for each district. Section 23.808 of the City Code also specifies that the City Council shall reserve unto itself sole discretion as to how the revenue derived from the charges shall be used within the scope of said authorized purposes.

DISCUSSION

Staff has reviewed the attached budgets for FY 1989/90 (Exhibits 1 through 5) for

1. Del Paso Boulevard Business Improvement Area
2. Downtown Business Improvement Area
3. Franklin Boulevard Business Improvement Area
4. Old Sacramento Business Improvement Area
5. Stockton Boulevard Business Improvement Area,

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

FINANCIAL DATA

The proposed expenditures are supported by fees assessed against each business within each Area. 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 area. The proposed Business Improvement Area expenditures are fully fee supported; collection costs are absorbed by the City.

POLICY CONSIDERATIONS

The existing City Codes give the Council authority to review/audit the administration of the Business Improvement Areas.

MBE/WBE EFFORTS

Not applicable.

Budget & Finance

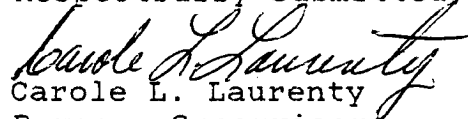
-3-

March 6, 1990

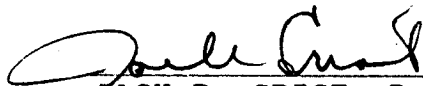
RECOMMENDATIONS

It is requested that the Budget and Finance Committee recommend approval to the City Council the attached reports regarding the five Business Improvement Area FY 1989/90 budgets.

Respectfully submitted,

  
Carole L. Laurenty  
Revenue Supervisor

RECOMMENDATION APPROVED:

  
\_\_\_\_\_  
JACK R. CRIST, Deputy City Manager

Attachment

CONTACT PERSON: Carole L. Laurenty, Revenue Supervisor, 449-5856

All Districts  
March 13, 1990

**Chamber of  
Commerce**

**NORTH  
SACRAMENTO**

P.O. BOX 13322 • SACRAMENTO, CALIFORNIA 95813 • (916) 925-6773

**APPROVED 1989/90 BUDGET  
DEL PASO BOULEVARD BUSINESS IMPROVEMENT AREA**

**JULY 1, 1989 THROUGH JUNE 30, 1990**

**REVENUE**

PER CITY.....	\$31,500.00
<b>TOTAL REVENUE.....</b>	<b>\$31,500.00</b>

**EXPENSES**

EXECUTIVE DIRECTOR.....	\$10,000.00
(1000 HOURS OF SERVICE)	
ADMINISTRATIVE COSTS.....	1,500.00
SECURITY.....	5,000.00
PROMOTIONS	
CLEAN-UP DAY.....	1,450.00
ANNUAL EVENT.....	5,000.00
CO-SPONSORED EVENTS.....	3,000.00
CONSULTANT FEES.....	2,000.00
SURVEY OF BIA BUSINESSES.....	3,550.00
<b>TOTAL EXPENSES.....</b>	<b>\$31,500.00</b>

**RESPECTFULLY SUBMITTED,**



**RITA PERRY, PRESIDENT**

**DOWNTOWN BUSINESS IMPROVEMENT AREA  
DBIA PROPOSED BUDGET JULY 1, 1989-JUNE 30, 1990**

Approved by Board of Directors May 25, 1989 (Hungerford/Matosevich)

Estimated income

SDA DBIA & Downtown Plaza DBIA for 1989-90		\$ 181,400
Less Downtown Plaza share (29.66 percent)		- 53,800
		<u>\$ 127,600</u>
Estimated carryover from 1988-89 fiscal year		<u>35,000</u>
SDA DBIA income plus carryover		\$ 162,600

Proposed expenditures

Advertising, promotion and special events	\$ 44,925	
Mall tram share (new budget item--tentative)	3,500	
Security (new budget item)	55,675	
Four Mixers @ \$1,500 (new budget item)	6,000	
Downtown News (same as 1988-89)	2,400	
Administration (up apx 4.5% cost of living, up \$1,500 per year)	31,200	
Office supplies and phone (same as 1988-89)	1,400	
Insurance (same as 1988-89)	600	
Audit and tax returns (up \$200)	1,400	
Meetings re DBIA matters (same as 1988-89)	500	
Contingency (up \$13,800)	<u>15,000</u>	\$ 162,600

