

City of Sacramento
City Council - 5PM Report
915 I Street Sacramento, CA 95814
www.cityofsacramento.org

File ID: 2025-01432

9/9/2025

Fiscal Year 2025/26 Business Improvement District (BID) Annual Proceedings

File ID: 2025-01432

Location: Citywide

Recommendation: Adopt: 1) a **Resolution** approving the Central Midtown Restaurant BID Annual Report and confirming the annual budget and assessment for fiscal year (FY) 2025/26; 2) a **Resolution** approving the Handle BID Annual Report and confirming the annual budget and assessment for FY2025/26; 3) a **Resolution** approving the Sacramento Tourism Infrastructure District Annual Report and confirming the annual budget and assessment for FY2025/26; and 4) a **Resolution** approving the Sacramento Tourism Marketing District Annual Report and confirming the annual budget and assessment for FY2025/26.

Contact: Susanne Tam, Development Project Manager, (916) 808-7535, stam@cityofsacramento.org; Eric Frederick, Special Districts Manager, efrederick@cityofsacramento.org, (916) 808-5129; Department of Finance

Presenter: None

Attachments:

- 1-Description/Analysis
- 2-Central Midtown Restaurant BID Resolution
- 3-Exhibit A, Central Midtown Restaurant BID Annual Report
- 4-Exhibit B, District Budget and Assessment
- 5-Handle BID Resolution
- 6-Exhibit A, Handle BID Annual Report
- 7-Exhibit B, District Budget and Assessment
- 8-Sacramento Tourism Infrastructure District Resolution
- 9-Exhibit A, Sacramento Tourism Infrastructure District Annual Report
- 10-Exhibit B, District Budget and Assessment
- 11-Sacramento Tourism Marketing District Resolution
- 12-Exhibit A, Sacramento Tourism Marketing District
- 13-Exhibit B, District Budget and Assessment

Description/Analysis

Issue Detail: California Streets and Highways Code section 36650 requires each BID to file an Annual Report (Report) with the City Clerk for Council approval. There are four BIDs in the City of Sacramento. These four Districts are the Central Midtown Restaurant (CMR), Handle, Sacramento Tourism Infrastructure District (STID), and the Sacramento Tourism Marketing District (STMD). The CMR and the Handle districts were formed with the intent to increase restaurant sales within the boundaries of those districts. The STID was formed to increase overnight tourism and the desirability of the Sacramento Convention Center as a tourist, meeting, and event destination. Assessments from the STID are used to pay debt service on the bonds or other obligations issued or incurred by the City for construction of the ballroom portion of the Sacramento Convention Center expansion. The STMD was formed with the intention to increase tourism and market STMD lodging businesses as tourist, meeting, and event destinations.

The Owners' Association of each BID has prepared an Annual Report (Report) for FY2025/26 detailing the proposed budgets, assessments, and services to be provided from the assessments for its respective BID.

The Reports for FY2025/26 do not propose any changes to the services provided by the BIDs, boundaries of the BIDs, basis for levying the assessments, or any other aspect of the BID Management District Plans (MDPs). Approval of the attached Resolutions will confirm the associated budget and assessment for each BID.

Policy Considerations: The actions in the recommended resolution are required by the Property and Business Improvement Law of 1994 (California Streets and Highways Code section 36600 et seq.).

Economic Impacts: None.

Environmental Considerations: Administration of assessment districts does not constitute a project under CEQA because it involves continuing administrative or maintenance activities and organizational or administrative activities that will not result in direct or indirect physical changes in the environment. [14 Cal. Code Regs. § 15378(b)(2) & (5)].

Sustainability: Not applicable.

Commission/Committee Action: None.

Rationale for Recommendation: The goal of the BIDs is to provide services as specified in the Management District Plans (MDPs) that supplement services provided by the City. The MDPs are plans that provide guidance for the levy of assessments to provide improvements, maintenance, and activities that benefit businesses in that BID.

Financial Considerations: Financing for the CMR and the Handle districts is provided by the levy of assessments upon businesses that benefit from the improvements and services. Financing for the STID is provided by the levy of assessments upon lodging businesses within the STID that benefit from the Sacramento Convention Center expansion. Financing for the STMD is provided by the levy of assessments upon lodging businesses within the STMD boundaries that benefit from the improvements and services provided by the STMD. The CMRBID, the Handle BID, and the STMD do not plan to issue bonds. However, with the STID, the City issued bonds in the amount of \$50.4 million for the Convention Center ballroom project, and STID assessment revenue is used to pay debt service on the bonds or other obligations issued or incurred by the City for the ballroom. The operating budget for these four BIDs fluctuates with market conditions and retail sales and is adjusted annually to reflect Council approved assessments and expenditure plans.

Based on the collected levies from FY2024/25, the total assessment budget for FY2025/26 is estimated to be \$106,886 for the CMR BID and the total assessment budget is estimated to be \$250,000 for the Handle BID. The total STID total assessment budget for FY2025/26 is anticipated to be approximately \$3,956,604. Approximately 93.3% of the STID budget will be funded from revenues collected within the City (\$3,691,511) and 6.7% from the unincorporated area of Sacramento County (\$265,092). The STMD total assessment budget for FY2025/26 is estimated to be \$10,285,000, with approximately 93.3% (\$9,598,000) of the revenue collected from businesses within the City and approximately 6.7% from the unincorporated area of Sacramento County (\$687,000).

Approximately \$2,598 in City administration costs are collected each from the CMR and the Handle BIDs. For the STMD, 2% of the amount of assessments collected from businesses within the City is retained to cover the costs of the City's collection and administration for the STMD. The County is also responsible for collecting assessments from businesses within the unincorporated County area and will remit 2% of the amount of the assessments collected to Visit Sacramento for FY2025/26. For the STID, the City and the County will be paid from assessment revenues not used for debt service payments to cover their costs of collection and administration. Budget details are provided in Exhibit B to the Resolution for each BID. The four BIDs are self-supporting and have no impact on the General Fund.

Local Business Enterprise (LBE): Not applicable.

RESOLUTION NO. 2025-

Adopted by the Sacramento City Council

September 9, 2025

RESOLUTION APPROVING THE ANNUAL REPORT FOR THE CENTRAL MIDTOWN RESTAURANT BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2025/26

BACKGROUND

- A. The business owners within the boundaries of the Central Midtown Restaurant Business Improvement District No. 2017-02 (District) petitioned the City of Sacramento (City) to establish the District to provide services and improvements intended to increase restaurant sales within the District. On June 20, 2017, by Resolution No. 2017-0255, City Council approved the formation of the District, depicted in Exhibit A, the Annual Report, for a five-year term commencing on July 1, 2017. On June 14, 2022, the District was renewed by City Council for a ten-year term running through June 30, 2032.
- B. The City Council established the District under the Property and Business Improvement District Law of 1994 (California Streets and Highway Code section 36600 et seq.)) (PBID Law) and has previously levied assessments on businesses in the District to pay for improvements and services to be provided within the District, in accordance with the PBID Law.
- C. Expenditures of assessment revenues provide for the following improvements and services within the District, all of which are intended to make the District safer, cleaner, and increase the commercial activity: (1) maintenance, lighting and safety projects; (2) placemaking, arts, and special events; and (3) advocacy and administration to increase patronage for food services businesses within the District. All improvements and services are as defined within the Annual Report. The Annual Report is attached to this resolution as Exhibit A and is also separately on file with the Infrastructure Finance Division of the Department of Finance, which the City Clerk has designated as the custodian of such records.
- D. The Fiscal Year (FY) 2025/26 rate and methodology of assessment is not changed from the prior year.
- E. Pursuant to California Streets and Highways Code section 36650(c), City staff is seeking City Council approval of the Annual Report.

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 are true and correct.
- Section 2. The City Council finds and determines that businesses within the District specifically benefit from the improvements and services described in the Annual Report and funded by the proposed assessment.
- Section 3. The City Manager or the City Manager's designee is authorized to make any necessary budgetary adjustments associated with the District budget for FY2025/26 as shown in the attached Exhibit B, FY2025/26 District Budget and Business Assessment.
- Section 4. The annual budget and assessments as set forth in the FY2025/26 Annual Report (attached hereto as Exhibit A) are confirmed, and the Annual Report is hereby approved.
- Section 5. Exhibits A and B are part of this resolution.

