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DEPARTMENT OF
FINANCE

REVENUE DIVISION

CITY OF SACRAMENTO
CALIFORNIA

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

June 09, 2000
RA00056:MLF:gwg



REVENUE
ADMINISTRATION
916-264-5724

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: BUSINESS IMPROVEMENT AREAS FY 2000/2001 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 2000/01 budgets for five Business Improvement Areas (BIA's).

CONTACT PERSON Margaret L. Freeman, Revenue Manager, 264-5724

FOR COUNCIL MEETING OF June 27, 2000

SUMMARY

This report recommends that the City Council approve the FY 2000/2001 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 2000/2001 budgets for the estimated FY 2000/2001 BIA fees of:

		<u>Council District</u>
1. Del Paso Boulevard BIA	\$35,900	2
2. Franklin Boulevard BIA	\$27,900	5
3. Old Sacramento BIA	\$125,900	1
4. Stockton Boulevard BIA	\$38,300	5 & 6
5. Downtown Plaza BIA	\$101,200	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 3.6% effective July 1, 2000. Attachment A is a BIA fee schedule effective July 1, 2000.

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

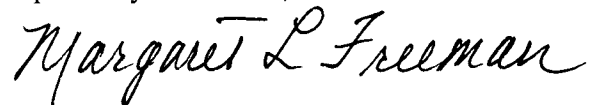
Council action in adopting the resolutions is exempt from the California Environmental Quality Act (CEQA) because it will have no conceivable effect on the physical environment.

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

City of Sacramento
BUSINESS IMPROVEMENT AREA FEES:

09-Jun-2000

Annual Fees as of July 1, 1999/Current Fee Schedule

Downtown Plaza BIA:			
	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:			
	Minimum \$39 - Maximum \$390		
Retail	Gross Receipts	Gross Receipts x .000544	
Non-retail/Wholesale	Flat fee	\$39	

Del Paso Blvd BIA:			
	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:			
	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:			
	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			

New Fee Schedule FY00/01
 Annual Fees as of July 1, 2000

Downtown Plaza BIA (B):			
	Minimum \$77 - Maximum \$6,202		
Gross Receipts	\$10,000 or less	\$77	
	more than \$10,000	\$77 + .0008 x over \$10,000	
Gross Payroll	Flat fee	\$77	
Professional		\$77 + \$34 per employee	
Brokers		\$77 + \$34 per employee	
Hotel/Motel		\$77 + \$1 per unit in excess of 4	
Commercial Rental	\$10,000 or less	\$77	
	more than \$10,000	\$77 + .0008 x over \$10,000	

Franklin Blvd BIA (D):			
	Minimum \$40 - Maximum \$404		
Retail	Gross Receipts	Gross Receipts x .000544	
Non-retail/Wholesale	Flat fee	\$40	

Del Paso Blvd BIA (E):			
	Minimum \$16 - Maximum \$390		
Retail	Gross Receipts		
	\$10,000 or less	\$16	
	more than \$10,000	\$16 + .0005 x over \$10,000	
Non - Retail	Flat fee	\$16	

Stockton Blvd BIA (F):			
	Minimum \$36 - Maximum \$376		
Retail	Gross Receipts		
	\$50,000 or less	\$36	
	more than \$50,000	\$36 + .0005 x over \$50,000	
	Non-retail/flat fee	\$36	

Old Sacramento BIA (C):			
	Minimum \$112 - Maximum \$5,170		
*Retail - No Alcohol Sales		Total Gross Receipts x .0054	
*Retail - Alcohol Sales		Total Gross Receipts x .0068	
Non - Retail	Flat fee	\$57	
*Note: Gross Receipts are exclusive of any alcohol sales			

RESOLUTION NO. *2000-391*

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____



RESOLUTION ADOPTING THE PROPOSED FY 2000/2001 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 2000/2001 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 2000-2001 BID BUDGET

(proposed)

INCOME

	Budgeted
Promotional	\$1,000.00
Lunch Receipts	\$7,500.00
City BID	\$35,900.00
Interest	\$100.00
	<u>\$44,500.00</u>

EXPENSES

Administration/Office	\$6,000.00	
Projects/Programs	\$10,000.00	
Blvd. Cleanup	\$4,000.00	
		UPTOWN CDC
		\$20,000.00
Luncheons & Mixers		\$7,250.00
Postage		\$150.00
Telephone		\$700.00
Insurance		\$1,000.00
Marketing		\$7,500.00
Community Outreach		\$1,000.00
Newsletter		\$2,500.00
Promotional:		
Camellia Show	\$800.00	
X-mas Tree Lighting	\$500.00	
Winter Home Decorating		
Contest	\$750.00	
Other	\$2,350.00	
Total Promotional		<u>\$4,400.00</u>
		<u>\$44,500.00</u>

