



3.19

DEPARTMENT OF  
FINANCE

REVENUE DIVISION

CITY OF SACRAMENTO  
CALIFORNIA

June 13, 2003  
RA03044:BCW:ljc

CITY HALL  
ROOM 114  
730 I STREET  
SACRAMENTO, CA  
95814-2696

REVENUE  
ADMINISTRATION  
916-808-5724

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT: BUSINESS IMPROVEMENT AREAS FY 2003/2004 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 2003/04 budgets for five Business Improvement Areas (BIA's).

**CONTACT PERSON** Brad C. Wasson, Revenue Manager, 808-5724

**FOR COUNCIL MEETING OF** June 24, 2003

**SUMMARY**

This report recommends that the City Council approve the FY 2003/2004 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 2003/2004 budgets for the estimated FY 2003/2004 BIA fees of:

		<u>Council</u> <u>District</u>
1. Del Paso Boulevard BIA	\$ 39,000.00	2
2. Franklin Boulevard BIA	\$ 30,000.00	5
3. Old Sacramento BIA	\$141,000.00	1
4. Stockton Boulevard BIA	\$ 42,900.00	5 & 6
5. Downtown Plaza BIA	\$112,400.00	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 3.3% effective July 1, 2003. Attachment A is a BIA fee schedule effective July 1, 2003.

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

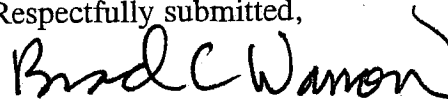
Pursuant to Section 15378 (b) (3), this is not a project under the California Environmental Quality Act.

### POLICY CONSIDERATIONS

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

**ESBD CONSIDERATIONS** Not applicable.

Respectfully submitted,



Brad C. Wasson  
Revenue Manager

RECOMMENDATION APPROVED:

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

Gus Vina  
Director of Finance

Attachments

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

Annual Fees as of July 1, 2002/Current Fee Schedule

<b>Downtown Plaza BIA (B):</b>		
Gross Receipts	Minimum \$83 - Maximum \$6,694	
	\$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>		
Retail	Minimum \$43 - Maximum \$436	
Non-retail/Wholesale	Gross Receipts	Gross Receipts x .000544
	Flat fee	\$43

<b>Del Paso Blvd BIA (E):</b>		
Retail	Minimum \$17 - Maximum \$421	
	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>		
Retail	Minimum \$39 - Maximum \$405	
	Gross Receipts	
	\$10,000 or less	\$39
	more than \$10,000	\$39 + .0005 x over \$10,000
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

**New Fee Schedule FY03/04  
Annual Fees as of July 1, 2003**

<b>Downtown Plaza BIA (B):</b>		
Gross Receipts	Minimum \$86 - Maximum \$6,915	
	\$10,000 or less	\$86
	more than \$10,000	\$86 + .0008 x over \$10,000
Gross Payroll	Flat fee	\$86
Professional		\$86 + \$34 per employee
Brokers		\$86 + \$34 per employee
Hotel/Motel		\$86 + \$1 per unit in excess of 4
Commercial Rental	\$10,000 or less	\$86
	more than \$10,000	\$86 + .0008 x over \$10,000

<b>Franklin Blvd BIA (D):</b>		
Retail	Minimum \$44 - Maximum \$450	
Non-retail/Wholesale	Gross Receipts	Gross Receipts x .000544
	Flat fee	\$44

<b>Del Paso Blvd BIA (E):</b>		
Retail	Minimum \$18 - Maximum \$435	
	Gross Receipts	
	\$10,000 or less	\$18
	more than \$10,000	\$18 + .0005 x over \$10,000
Non - Retail	Flat fee	\$18

<b>Stockton Blvd BIA (F):</b>		
Retail	Minimum \$40 - Maximum \$418	
	Gross Receipts	
	\$50,000 or less	\$40
	more than \$50,000	\$40 + .0005 x over \$50,000
Non-retail/flat fee		\$40

<b>Old Sacramento BIA (C):</b>		
	Minimum \$124 - Maximum \$5,764	
*Retail - No Alcohol Sales		Total Gross Receipts x .0054
*Retail - Alcohol Sales		Total Gross Receipts x .0068
Non - Retail	Flat fee	\$63

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

**RESOLUTION NO.**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

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

RESOLUTION ADOPTING THE PROPOSED FY 2003/2004 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 2003/2004 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: \_\_\_\_\_