Table of Contents:

Exhibit A: Annual Report for FY2025/26

Exhibit B: FY2025/26 District Budget and Assessment

7/11/2025

Susanne Tam
Development Project Manager
City of Sacramento
Finance Department
915 I Street, 5th Floor
Sacramento, CA 95814

Re: 2025-2026 Fiscal Year Budget – Central Midtown Business Improvement District - CMRBID

Dear Susanne,

On behalf of the Board of Directors of the Midtown Sacramento PBID Corporation dba Midtown Association, I have enclosed our 2025-2026 fiscal year annual budget pursuant to the State of California Parking and Business Improvement Area law of 1994, Streets and Highways Code section 36600 et seq adopted on July 11, 2025.

The total CMRBID budget for FY 2025/2026 is **\$116,886.00**

Thank you for your continued support of Midtown, and the Central Midtown Restaurant Business Improvement District. If you have questions or need additional information, I can be reached by phone at (916) 442-1500.

Sincerely,



Emily Baime Michaels
Executive Director



MIDTOWN
ASSOCIATION

**THE CENTER FOR CULTURE, CREATIVITY
& VIBRANCY IN SACRAMENTO'S URBAN CORE.**

Central Midtown Restaurant Business Improvement District 2025-2026 Annual Report

Overview: The Central Midtown Restaurant Business Improvement District (CMRBID), or Midtown Central, is an assessment district proposed to provide specific benefits to payers managed by the Midtown Association. CMRBID was established on June 13, 2017, and renewed July 1, 2022.

Location: The CMRBID includes all restaurant businesses within the portion of Midtown Sacramento generally bound by Jazz Alley to the north, 24th Street to the east, Kayak Alley to the south, and the Union Pacific Railroad to the west, as shown on the map in Exhibit A.

Services: The CMRBID is designed to provide specific benefits directly to payers by increasing restaurant food sales and revenue therefrom. Lighting and safety; placemaking, arts, and events; and advocacy and related administration programs are provided.

Budget: The total CMRBID annual budget is projected at \$116,886. The annual assessment rate is 1.5 percent of gross food sales revenue plus a fixed amount based on occupancy. Based on the benefit received, the assessment shall not be collected on: gross alcoholic beverage sales; gross catering or banquet sales; and gross retail sales (such as coffee mugs, t-shirts, etc.). The fixed assessment amount (based on occupancy) is in addition to the gross food sales assessment and is shown in the table below:

Occupancy Threshold	Annual Occupancy Assessment
Under 49 customers	\$500
50-99 customers	\$1,000
100-199 customers	\$2,500
200+ customers	\$5,000

Governance: The Board of the Midtown Association has established a CMRBID advisory committee made of assessed business owners. Membership includes: Azul, Kin Thai Street Eatery, LowBrau, Mango's, Roscoe's Brews & Burgers, Burger Patch, Flamingo House, Midtown Cantina Alley, Der Biergarten, Golden Bear, Mother, and Pizzasaurus Rex.



Programs & Financial Overview:

Lighting & Safety: The lighting and safety program focuses on safety services and amenities that make the CMRBID businesses safer and more welcoming for visitors. The program includes police services for activities such as Second Saturdays and on street events adjacent to assessed businesses, and also includes ambient lighting installation.

Placemaking, Arts, & Events: The placemaking, arts, and events program focuses on attracting patrons to assessed businesses by funding family/neighborhood friendly programming in public spaces such as streets, alleyways, parking lots, and the development of a connective landscaping project between 20th and 24th Streets, across the district. The program focuses on arts and annual signature events that drive restaurant sales, such as Second Saturday, Oktoberfest, and parking programs for assessed businesses, as well as district-wide capital improvement projects. These funds are not used to enhance events or promotions that take place exclusively inside businesses. Program costs can include special event insurance, street closure costs, entertainment fees, advertising, and placemaking projects such as CMRBID welcome signage, banners, and public art installations adjacent to assessed businesses. Assessment funds are not used to rebate businesses for their specific marketing efforts or event planning costs.

Advocacy & Administration: In order to provide the lighting and safety and placemaking, arts, and events services, the Midtown Association incurs various administrative costs, such as staffing, rent, advocacy, insurance, legal, and accounting fees. Advocacy programs will utilize dedicated staff time to provide unified attention, communication, and responsiveness throughout the CMRBID on regulations and policies affecting assessed restaurant businesses.

Collections/Contingency/Reserve: In order to ensure effective provision of services, a contingency will be established to account for uncollected assessments or unanticipated program costs. The reserve fund may be spent on programs described in this Plan in any proportion deemed appropriate by the Midtown Association. This category includes the cost of City administrative fees, not to exceed \$9,000 per year, for collection and disbursement of the assessment. Collection fees from the City of Sacramento are calculated prior to the monthly disbursement checks received.



Specific Projects & Budget Overview:

Lighting and Safety projects include:

- Powerwashing entertainment areas, including private patios
- Landscaping and lighting improvements next to adjacent businesses
- Support with the city Al Fresco Program

Placemaking, Arts & Events projects include:

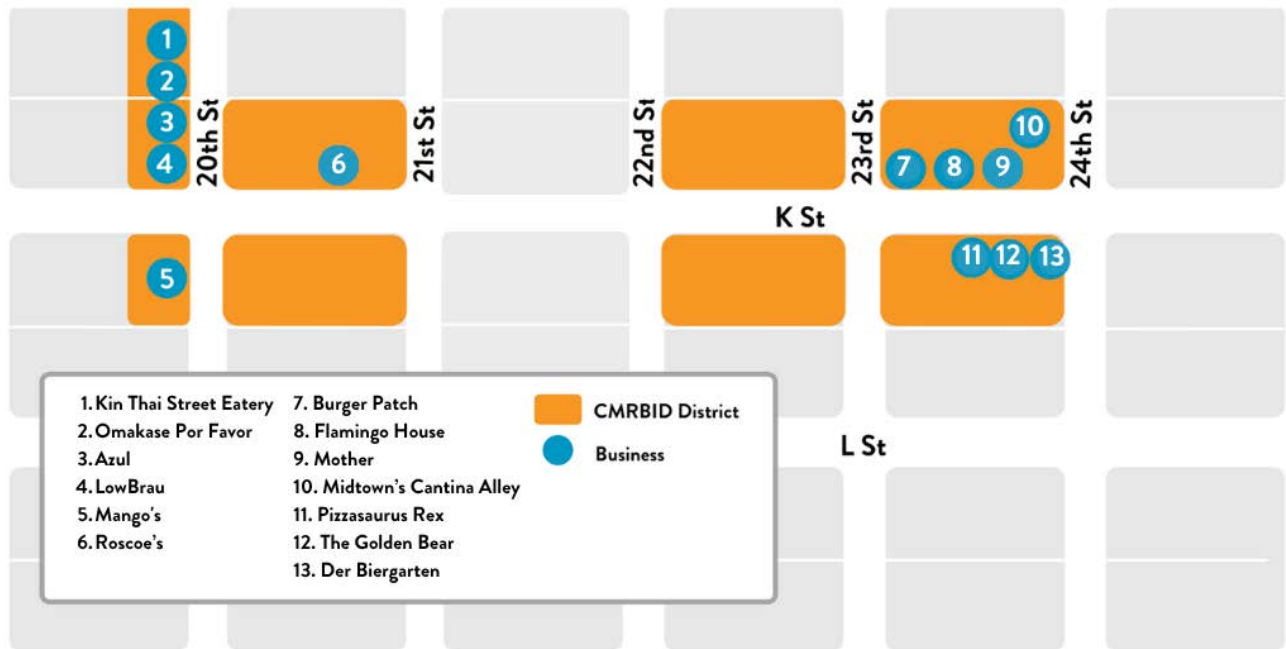
- Administration and production of Midtown Second Saturday
- Major art installations at 20th and K and 24th and K
- Development of a connective landscaping project between 20th and 24th Streets
- Permitting support and specific event costs for Der Biergarten's Oktoberfest
- Permitting support and specific event costs for LowBrau
- Permitting support and specific event costs for Cantina Alley's Cinco de Mayo
- Refresh design and branding of Midtown Central including new banners.
- Instagram and social media promotion of district businesses

Advocacy and Administration projects include:

- A fairly allocated share of overhead expenses
- Advocacy support such as the city al fresco dining program



Exhibit A: Map



Central Midtown Restaurant Business Improvement District
Annual Budget
Fiscal Year 2025/26