ZEPHYR 6/7/89

---



---

FRANKLIN BLVD. BUSINESS ASSOCIATION

---



---



---

WORKING BUDGET F/Y 1988-89

---



---



---

PROJECTED REVENUES

---



---

A.	BALANCE FORWARD (JUL 1, 1989)	12100
B.	ANNUAL REVENUES	14000
	TOTAL WORKING BUDGET	26100

---

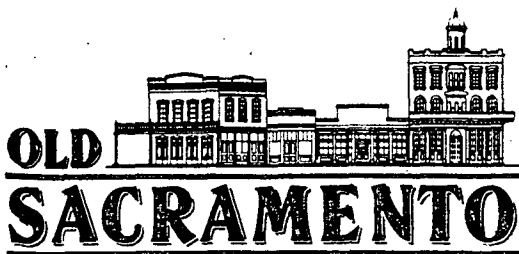
PROJECTED WORK ITEMS

---



---

A.	ASSOCIATION ASSISTANCE Membership coordination and communication; Governmental liaison; Newsletters; etc.	3600
B.	COMMON PROBLEMS PROGRAM Maintenance, Graffiti, Signage, etc.	7200
C.	IMAGE PROMOTION Public Relations; Generic advertising; etc.	4600
D.	SPECIAL PROJECTS/EVENTS Tree Plantings; Grand openings; etc.	3200
E.	ASSOCIATION OPERATING EXPENSES Office supplies; Postage; Printing; etc.	5500
	SUB-TOTAL	24100
	RESERVE (JUN 30, 1990)	2000
	TOTAL BUDGET: F/Y 1989-90	26100



Citizens & Merchants Association  
917 Front Street,  
Old Sacramento, CA 95814

OSBIA  
1989/90 Proposed Budget  
Old Sacramento Citizens & Merchants Association

Revenue: 59,000

OSBIA Collections: 59,000

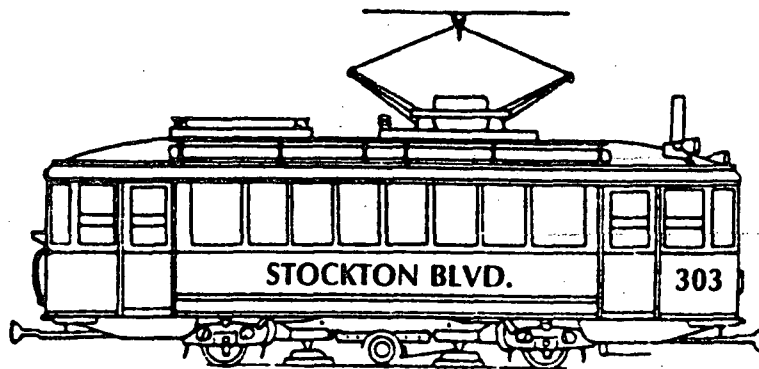
Expenses: 58,500

ADVERTISING 28,000

Newspaper 6,000  
Television 14,000  
Magazines/Guidebooks 8,000

PROMOTIONS 30,500

Subscriptions 300  
Christmas loan 6475  
Trams 3225  
Newsletter 1100  
Events 9400  
3rd of July 3600  
T. Fest 2700  
O.S. Classic 150  
Christmas 2100  
Easter/Kites 250  
Summer Sols. 200  
Other 400  
Seminars/conferences 300  
Public Relations/Publicity 9700



**Stockton Boulevard Merchants and Property Owners Association  
3856 Stockton Blvd.**

**BUSINESS IMPROVEMENT DISTRICT**

**Projected Budget for 1989-90**

Administration:	Accounting	\$ 400.00
	Secretarial	600.00
	Stationery	300.00
	Printing	700.00
	Miscellaneous	200.00
		<u>\$2,200.00</u>
Maintenance:	Landscaping	\$ 900.00
	Trash Removal	600.00
		<u>\$1,500.00</u>
General Support:	Communication and staff training	\$ 300.00
	Meetings and Civic Affairs	400.00
	Program Coordination	300.00
		<u>\$1,000.00</u>
Image Promotion:	Quarterly Promotions	1,500.00
	Community Events	200.00
	Charities	600.00
		<u>\$2,300.00</u>
Special Events	Major Improvements	\$3,000.00
Total amount of proposed budget 1989-90		<u><u>\$10,000.00</u></u>