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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 11, 1992
RA92069:MLF:ldm

APPROVED
BY THE CITY COUNCIL

REVENUE
ADMINISTRATION
916-264-5724

City Council
Sacramento, California

JUN 23 1992

Honorable Members in Session:

OFFICE OF THE
CITY CLERK

SUBJECT: BUSINESS IMPROVEMENT AREA FY 1992/93 BUDGETS

LOCATION: Council Districts 1, 2, 4, 5, 6

SUMMARY

This report recommends that the City Council approve the FY 1992/93 budgets for the five Business Improvement Areas (BIA's).

COMMITTEE ACTION

None

STAFF RECOMMENDATION

It is recommended that the City Council adopt the attached resolutions which approve the FY 1992/93 budgets for the five BIA's.

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16	Resolution adopting Stockton Boulevard BIA and Exhibit V - budget

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BACKGROUND

City Code requires that each 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 23.808 of the City Code also 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.

Staff has reviewed the FY 1992/93 budgets for the FY 1992/93 BIA fees of:

		<u>Council District</u>
1. Del Paso Boulevard BIA	\$39,200	2
2. Downtown BIA	\$225,000	1
3. Franklin Boulevard BIA	\$15,300	4 & 5
4. Old Sacramento BIA	\$72,000	1
5. Stockton Boulevard BIA	\$18,000	5 & 6

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. Each organization has been invited to have a representative at the Council meeting in case any additional information is requested.

FINANCIAL CONSIDERATIONS

The proposed expenditures are supported by fees assessed against each business within each BIA. 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.

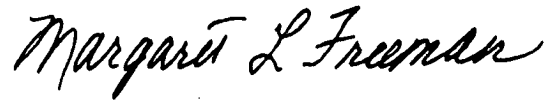
POLICY CONSIDERATIONS

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

MBE/WBE

Not applicable.

Respectfully submitted,




Margaret L. Freeman
Revenue Manager



Betty Masuoka
Director of Finance

RECOMMENDATION APPROVED:



WALTER J. SLAPE, City Manager

Attachments

FOR COUNCIL MEETING OF: June 23, 1992

CONTACT FOR MORE INFORMATION: Margaret L. Freeman, Revenue Manager, 264-5724

RESOLUTION NO. 92-162

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION ADOPTING THE PROPOSED FY 1992/93 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 1992/93 Del Paso Boulevard Business Improvement Area budget as detailed on Exhibit I of the staff report attached hereto and incorporated herein by reference.

MAYOR

APPROVED
BY THE CITY COUNCIL

JUN 23 1992

OFFICE OF THE
CITY CLERK

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

DEL PASO BOULEVARD
 BUSINESS IMPROVEMENT AREA
 BUDGET
 JULY 1, 1992 - JUNE 30, 1993

REVENUE	
ANTICIPATED CASH ON HAND	60000.00
ESTIMATED REVENUE	39200.00
TOTAL REVENUE	<u>99200.00</u>

PROJECTED EXPENDITURES	
ADMINISTRATION (Clerical)	12000.00
OFFICE EXPENSES (supplies, stationery, etc.)	2000.00
LUNCHES & MIXERS	6000.00
POSTAGE	3000.00
TELEPHONE	250.00
BUSINESS DIRECTORIES	2500.00
GRAFFITI BUSTORS	5000.00
PUBLIC RELATIONS, CONSULTING	4000.00
DEVELOPMENT/REDEVELOPMENT	6500.00
WOODLAKE PARK IMPROVEMENT PROG	10000.00
NEWSLETTER (printing & mailing)	4000.00
ANTIQUE FAIRE	3500.00
STUDENT INTERN PROGRAM	4800.00
CO-SPONSOR COMMUNITY EVENTS (Hagginwood Summer Series, Park Expansion, Christmas Tree Lighting, etc.)	4000.00
POLICE POP PROJECT	2000.00
BOULEVARD BANNERS	5000.00
"IN THE PARK" MUSIC SERIES	1000.00
TOTAL EXPENDITURES	<u>75550.00</u>

PROJECTED RESERVES	23650.00
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RESOLUTION NO. 92-463

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION ADOPTING THE PROPOSED FY 1992/93
DOWNTOWN BUSINESS IMPROVEMENT AREA BUDGET**

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

That the City Council hereby adopts the proposed FY 1992/93 Downtown Business Improvement Area budget as detailed on Exhibit II of the staff report attached hereto and incorporated herein by reference.

