

APPROVED
BY THE CITY COUNCIL

JUN 22 1999

OFFICE OF THE
CITY CLERK



1.11

DEPARTMENT OF
FINANCE

REVENUE DIVISION

CITY OF SACRAMENTO
CALIFORNIA

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

June 03, 1999
RA99062:MLF:ggw

REVENUE
ADMINISTRATION
916-264-5724

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: BUSINESS IMPROVEMENT AREAS FY 1999/00 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 1999/00 budgets for five Business Improvement Areas (BIA's).

CONTACT PERSON

Margaret L. Freeman, Revenue Manager, 264-5724

FOR COUNCIL MEETING OF

June 22, 1999

SUMMARY

This report recommends that the City Council approve the FY 1999/00 budgets for five BIA's. Each BIA is required to submit an annual budget for City Council approval.

COMMITTEE/COMMISSION ACTION

No committee action is required.

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 1999/00 budgets for the estimated FY 1999/00 BIA fees of:

		<u>Council District</u>
1. Del Paso Boulevard BIA	\$35,800	2
2. Franklin Boulevard BIA	\$23,500	5
3. Old Sacramento BIA	\$119,200	1
4. Stockton Boulevard BIA	\$35,084	5 & 6
5. Downtown Plaza BIA	\$111,400	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 4.6% effective July 1, 1999. Attachment A is a BIA fee schedule effective July 1, 1999.

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.

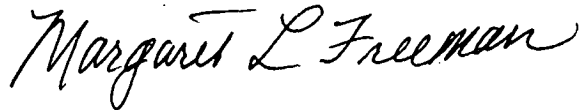
POLICY CONSIDERATIONS

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

ESBD CONSIDERATIONS

Not applicable.

Respectfully submitted,



Margaret L. Freeman
Revenue Manager

RECOMMENDATION APPROVED:



Robert P. Thomas, City Manager

Attachments

City of Sacramento
BUSINESS IMPROVEMENT AREA FEES:

18-May-99

Annual Fees as of July 1, 1998/Current Fee Schedule

Downtown Plaza BIA:	Minimum \$71 - Maximum \$5,724	
Gross Receipts	\$10,000 or less	\$71
	more than \$10,000	\$71 + .0008 x over \$10,000
Gross Payroll	Flat fee	\$71
Professional		\$71 + \$34 per employee
Brokers		\$71 + \$34 per employee
Hotel/Motel		\$71 + \$1 per unit in excess of 4
Commercial Rental	\$10,000 or less	\$71
	more than \$10,000	\$71 + .0008 x over \$10,000

Franklin Blvd BIA:	Minimum \$37 - Maximum \$373	
Retail	Gross Receipts	Gross Receipts x .000544
Non-retail/Wholesale	Flat fee	\$37

Del Paso Blvd BIA:	Minimum \$14 - Maximum \$359	
Retail	Gross Receipts	
	\$10,000 or less	\$14
	more than \$10,000	\$14 + .0005 x over \$10,000
Non - Retail	Flat fee	\$14

Stockton Blvd BIA:	Minimum \$33 - Maximum \$347	
Retail	Gross Receipts	
	\$50,000 or less	\$33
	more than \$50,000	\$33 + .0005 x over \$50,000
	Non-retail/flat fee	\$33

Old Sacramento BIA:	Fee increase adopted by City Council 5/28/96	
	Minimum \$103 - Maximum \$4,771	
*Retail - No Alcohol Sales		Total Gross Receipts x .0054
*Retail - Alcohol Sales		Total Gross Receipts x .0068
Non - Retail	Flat fee	\$53

*Note: Gross Receipts are exclusive of any alcohol sales

New Fee Schedule FY99/00
Annual Fees as of July 1, 1999

Downtown Plaza BIA (B):	Minimum \$74 - Maximum \$5,987	
Gross Receipts	\$10,000 or less	\$74
	more than \$10,000	\$74 + .0008 x over \$10,000
Gross Payroll	Flat fee	\$74
Professional		\$74 + \$34 per employee
Brokers		\$74 + \$34 per employee
Hotel/Motel		\$74 + \$1 per unit in excess of 4
Commercial Rental	\$10,000 or less	\$74
	more than \$10,000	\$74 + .0008 x over \$10,000

