



**Sacramento
Housing &
Redevelopment
Agency**

May 18, 2005

Redevelopment Agency of the
City of Sacramento
Sacramento, California

Honorable Members in Session:

**SUBJECT: APPROVAL OF FUNDS FOR THE POWER INN BUSINESS AND
TRANSPORTATION ASSOCIATION TO FORM A PROPERTY &
BUSINESS IMPROVEMENT DISTRICT**

LOCATION & COUNCIL DISTRICT

Army Depot Redevelopment Area; City Council District 6

RECOMMENDATION

Staff recommends adoption of the attached resolution, which authorizes the Executive Director or her designee to:

- Amend the Agency Budget to transfer \$75,000 of Army Depot Development Assistance Funds to the Power Inn Property & Business Improvement District (PBID); and,
- Execute an agreement with the Power Inn Business and Transportation Association (BTA) for \$75,000 to fund the costs for formation of a PBID in the Power Inn Road area.

CONTACT PERSONS

Leslie Palmer, Redevelopment Planner: 440-1399 x1435
Lisa Bates, City Community Development Director: 440-1316

FOR COUNCIL MEETING OF – May 31, 2005

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SUMMARY

This report recommends that the Redevelopment Agency of the City of Sacramento (Agency) provide the Power Inn BTA with a \$75,000 grant to fund the development of a Property and Business Improvement District. The project will involve outreach, consensus building, district plan development and the petition and ballot process.

RAC ACTION

At its meeting on April 27, 2005 the Army Depot Redevelopment Advisory Committee adopted a motion recommending approval of the attached resolution. The votes were as follows:

AYES: Affinito, Vourakis, Lien, Colquitt, Medley, Chacon, Ortiz

NOES: None

ABSENT: Healey, Hensler, Vierra

ABSTENTION: Lenau

COMMISSION ACTION

At its meeting on May 18, 2005 the Sacramento Housing and Redevelopment Commission adopted a motion recommending approval of the attached resolutions. The votes were as follows:

AYES: Burns, Burruss, Coriano, Gale, Core, Harland, Hoag, Piatkowski, Shah, Simon, Stivers

NOES: None

ABSENT: None

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BACKGROUND

The Power Inn BTA is taking steps toward the goal of self-sufficiency and increased services to member business and property owners. To reach this goal, the Power Inn BTA is requesting that the Agency provide \$75,000 in redevelopment funds to be used to hire the consulting firm of Downtown Resources to establish a PBID for the Power Inn Road business area. A copy of the proposed contract with the Power Inn BTA is on file with the Agency Clerk at 630 I Street.

Property & Business Improvement Districts

A PBID is a benefit assessment district formed by property owners to provide services. It can assist in economic development within the established boundaries, and may fund additional services that are provided by local government. Also, Districts may undertake physical improvements such as entry features, benches, or lighting. These services and improvements are concentrated within a distinct geographic area and are paid for by means of a special property owner assessment. A Board of Directors representing those business and property owners governs the organization responsible for providing these services and improvements.

Districts have been a proven success in Sacramento by providing services that improve the overall viability of commercial districts, resulting in higher property values, higher sales volumes and leverage of additional resources. Local examples include the Downtown Partnership, Fulton Avenue Partnership, Stockton Boulevard Partnership, Florin Road Partnership, and most recently the Oak Park and Franklin business associations. The Del Paso Boulevard area is currently in formation and should be completed by summer 2005.

The Power Inn BTA is considering the following possible priority activities for the PBID area:

- Advocacy;
- Code enforcement and security;
- Image enhancement; Economic development;
- Transportation programs; and
- Sustainability of the BTA's existing programs.

The process for forming a PBID will take approximately 12 to 18 months.

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FINANCIAL CONSIDERATIONS

This report recommends that \$75,000 be transferred from Army Depot Development Assistance Fund to the Power Inn PBID project.

POLICY CONSIDERATIONS

The proposed action is in furtherance of the Army Depot Redevelopment Plan, adopted by the Sacramento City Council, and is consistent with the Army Depot 2005-2009 Implementation Plan.

Although the study area for the Power Inn BTA PBID is broader than the Redevelopment Area, the majority of the area is contained within the Redevelopment Area. A successful PBID will create linkages and have a significant impact on the economic development and overall competitiveness of the Army Depot Redevelopment Area.

The report is also consistent with the City's Strategic Plan goal to promote and support economic vitality. The proposed action supports the Guiding Principle of that goal which states that amenities, facilities and programs should provide for an overall positive quality of life as a means to assist in business attraction and retention.

ENVIRONMENTAL REVIEW

The proposed action to fund the establishment of a Property and Business Improvement District is exempt from environmental review under CEQA Guidelines Section 15374(b)(4), government funding mechanism that does not involve commitment to any specific project that may result in a physical change to the environment. NEPA does not apply.

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M/WBE CONSIDERATIONS

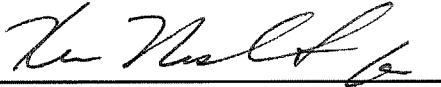
The items discussed in this report have no M/WBE impact; therefore, M/WBE considerations do not apply.

