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DEPARTMENT OF  
FINANCE

REVENUE DIVISION

CITY OF SACRAMENTO  
CALIFORNIA

June 14, 2002  
RA02068:MLF:lc

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

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT: BUSINESS IMPROVEMENT AREAS FY 2002/2003 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 2002/03 budgets for five Business Improvement Areas (BIA's).

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

**FOR COUNCIL MEETING OF** June 25, 2002

**SUMMARY**

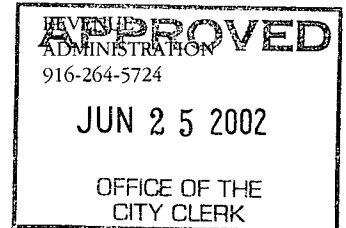
This report recommends that the City Council approve the FY 2002/2003 budgets for five BIA's. Each BIA is required to submit an annual budget for City Council approval.

**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. For each BIA, Sacramento 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 2002/2003 budgets for the estimated FY 2002/2003 BIA fees of:

		<u>Council District</u>
1. Del Paso Boulevard BIA	\$ 39,000.00	2
2. Franklin Boulevard BIA	\$ 29,000.00	5
3. Old Sacramento BIA	\$136,000.00	1
4. Stockton Boulevard BIA	\$ 41,500.00	5 & 6
5. Downtown Plaza BIA	\$108,800.00	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 2.1% effective July 1, 2002. Attachment A is a BIA fee schedule effective July 1, 2002.

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

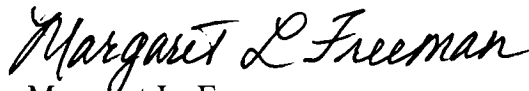
Pursuant to Section 15378 (b) (3), this is not a project under the California Environmental Quality Act.

### POLICY CONSIDERATIONS

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


**ESBD CONSIDERATIONS** Not applicable.

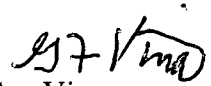
Respectfully submitted,



Margaret L. Freeman  
Revenue Manager

RECOMMENDATION APPROVED:

  
\_\_\_\_\_  
Robert P. Thomas, City Manager

  
Gus Vina  
Director of Finance

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

**Annual Fees as of July 1, 2001/Current Fee Schedule**

<b>Downtown Plaza BIA:</b>	Minimum \$81 - Maximum \$6,556	
Gross Receipts	\$10,000 or less	\$81
	more than \$10,000	\$81 + .0008 x over \$10,000
Gross Payroll	Flat fee	\$81
Professional		\$81 + \$34 per employee
Brokers		\$81 + \$34 per employee
Hotel/Motel		\$81 + \$1 per unit in excess of 4
Commercial Rental	\$10,000 or less	\$81
	more than \$10,000	\$81 + .0008 x over \$10,000

<b>Franklin Blvd BIA:</b>	Minimum \$42 - Maximum \$427	
Retail	Gross Receipts	Gross Receipts x .000544
Non-retail/Wholesale	Flat fee	\$42

<b>Del Paso Blvd BIA:</b>	Minimum \$17 - Maximum \$412	
Retail	Gross Receipts	
	\$10,000 or less	\$17
	more than \$10,000	\$17 + .0005 x over \$10,000
Non - Retail	Flat fee	\$17

<b>Stockton Blvd BIA:</b>	Minimum \$38 - Maximum \$397	
Retail	Gross Receipts	
	\$50,000 or less	\$38
	more than \$50,000	\$38 + .0005 x over \$50,000
	Non-retail/flat fee	\$38

<b>Old Sacramento BIA:</b>	Minimum \$118 - Maximum \$5,465	
* Retail - No Alcohol Sales		Total Gross Receipts x .0054
* Retail - Alcohol Sales		Total Gross Receipts x .0068
Non - Retail	Flat fee	\$60

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

**New Fee Schedule FY02/03  
Annual Fees as of July 1, 2002**

<b>Downtown Plaza BIA (B):</b>	Minimum \$83 - Maximum \$6,694	
Gross Receipts	\$10,000 or less	\$83
	more than \$10,000	\$83 + .0008 x over \$10,000
Gross Payroll	Flat fee	\$83
Professional		\$83 + \$34 per employee
Brokers		\$83 + \$34 per employee
Hotel/Motel		\$83 + \$1 per unit in excess of 4
Commercial Rental	\$10,000 or less	\$83
	more than \$10,000	\$83 + .0008 x over \$10,000

<b>Franklin Blvd BIA (D):</b>	Minimum \$43 - Maximum \$436	
Retail	Gross Receipts	Gross Receipts x .000544
Non-retail/Wholesale	Flat fee	\$43

