



**APPROVED**  
BY THE CITY COUNCIL

**JUN 25 1996**

OFFICE OF THE  
CITY CLERK

1.20

DEPARTMENT OF  
FINANCE

REVENUE DIVISION

**CITY OF SACRAMENTO**  
CALIFORNIA

June 17, 1996

RA96141:MLF:ldm

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

REVENUE  
ADMINISTRATION  
916-264-5724

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT: BUSINESS IMPROVEMENT AREA FY 1996/97 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 1996/97 budgets for five Business Improvement Areas (BIA's).

**CONTACT PERSON**

Margaret L. Freeman, Revenue Manager, 264-5724

**FOR COUNCIL MEETING OF**

June 25, 1996

**SUMMARY**

This report recommends that the City Council approve the FY 1996/97 budgets for five BIA's. Each BIA is required to submit an annual budget for City Council approval.

**COMMITTEE/COMMISSION ACTION**

None

## 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 1996/97 budgets for the estimated FY 1996/97 BIA fees of:

		<u>Council District</u>
1. Del Paso Boulevard BIA	\$36,688	2
2. Franklin Boulevard BIA	\$18,168	5
3. Old Sacramento BIA	\$94,700	1
4. Stockton Boulevard BIA	\$31,597	5 & 6
5. Downtown Plaza BIA	\$92,243	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. Because of economic conditions and minimal increases in the CPI, BIA fees have not increased since FY 1993/94. BIA fees are proposed to increase by 1.6% effective July 1, 1996. Attachment A is a BIA fee schedule effective July 1, 1996.

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 this resolution 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.

**MBE/WBE EFFORTS**

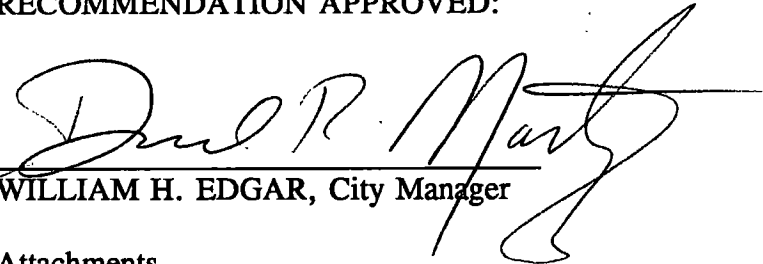
There is no requirement for purchase of goods or services associated with this item.

Respectfully submitted,

*Margaret L. Freeman*

Margaret L. Freeman  
Revenue Manager

RECOMMENDATION APPROVED:

*for*   
WILLIAM H. EDGAR, City Manager

Attachments

**City of Sacramento  
BUSINESS IMPROVEMENT AREA FEES:**

30-May-96

As of July 1, 1995

Annual Fee

<b>Downtown Plaza BIA:</b>	Minimum \$66 - Maximum \$5,314	
Gross Receipts	\$10,000 or less	\$66
	more than \$10,000	\$66 + .0008 x over \$10,000
Gross Payroll	Flat fee	\$66
Professional		\$66 + \$33 per employee
Brokers		\$66 + \$33 per employee
Hotel/Motel		\$66 + \$1 per unit in excess of 4
Commercial Rental	\$10,000 or less	\$66
	more than \$10,000	\$66 + .0008 x over \$10,000

<b>Franklin Blvd BIA:</b>	Minimum \$34 - Maximum \$346	
Retail	Gross Receipts	Gross Receipts x .000535
Non-retail/Wholesale	Flat fee	\$34

<b>Del Paso Blvd BIA:</b>	Minimum \$14 - Maximum \$334	
Retail	Gross Receipts	
	\$10,000 or less	\$14
	more than \$10,000	\$14 + .0005 x over \$10,000
Non - Retail	Flat fee	\$14

<b>Stockton Blvd BIA:</b>	Minimum \$31 - Maximum \$322	
Retail	Gross Receipts	
	\$10,000 or less	\$31
	more than \$10,000	\$31 + .0005 x over \$10,000