Beginning Reserves	\$ 10,000.00
Other Revenues	\$ -
Business Tax Collections/ County Billing	\$ 106,886.00
Total Resources	\$ 116,886.00
Expenses	
Maintenance, Lighting & Safety	
Maintenance & Streetscape	\$ 4,056.00
Lighting and Prevention	\$ -
City Police	\$ 5,000.00
Total Lighting & Safety	\$ 9,056.00
Placemaking Arts & Events	
Pilot Projects	\$ 39,744.00
Activations	\$ 17,000.00
Total Placemaking Arts & Events	\$ 56,744.00
Advocacy & Administration	
PR & Marketing	\$ 36,086.00
Administration	\$ 9,000.00
Total Advocacy & Administration	\$ 45,086.00
Reserve (5%)	\$ 6,000.00
Total Expenses	\$ 116,886.00



ANNUAL OCCUPANCY ASSESSMENT BY MONTH

CMRBID:	Minimum Occupancy Assessment Fee:	\$41	Maximum Occupancy Assessment Fee:	\$417
Assessment (1.5% of total Prepared Food Sales)				
Establishment Occupancy		Monthly Charge		
Greater than 200		\$417		
100-199		\$208		
50-99		\$83		
Less than 49		\$41		



**BUSINESS IMPROVEMENT DISTRICT
ANNUAL REPORT CHECKLIST**
FY _____

BID NAME: _____ CONTRACT # _____

AUTHORITY (CS&H Code Section)	REQUIREMENT	PAGE FOUND
36650(b)	Specify BID name	
-Does the BID name exactly match the previous year's BID name? (Check one) YES NO		
36650(b)	Specify fiscal year to which report applies	
36650(b)(1)	Any proposed changes in the boundaries	
36650(b)(1)	Any proposed changes in any benefit zones	
-Do the boundaries and benefit zones exactly match the previous year? (Check one) YES NO (If not, describe change(s) in the NOTES section)		
36650(b)(2)	The improvements and activities for that fiscal year	
-Are the improvements and activities in line with the Original MDP? (Check one) YES NO		
36650(b)(3)	An estimate of the cost of providing the improvements and activities for that fiscal year	
- How does the overall budget compare to last year? (Check one) HIGHER SAME LOWER - What is the greatest change (by percentage) between line items from last year to this year _____		
36650(b)(4)	The method of levying the assessment in sufficient detail to allow each real property owner/business owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year	
36650(b)(4)	The basis of levying the assessment in sufficient detail to allow each real property/business owner to estimate the amount of the assessment to be levied against their business/property for that fiscal year	
-Does the Method and Basis match the MDP? (Check one) YES NO -Is there a rate increase for this year? (Check one) YES NO -If so: What is the rate? _____		
36650(b)(5)	The amount of any surplus revenues to be carried over from a previous fiscal year	
-Is the surplus identified for use in specific categories? (Check one) YES NO if yes, What category(ies) _____		
36650(b)(5)	The amount of any deficit revenues to be carried over from a previous fiscal year	
36650(b)(6)	The amount of any contributions to be made from sources other than assessments levied pursuant to this part	
-Are the contributions identified for use in a specific category? (Check one) YES NO		
-Did an authorized representative of the nonprofit Board sign the report? (Check one) YES NO		
-Does the report state the date the Board approved the Report/Budget? (Check one) YES NO		

NOTES:

Exhibit B

CENTRAL MIDTOWN RESTAURANT (FUND 2251) PROPERTY AND BUSINESS IMPROVEMENT DISTRICT FY2025/26 DISTRICT BUDGET & BUSINESS ASSESSMENT

Resources

Estimated Beginning Balance	\$10,000
Total Estimated Assessments Collected	\$106,886
Total Resources	\$116,886

Expenses (Estimated)

Lighting & Safety	\$9,056
Placemaking Arts & Events	\$56,744
Advocacy & Administration	\$45,086
Reserve	\$6,000
Total Expenses	\$116,886

Estimated Ending Fund Balance	\$0
Year-Over-Year Change	(\$10,000)

Estimated Disbursement to BID	\$104,288
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Business Assessment

Annual assessment rates are as follows: Restaurants and businesses that sell prepared food shall be assessed 1.5% of gross sales, excluding alcohol sales and certain items as described in Section V of the Management District Plan (MDP), on file with the Infrastructure Finance Division, designated by the City Clerk as the custodian of such records. The gross sales will be determined from the Business Operations Tax filings with the City of Sacramento.

New restaurant or businesses that sell prepared food that open during the term of the district shall not be exempt from assessment. Assessment rates for new restaurant or businesses that sell prepared food shall be determined by utilizing the most current quarterly gross sales information to extrapolate the annual assessment amount.

RESOLUTION NO. 2025-

Adopted by the Sacramento City Council

September 9, 2025

Resolution Approving the Annual Report for the Handle Business Improvement District for Fiscal Year 2025/26

BACKGROUND

- A. The business owners within the boundaries of the Handle Business Improvement District No. 2016-04 (District) petitioned the City of Sacramento (City) to establish the District to provide services and improvements intended to increase restaurant and retail sales within the District. The District was established by the City Council on July 19, 2011 (Resolution No. 2011-0425).
- B. On September 27, 2016, by Resolution No. 2016-0340, City Council approved the renewal of the District for a ten-year term running through September 30, 2026. When the District was renewed, its applicability was narrowed to only include restaurants and businesses that sell prepared food.
- C. The City Council established the District under the Property and Business Improvement District Law of 1994 (California Streets and Highway Code section 36600 et seq.) (PBID Law) and has previously levied assessments on businesses in the District to pay for improvements and services to be provided within the District, in accordance with the PBID Law.
- D. Expenditures of assessment revenues provide for the following improvements and services within the District, all of which are intended to make the District safer, cleaner, and increase the commercial activity: (1) maintenance such as trash pickup and sidewalk power washing; (2) marketing, advertising, and special events services to promote a vibrant commercial center; and (3) advocacy for projects such as pedestrian safety, lighting, and parking enhancements. All improvements and services are as defined within the Annual Report. The Annual Report is attached to this resolution as Exhibit A and is also separately on file with the Infrastructure Finance Division of the Department of Finance, which the City Clerk has designated as the custodian of such records.
- E. The Fiscal Year (FY) 2025/26 rate and methodology of assessment is not changed from the prior year.

- F. Pursuant to California Streets and Highways Code section 36650(c), City staff is seeking City Council approval of the Annual Report.

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 above are true and correct.
- Section 2. The City Council finds and determines that businesses within the District specifically benefit from the improvements and services described in the Annual Report and funded by the proposed assessment.
- Section 3. The City Manager or the City Manager's designee is authorized to make any necessary budgetary adjustments associated with the District budget for FY2025/26 as shown in the attached Exhibit B, FY2025/26 District Budget and Business Assessment.
- Section 4. The annual budget and assessments as set forth in the FY2025/26 Annual Report (attached hereto as Exhibit A) are confirmed, and the Annual Report is hereby approved.
- Section 5. Exhibits A and B are part of this resolution.

Table of Contents:

Exhibit A: Annual Report for FY2025/26

Exhibit B: FY2025/26 District Budget and Assessment



2025/26 Annual Report

INTRODUCTION

The following review is the fourteenth Handle District Annual Report since the creation of the district in 2011 (the 2011/12 the report covered nine months of operations and assessment collections), and the ninth report since the renewal of the district in 2016. It is a year-end summary of the HBIDs' activities and finances, and a preview of planned expenditures for the upcoming fiscal year. In addition to the financial overview, this report highlights ongoing programs and projects. The HBID has committed to a hands-on maintenance program, to supporting clean and safe projects and to exploring new improvement projects in the one-square-block district. The district is scheduled to start the renewal process in early 2026.

FINANCIAL OVERVIEW

Management District Plan (MDP) - the MDP is the governing plan for the Handle District. It outlines the assessment methodology and collection details. Originally approved by Sacramento City Council in the Summer 2011, it was updated in 2012 to provide additional clarification. In 2016, the district was renewed as a "restaurant" only district, consisting of 18 food establishments (note: the number of establishments is subject to change).

Assessment - The 18 food and beverage establishments in the Handle (at the time of this report two locations are transitioning to new businesses) collect 1.5% on each food purchase (excluding alcohol). The organization sends assessment information to each new business operator monthly, with periodic updates, reminders and overviews to the businesses each year.

Assessment Collection and Accounting Practices – in early 2024 the HBID board, in partnership with the City of Sacramento's Revenue Division, re-vamped the assessment collection and remittance process. The City, who has collected assessment remittances since the inception of the district, assumed additional responsibilities with respect to collections. The Handle organization contracts with a professional accountancy team for daily monitoring and oversight, this also includes the preparation of an annual tax return for the organization. Accounting information, including budgets, expenditures and balances, are available for review by any Handle business or interested party. Financial decisions are made at publicly noticed Board of Directors meetings held on the third Wednesday of every other month.