Respectfully submitted,



ANNE M. MOORE
Executive Director

Transmittal approved,

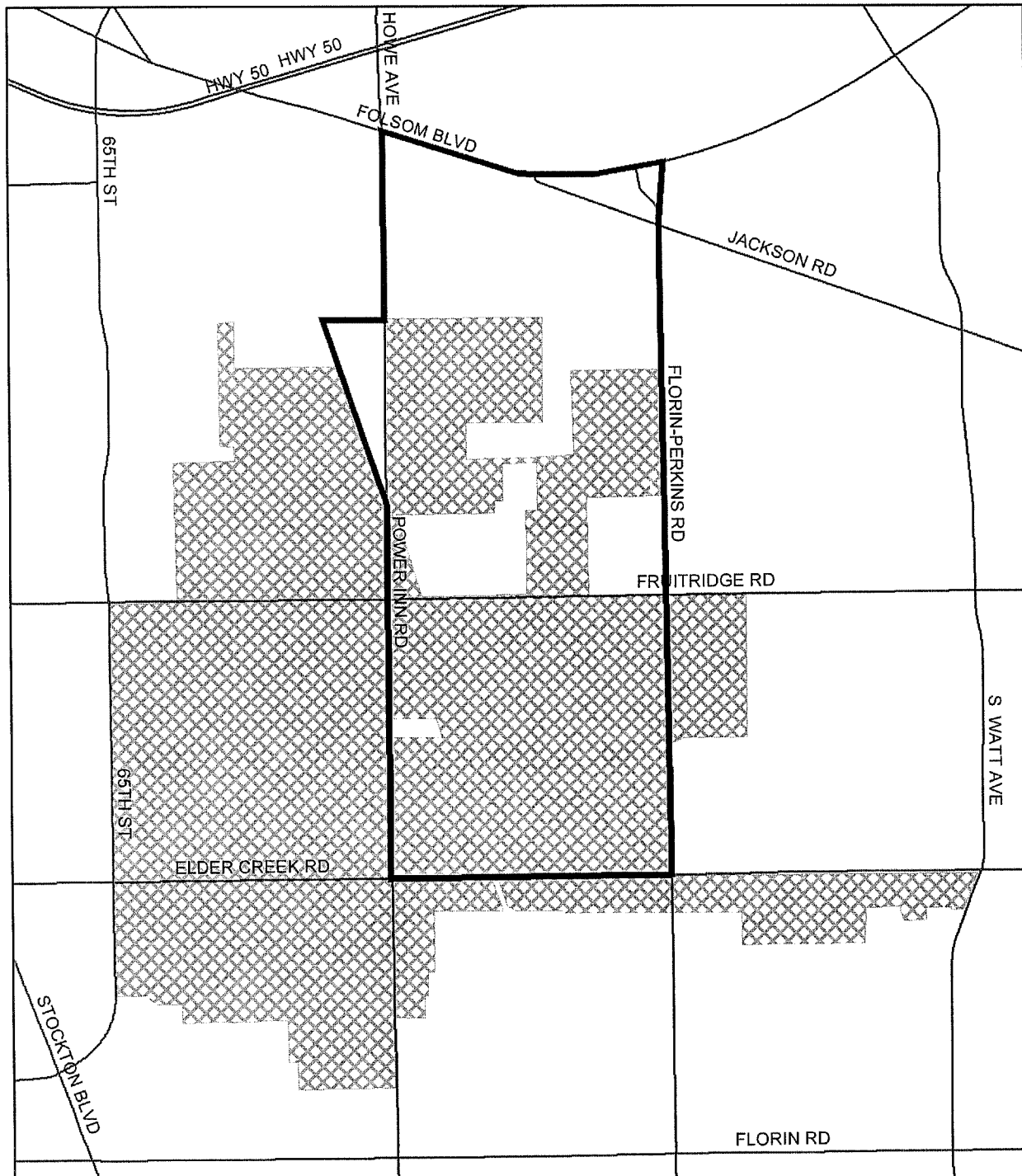


ROBERT P. THOMAS
City Manager



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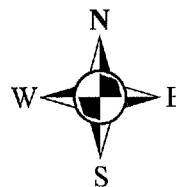
- 1) Attachment 1 – Power Inn BTA PBID Study Area Map Page 6
- 2) Redevelopment Agency Resolution – Page 7

Power Inn BTA PBID Study Area



Legend

-  Army Depot RDA
-  Power Inn BTA PBID Study Area



RESOLUTION NO. _____

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO

ON DATE OF

**APPROVAL OF GRANT AGREEMENT WITH THE POWER INN BUSINESS AND
TRANSPORTATION ASSOCIATION FOR PBID FORMATION; ARMY DEPOT
REDEVELOPMENT AREA; RELATED BUDGET AMENDMENT**

WHEREAS, the Power Inn Business and Transportation Association desires to improve the Power Inn Road area by initiating the formation of a Property and Business Improvement District (PBID) to fund services and improvements within a portion of the Army Depot Redevelopment Project Area to stimulate the commercial revitalization of this area; and

WHEREAS, creation of a PBID within the Army Depot Redevelopment Project Area is consistent with and will further the goals of the Army Depot Redevelopment Plan and Implementation Plan by leveraging private sector investment, stimulating economic growth, and creating local job opportunities, thereby strengthening the economic base of the Project Area.

NOW, THEREFORE, BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO:

Section 1. After due consideration of the facts presented, the findings, including the environmental findings regarding this action, as stated in the staff report that accompanies this resolution, are approved.

Section 2. The Executive Director, or her designee, is authorized to amend the Agency Budget to transfer \$75,000 from the Army Depot Development Assistance tax increment funds to establish the Power Inn Property and Business Improvement District project.

Section 3. The Executive Director, or her designee, is hereby authorized to execute the grant agreement with Power Inn Business and Transportation Association to provide \$75,000 in funding to pay for the costs of formation of a Property and Business Improvement District within a portion of the Army Depot Redevelopment Project Area.

CHAIR

ATTEST:

SECRETARY

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____