

RESOLUTION NO. 2007-468

Adopted by the Sacramento City Council

June 26, 2007

2007/2008 DEL PASO BOULEVARD BUSINESS IMPROVEMENT AREA BUDGET

BACKGROUND

- A. The Del Paso Boulevard Business Improvement Area is established under Chapter 3.108 of the City Code for the purposes described therein.
- B. City Code section 3.108.010 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, City Code section 3.108.080 specifies that the City Council shall reserve unto itself sole discretion as to how the revenue derived from the charges shall be used within the scope of said authorized purposes.
- C. Staff has reviewed the FY 2007/2008 budget showing estimated FY 2007/2008 BIA fees of \$44,500, and finds the budget to be adequate and reasonable for authorized purposes.
- D. The Council is fully advised in this matter.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. The City Council finds and determines that the background statements A through D are true and correct.
- Section 2. Adopt the proposed FY 2007/2008 Del Paso Boulevard Business Improvement Area budget as detailed in Exhibit A of the staff report.
- Section 3. Exhibit A is part of this resolution.

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- Exhibit A: Proposed Annual Budget

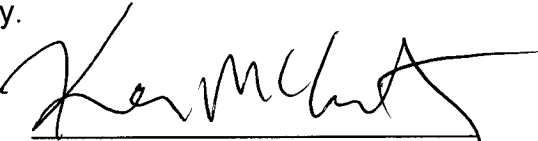
Adopted by the City of Sacramento City Council on June 26, 2007 by the following vote:

Ayes: Councilmembers, Cohn, Fong, Hammond, McCarty, Pannell, Tretheway, and Waters.

Noes: None.

Abstain: Mayor Fargo and Councilmember Sheedy.

Absent: None.



Kevin McCarty, Vice Mayor

Attest:



Shirley Concolino, City Clerk

Exhibit A

Proposed Annual Budget: 2007-2008
DEL PASO BOULEVARD BUSINESS IMPROVEMENT AREA

	BIA	Other	Total
Revenues			
Business Tax Collections	\$42,500.00	\$ -	\$42,500.00
Commercial Rental Tax Collections	\$ 2,000.00	\$ -	\$ 2,000.00
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Total Revenues	\$44,500.00	\$ -	\$44,500.00
Expenses			
Operating/Administrative Expenses			
Coordinator -- Phantom Galleries	\$12,000.00	\$ -	\$12,000.00
Office expenses, administration, mailings, tax preparation and filings	\$ 2,500.00	\$ -	\$ 2,500.00
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	\$14,500.00	\$ -	\$14,500.00
Advertising			
Paid Media: Local print media (including Sacramento Bee, Sacramento News & Review, Sacramento Magazine)	\$10,000.00	\$ -	\$10,000.00
Graphic design	\$ 1,000.00	\$ -	\$ 1,000.00
Printing (flyers, posters)	\$ 2,000.00	\$ -	\$ 2,000.00
Banner program	\$ 4,000.00	\$ -	\$ 4,000.00
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	\$17,000.00	\$ -	\$17,000.00
Special Events			
2nd Saturday promotion, streetscape celebration, recognition of new retail, BIA annual meeting	\$10,000.00	\$ -	\$10,000.00
Contingency -- general	\$ 3,000.00	\$ -	\$ 3,000.00
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	\$13,000.00	\$ -	\$13,000.00
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Total Expenses	\$44,500.00	\$ -	\$44,500.00