MAYOR

ATTEST:

CITY CLERK

APPROVED
BY THE CITY COUNCIL

JUN 23 1992

OFFICE OF THE
CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

DOWNTOWN BUSINESS IMPROVEMENT AREA
PROPOSED FISCAL YEAR 1993 BUDGET

ESTIMATED INCOME:*

Total Estimated DBIA Funds for 1992-1993	\$225,000
Less Downtown Plaza Share	56,000
Total Estimated DBIA Funds for 1992-1993 Monitored by the Sacramento Downtown Assoc.	<hr/> \$169,000

PROPOSED EXPENDITURES:

Advertising, Promotion & Improvement Projects	\$117,097
Administration Services Contract	56,727
Temporary Services Contract	24,000
Office Lease, Taxes and Utilities Expenses	20,176
Office Improvements/Equipment	2,000
Insurance	500
Audit, Tax Return & Legal Services	3,000
Meeting Related Expenses	1,500
Total Proposed Expenditures	<hr/> \$225,000

* - Estimates of the total DBIA fiscal year income and the share amount designated to Downtown Plaza are made available annually to the SDA by the City of Sacramento Revenue Manager.

BUDGET EXPLANATION

The following explanation details proposed expenditures as noted on the previous page and is directly related to the five major goals listed on page 6. The five goals for 1992-1993 are to:

- * Enhance Downtown Customer Patronage
- * Enrich Aesthetics
- * Expand Working Relationships
- * Develop Volunteer Program
- * Encourage Greater Membership Involvement

Advertising, Promotion & Improvement Projects - \$117,097
This budget category consists of three major activities.

1) Advertising -

a) A merchant advertising incentive program especially geared towards smaller merchants was initiated during this past year and proved quite successful during the December holiday season. Merchants shared print advertising costs. This will be expanded to other times of the year and will encompass additional print media beyond the two used last December. This approach will be followed as a support mechanism for special events rather than contributing directly to the special event - \$17,847.

b) Downtown Plaza has proposed, as in past years, that their full BID allocation will be used for radio advertising and print advertising, \$30,000 and \$26,000 respectively.

2) Promotion -

a) Entertainment on the mall and throughout Downtown is a special part of the shopping experience and will be continued as in the past - \$2,500.

b) A follow-up to the present downtown marketing study is seen as providing the implementation technical assistance that is necessary to assist merchants in more effectively marketing themselves -\$8,500. Another aspect of this is the continued use of the Greater Sacramento Small Business Development Center that has been performing a Mystery Shopper analysis for retailers. The purpose is to assist merchants in improving the quality of their services -\$750.

c) A special event that has tried to center all of its community wide activities into Downtown in the past, is the annual Martin Luther King, Jr. birthday celebration. To assist in this effort, funds will be made available to finally get the entire celebration in Downtown -\$2,500.

3) Improvement -

a) The graffiti problem has noticeably intensified in Downtown during the last year. A special program using a private vendor will be established to counter this problem - \$12,000.

b) The K Street light program has been well received, however, if it is to be made more permanent, certain electrical equipment

modifications must be made. This will be done over a two year period -\$6,000.

c) The publication of the Downtown News will continue and attempts are being made to produce more of this in-house -\$3,500.

d) Merchant workshops and forums are proposed to continue as in the past. Smaller retailers were given an incentive to attend a financial seminar this year and it was well received. Following this model, other workshops and forums will be scheduled -\$7,500.