July 1 2003 to  
July 1 2004

## North Sacramento Chamber of Commerce Budget 03-04

*This is a Consolidated Budget showing both the BID and Membership Accounts.*

<b>REVENUES</b>		<b>Budget</b>	<b>BID</b>	<b>Memb</b>
<i>City Estimate</i>	Business Improvement District (BID)	\$39,000.00	\$39,000.00	
	BID Reserve (one time lump sum)	\$1,500.00	\$1,500.00	
	Membership Dues (Estimate: 78 memb. 5 spon)	\$7,500.00		\$7,500.00
	Phantom Revenue/Grants	\$5,000.00		\$5,000.00
	Other Revenue	\$500.00		\$500.00
	Mixers/Luncheon Revenue	\$6,000.00		\$6,000.00
	Cooperative Advertising Revenue	\$5,000.00		\$5,000.00
	<b>Total Revenue</b>	<b>\$64,500.00</b>	<b>\$40,500.00</b>	<b>\$24,000.00</b>

<b>EXPENDITURES</b>				
<b>Overhead:</b>	Chamber Administrative Staff (8 hrs/wk \$10/hr)	\$4,950.00		\$4,950.00
\$12,950.00	Printing/Copies	\$800.00	\$800.00	
20.08%	Office Materials	\$600.00	\$600.00	
	Postage	\$800.00	\$800.00	
	Telephone/Fax	\$600.00	\$600.00	
	Rent & Utilities	\$3,000.00	\$3,000.00	
	Insurance	\$2,200.00	\$2,200.00	
<b>Programs:</b>	Luncheons/Mixers	\$6,000.00		\$6,000.00
\$47,800.00	Membership Committee	\$500.00		\$500.00
74.11%	Website Operating Costs	\$600.00		\$600.00
	Website Improvements	\$1,500.00		\$1,500.00
	Marketing / Cooperative Advertising	\$9,000.00	\$4,000.00	\$5,000.00
	Del Paso Blvd Cleanup ( Weekly )	\$6,000.00	\$6,000.00	
	Phantom Galleries/Arts Staff (15 hrs/wk \$16/hr)	\$13,800.00	\$12,200.00	\$1,600.00
	Phantom Galleries/Arts Program	\$1,500.00	\$1,500.00	
	Phantom Rack Cards	\$500.00	\$400.00	\$100.00
	Uptown District Visitors Brochure	\$3,400.00	\$3,400.00	
	Streetscape Banner Program	\$5,000.00	\$5,000.00	
<b>Community:</b>	Community Outreach	\$3,750.00		\$3,750.00
\$3,750.00	Annual Community Camellia Show	\$250.00		
5.81%	Annual Holiday Tree Lighting	\$750.00		
	Community Outreach ( unallocated )	\$1,500.00		
	Annual DANA Holiday Lights Contest	\$250.00		
	Storytelling Festival	\$250.00		
	Training & Memberships	\$750.00		
	<b>Total Expenses</b>	<b>\$64,500.00</b>	<b>\$40,500.00</b>	<b>\$24,000.00</b>
	Surplus(Deficit)	\$0.00	\$0.00	\$0.00

By Program Area			
ARTS Programs	\$15,800.00	24.50%	
Mainstreet Programs	\$11,000.00	17.05%	
Marketing Programs	\$12,400.00	19.22%	
Membership/Relationships	\$8,600.00	13.33%	
Programs/Spc Events	\$3,750.00	5.81%	
Overhead	\$12,950.00	20.08%	
		100.00%	

**FRANKLIN BOULEVARD BUSINESS ASSOCIATION  
BUDGET FY 2003/04**

**PROJECTED REVENUES: \$30,000**

<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	2,395
E. Operating Expenses	1,895
F. Reserve	<u>3,120</u>
FY 03/024 Allocated Expenditures	\$ 30,000

Zephyr Associates: Franklin Boulevard Revitalization Coordinators (455-2124)

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**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

**B. Common Problems Program**

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

**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 six years.

**Security/Lighting:** This is a rebate program for updating business security lights and has been established the past five years.

Direct Expense \$7,250

8.