2025/26 Budget - the organization's budget coincides with the calendar year. A draft of annual budget is reviewed at two consecutive meetings in the fall, with final approval at a November or December Board of Director's meeting. The initial estimate of



(Page Two – 2025/26 Handle Annual Report)

assessments to be collected, as outlined Management District Plan, was \$200,000/year. This total has fluctuated over the past eight years, in particular during the pandemic years. For the upcoming budget year we estimate the collected and remitted assessments will be about \$260,000 (based on 2023-2025 data).

In 2022 the district was awarded a \$100,000 County of Sacramento ARPA grant to support additional services during the pandemic. The grant funds were used to partially replenish reserves and project funds that supported the Al Fresco program in 2021 and 2022. A more detailed breakdown of the budget allocations, by category, is below.

Note: the Handle's Board-approved, annual budget shows additional program details (line items) not listed below. The annual budget process is a good opportunity to gather input, share information and review improvement programs.

Reserves - The Handle has approximately \$250,000 in reserve funds. These funds have accumulated over the past few budget cycles and have historically been used to pay for higher cost improvement projects (lighting, trash cans, etc.). The Board will be made two large purchases in 2024, including a \$45,000 purchase of new trash cans.

Service Plan Budget Summary - Calendar Years 2017 - 2026

Service	Year 1 Percent	Year 1 Amount
Streetscape and Safety Projects	25%	\$50,000
Marketing, Advertising and Special Events	50%	\$100,000
Administrative and Operations	10%	\$20,000
Assessment Collection / City Services	6%	\$12,000
Contingency / Renewal	9%	\$18,000
TOTALS	100%	\$200,000

PROGRAMS

The organization continues to develop new programs to benefit HBID restaurants. With the adoption of the new district in 2016, marketing, events and promotion programs became a higher priority. Although many of the larger events have not been scheduled since the pandemic (the Dress Up – Wine Down event successfully returned in Spring 2024), the Board continues to support events in the district, from St. Baldricks, Oktoberfest, Second Saturday and the Sacramento Walk of Stars, to special events hosted by businesses (movie nights, makers markets, etc.).



(Page Three – 2024/25 Handle Annual Report)

Maintenance - the maintenance crew is very active in the district during the week and is one of the most popular services for businesses in the Handle (trash pickup, special event support, graffiti abatement, sidewalk power washing and other maintenance services).

Advocacy - the organization continues to advocate for and promote a number of local efforts, including lighting improvements, pedestrian safety projects, parking enhancements, community events and other projects that positively impact Midtown and the HBID.

PROJECTS

The HBID (and partners) coordinates an attractive streetlight (pole) banner program, installs and maintains 40 hanging flower baskets, services six pet waste bag dispensers and 16 custom trash cans. We started an alley beautification project in late 2019, but it was put on hold in 2020. We continue to dedicate resources to helping maintain the Liestal Alley. In 2025 the Board initiated an effort to install street bollards on Capitol Avenue for future events.

The Handle continues to add bike racks and corrals (more than 75 bike parking spaces are now in the district - a one square block area) and we have been closely monitoring and advocating for a number of pedestrian safety projects. The organization's internet presence and social media programs continue to flourish, with 10,000 followers. The district circulates high quality informational and promotional materials each year to new property owners in midtown. A "district successes" report was prepared in 2021, and updated in 2022 and 2023, it highlights activities in the district over the past ten years (it is available upon request).

The Handle Al Fresco (AF) project became the organization's top priority from 2020-2022 and the commitment continues to this day. More than \$350,000.00 has been contributed by the Handle District.

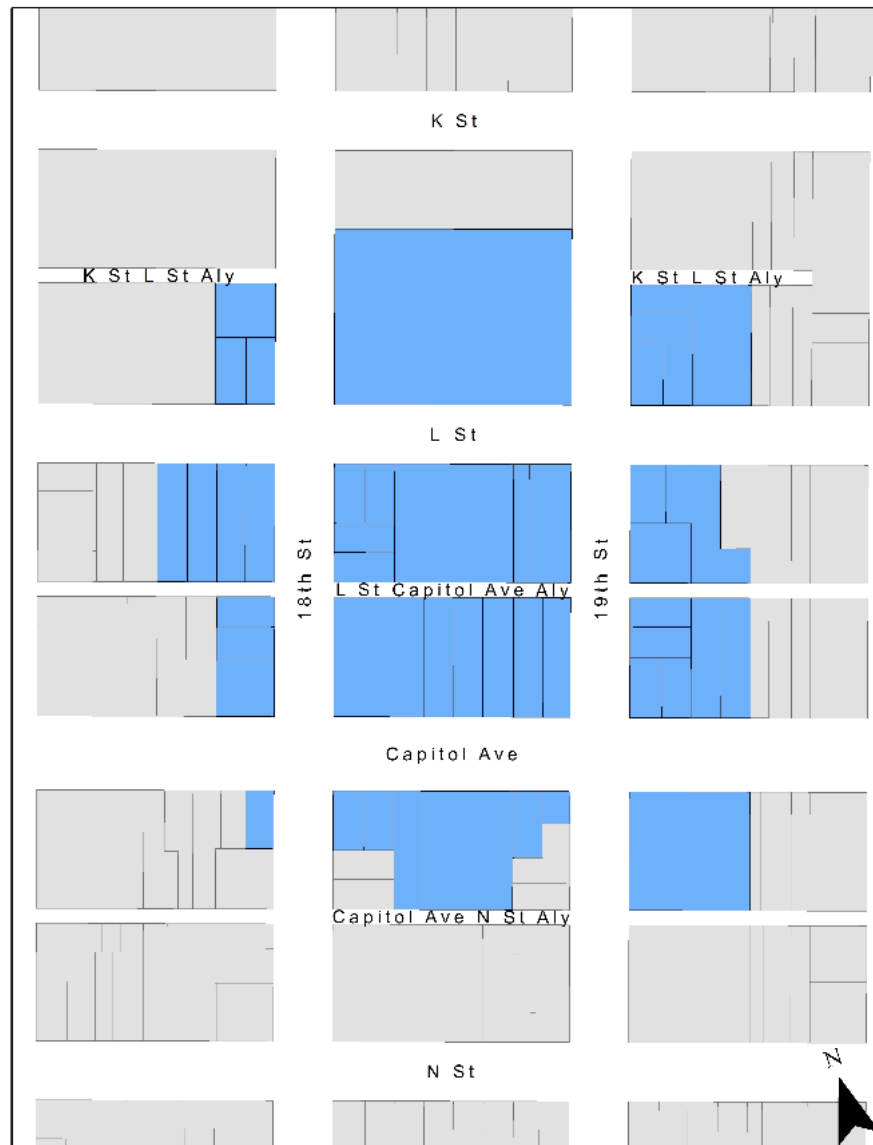
Please contact Seann Rooney, Executive Director at (916) 765-5052 or by email at handlestaff@gmail.com for more information on programs and projects.

Sincerely,

Jimmy Johnson, President, Board of Directors (Co-owner, Zocalo)



Handle District Map (Area)