Administration Services Contract -\$56,727

The SDA negotiated a 24 month contract with Lammers Associates in October, 1991 which was retroactive to July 1, 1991 and will be completed June 30, 1993. The contract includes a cost of living clause that is tied to the percent used by the City of Sacramento.

The contract calls for the administrator to have oversight responsibility over all DBIA activities including any grants or contracts administered for the DBIA by the contractor. In addition, responsibility of the administrator may include, but is not limited, to the following:

- Oversee meetings with City Council members
- Represent DBIA on special project advisory committees with SHRA and various city departments
- Develop intern program
- Maintain books and financial records
- Launch volunteer program
- Produce newsletter
- Monitor vendor services
- Maintain SDA office
- Increase visibility of program
- Support and enhance Downtown Visitor Information Center
- Coordinate special projects such as K-Street lights, panhandler "help card"
- Create advertising programs
- Support special events

Temporary Services Contract -\$24,000

This will provide special project staffing and extra clerical assistance as necessary since there is no individual employed to do these activities at the present time.

Office Lease, Taxes and Utilities Expense -\$20,176

The office lease is with the City of Sacramento for \$1398 per month. County taxes and utility costs are standard.

Other Miscellaneous Items -\$7,000

Office Improvements	2,000
Insurance	500
Audit, Tax Return & Legal	3,000
Meeting Related Expenses	1,500

(9)

RESOLUTION NO. 92-464

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION ADOPTING THE PROPOSED FY 1992/93
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 1992/93 Franklin Boulevard Business Improvement Area budget as detailed on Exhibit III of the staff report attached hereto and incorporated herein by reference.

MAYOR

ATTEST:

APPROVED
BY THE CITY COUNCIL

JUN 23 1992

OFFICE OF THE
CITY CLERK

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

FRANKLIN BLVD. BUSINESS ASSOCIATION BUDGET FY 92/93	
PROJECTED REVENUES: \$15,200	
EXPENDITURE/WORK ITEM	AMOUNT (\$)
A. Membership Assistance	4,000
B. Common Problems Program	4,900
C. Image Promotion	1,900
D. Special Projects/Events	1,700
E. Operating Expenses	1,500
F. Reserve	1,200
FY 92/93 ALLOCATED EXPENDITURES	15,200
FY 91/92 (est) Carry-Over	100
Total Budget: FY 92/93	15,300
Zephyr Associates: Revitalization Coordinators (484-6457)	

BUDGET NOTES:

A. Membership Assistance

The expenditure items included in this budget item include a variety of items focused on the communication between FBBA and the business and property owners; the City Council and Staff; SHRA and Staff; and others as appropriate.

There are between four and six newsletters published each year and the expense of the newsletters are included in this item.

There are numerous letters, memo's, meetings to attend, etc. and the expense of these are included in this item.

Direct Expense	\$3,480
Indirect Expense	\$1,560

B. Common Problems Program

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

Maintenance: FBBA has a maintenance contract with a private firm and this on-going expense is included in this item.

Graffiti: FBBA has been in the graffiti businesses for four 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 two years.

Direct Expense	\$4,280
Indirect Expense	\$1,860

C. Image Promotion

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

One of the planned activities for this budget year will be a "Franklin festival" which will signal the completion of the major phases of revitalization of the Franklin commercial district.

Direct Expense	\$1,660
Indirect Expense	\$ 720

D. Special Projects/Events

There will be a major tree planting project during the budget year as a follow-up project to the installation of the public improvements.

There will be the annual meeting and open house along with the projected ground-breakings and grand openings of the renovation of existing businesses and properties and some new businesses.

Direct Expense	\$1,480
Indirect Expense	\$ 660

E. Operating Expenses

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

Direct Expense	\$1,300
Indirect Expense	\$ 600

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	\$1,200
Indirect Expense	\$ 600

Indirect Expense

With the demise of funding by SHRA for the Franklin Blvd. Revitalization Coordinator commencing January, 1990, FBBA has retained a "staff" to implement the above work items and to implement the program needs of FBBA at a monthly cost of \$500. This is pro-rated in each of the above items.

