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DEPARTMENT OF
FINANCE

REVENUE DIVISION

CITY OF SACRAMENTO
CALIFORNIA

CITY HALL
ROOM 1201
915 I STREET
SACRAMENTO, CA
95814-2604

June 20, 2005
RA0525f:BCW:lje

REVENUE
ADMINISTRATION
916-808-5724

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: BUSINESS IMPROVEMENT AREAS FY 2005/2006 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 2005/06 budgets for five Business Improvement Areas (BIA's).

CONTACT PERSON Brad C. Wasson, Revenue Manager, 808-5724

FOR COUNCIL MEETING OF June 28, 2005

SUMMARY

This report recommends that the City Council approve the FY 2005/2006 budgets for five BIA's. Each BIA is required to submit an annual budget for City Council approval.

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. For each BIA, Sacramento 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.

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Staff has reviewed the revenue estimates and expenditure budget for FY 2005/2006. The projected revenues are as follows:

		Council District
1. Del Paso Boulevard BIA	\$ 40,000.00	2
2. Franklin Boulevard BIA	\$ 30,500.00	5
3. Old Sacramento BIA	\$150,000.00	1
4. Stockton Boulevard BIA	\$ 47,000.00	5 & 6
5. Downtown Plaza BIA	\$112,000.00	1

Attached are the individual budgets and supporting documentation (Exhibits I through V) as submitted by each of the administrative organizations. The proposed expenditures are within revenue estimates (including balances carried forward) and meet the authorized criteria of the City Code.

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 1.6% effective July 1, 2005. Attachment VI is a BIA fee schedule effective July 1, 2005.

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

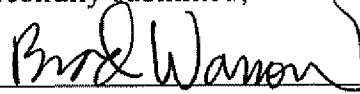
Pursuant to Section 15378 (b) (3), this is not a project under the California Environmental Quality Act.

POLICY CONSIDERATIONS

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

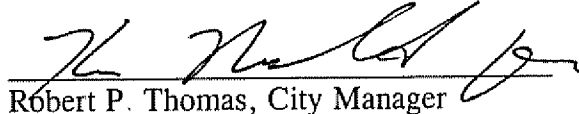
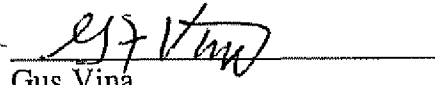
ESBD CONSIDERATIONS Not applicable.

Respectfully submitted,



Brad C. Wasson
Revenue Manager

RECOMMENDATION APPROVED:


Robert P. Thomas, City Manager
Gus Vina
Director of Finance

Attachments

Table of Contents

- | | |
|-------------------|-------------|
| 1. Report | Pages 1-3 |
| 2. Attachment I-V | Pages 4-9 |
| 3. Attachment VI | Page 10 |
| 4. Resolutions | Pages 11-15 |

Uptown Business Improvement District (BID) Budget for 2005

Administered since inception in 1987 by the North Sacramento Chamber of Commerce

Income	Budget	
BIA Self Tax	\$ 40,000.00	
	\$ 40,000.00	
Expense		
General & Administrative		
Equipment Leases	\$ 600.00	2%
Insurance	\$ 1,250.00	3%
Janitorial	\$ 900.00	2%
Offices Supplies	\$ 750.00	2%
Building Rent, Maintenance - Repairs	\$ 3,000.00	8%
Telephone & Fax & ISP	\$ 720.00	2%
Utilities	\$ 850.00	2%
	\$ 8,070.00	20%
Projects		
Phantom Galleries		
Mini-Grants for Arts within BID	\$ 12,000.00	30%
	\$ 12,000.00	30%
Community Events		
Holiday Tree Lighting	\$ 400.00	1%
Community Holiday Gala Reception	\$ 250.00	1%
North Sacramento Camellia Festival	\$ 200.00	1%
NSSD Youth BandFest	\$ 150.00	0%
Annual Uptown District Awards	\$ 300.00	1%
Community Donations	\$ 1,700.00	4%
	\$ 3,000.00	8%
Uptown District		
Street Banner Program	\$ 5,000.00	13%
Del Paso Boulevard Clean Up	\$ 5,000.00	13%
District Visitor Maps	\$ 350.00	1%
	\$ 10,350.00	26%
Marketing & Economic Development		
Website: www.northsacramento-chamber.org	\$ 1,580.00	4%
Marketing & Advertising	\$ 5,000.00	13%
	\$ 6,580.00	16%

