



APPROVED  
BY THE CITY COUNCIL

JUN 24 1997

OFFICE OF THE  
CITY CLERK

1.4

DEPARTMENT OF  
FINANCE

REVENUE DIVISION

CITY OF SACRAMENTO  
CALIFORNIA

June 12, 1997

RA97093:MLF:ldm

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

REVENUE  
ADMINISTRATION  
916-264-5724

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT: BUSINESS IMPROVEMENT AREA FY 1997/98 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 1997/98 budgets for five Business Improvement Areas (BIA's).

**CONTACT PERSON**

Margaret L. Freeman, Revenue Manager, 264-5724

**FOR COUNCIL MEETING OF**

June 24, 1997

**SUMMARY**

This report recommends that the City Council approve the FY 1997/98 budgets for five BIA's. Each BIA is required to submit an annual budget for City Council approval.

**COMMITTEE/COMMISSION ACTION**

None

## 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 1997/98 budgets for the estimated FY 1997/98 BIA fees of:

		<u>Council District</u>
1. Del Paso Boulevard BIA	\$36,688	2
2. Franklin Boulevard BIA	\$18,168	5
3. Old Sacramento BIA	\$72,834	1
4. Stockton Boulevard BIA	\$31,597	5 & 6
5. Downtown Plaza BIA	\$92,243	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 2.8% effective July 1, 1997. Attachment A is a BIA fee schedule effective July 1, 1997.

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  
Revenue Manager

RECOMMENDATION APPROVED:

*W*   
WILLIAM H. EDGAR, City Manager

Attachments

**City of Sacramento  
BUSINESS IMPROVEMENT AREA FEES:**

13-Jun-97

**Annual Fees as of July 1, 1996/Current Fee Schedule**

<b>Downtown Plaza BIA:</b>	Minimum \$67 - Maximum \$5,399
Gross Receipts	\$10,000 or less \$67 more than \$10,000 \$67 + .0008 x over \$10,000
Gross Payroll	Flat fee \$67
Professional Brokers	\$67 + \$34 per employee
Hotel/Motel	\$67 + \$1 per unit in excess of 4
Commercial Rental	\$10,000 or less \$67 more than \$10,000 \$67 + .0008 x over \$10,000

<b>Franklin Blvd BIA:</b>	Minimum \$35 - Maximum \$352
Retail	Gross Receipts Gross Receipts x .000544
Non-retail/Wholesale	Flat fee \$35

<b>Del Paso Blvd BIA:</b>	Minimum \$14 - Maximum \$339
Retail	Gross Receipts \$10,000 or less \$14 more than \$10,000 \$14 + .0005 x over \$10,000
Non - Retail	Flat fee \$14

<b>Stockton Blvd BIA:</b>	Minimum \$31 - Maximum \$327
Retail	Gross Receipts \$10,000 or less \$31 more than \$10,000 \$31 + .0005 x over \$10,000

<b>Old Sacramento BIA:</b>	Fee increase adopted by City Council 5/28/96 Minimum \$100 - Maximum \$4,500
*Retail - No Alcohol Sales	Total Gross Receipts x .0031
*Retail - Alcohol Sales	Total Gross Receipts x .0038
Non - Retail	Flat fee \$50
*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, 1997**

<b>Downtown Plaza BIA:</b>	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 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

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

<b>Del Paso Blvd BIA:</b>	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

<b>Stockton Blvd BIA:</b>	Minimum \$32 - Maximum \$336
Retail	Gross Receipts \$10,000 or less \$32 more than \$10,000 \$32 + .0005 x over \$10,000

<b>Old Sacramento BIA:</b>	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	

**RESOLUTION NO. 97-351**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**APPROVED**  
BY THE CITY COUNCIL

**JUN 24 1997**

OFFICE OF THE  
CITY CLERK

**RESOLUTION ADOPTING THE PROPOSED FY 1997/98 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 1997/98 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: \_\_\_\_\_



## NSCC 1997-98 BID BUDGET

### INCOME

	Budgeted
Cash on Hand	\$4,088.00
Lunch Receipts	\$2,750.00
City BID	\$34,532.00
Interest	\$30.00
	<u>\$41,400.00</u>

### EXPENSES

A Administration		\$11,000.00
B Office Expenses		\$2,000.00
C Rent, Repairs, Maintenance		\$2,000.00
D Luncheons & Mixers		\$3,250.00
E Postage (w/o Phantom)		\$350.00
F Telephone		\$700.00
G Insurance		\$1,000.00
H Blvd. Cleanup		\$3,600.00
I Community Outreach		\$1,000.00
K Newsletter		\$6,500.00
L Blvd. Improvements		\$1,000.00
M Promotional:		
Phantom Gallery	\$8,000.00	
X-mas Tree	\$500.00	
Other	\$500.00	
Total M Promotional	\$9,000.00	<u>\$9,000.00</u>
		<u>\$41,400.00</u>

**RESOLUTION NO. 97-352**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**APPROVED**  
BY THE CITY COUNCIL  
**JUN 24 1997**  
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CITY CLERK

**RESOLUTION ADOPTING THE PROPOSED FY 1997/98  
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 1997/98 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 97/98**