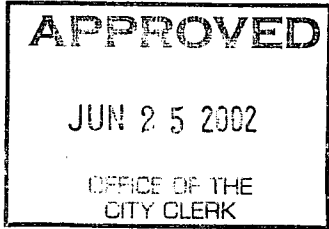
<b>Del Paso Blvd BIA (E):</b>	Minimum \$17 - Maximum \$421	
Retail	Gross Receipts	
	\$10,000 or less	\$17
	more than \$10,000	\$17 + .0005 x over \$10,000
Non - Retail	Flat fee	\$17

<b>Stockton Blvd BIA (F):</b>	Minimum \$39 - Maximum \$405	
Retail	Gross Receipts	
	\$50,000 or less	\$39
	more than \$50,000	\$39 + .0005 x over \$50,000
	Non-retail/flat fee	\$39

<b>Old Sacramento BIA (C):</b>	Minimum \$120 - Maximum \$5,580	
* Retail - No Alcohol Sales		Total Gross Receipts x .0054
* Retail - Alcohol Sales		Total Gross Receipts x .0068
Non - Retail	Flat fee	\$61

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

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**RESOLUTION NO.** 2002 - 421

ADOPTED BY THE SACRAMENTO CITY COUNCIL

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

RESOLUTION ADOPTING THE PROPOSED FY 2002/2003 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 2002/2003 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: \_\_\_\_\_

4.

<b>North Sacramento Chamber of Commerce</b> <b>2002-2003 Proposed Budget</b>
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<b>INCOME</b>	<b>Budgeted</b>
City BID	\$39,000.00
Lunch Receipts	\$8,040.00
BID Reserves	\$5,500.00
<b>Total Income</b>	<b>\$52,540.00</b>

**EXPENSES**

## Operations

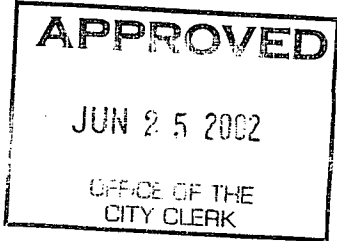
Printing and Copies	\$1,800.00
Office Supplies	\$600.00
Postage	\$1,000.00
Telephone/Fax	\$720.00
Insurance	\$2,320.00

## Events/Projects

Community Outreach DANA Tot Lot	\$2,500.00
Del Paso Boulevard Cleanup (twice weekly)	\$7,200.00
Luncheons/Mixers	\$8,040.00
Marketing/Cooperative Advertising	\$5,000.00
Phantom/Arts Grant Writer	\$3,500.00
Phantom Galleries/Arts Staff	\$11,200.00
Streetscape Banner Program	\$4,000.00
Uptown District Visitors Brochure	\$1,500.00
Website Improvements	\$3,160.00

<b>Total Expenses</b>	<b>\$52,540.00</b>
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Surplus (Deficit)	\$0.00
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**RESOLUTION NO.** 2002-422

ADOPTED BY THE SACRAMENTO CITY COUNCIL

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

RESOLUTION ADOPTING THE PROPOSED FY 2002/2003  
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 2002/2003 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: \_\_\_\_\_

6.

**FRANKLIN BOULEVARD BUSINESS ASSOCIATION  
BUDGET FY 2002/03**

**PROJECTED REVENUES: \$29,000**

<b>EXPENDITURE/WORK ITEM</b>	<b>AMOUNT (\$)</b>
A. Membership Assistance	\$ 10,600
B. Common Problems Program	7,250
C. Image Promotion	4,740
D. Special Projects/Events	1,895
E. Operating Expenses	1,395
F. Reserve	<u>3,120</u>
FY 01/02 Allocated Expenditures	\$ 29,000

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.

**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 15 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 are community relations, generic area and special advertising to promote the area.

Direct Expense \$4,740

**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 \$1,895

**E. Operating Expenses**

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

Direct Expense \$1,395

**F. Reserve**

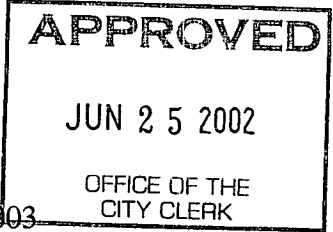
There is a 10.95% reserve maintained for unforeseen necessary expenditure approved specifically by the Board of Directors and funding to supplement Items A through E as necessary.