**FRANKLIN BOULEVARD BUSINESS ASSOCIATION
BUDGET FY 2005/06**

PROJECTED REVENUES: \$30,500

EXPENDITURE/WORK ITEM	AMOUNT (\$)
A. Membership Assistance	\$ 12,800
B. Common Problems Program	1,000
C. Image Promotion	5,075
D. Special Projects/Events	1,500
E. Operating Expenses	4,675
F. Reserve	<u>5,000</u>
FY 05/06 Allocated Expenditures	\$ 30,050

Kathy Tescher: Franklin Boulevard Executive Director (455-2124)

BUDGET NOTES:

A. Membership Assistance

The specific expenditure included in this budget detail includes 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.

This component includes a newsletter.

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

Direct Expense	\$12,800
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B. Common Problems Program

There is one specific on-going program included in this budget item.

Graffiti: FBBA has been in the graffiti removal businesses for 17 years and the removal is implemented on an on-call basis.

Direct Expense	\$1,000
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C. Image Promotion

Included in this item are community relations, a branding project for the boulevard to give a sense of place and design of entrance banners.

Direct Expense \$5,075

D. Special Projects / Events

There will be one meeting designated as the annual meeting and 20th year birthday celebration along with the projected groundbreaking and grand opening ceremonies to celebrate the renovation of existing businesses and properties and some new businesses.

Direct Expense \$1,500

E. Operating Expenses

This budget detail covers office supplies, postage, equipment repair, insurance, etc. of FBBA

Direct Expense \$4,675

F. Contingency Fund

The contingency fund is set at \$5,000 for unforeseen necessary expenditures approved specifically by the Board of Directors and funding to supplement Items A through E as necessary.

Direct Expense \$5,000

**Old Sacramento Business Association
Old Sacramento Merchants Council
Proposed Budget for
Year Ended June 30, 2006**

Carry-in from 2004-05		\$41,000
Income:		
BIA receipts collected by City	150,000	
Contribution from Embassy Suites	<u>5,000</u>	155,000
Expenses:		
Advertising	18,000	
Marketing	5,200	
Public relations	27,000	
Printing and distribution of brochures	19,000	
Promotions & events - July through December	21,000	
Promotions & events - January through June	11,500	
Decorations	33,000	
Miscellaneous	5,000	
Administration	<u>15,500</u>	155,200
Carry-out to 2005-06		<u><u>\$40,800</u></u>

Stockton Boulevard Partnership
Stockton Business Improvement Area
2004 Year End Council Report
2005 Budget Submission



The Stockton Boulevard Partnership is providing administrative and program management services for the Stockton Boulevard Business Improvement Area as authorized by the Sacramento City Council in June of 2002. The following is a brief program description with accompanying financial data for the 2004 year end and the 2005 budget submission.

2004 Year End Actuals

Program Areas	Description	Budget	Actuals
2004 Revenue	Anticipated Revenue generated from January – December 2004	\$42,000 00	\$47,571 88
2004 Expenditures:			
General Promotion	Retail promotion activities; events, banners, directories, administration, etc.	\$25,000 00	\$22,749 27
Community Pride Projects (Advocacy & Image & Security)	Neighborhood association support, street-clean-ups, public safety appreciation, etc.	\$10,000 00	\$19,547 48
Improvements & Contingency	Physical street improvements, and Econ Dev planning	\$ 6,500 00	\$ 2,208 34
2004 Year End Net	Revenue less Expenditures	-0-	\$ 3,246.80