**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 \$2,395

**E. Operating Expenses**

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

Direct Expense \$1,895

**F. Reserve**

There is a 10.4% 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

OLD SACRAMENTO  
BUSINESS IMPROVEMENT DISTRICT  
FY 03/04

Item Description	Line item Totals	Category Totals	% of Total	Approved Budget FY 03/04
<b>OSBIA REVENUE</b>				\$ 141,000
<b>EXPENSES</b>				
Advertising/Marketing/Publicity				
<b>Advertising buys</b>				
Local Print (e.g. Sac Mag)	\$ 2,000		1%	
Bee Ticket Ads	\$ 6,300		4%	
Visitor Guide	\$ 4,650		3%	
Radio (incl. Production)	\$ 5,000		4%	
Production Costs	\$ 1,500		1%	
Co-op w/Sac Down. Part.	\$ 5,000		4%	
Advertising Conting.	<u>\$ 7,600</u>		5%	
Subtotal: Adv. Buys		\$ 32,050	23%	
<b>Marketing/Public Relations</b>				
Public Relations Contract	\$ 36,000		26%	
Media Clipping Svc.	\$ 1,100		1%	
Printing (full brochure)	\$ 12,500		9%	
Printing/prod. Etc. rack cards	\$ 6,500		5%	
Directory maps: outdoors	\$ 2,000		1%	
Brochure-distribution	\$ 5,000		4%	
Coupon printing	\$ 1,100		1%	
Premiums	\$ 500		0%	
Sub-total Marketing/PR		\$ 64,700	46%	
<b>Promotions/Decorating</b>				
Easter/spring promo.	\$ 4,000		3%	
Horse carriage ride promo	\$ 750		1%	
Holiday decorations	\$ 17,000		12%	
Holiday activities	\$ 6,000		4%	
Bunting replacements	\$ 1,500		1%	
Halloween Festival	\$ 6,000		4%	
Sub-total Promos/Decorating		\$ 35,250	25%	
<b>Office/Administrative</b>				
OSM support fee	\$ 8,000		6%	
Supplies, printing & misc.	\$ 1,000		1%	
Sub-total Office/Adm.		\$ 9,000	6%	
<b>TOTAL EXPENSES</b>				\$ 141,000

Stockton Boulevard Partnership  
 Stockton Business Improvement Area  
 2002 Year End Council Report  
 2003 Budget Submission



The Stockton Boulevard Partnership is providing administrative and program management services for the Stockton Boulevard Business Improvement Area as authorized by the Sacramento City Council in June of 2002. The following is a brief program description with accompanying financial data.

2002 Year End City Council Report

Program Areas	Description	Budget	Actuals
<b>2002 Revenue</b>	Revenue generated from January – December 2002	\$41,500.00	\$41,859.00
<b>2002 Expenditures:</b>			
General Promotion	Retail promotion activities; events, banners, directories, administration, etc.	\$18,000.00	\$19,839.00
Community Pride Projects	Neighborhood association support, street-clean-ups, public safety appreciation, etc.	\$5,000.00	\$4,813.00
Garbage Receptacle Improvements	Purchase, installation, service of Garbage cans at bus stops	\$18,500.00	\$16,336.00
<b>2002 Year End Net</b>	Revenue less Expenditures	-0-	\$871.00

2003 Budget Submission

Program Areas	Description	Budget	Actuals
<b>2003 Revenue</b>	Anticipated Revenue generated from January – December 2003	\$41,500.00	
<b>2003 Expenditures:</b>			
General Promotion	Retail promotion activities; events, banners, directories, administration, etc.	\$25,000.00	
Community Pride Projects	Neighborhood association support, street-clean-ups, public safety appreciation, etc.	\$10,000.00	
Garbage Can Services & Improvements	Service of garbage cans in BIA boundaries, purchase & installation	\$6,500.00	
<b>2003 Year End Net</b>	Revenue less Expenditures	-0-	

**RECEIVED**

MAY 21 2003

REVENUE ADMIN.



## DOWNTOWN PLAZA

547 L Street  
Sacramento, CA 95814

Telephone (916) 442-4000  
Facsimile (916) 442-3117

## DOWNTOWN PLAZA MERCHANTS ASSOCIATION

Downtown Business Improvement Area  
Proposed Budget July 1, 2003 through June 30, 2004

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ESTIMATED INCOME:

DBIA Collections	\$112,400
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PROPOSED EXPENDITURES:

Holiday Décor – 50' live tree & décor service	\$25,000
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## Print Advertising:

Co-op with Downtown Partnership	\$15,000
Holiday	\$15,000

## Special Events:

Valentine's Day Gift Wrap Service	\$ 1,800
Mother's Day Gift Wrap Service	\$ 1,500
Pacific Rim Street Festival	\$ 2,000
Holiday Gift Wrap Service	\$12,000
Halloween event	\$ 3,000
Holiday Treelighting	\$17,100
Sandscapes Sand Sculpture	\$20,000

<u>TOTAL EXPENDITURES:</u>	\$112,400
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