1717 Capitol Avenue – Sacramento, CA 95811

2025 HBID Budget

Line	Revenues	Budgeted Amount	Notes/Calcs
	Assessment Revenues*	\$250,000.00	
	Expenses (Budgeted and Actual)		
	Program - Streetscape and Safety *** (up to 25% of Budget)	\$62,500.00	
	General Project/Program Funds	\$56,500.00	
1	Program (Service contracts)	\$53,500.00	Jose and Team (\$3.5k/mo) + GP Landscaping (\$11.5k/year)
2	Projects (e.g. Equipment)	\$3,000.00	Flower replant + other M/S work - this total is low
3	Portion of Program Funds towards Administrative Expenses	\$6,000.00	
4	C&S Program Contingency	\$0.00	
			\$62,500.00
	Program - Marketing, Advertising and Events (up to 50% of Budget)***	\$125,000.00	\$125,000 is 50%
	General Project/Program Funds	\$66,500.00	
5	Events	\$30,000.00	(add't'l funds needed - shown on right)
6	Web, Social Media, Marketing	\$10,000.00	Minor updates/video.proj + SM monthly exp \$5.4k
7	Sidewalk/Patio/Alley Cleaning	\$10,000.00	Commercial cleaning program (3-4 times per year)
9	Holiday Decorations (replacements)	\$5,000.00	Combined with previous years funding - see note on right)
10	Banner Program Updates	\$0.00	To return in 2026 budget
11	Employee Parking Program (portion)	\$11,500.00	
12	Portion of Program Funds towards Administrative Expenses	\$53,500.00	
13	MAE Program Contingency	\$5,000.00	
			\$125,000.00
	Assessment Collection and City Fees (up to 6% of Budget)***	\$15,000.00	
14	City Fees	\$5,000.00	
15	Accounting/Taxes	\$4,500.00	
16	Portion of Program Funds towards Administrative Expenses	\$5,500.00	
17	Misc. Expenses and Contingency	\$0.00	\$15,000.00
	General Administration and Operations (up to 10% of Budget)***	\$25,000.00	
18	Staff and Support (supplies, etc.)	\$16,000.00	\$2.5k of \$16k is for expenses
	Employee Parking Program (portion)	\$5,000.00	
19	Insurance and Other Fees (filing)	\$4,000.00	
20	Misc.Expenses and Contingency	\$0.00	
			\$25,000.00
21	General Contingency and BID Renewal (up to 9% of Budget)***	\$22,500.00	This line item to reserves for BID renewal and to fund shortfalls in other categories
Total (Ending Balance)		\$0	

Notes

Variable expenses - these categories of expenditures provide the most flexibility in the HBID budget

*Updated in 2024 (for 2025). This is an estimate based on historic assessment remittances. Actual total revenue collected will vary. Total includes delinquencies. Allocations by program area are calculated using this number.

***Percentages of these line items are established in the Management District Plan

Administration and Operations budget includes insurance, staff, and other administrative costs (materials, etc.).

BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT CHECKLIST

FY 2025/26

BID NAME: HANDLE DISTRICT CORPORATION CONTRACT # _____

AUTHORITY <small>(CS&H Code Section)</small>	REQUIREMENT	PAGE FOUND
36650(b)	Specify BID name	1
-Does the BID name exactly match the previous year's BID name? (Check one) YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>		
36650(b)	Specify fiscal year to which report applies	1
36650(b)(1)	Any proposed changes in the boundaries	n/a
36650(b)(1)	Any proposed changes in any benefit zones	n/a
-Do the boundaries and benefit zones exactly match the previous year? (Check one) YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> (If not, describe change(s) in the NOTES section)		
36650(b)(2)	The improvements and activities for that fiscal year	2,3
-Are the improvements and activities in line with the Original MDP? (Check one) YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>		
36650(b)(3)	An estimate of the cost of providing the improvements and activities for that fiscal year	200,000
- How does the overall budget compare to last year? (Check one) HIGHER <input checked="" type="checkbox"/> SAME <input type="checkbox"/> LOWER <input type="checkbox"/> - What is the greatest change (by percentage) between line items from last year to this year <u>5%-10%</u>		
36650(b)(4)	The method of levying the assessment in sufficient detail to allow each real property owner/business owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year	1
36650(b)(4)	The basis of levying the assessment in sufficient detail to allow each real property/business owner to estimate the amount of the assessment to be levied against their business/property for that fiscal year	1
-Does the Method and Basis match the MDP? (Check one) YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> -Is there a rate increase for this year? (Check one) YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> -If so: What is the rate?		
36650(b)(5)	The amount of any surplus revenues to be carried over from a previous fiscal year	250,000
-Is the surplus identified for use in specific categories? (Check one) YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> if yes, What category(ies)		
36650(b)(5)	The amount of any deficit revenues to be carried over from a previous fiscal year	0
36650(b)(6)	The amount of any contributions to be made from sources other than assessments levied pursuant to this part	0
-Are the contributions identified for use in a specific category? (Check one) YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>		
-Did an authorized representative of the nonprofit Board sign the report? (Check one) YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>		
-Does the report state the date the Board approved the Report/Budget? (Check one) YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>		

NOTES:

Resources

Estimated Beginning Balance	\$250,000
Total Estimated Assessments Collected	\$250,000
Total Resources	\$500,000

Expenses (Estimated)

Streetscape & Safety Projects	\$65,000
Marketing, Advertising & Special Events	\$150,000
Administrative & Operations	\$24,000
Assessment Collection/City Services	\$17,500
Contingency/Renewal	\$20,000
Total Expenses	\$276,500

Exhibit B

HANDLE (FUND 2241) PROPERTY AND BUSINESS IMPROVEMENT DISTRICT FY2025/26 DISTRICT BUDGET & BUSINESS ASSESSMENT

Resources

Estimated Beginning Balance	\$250,000
Total Estimated Assessments Collected	\$250,000
Total Resources	\$500,000

Expenses (Estimated)

Streetscape & Safety Projects	\$65,000
Marketing, Advertising & Special Events	\$150,000
Administrative & Operations	\$24,000
Assessment Collection/City Services	\$17,500
Contingency/Renewal	\$20,000
Total Expenses	\$276,500

Estimated Ending Fund Balance	\$223,500
Year-Over-Year Change	(\$26,500)

Estimated Disbursement to BID	\$250,000
--------------------------------------	------------------

Business Assessment

Annual assessment rates are as follows: Restaurants and businesses that sell prepared food shall be assessed 1.5% of gross sales, excluding alcohol sales and certain items as described in Section V of the Management District Plan (MDP), on file with the Infrastructure Finance Division, designated by the City Clerk as the custodian of such records. The gross sales will be determined from the Business Operations Tax filings with the City of Sacramento.

New restaurant or businesses that sell prepared food that open during the term of the district shall not be exempt from assessment. Assessment rates for new restaurant or businesses that sell prepared food shall be determined by utilizing the most current quarterly gross sales information to extrapolate the annual assessment amount.

RESOLUTION NO. 2025-

Adopted by the Sacramento City Council

September 9, 2025

Resolution Approving the Annual Report for the Sacramento Tourism Infrastructure District for Fiscal Year 2025/26

BACKGROUND

- A. Sacramento lodging business owners within the boundaries of the Sacramento Tourism Infrastructure District No. 2018-04 (District) petitioned the City of Sacramento (City) to establish the District, as a business improvement district, by which the assessments collected would be used to pay debt service on the bonds or other obligations issued or incurred by the City for construction of the ballroom portion of the Sacramento Convention Center expansion, designed to increase overnight tourism and increase the desirability of the Sacramento Convention Center as a tourist, meeting and event destination, thereby increasing room night sales for the assessed lodging businesses. On October 30, 2018, by Resolution No. 2018-0419, City Council approved the establishment of the District for a term of no more than 40 years from the date of issuance of the first series of bonds.
- B. The City Council established the District under the Property and Business Improvement District Law of 1994 (California Streets and Highway Code section 36600 et seq.) (PBID Law) and has previously levied assessments on businesses in the District to pay for improvements to be provided within the District, in accordance with the PBID Law.
- C. Expenditures of assessment revenues provide for the following within the District: paying debt service for the ballroom portion of the Sacramento Convention Center expansion, with the intention to increase tourism and room night sales within the District's boundaries. All improvements are as defined within the Annual Report. The Annual Report is attached to this resolution as Exhibit A and is also on file with the Infrastructure Finance Division of the Finance Department, which the City Clerk has designated as the custodian of such records.
- D. The Fiscal Year (FY) 2025/26 rate and methodology of assessment is not changed from the prior year.
- D. Pursuant to California Streets and Highways Code section 36650(c), City staff is seeking City Council approval of the Annual Report.

**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 above are true and correct.
- Section 2. The City Council finds and determines that the businesses within the District specifically benefit from the improvements and services described in the Annual Report and funded by the proposed assessment.
- Section 3. The City Manager or City Manager's designee is authorized to make any necessary budgetary adjustments associated with the District budget for FY2025/26 as shown in the attached Exhibit B, FY2025/26 District Budget and Business Assessment.
- Section 4. The annual budget and assessments as set forth in the FY2025/26 Annual Report (attached hereto as Exhibit A) are confirmed, and the Annual Report is hereby approved.
- Section 5. Exhibits A and B are a part of this resolution.

Table of Contents:

Exhibit A: Annual Report for FY2025/26

Exhibit B: FY2025/26 District Budget and Assessment

Sacramento Tourism Infrastructure District
Fiscal Year 2025-26
 Annual Report

Developed by Visit Sacramento, the Sacramento Tourism Infrastructure District (STID) is an assessment district proposed to provide specific benefits to payors, by providing funding for capital improvements and other infrastructure project and marketing (if funds allow) designed to increase room night sales for assessed businesses.