**PROJECTED REVENUES: \$20,797**

<b>EXPENDITURE/WORK ITEM</b>	<b>AMOUNT (\$)</b>
A. Membership Assistance	\$ 7,000
B. Common Problems Program	5,800
C. Image Promotion	3,707
D. Special Projects/Events	1,100
E. Operating Expenses	1,190
F. Reserve	2,000
FY 95/96 Allocated Expenditures	\$20,797

Zephyr Associates: Revitalization Coordinators (455-2124)

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**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 \$7,000

**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



**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. 97-353**

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ON DATE OF \_\_\_\_\_

**RESOLUTION ADOPTING THE PROPOSED FY 1997/98 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 1997/98 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

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RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_



**OLD  
SACRAMENTO  
MANAGEMENT**

<b>OSBIA BUDGET 1997-98</b>			
<b>Item description</b>	<b>Adopted</b>	<b>97-98</b>	
	<b>1997-98</b>	<b>of total</b>	
<b>OSBIA REVENUE</b>			
OSBIA INCOME	\$127,816		<i>Includes increase</i>
CARRY FORWARD (unknown)			
FUND RAISING (unknown)			
<b>TOTAL OSBIA REVENUE</b>	<b>\$127,816</b>	<b>100%</b>	
<b>OSBIA EXPENSES</b>			
<b>ADVERTISING</b>			
Advertising	\$50,000	39%	40,000 adv. + 10,000 agency
Public Relations & Marketing	\$11,000	9%	
Printing: broch., maps, w. tour,	\$14,000	11%	Walking Tour, (w/scvb); Map of Attr.
Distribution of Brochures	\$3,800	3%	3 zones: East Bay, Sac., Gold Country
Coupon printing	\$1,500	1%	
<b>Promotions-holiday &amp; other</b>			
Holiday Decorations (install old)	\$3,000	2%	
Holiday New Decorations	\$3,000	2%	
Gift Certificates	\$4,000	3%	
Bunting Replacement	\$3,000	2%	
Holiday promotion of choice	\$5,000	4%	
Premiums	\$2,500	2%	
<b>Supplemental Advertising &amp; Promot</b>	<b>\$10,516</b>	<b>8%</b>	To be spent if BIA collections sufficient
<b>Adv. &amp; promotions total</b>	<b>\$111,316</b>	<b>87%</b>	
<b>ADMINISTRATION</b>			
Copying & Printing	\$3,000	2%	
Newsletter (OSCMA share)	\$1,500	1%	
Misc: postage, supplies, meetings etc	\$2,500	2%	
Administration	\$9,500	7%	
<b>Total Office Expense</b>	<b>\$16,500</b>	<b>13%</b>	
<b>TOTAL OSCMA EXPENSES</b>	<b>\$127,816</b>	<b>100%</b>	

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**RESOLUTION NO. 97-354**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**RESOLUTION ADOPTING THE PROPOSED FY 1997/98  
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 1997/98 Stockton Boulevard Business Improvement Area budget as detailed on Exhibit IV of the staff report attached hereto and incorporated herein by reference.

\_\_\_\_\_  
MAYOR

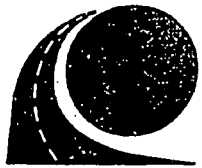
ATTEST:

\_\_\_\_\_  
CITY CLERK

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RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_



Stockton  
Boulevard

# THE INTERNATIONAL MARKETPLACE

## 1997-98 Operating Budget

Income:	Projected revenue from business center	\$ 15,094
	Projected revenue from BID	30,598
	Coordinator Allowance	40,000
<b>Total income for the period</b>		<b>\$ 85,692</b>

### Administrative Expenses:

Rent	\$ 2,100
Telephone	400
Insurance	1,200
Supplies	800
Postage	1,300
Accounting	840
Stationery	400
Secretarial	11,500
Subscriptions	52
Printing	300
Coordinator	40,000
<b>Total Administrative Expenses</b>	<b>\$ 58,892</b>

Newspaper (monthly publication)	12,000
Boulevard maintenance (graffiti, trash) weeds, etc.	9,200
Business promotions (bazaars, fairs) image, sales	4,500
Miscellaneous expenses	1,100
<b>Total operating expenses</b>	<b>\$ 85,692</b>

**RESOLUTION NO. 97-355**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

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**RESOLUTION ADOPTING THE PROPOSED FY 1997/98  
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 1997/98 Downtown Plaza Business Improvement Area budget as detailed on Exhibit V of the staff report attached hereto and incorporated herein by reference.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

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DATE ADOPTED: \_\_\_\_\_

**DOWNTOWN PLAZA MERCHANTS ASSOCIATION**

Downtown Business Improvement Area  
 Proposed Budget July 1, 1997 through June 30, 1998

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## Estimated Income

DBIA Collections	85,425
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## Proposed Expenditures

## Advertising

## Television

Dinosaurs	15,000
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Holidays	20,000
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## Radio

Dinosaurs	10,000
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Masterworks Chalk Art	10,000
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## Print

Tourism Packets	3,000
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Newspaper - Holidays	10,000
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## Special Events

Thursday Night Market Entertainment	11,425
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Holiday Tree Lighting	6,000
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	85,425
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