Franklin Blvd BIA (D):	Minimum \$39 - Maximum \$390	
Retail	Gross Receipts	Gross Receipts x .000544
Non-retail/Wholesale	Flat fee	\$39

Del Paso Blvd BIA (E):	Minimum \$15 - Maximum \$376	
Retail	Gross Receipts	
	\$10,000 or less	\$15
	more than \$10,000	\$15 + .0005 x over \$10,000
Non - Retail	Flat fee	\$15

Stockton Blvd BIA (F):	Minimum \$35 - Maximum \$363	
Retail	Gross Receipts	
	\$50,000 or less	\$35
	more than \$50,000	\$35 + .0005 x over \$50,000
	Non-retail/flat fee	\$35

Old Sacramento BIA (C):	Fee increase adopted by City Council 5/28/96	
	Minimum \$108 - Maximum \$4,990	
*Retail - No Alcohol Sales		Total Gross Receipts x .0054
*Retail - Alcohol Sales		Total Gross Receipts x .0068
Non - Retail	Flat fee	\$55

*Note: Gross Receipts are exclusive of any alcohol sales

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RESOLUTION NO. 99-332

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION ADOPTING THE PROPOSED FY 1999/00 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 1999/00 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: _____

**NORTH SACRAMENTO CHAMBER OF COMMERCE
DEL PASO BOULEVARD BUSINESS IMPROVEMENT AREA
1999-2000 PROPOSED BUDGET**

INCOME:

BEAUTIFICATION GRANT	\$ 2,500.00	
LUNCH & MIXERS	7,505.00	
CITY BID	35,800.00	
MERCHANT'S ASSOC. (ON HAND)	475.00	
PROMOTIONAL (CAMELLIA SHOW)	1,175.00	
INTEREST	<u>100.00</u>	
 TOTAL INCOME		 \$47,555.00

EXPENSES:

ADMINISTRATION	\$ 7,000.00	
OFFICE EXPENSES	2,000.00	
RENT, REPAIRS, MAINTENANCE	3,500.00	
LUNCHEONS & MIXERS	7,275.00	
POSTAGE (W/O PHANTOM)	500.00	
TELEPHONE	1,000.00	
INSURANCE	2,500.00	
BOULEVARD CLEANUP	5,000.00	
NEWSLETTER	5,000.00	
BOULEVARD IMPROVEMENTS	5,680.00	
PROMOTIONAL:		
BEAUTIFICATION. GRANT	\$ 1,700.00	
CAMELLIA SHOW	800.00	
MARKETING	4,000.00	
CHRISTMAS TREE	500.00	
OTHER	<u>1,100.00</u>	
TOTAL PROMOTIONAL		\$ <u>8,100.00</u>

TOTAL EXPENSE \$47,555.00

BALANCE \$ 0.00

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OFFICE OF THE
CITY CLERK

RESOLUTION NO. 99-333

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION ADOPTING THE PROPOSED FY 1999/00
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 1999/00 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 99/00**

PROJECTED REVENUES: \$23,500

EXPENDITURE/WORK ITEM	AMOUNT (\$)
A. Membership Assistance	\$ 8,695
B. Common Problems Program	6,110
C. Image Promotion	3,995
D. Special Projects/Events	1,175
E. Operating Expenses	1,175
F. Reserve	<u>2,350</u>
FY 99/00 Allocated Expenditures	\$23,500

Zephyr Associates: Franklin Boulevard Revitalization Coordinators (455-2124)

BUDGET NOTES:

A. Membership Assistance

The specific expenditure included in this budget detail 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.

This component includes a quarterly newsletter.

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

Direct Expense \$8,695

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 component.

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.

Security/Lighting: This is a rebate program for updating business security lights and has been established the past three years.

Direct Expense \$6,110

C. Image Promotion

Included in this item is community relations, generic area and special advertising to promote the area.