2005 Budget Submission

Program Areas	Description	Budget	Actuals
2005 Revenue	Anticipated Revenue generated from January – December 2004	\$47,000 00	
2005 Expenditures:			
General Promotion	Retail promotion activities; events, banners, directories, administration, etc.	\$30,000 00	
Community Pride Projects	Neighborhood association support, street-clean-ups, public safety appreciation, etc.	\$11,000 00	
Safety, Garbage Cans, Improvements	Garbage can purchase, RT Shelter lighting, Service of garbage cans in BIA boundaries, purchase & installation	\$ 6,000 00	
2005 Year End Net	Revenue less Expenditures	-0-	

**DOWNTOWN PLAZA**

647 L Street
Sacramento, CA 95814

Telephone (916) 442-4000
Facsimile (916) 442-3117

DOWNTOWN PLAZA MERCHANTS ASSOCIATION

Downtown Business Improvement Area
Proposed Projected Budget Expenditures June 2005 -- June 2006

ESTIMATED INCOME:

DBIA Collections \$112,000

PROPOSED EXPENDITURES:

Holiday Décor -- 50' live tree & décor service \$40,000

Advertising:

Co-op with Downtown Partnership \$15,000
Holiday \$ 8,500

Special Events:

Pacific Rim Street Fest \$ 3,500
Holiday Gift Wrap Service \$10,000
Ice Rink Sponsorship \$25,000
Holiday Treelighting \$ 8,000

Professional Fees:

Taxes & Tax Preparation \$ 2,000

TOTAL EXPENDITURES: **\$112,000**

City of Sacramento

BUSINESS IMPROVEMENT AREA FEES:

ANNUAL FEES AS OF JULY 1, 2005 / Current Fee Schedule

Downtown Plaza BIA (B): Minimum \$87 - Maximum \$7040		
Gross Receipts	\$10,000 or less	\$87
	more than \$10,000	\$87 + 0008 x over \$10,000
Gross Payroll	Flat fee	\$87
Professional		\$87 + \$34 per employee
Brokers		\$87 + \$34 per employee
Hotel/Motel		\$87 + 1 per unit in excess of 4
Commercial Rental	\$10,000 or less	\$87
	more than \$10,000	\$87 + 0008 x over \$10,000

FRANKLIN BLVD BIA (D): Minimum \$45 - Maximum \$458		
Retail	Gross Receipts	Gross Receipts x 0000544
Non-Retail	Flat Fee	\$45

DEL PASO BLVD BIA (E): Minimum \$18 - Maximum \$443		
Retail	Gross Receipts	
	\$10,000 or less	\$18
	more than \$10,000	\$18 + 0005 x over \$10,000
Non-Retail	Flat Fee	\$18

STOCKTON BLVD BIA (F): Minimum \$41 - Maximum \$426		
Retail	Gross Receipts	
	\$50,000 or less	\$41
	more than \$50,000	\$41 + 0005 x \$50,000
Non - Retail	Flat Fee	\$41

OLD SACRAMENTO BIA (C): Minimum \$126 - Maximum \$5,876		
* Retail - No Alcohol Sales		Total Gross Receipts x 0054
* Retail - Alcohol Sales		Total Gross Receipts x 0068
Non - Retail Flat Fee		\$64
* Note: Gross Receipts are exclusive of any alcohol sales		

10.

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION ADOPTING THE PROPOSED FY 2005/2006 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 2005/2006 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: _____

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION ADOPTING THE PROPOSED FY 2005/2006
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 2005/2006 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: _____

12.

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION ADOPTING THE PROPOSED FY 2005/2006 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 2005/2006 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: _____

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION ADOPTING THE PROPOSED FY 2005/2006
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 2005/2006 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

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION ADOPTING THE PROPOSED FY 2005/2006
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 2005/2006 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

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____