RESOLUTION NO. 92-465

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION ADOPTING THE PROPOSED FY 1992/93 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 1992/93 Old Sacramento Business Improvement Area budget as detailed on Exhibit IV of the staff report attached hereto and incorporated herein by reference.

MAYOR

ATTEST:

CITY CLERK

APPROVED
BY THE CITY COUNCIL

JUN 23 1992

OFFICE OF THE
CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

'OLD SACRAMENTO CITIZENS and MERCHANTS ASSOCIATION
1992-93 BUDGET. Approved by Board 5/28/92

INCOME		
Projected BIA	68,210	
Post Office	5,000	
Events	45,000	
Event Sponsorship	0	
TOTAL INCOME		118,210

EXPENSES

OPERATIONS		
Copier lease	450	
Copier Maint. Contr.	700	
Insurance & Taxes	4,200	
Meeting exp.	300	
Newsletter production	2,500	
Newsletter Printing	0	
Newsletter Postage	700	
Office Supplies	1,080	
Postage	540	
Printing Stationary/Env.	1,200	
Printing Misc.	500	
Telephone & Util	2,900	
Repairs/Maintenance	400	
Reserve / Misc.	972	
TOTAL OPERATIONS		16,442

ADVERTISING		
Printing-"Guide to OS"	3,500	
Distributing "Guide"	1,440	
Advertising	9,500	
Contribution to Logo	1,000	

CHRISTMAS		
City Loan/decorations	6,778	
Decoration Install/cleaning	3,300	
Balcony Lights install/rent	1,250	
ADVERTISING & CHRISTMAS TOTAL		26,768

EVENT/PROMOTION/PR		
Event Production & Hard Costs	55,600	
Event Consultation	2,400	
Public Relations	12,000	
TOTAL EVENTS/PR		70,000

MISCELLANEOUS		
Post Office Expense		5,000

GRAND TOTAL EXPENSES 118,210



RESOLUTION NO. 92-466

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION ADOPTING THE PROPOSED FY 1992/93
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 1992/93 Stockton Boulevard Business Improvement Area budget as detailed on Exhibit V of the staff report attached hereto and incorporated herein by reference.

MAYOR

ATTEST:

CITY CLERK

APPROVED
BY THE CITY COUNCIL
MAY 25 1992
CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

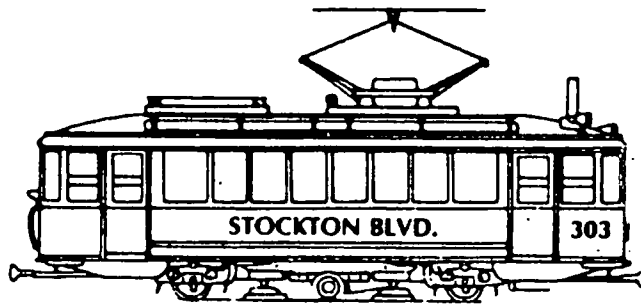


EXHIBIT V
 RECEIVED
 APR 15 1992
 REVENUE ADMIN.

Stockton Boulevard Merchants and Property Owners Association
Stockton Boulevard Merchants and Property Owners Association

Proposed Budget for 1992-3

March 1992

Administrative		
Rent	\$ 3,000	
Utilities	\$ 500	
Insurance	\$ 1,200	
Supplies	\$ 300	
Postage	\$ 1,100	
Newsletter	\$ 2,000	
		\$ 8,100
Accounting		\$ 400
Secretarial		\$ 600
Stationery		\$ 400
Printing		\$ 1,000
Maintenance (Weed Abatement)		\$ 1,500
Maintenance Supplies		\$ 300
Image Promotions		
Quarterly Promotions	\$ 4,500	
Community Events	\$ 700	
Childrens Theater	\$ 300	
Charity	\$ 500	
		\$ 6,000
Major Projects		\$ 6,500
General Support		
Staff Training	\$ 100	
Program Coordination	\$ 100	
		\$ 200
Total Proposed Budget (1992-3)		\$25,000