The STID is administered by Visit Sacramento in conjunction with an STID Tourism Committee consisting of the following members:

- Rick Jennings, Councilmember District 7
- Michael Jasso, Sacramento City Manager
- Michael Ault, Executive Director, Downtown Sacramento Partnership
- Nikki Glass, General Manager, Kimpton Sawyer Hotel
- David Huber, General Manager, Hilton Arden West
- Jeroen Gerrese, General Manager, Sheraton Grand Hotel Sacramento
- Doug Warren, General Manager, Marriott Village Cal Expo
- Mike Testa, President & CEO, Visit Sacramento
- Patrick Miller, General Manager, Hyatt Regency Sacramento

Location

The STID includes all lodging businesses, existing and in the future, available for public occupancy within the boundaries of the City of Sacramento and the unincorporated areas of the County of Sacramento. A boundary map is attached as Exhibit A.

Assessment Rates

The annual assessment rate is one percent (1%) of gross short-term room rental revenue. Based on the benefit received, assessments shall not be collected on stays of more than thirty (30) consecutive days. The assessment shall apply to room rental revenue from all stays which are on a transient basis; a stay is considered to be on a transient basis until thirty (30) consecutive room night stays have elapsed.

For Fiscal Year 2025/26, the assessments collected from lodging businesses within the STID will be used to pay debt service on the bonds or other obligations issued or incurred by the City to finance capital improvements specified in the MDP, including the ballroom portion the Sacramento Convention Center expansion. Expansion of the Convention Center was completed in early 2021 and was designed to increase overnight tourism and increase the desirability of the Sacramento Convention Center as a tourist, meeting and event destination, thereby increasing room night sales for assessed lodging businesses.

Budget

The total STID annual budget for Fiscal Year 2025-26 is anticipated to be approximately \$3,956,604. Approximately 93.3 percent of the budget will be funded from revenues collected within the City (\$3,691,511.53) and 6.7 percent from the unincorporated area of Sacramento County (\$265,092.47). There is no surplus or deficit revenues that will be carried over from the previous fiscal year.

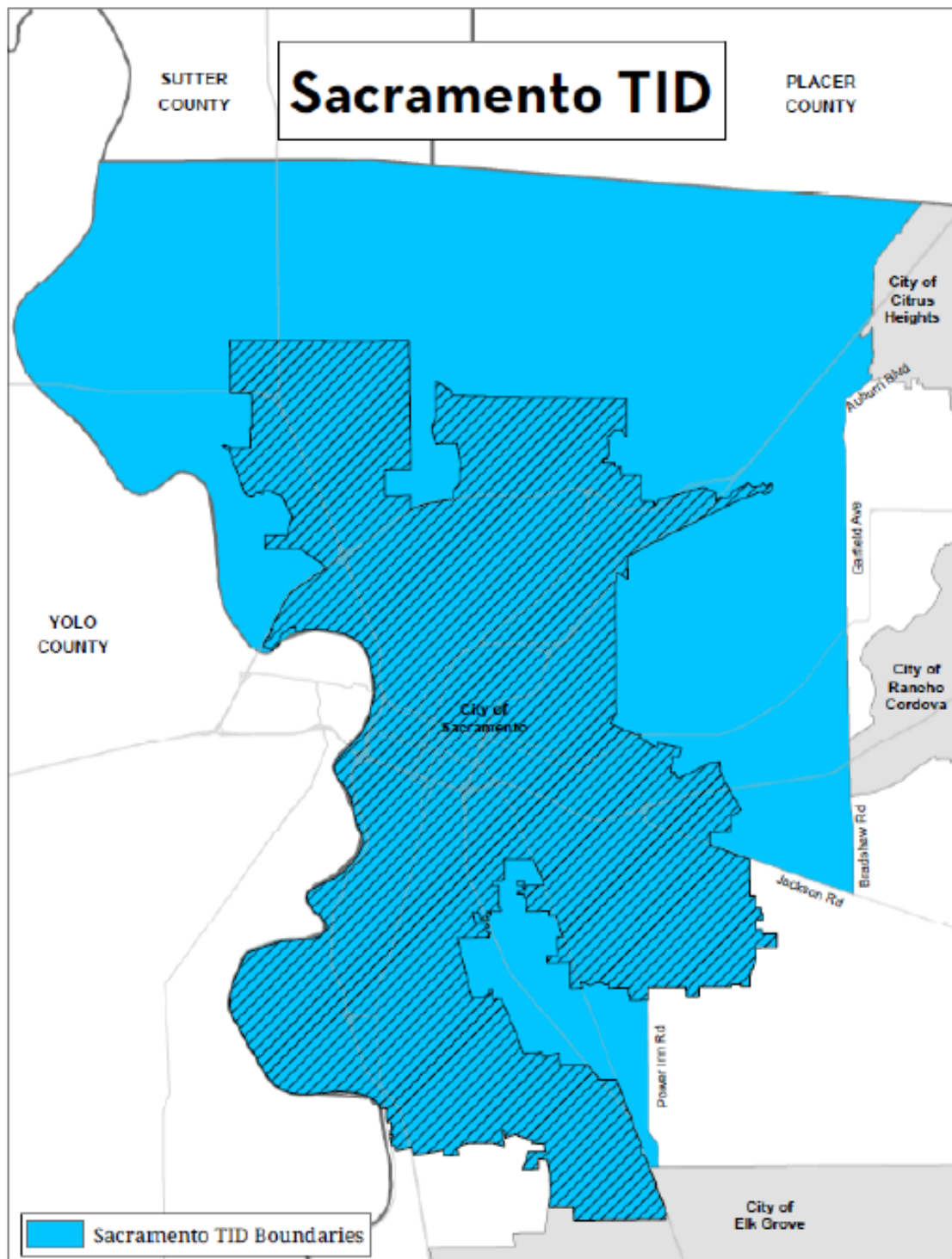
Budget number from STID MDP and then used same percentage breakdown as this year's STMD Estimate.

Improvements

The capital improvements and debt service portion of the budget will be used to fund capital improvements designed to increase room night sales for assessed businesses. The focus of the capital improvements program is to fund a portion of the planned expansion to the Sacramento Convention Center, specifically the construction of a ballroom, designed to increase overnight tourism and increase

the desirability of the Sacramento Convention Center as a tourist, meeting and event destination, thereby increasing room night sales for assessed lodging businesses.

EXHIBIT A
STID Boundary Map



**PROPERTY BUSINESS IMPROVEMENT
DISTRICT ANNUAL REPORT CHECKLIST**
FY _____

PBID NAME: _____ CONTRACT # _____

AUTHORITY (CS&H Code Section)	REQUIREMENT	PAGE FOUND
36650(b)	Specify PBID name	
-Does the PBID name exactly match the previous year's PBID name? (Check one) YES NO		
36650(b)	Specify fiscal year to which report applies	
36650(b)(1)	Any proposed changes in the boundaries	
36650(b)(1)	Any proposed changes in any benefit zones	
-Do the boundaries and benefit zones exactly match the previous year? (Check one) YES NO (If not, describe change(s) in the NOTES section)		
36650(b)(2)	The improvements and activities for that fiscal year	
-Are the improvements and activities in line with the Original MDP? (Check one) YES NO		
36650(b)(3)	An estimate of the cost of providing the improvements and activities for that fiscal year	
- How does the overall budget compare to last year? (Check one) HIGHER SAME LOWER - What is the greatest change (by percentage) between line items from last year to this year _____		
36650(b)(4)	The method of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year	
36650(b)(4)	The basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year	
-Does the Method and Basis match the MDP? (Check one) YES NO -Is there a CPI increase for this year? (Check one) YES NO - If so: What is the rate? _____		
36650(b)(5)	The amount of any surplus revenues to be carried over from a previous fiscal year	
-Is the surplus identified for use in specific categories? (Check one) YES NO if yes, What category(ies) _____		
36650(b)(5)	The amount of any deficit revenues to be carried over from a previous fiscal year	
36650(b)(6)	The amount of any contributions to be made from sources other than assessments levied pursuant to this part	
-Are the contributions identified for use in a specific category? (Check one) YES NO		
-Did an authorized representative of the nonprofit Board sign the report? (Check one) YES NO		
-Does the report state the date the Board approved the Report/Budget? (Check one) YES NO		

NOTES:

Exhibit B

SACRAMENTO TOURISM INFRASTRUCTURE BUSINESS IMPROVEMENT DISTRICT (FUND 2253) FY2025/26 DISTRICT BUDGET & BUSINESS ASSESSMENT

Resources

Estimated Beginning Balance	
Total Estimated Assessments Collected	\$3,956,604
Total Resources	\$3,956,604

Expenses

Debt Service on Bonds Issued to Finance Improvements	TBD
Estimated BID Expenses	\$3,954,006
Total Expenses	\$3,954,006

Estimated Ending Fund Balance	\$2,598
Year-Over-Year Change	\$2,598

Estimated Disbursement to BID	\$3,956,604
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Business Assessment

Annual assessment rate is 1% of gross short-term room rental revenue (stays of no more than 30 consecutive days).