Direct Expense \$3,120

**RESOLUTION NO.** 2002-423

ADOPTED BY THE SACRAMENTO CITY COUNCIL

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



RESOLUTION ADOPTING THE PROPOSED FY 2002/2003  
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 2002/2003 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: \_\_\_\_\_

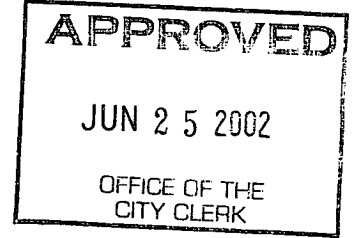
**OLD SACRAMENTO BIA  
BUDGET 2002-03**

Item	2002	%
Description	2003	of
	<u>BUDGET</u>	Total
OSBIA INCOME	138,000	
Merchant co-op advertising	2,500	
Merchant co-op Harvest H.	1,000	
Co-op museums on brochure		
Misc Income		
<b>TOTAL REVENUE</b>	<b>139,500</b>	<b>100%</b>
<b>EXPENSES</b>		
<b>Advertising/Marketing/Publicity</b>		
<b>Advertising -Buys</b>		
Misc. Local Print	2,000	
News & Review	5,000	
Bee Ticket ads	10,000	
Tourism Print (Sunset, Via, Misc)	8,000	
Visitor Guide	2,500	
Radio	2,000	
Production Costs	1,000	
<b>Subtotal, Adv. buys</b>	<b>30,800</b>	<b>22%</b>
<b>Marketing &amp; Public Relations</b>		
Research	9,000	
Media Relations	24,000	
Printing: new combined brochure	16,000	
Printing: rack card	5,000	
Production: rack card & brochure	1,500	
Distribution of Brochures	4,500	
Coupon printing	2,500	
Web Page	2,500	
Gift Certificates	2,000	
Premiums	3,500	
<b>Subtotal Marketing &amp; PR</b>	<b>70,500</b>	<b>51%</b>
<b>Decorations and Promotional Events</b>		
Horse Carriage Ride promo		
Dec. Décor. current yr	14,500	
Dec. décor. Previous years		
Dec. Holiday Activities	3,000	
Bunting Replacement	1,500	
Halloween Festival	2,000	
<b>Subtotal Promotions</b>	<b>21,000</b>	<b>15%</b>
<b>Adv. &amp; promotions total</b>	<b>122,000</b>	<b>87%</b>
<b>OFFICE EXPENSE</b>		
Newsletter	2,500	
Supplies, printing & Misc.	1,000	
administration (10% last FY BIA)	14,000	
<b>Total Office Expense</b>	<b>17,500</b>	<b>13%</b>
<b>TOTAL EXPENSES</b>	<b>139,500</b>	<b>100%</b>
<b>Total Revenue Less Expenses</b>	<b>-</b>	<b>-</b>

**RESOLUTION NO.** 2002-424

ADOPTED BY THE SACRAMENTO CITY COUNCIL

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



RESOLUTION ADOPTING THE PROPOSED FY 2002/2003  
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 2002/2003 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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**FOR CITY CLERK USE ONLY**

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

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

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**Stockton Boulevard Partnership**

Business Improvement Area Budget - 07/01/02 through 06/30/03

**Revenue**BIA Anticipated Revenue \$41,500**Expenses**

All expenses are for direct programming, the SBP PBID funding will be used for administrative and operating expenses.)

**General Promotion of Business Activities** \$18,000

(To include retail promotional events, auto parade, light pole banners, neighborhood business directory)

**Community Pride Projects** \$ 5,000

(To include neighborhood community pride art project, funding assistance for neighborhood community pride activities, street clean-ups, public safety appreciation activities/fair)

**Garbage Receptacle Improvement Project (w/RT)** \$18,500

(To include purchase and installation of garbage receptacles near bus stops, neighborhood parks, other visible locations)

**Net Revenue** \$ - 0-

**APPROVED**  
JUN 25 2002  
OFFICE OF THE  
CITY CLERK

**RESOLUTION NO.** 2002-425

ADOPTED BY THE SACRAMENTO CITY COUNCIL

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

RESOLUTION ADOPTING THE PROPOSED FY 2002/2003  
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 2002/2003 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, 2002 through June 30, 2003

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**ESTIMATED INCOME:**

DBIA Collections \$116,350

**PROPOSED EXPENDITURES:**

## Print Advertising:

Dino-MAE Dinosaur Advertisement \$ 16,950  
Holiday \$ 20,000

## Special Events:

Dino-MAE Dinosaur Street Banners \$ 3,000  
Entertainment during Dinosaur event \$ 7,000  
Holiday Gift Wrap Service \$ 16,000  
Holiday Treelighting \$ 28,400  
Sandscapes Sand Sculpture \$ 25,000

**TOTAL EXPENDITURES:** \$116,350