<b>Old Sacramento BIA:</b>	Minimum \$34 - Maximum \$4,143	
*Retail - No Alcohol Sales		Total Gross Receipts x .0023
*Retail - Alcohol Sales		Total Gross Receipts x .002875
Non - Retail	Flat fee	\$34

\*Note: Gross Receipts are exclusive of any alcohol sales

Annual Fees as of July 1, 1996\*

<b>Downtown Plaza BIA:</b>	Minimum \$67 - Maximum \$5,399	
Gross Receipts	\$10,000 or less	\$67
	more than \$10,000	\$67 + .0008 x over \$10,000
Gross Payroll	Flat fee	\$67
Professional		\$67 + \$34 per employee
Brokers		\$67 + \$34 per employee
Hotel/Motel		\$67 + \$1 per unit in excess of 4
Commercial Rental	\$10,000 or less	\$67
	more than \$10,000	\$67 + .0008 x over \$10,000

<b>Franklin Blvd BIA:</b>	Minimum \$35 - Maximum \$352	
Retail	Gross Receipts	Gross Receipts x .000544
Non-retail/Wholesale	Flat fee	\$35

<b>Del Paso Blvd BIA:</b>	Minimum \$14 - Maximum \$339	
Retail	Gross Receipts	
	\$10,000 or less	\$14
	more than \$10,000	\$14 + .0005 x over \$10,000
Non - Retail	Flat fee	\$14

<b>Stockton Blvd BIA:</b>	Minimum \$31 - Maximum \$327	
Retail	Gross Receipts	
	\$10,000 or less	\$31
	more than \$10,000	\$31 + .0005 x over \$10,000

<b>Old Sacramento BIA:</b>	Fee increase adopted by City Council 5/28/96 Minimum \$100 - Maximum \$4,500	
*Retail - No Alcohol Sales		Total Gross Receipts x .0031
*Retail - Alcohol Sales		Total Gross Receipts x .0038
Non - Retail	Flat fee	\$50

\*Note: Gross Receipts are exclusive of any alcohol sales  
\*\*\*Fee schedule to increase 7/1/97 & 7/1/98

**RESOLUTION NO. 96-324**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**APPROVED**  
BY THE CITY COUNCIL

**JUN 25 1996**

OFFICE OF THE  
CITY CLERK

**RESOLUTION ADOPTING THE PROPOSED FY 1996/97 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 1996/97 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 1996-97 PROPOSED BUDGET FOR THE DEL PASO BOULEVARD BUSINESS IMPROVEMENT AREA

### INCOME

Cash on Hand	\$8,637.00
City BID	\$36,688.00
Interest	\$125.00
	\$45,450.00

### EXPENSES

A Administration		\$11,000.00
B Office Expenses		\$2,000.00
C Rent, Repairs, Maintenance		\$3,000.00
D Luncheons & Mixers		\$1,000.00
E Postage (w/o Phantom)		\$2,000.00
F Telephone		\$700.00
G Insurance		\$900.00
H Blvd. Cleanup		\$3,600.00
I Community Outreach		\$1,000.00
K Newsletter		\$6,000.00
L Blvd. Improvements		\$2,000.00
M Promotional:		
Phantom Galleries	\$10,000.00	
X-mas Tree	\$1,250.00	
Other	\$1,000.00	
Total M Promotional	\$12,250.00	\$12,250.00
		\$45,450.00

**RESOLUTION NO.**

96-325

**APPROVED**  
BY THE CITY COUNCIL

JUN 25 1996

OFFICE OF THE  
CITY CLERK

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**RESOLUTION ADOPTING THE PROPOSED FY 1996/97  
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 1996/97 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: \_\_\_\_\_



**C. Image Promotion**

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

Direct Expense \$1,311

**D. Special Projects / Events**

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 \$1,070

**E. Operating Expenses**

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

Direct Expense \$1,550

**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 \$1,817

**RESOLUTION NO.**

96-326

APPROVED  
BY THE CITY COUNCIL  
JUN 25 1996  
OFFICE OF THE  
CITY CLERK

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**RESOLUTION ADOPTING THE PROPOSED FY 1996/97 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 1996/97 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