RESOLUTION NO.

Adopted by the Sacramento City Council

September 9, 2025

RESOLUTION APPROVING THE ANNUAL REPORT FOR THE SACRAMENTO TOURISM MARKETING DISTRICT FOR FISCAL YEAR 2025/26

BACKGROUND

- A. On September 7, 2016, Sacramento lodging business owners within the boundaries of the Sacramento Tourism Marketing District No. 2016-06 (STMD) petitioned the City of Sacramento (City) to re-establish the STMD, as a business improvement district, to assess business income in order to provide marketing and sales promotions with the intent to increase tourism and to market Sacramento lodging businesses as tourist, meeting, and event destinations. The STMD was originally established by the City Council on May 22, 2012 (Resolution No. 2012-0141).
- B. On April 2, 2024, by Resolution No. 2024-0094, City Council approved renewal of the STMD for a ten-year term commencing on July 1, 2024 and running through June 30, 2034.
- C. The City Council established the STMD under the Property and Business Improvement District Law of 1994 (California Streets and Highway Code section 36600 et seq.) (PBID Law) and has previously levied assessments on businesses in the STMD to pay for services to be provided within the STMD, in accordance with the PBID Law.
- D. Expenditures of STMD funds provide for promotion, marketing, and sales efforts within the STMD, which are intended to increase tourism and room night sales in the City and County of Sacramento. All services are as defined within the Annual Report. The Annual Report is attached to this resolution as Exhibit A and is also on file with the Infrastructure Finance Division of the Finance Department, which the City Clerk has designated as the custodian of such records.
- E. The Fiscal Year (FY) 2025/26 rate and methodology of assessment is not changed from the prior year.
- F. Pursuant to California Streets and Highways Code section 36650(c), City staff is seeking City Council approval of the Annual Report.

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 above are true and correct.

- Section 2 The City Council finds and determines that the businesses within the STMD benefit from the services described in the Annual Report and funded by the proposed assessment.
- Section 3 The City Manager or City Manager's designee is authorized to make any necessary budgetary adjustments associated with the STMD budget for FY2025/26 as shown on the attached Exhibit B, FY2025/26 District Budget and Business Assessment.
- Section 4 The annual budget and assessments as set forth in the FY2025/26 Annual Report (attached hereto as Exhibit A) are confirmed, and the Annual Report is hereby approved.
- Section 5 Exhibits A and B are part of this resolution.

Table of Contents:

Exhibit A: Annual Report for FY2025/26

Exhibit B: FY2025/26 District Budget & Business Assessment

Visit
SACRAMENTO
Sacramento Tourism Marketing District
Fiscal Year 2025-26
Annual Report

Exhibit A

Developed by the Sacramento Hotel Association, the Sacramento Tourism Marketing District (STMD) is a benefit assessment district formed to help fund marketing and sales promotion efforts to provide specific benefits and exclusive privileges to Sacramento lodging businesses.

The STMD is administered by Visit Sacramento in conjunction with an STMD Tourism Committee consisting of the following members:

Zone 1:

Danielle Price	General Manager, The Exchange Hotel
Patrick Miller	General Manager, Hyatt Regency Sacramento
Jerone Gerrese	General Manager, Sheraton Grand
Steve Mammet	General Manager, Embassy Suites Sacramento

Zone 2:

David Huber	General Manager, Hilton Sacramento Arden West
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Zone 3:

Doug Warren	Regional Director of Operations, Residence Inn by Marriott – Natomas/Airport
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Zone 4:

Ryan Opatz	General Manager, The Westin Hotel
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Location

The STMD includes all lodging businesses, existing and in the future, available for public occupancy within the boundaries of the City of Sacramento and the unincorporated areas of the County of Sacramento. A boundary map is attached as Exhibit A.

Assessment Rates

Annual assessment rates will remain the same as the prior fiscal year and are three and forty-five hundredths percent (3.45%) of gross short-term (stays fewer than 31 days) room rental revenue on lodging businesses in Zone 1, two and eight hundred seventy-five thousandths percent (2.875%) of gross short-term room rental revenue on lodging businesses in Zone 2, two and thirty hundredths percent (2.30%) of gross short-term room rental revenue on lodging businesses in Zone 3, and one and fifteen hundredths percent (1.15%) of gross short-term room rental revenue on lodging businesses in Zone 4.

Based on the benefit received, assessments shall not be collected on stays of more than thirty (30) consecutive days. The assessment shall apply to room rental revenue from all stays which are on a transient basis; a stay is considered to be on a transient basis until thirty (30) consecutive room night stays have elapsed.

Budget

The total STMD annual budget for Fiscal Year 2025-26 is anticipated to be approximately \$10,285,000. Approximately 93.3 percent of the budget will be funded from revenues collected within the City (\$9,598,000) and 6.7 percent from the unincorporated area of Sacramento County (\$687,000). There is no surplus or deficit revenues that will be carried over from the previous fiscal year. The budget, attached as Exhibit B, was approved by the STMD Tourism Committee on May 19, 2025.

Services

Marketing and sales promotions to specifically benefit assessed lodging businesses by increasing tourism and group business and to marketing Sacramento lodging businesses as tourist, meeting, and event destinations to provide the specific benefit and exclusive privilege of additional hotel room night rentals.

Sales and Marketing

While actual revenues collected will determine the scope of services that can be performed, the sales and marketing program will have a central theme of promoting Sacramento as a desirable place to visit overnight, and they could include, but are not limited to, the following activities:

- Marketing promotion through paid ads, earned and social media, and collateral materials to drive demand for overnight visitation and room sales and to increase awareness of tourist attractions and events in Sacramento;
- Bid assistance and partnership for special events like the Aftershock music festival and Ironman California.
- Attendance at 30+ national trade shows and professional industry conferences and events annually, by the Visit Sacramento Convention Sales and Services team, to meet with certified meeting planners in order to gather new convention RFPs to drive demand for conventions and the associated room sales for assessed lodging businesses;
- Visit Sacramento's Sports & Entertainment and Convention Sales and Services staff will attend industry trade shows and work directly with third party convention planning organizations (e.g. Helms Briscoe, Conference Direct) and national event promoters to generate business leads that will result in attracting national conventions and large leisure travel group events, such as music and food festivals and amateur sporting events; and
- Communications and advocacy activities to inform and educate key stakeholders and the public;
- Internet marketing efforts to increase awareness and optimize internet presence to drive demand for overnight visitation and room sales to assessed lodging businesses;
- Print ads in magazines and newspapers, television ads, and radio ads targeted at potential visitors to drive demand for overnight visitation and room sales to assessed lodging businesses;
- Sales blitzes and campaigns, including meetings with potential tourism customers, for assessed lodging businesses;
- Familiarization tours of assessed lodging businesses;
- Preparation and production of collateral promotional materials such as brochures, flyers and maps featuring assessed lodging businesses;
- Visit Sacramento staff will meet regularly with Directors of Sales, General Managers, owners, and other lodging representatives to plan, communicate, collaborate, and report results on coordinated tourism promotion efforts for assessed lodging businesses; and
- Development and maintenance of a website designed to promote assessed lodging businesses.