RESOLUTION NO. 2000-392

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____



RESOLUTION ADOPTING THE PROPOSED FY 2000/2001
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 2000/2001 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	\$ 10,000
B. Common Problems Program	7,250
C. Image Promotion	4,740
D. Special Projects/Events	1,395
E. Operating Expenses	1,395
F. Reserve	<u>3,120</u>
FY 99/00 Allocated Expenditures	\$ 27,900

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	\$10,000
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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 twelve 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 four years.

Direct Expense	\$7,250
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C. Image Promotion

Included in this item is 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 ground-breaking and grand opening ceremonies to celebrate the renovation of existing businesses and properties and some new businesses.

Direct Expense	\$1,395
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E. Operating Expenses

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

Direct Expense	\$1,395
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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	\$3,120
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RESOLUTION NO. 2000-393

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____



RESOLUTION ADOPTING THE PROPOSED FY 2000/2001
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 2000/2001 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: _____

OBJ CODE	DESCRIPTION	SUB-TOTALS	BUDGET FY 01	REMARKS
III. OLD SACRAMENTO BUSINESS IMPROVEMENT AREA-OSBIA (OSCMA Advisory)				
REVENUES				
	Balance Forward		\$ 7,831	
	Merchant Co-op			
	Miscellaneous			
	OSBIA		\$ 130,000	
	Total Revenues		\$ 137,831	
EXPENSES				
	Advertising Buys		\$ 45,000	
	Marketing & Public Relations		\$ 42,250	
	Decorations & Promotional Events		\$ 24,500	
	Administration to OSM, Inc.		\$ 10,000	
	Administrative/Office Expense		\$ 8,250	
	Total Expenses		\$ 130,000	
	OVERAGE/(SHORTFALL)		\$ 7,831	

EXHIBIT III

10.

RESOLUTION NO. 2000-394

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____



RESOLUTION ADOPTING THE PROPOSED FY 2000/2001
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 2000/2001 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: _____

Stockton Boulevard Merchants and Property Owners Assoc.

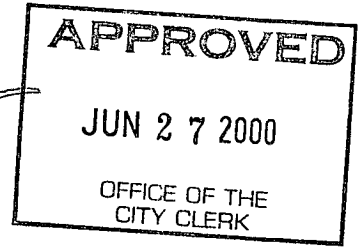
2000 - 2001 OPERATING BUDGET

INCOME: Projected RENT FOR SHARED OFFICE SPACE	6,000	
Projected Revenue from BID	38,300	
TOTAL INCOME FOR THE PERIOD		44,300
EXPENSES:		
RENT	5,400	
TELEPHONE/FAX	1,500	
INSURANCE - LIABILITY	1,750	
OFFICE SUPPLIES	790	
COMPUTER/SOFTWARE	1,356	
COPIER/MAINTANCE	2,400	
POSTAGE/BULK PERMIT	1,500	
OFFICE MANAGER 20 HRS/WK	15,600	
ACCOUTANT	1,200	
ELECTRICITY	960	
INTERNET- DEEPWELL	600	
DONATIONS	1,500	
WORKSHOP REFRESHMENTS	450	
BOULEVARD MAINTENANCE - STREET CLEANUP & GRAFFITTI REMOVAL	7,200	
CORP TAX FILING FEES	24	
PAYROLL TAXES	112	
PRINTING - CARDS, ENVELOPS, AND LETTERHEAD	600	
WORKERS COMP	288	
SUBSCRIPTIONS/TEXT BOOKS	300	
PBID FORMATION	3,000	
TOTAL OPERATING EXPENSES		46,530
BALANCE		-2,230

RESOLUTION NO. 2000-395

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____



RESOLUTION ADOPTING THE PROPOSED FY 2000/2001
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 2000/2001 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: _____

DOWNTOWN PLAZA MERCHANTS ASSOCIATION

Downtown Business Improvement Area
Proposed Budget July 1, 2000 through June 30, 2001

ESTIMATED INCOME:

DBIA Collections \$101,200.00

PROPOSED EXPENDITURES:**PRINT ADVERTISING:**

Holiday	\$11,200
PUPPETS IN THE PLAZA	\$30,000

SPECIAL EVENTS:

PUPPETS IN THE PLAZA	\$40,000
Holiday Tree Lighting	\$20,000

TOTAL EXPENDITURES \$101,200