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DATE ADOPTED: \_\_\_\_\_



OSBIA BUDGET 1996-97			
FOR CITY COUNCIL			
Item description	1996-97 Budget	% of total	
<b>OSBIA REVENUE</b>			
OSBIA INCOME	94,679	100%	Includes increase
CARRY FORWARD (unknown)			
FUND RAISING (unknown)			
<b>TOTAL OSCMA REVENUE</b>	<b>94,679</b>	<b>100%</b>	
<b>OSBIA EXPENSES</b>			
<b>ADVERTISING</b>			
Advertising	39,500	42%	=\$18,500 95 budget + 21,000 BIA Increase
Public Relations & Marketing	10,579	11%	
Brochures & Map Printing	14,000	15%	
Distribution of Brochures	3,600	4%	3 zones: East Bay, Sac., Gold Country
Coupon printing	1,500	2%	
<b>Promotions-holiday &amp; other</b>			
Holiday Decorations (install old)	3,000	3%	
Holiday Decor Design	3,000		New & existing decorations, entire area
Gift Certificates	2,000	2%	Includes advertising, printing
Bunting Replacement	3,000	3%	
Holiday entertainment	5,000	5%	
Premiums	2,500	3%	supplement media, advertis., bus tour, promotion
<b>Adv. &amp; promotions total</b>	<b>87,679</b>	<b>93%</b>	
<b>OFFICE EXPENSE</b>			
Copying & Printing	3,000	3%	
Newsletter (OSCMA share)	2,000	2%	
Misc: postage, supplies, meetings. etc	2,000	2%	
<b>Total Office Expense</b>	<b>7,000</b>	<b>7%</b>	
<b>TOTAL OSCMA EXPENSES</b>	<b>94,679</b>	<b>100%</b>	
<b>Total Revenue</b>	<b>94,679</b>		
<b>Total Expenses</b>	<b>94,679</b>		

**RESOLUTION NO. 96-327**

**APPROVED**  
BY THE CITY COUNCIL  
**JUN 25 1996**  
OFFICE OF THE  
CITY CLERK

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**RESOLUTION ADOPTING THE PROPOSED FY 1996/97  
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 1996/97 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

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RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_

Stockton  
Boulevard**THE INTERNATIONAL MARKETPLACE****1996-97 OPERATING BUDGET****Administrative Expenses:**

	Rent	\$ 2,400
	Telephone	400
	Insurance	1,200
	Supplies	600
	Postage	500
	Accounting	400
	Stationery	400
	Secretarial	300
	Subscriptions	52
	Printing	300
	Coordinator	40,000
	<b>Total Administrative Expenses</b>	<b>\$46,552</b>
	Newspaper Account	7,200*
	Boulevard Maintenance	9,200
	Business Promotions	5,500
	Community Support:	
	Community Resource Center	1,200
	Misc. Donations	200
	General Operating Account	2,148
	<b>Projected Operating Budget</b>	<b>\$ 72,000</b>

\* A portion of this cost could be offset by the sale of display advertising.

**RESOLUTION NO. 96-328**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**APPROVED**  
BY THE CITY COUNCIL  
**JUN 25 1996**  
OFFICE OF THE  
CITY CLERK

**RESOLUTION ADOPTING THE PROPOSED FY 1996/97  
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 1996/97 Downtown Plaza Business Improvement Area budget as detailed on Exhibit V of the staff report attached hereto and incorporated herein by reference.

\_\_\_\_\_  
MAYOR

**ATTEST:**

\_\_\_\_\_  
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DATE ADOPTED: \_\_\_\_\_

**DOWNTOWN PLAZA MERCHANTS ASSOCIATION**

Downtown Business Improvement Area  
 Proposed Budget July 1, 1996 through June 30, 1997

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## Estimated Income

DBIA Collections	92,243
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## Proposed Expenditures

## Advertising

## Television

"Creatures of the Deep"	15,000
Holidays	20,000

## Radio

"Creatures of the Deep"	10,000
Snowtown	10,000

## Print

Tourism Packets	3,000
Newspaper - Holidays	10,000

## Special Events

Thursday Night Market Entertainment	15,000
Holiday Tree Lighting	8,000
Children's Festival	1,243

92,243