EXHIBIT A
STMD Boundary Map

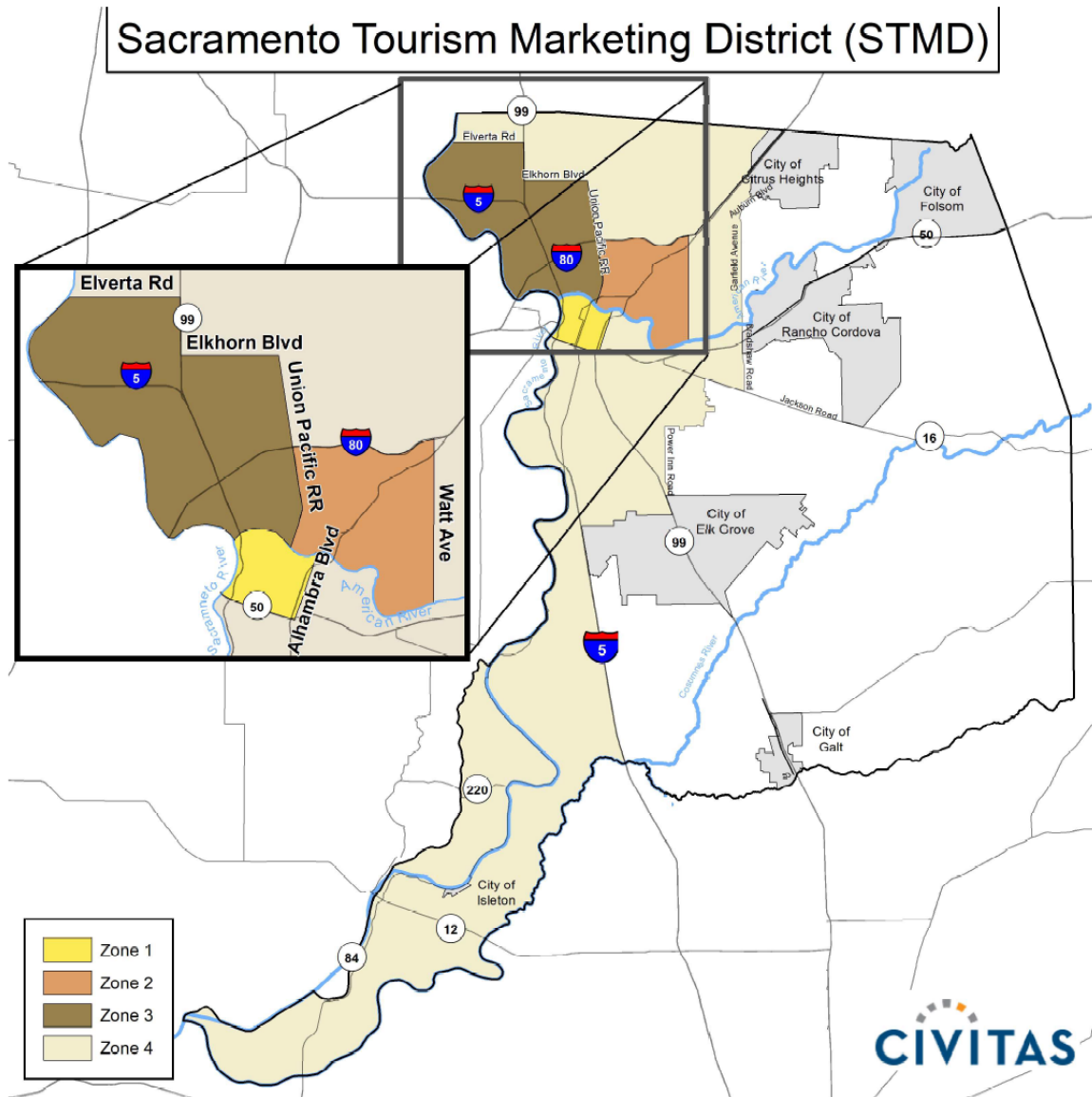


EXHIBIT B
STMD BUDGET for FISCAL YEAR 2025-26

(Approved by STMD Tourism Committee 5/19/2025)

Assessment Revenue		
STMD - City	\$ 9,598,000	
STMD - County	\$ 687,000	
Total Revenue		\$ 10,285,000
Expenses		
Administration		
Employee Services	\$ 878,018	
Staff Exp/Board Activities	\$ 50,000	
Total Administration	\$ 928,018	
Marketing		
Employee Services	\$ 374,092	
Tradeshows & Travel Marketing	\$ 70,000	
Advertising	\$ 180,000	
Marketing Collaterals	\$ 226,000	
Marketing Support	\$ 79,000	
Total Marketing	\$ 929,092	
Sports Marketing		
Employee Services	\$ 490,463	
Tradeshows & Travel Marketing	\$ 8,000	
Marketing Collaterals	\$ 300,000	
Sales/Event Support	\$ 60,000	
Total Sports Marketing	\$ 858,463	
Convention Sales		
Employee Services	\$ 1,375,504	
Tradeshows & Travel Marketing	\$ 470,000	
Advertising	\$ 250,000	
Sales Support	\$ 397,463	
Convention Services	\$ 59,500	
Total Convention Sales	\$ 2,552,467	
Travel Industry Sales		
Tradeshows & Travel Marketing	\$ 36,500	
Advertising	\$ 11,000	
Sales Support	\$ 169,200	
Total Travel Industry Sales	\$ 216,700	
Destination Experience, Inclusion & Community Engagement		
Employee Services	\$ 276,406	
Tradeshows & Travel Marketing	\$ 7,000	
Advertising	\$ 205,000	
Marketing Collaterals	\$ 201,000	
Sales Collaterals	\$ 211,000	
Total Destination Experience, Inclusion & Community Engagement	\$ 900,406	

Special Events

Employee Services	\$	149,503	
Tradeshows & Travel Marketing	\$	30,000	
Advertising	\$	315,350	
Sales/Event Support	\$	3,405,000	
Special Events	\$	3,899,853	

Total Expenses			\$	10,285,000
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**PROPERTY BUSINESS IMPROVEMENT
DISTRICT ANNUAL REPORT CHECKLIST**
FY _____

PBID NAME: _____ CONTRACT # _____

AUTHORITY (CS&H Code Section)	REQUIREMENT	PAGE FOUND
36650(b)	Specify PBID name	
-Does the PBID name exactly match the previous year's PBID name? (Check one) YES NO		
36650(b)	Specify fiscal year to which report applies	
36650(b)(1)	Any proposed changes in the boundaries	
36650(b)(1)	Any proposed changes in any benefit zones	
-Do the boundaries and benefit zones exactly match the previous year? (Check one) YES NO (If not, describe change(s) in the NOTES section)		
36650(b)(2)	The improvements and activities for that fiscal year	
-Are the improvements and activities in line with the Original MDP? (Check one) YES NO		
36650(b)(3)	An estimate of the cost of providing the improvements and activities for that fiscal year	
- How does the overall budget compare to last year? (Check one) HIGHER SAME LOWER - What is the greatest change (by percentage) between line items from last year to this year _____		
36650(b)(4)	The method of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year	
36650(b)(4)	The basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year	
-Does the Method and Basis match the MDP? (Check one) YES NO -Is there a CPI increase for this year? (Check one) YES NO - If so: What is the rate? _____		
36650(b)(5)	The amount of any surplus revenues to be carried over from a previous fiscal year	
-Is the surplus identified for use in specific categories? (Check one) YES NO if yes, What category(ies) _____		
36650(b)(5)	The amount of any deficit revenues to be carried over from a previous fiscal year	
36650(b)(6)	The amount of any contributions to be made from sources other than assessments levied pursuant to this part	
-Are the contributions identified for use in a specific category? (Check one) YES NO		
-Did an authorized representative of the nonprofit Board sign the report? (Check one) YES NO		
-Does the report state the date the Board approved the Report/Budget? (Check one) YES NO		

NOTES:

Exhibit B

SACRAMENTO TOURISM MARKETING DISTRICT (FUND 2243) FY2025/26 DISTRICT BUDGET & BUSINESS ASSESSMENT

Resources

Estimated Beginning Balance	
Total Estimated Assessments Collected	\$10,285,000
Total Resources	\$10,285,000

Expenses (Estimated)

Estimated BID Expenses	\$10,285,000
City & County Administration (2% of assessments collected)	\$205,700
Total Expenses	\$10,490,700

Estimated Ending Fund Balance	(\$205,700)
Year-Over-Year Change	(\$205,700)

Estimated Disbursement to BID	\$10,079,300
--------------------------------------	---------------------

Business Assessment

Annual assessment rates on lodging businesses for short term room rental (stays fewer than 31 days) are:

- Zone 1 – 3.45% of gross room rental revenue
- Zone 2 – 2.875% of gross room rental revenue
- Zone 3 – 2.3% of gross room rental revenue
- Zone 4 – 1.15% of gross room rental revenue

Based on the benefit received, assessments shall not be collected on stays of more than thirty (30) consecutive days. The assessment shall apply to room rental revenue from all stays which are on a transient basis; a stay is considered to be on a transient basis until thirty (30) consecutive room night stays have elapsed.