

RESOLUTION NO. 2004-487

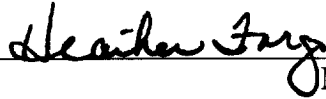
ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF JUN 22 2004

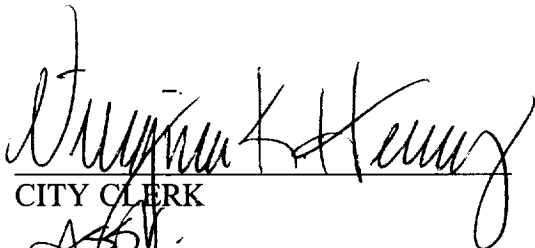

RESOLUTION ADOPTING THE PROPOSED FY 2004/2005
FRANKLIN BOULEVARD BUSINESS IMPROVEMENT AREA
BUDGET

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

That the City Council hereby adopts the proposed FY 2004/2005 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.: 2004-487

DATE ADOPTED: JUN 22 2004

**FRANKLIN BOULEVARD BUSINESS ASSOCIATION
BUDGET FY 2004/05**

PROJECTED REVENUES: \$30,000

EXPENDITURE/WORK ITEM	AMOUNT (\$)
A. Membership Assistance	\$ 10,600
B. Common Problems Program	7,250
C. Image Promotion	4,740
D. Special Projects/Events	2,395
E. Operating Expenses	1,895
F. Reserve	<u>3,120</u>
FY 03/04 Allocated Expenditures	\$ 30,000

Zephyr Associates: Franklin Boulevard Revitalization Coordinators (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 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	\$10,600
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B. Common Problems Program

There are several specific on-going programs included in this budget item.

Graffiti: FBBA has been in the graffiti removal businesses for 16 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Sign/Poles: The removal of the outdated and unnecessary signs and poles has been implemented over the past seven years.

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

Direct Expense	\$7,250
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C. Image Promotion

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

Direct Expense	\$4,740
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D. Special Projects / Events

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

Direct Expense	\$2,395
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E. Operating Expenses

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

Direct Expense	\$1,895
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F. Reserve

There is a 10.4% 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	\$3,120
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