Direct Expense \$3,995

D. Special Projects / Events

There will be the annual meeting and an open house along with the projected ground-breaking and grand opening ceremonies to celebrate the renovation of existing businesses and properties and some new businesses.

Direct Expense \$1,175

E. Operating Expenses

This budget detail covers the office supplies, postage, copies, etc., of FBBA

Direct Expense \$1,175

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 \$2,350

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JUN 22 1999

ADOPTED BY THE SACRAMENTO CITY COUNCIL

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ON DATE OF _____

**RESOLUTION ADOPTING THE PROPOSED FY 1999/00 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 1999/00 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: _____

**Old Sacramento
Business Improvement District
1999-2000 Budget**

Description	1999-2000 Budget
OSCMA REVENUE	
OSBIA INCOME	119,200
MISC.	10,000
TOTAL REVENUE	129,200
OSCMA EXPENSES	
Advertising/Marketing/Publicity	
Advertising -Buys	54,370
Subtotal Adv. buys	54,370
Public Relations & Marketing	
Public Relations	10,000
Public Relations, misc.	2,000
Printing: broch., maps, w. tour,	14,330
Distribution of Brochures	4,700
Coupon printing	2,500
Sponsorships (theater,jazz)	2,000
Postage, Advert&newsltr	2,500
Subtotal PR & Marketing	38,030
Promotions-holiday & other	
Holiday Decorations (install old)	5,000
Gift Certificates	2,800
Bunting Replacement	3,000
Holiday activity/prom.	5,000
Premiums (holiday orn./media)	2,500
Promotions&fall decor.	3,500
Subtotal Promotions	21,800
Adv, Promo, P.R. Mktg. TOTAL	114,200
OFFICE EXPENSE	
Supplies & Misc	2,500
Admin. (10% last FY BIA)	12,500
Total Office Expense	15,000
TOTAL EXPENSES	129,200
Total Revenue	129,200
Total Expenses	129,200

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RESOLUTION NO. 99-335

JUN 22 1999

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ON DATE OF _____

RESOLUTION ADOPTING THE PROPOSED FY 1999/00
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 1999/00 Stockton Boulevard Business Improvement Area budget as detailed on Exhibit IV of the staff report attached hereto and incorporated herein by reference.

MAYOR

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**THE INTERNATIONAL MARKETPLACE****1999-2000 Operating Budget**

Income: Projected revenue from BID	38,000
Coordinator Allowance	30,000
Total income for the period	\$68,000

Administrative Expenses:

Rent	\$ 1,800
Telephone	400
Insurance	1,200
Supplies	1,100
Postage	1,300
Accounting	500
Stationery	800
Secretarial	2,500
Subscriptions	52
Printing	600
Workshop Refreshments	450
Administrative Aid	12,000
Coordinator	30,000

Total Administrative Expenses \$ 52,702

Boulevard maintenance (graffiti, trash weeds, etc.)	9,000
Business promotions (bazaars, fairs image, sales)	2,500
Organization Development/POBID	3,000
Miscellaneous expenses	798

Total operating expenses \$ 68,000

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RESOLUTION NO. 99-336

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION ADOPTING THE PROPOSED FY 1999/00
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 1999/00 Downtown Plaza Business Improvement Area budget as detailed on Exhibit V of the staff report attached hereto and incorporated herein by reference.

MAYOR

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DATE ADOPTED: _____

DOWNTOWN PLAZA MERCHANTS ASSOCIATION

Downtown Business Improvement Area
 Proposed Budget July 1, 1999, through June 30, 2000

ESTIMATED INCOME:

DBIA Collections	\$111,400
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PROPOSED EXPENDITURES:

ADVERTISING

Tourism Outreach:

Convention Attendee Coupons	\$10,000
Tourism Rack Cards	
Production	\$10,000
Monthly Delivery Service	\$ 5,500

Print Advertising:

Holiday Advertising	\$ 9,400
"Dinosaur" promotion advertising	\$30,000

SPECIAL EVENTS

Dinosaur Promotion	\$38,500
Holiday Tree Lighting	\$ 8,000

TOTAL EXPENDITURES	\$111,400
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