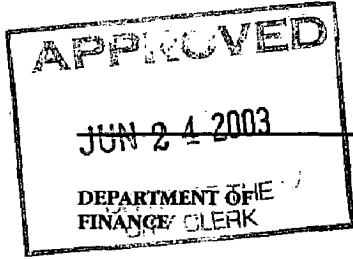




3.19



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

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2. Del Paso Blvd BIA Resolution (Page 5)
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4. Franklin Blvd BIA Resolution (Page 7)
5. Exhibit II, Page 1 of 2 – Franklin Blvd BIA FY03-04 Budget (Page 8)
6. Exhibit II, Page 2 of 2 – Franklin Blvd BIA FY03-04 (Page 9)
7. Old Sacramento BIA Resolution (Page 10)
8. Exhibit III - Old Sacramento BIA FY03-04 Budget (Page 11)
9. Stockton Blvd BIA Resolution (Page 12)
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11. Downtown Plaza BIA Resolution (Page 14)
12. Exhibit V – Downtown Plaza BIA FY03-04 Budget (Page 15)

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

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

Downtown Plaza BIA (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

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

Del Paso Blvd BIA (E):	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

Stockton Blvd BIA (F):	Minimum \$39 - Maximum \$405	
Retail	Gross Receipts	
	\$10,000 or less	\$39
	more than \$10,000	\$39 + .0005 x over \$10,000
Non - Retail	Flat fee	\$39

Old Sacramento BIA (C):	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**

Downtown Plaza BIA (B):	Minimum \$86 - Maximum \$6,915	
Gross Receipts	\$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

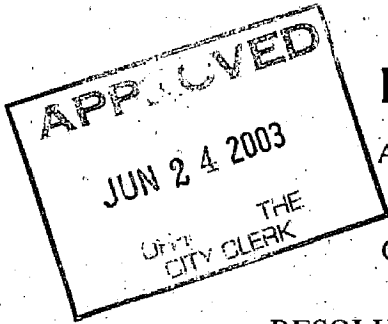
Franklin Blvd BIA (D):	Minimum \$44 - Maximum \$450	
Retail	Gross Receipts	Gross Receipts x .000544
Non-retail/Wholesale	Flat fee	\$44

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

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

Old Sacramento BIA (C):	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. 2003-425

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: _____

5.

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.

REVENUES		Budget	BID	Memb
<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
Total Revenue		\$64,500.00	\$40,500.00	\$24,000.00
EXPENDITURES				
Overhead:	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	
Programs:	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	
Community:	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		
Total Expenses		\$64,500.00	\$40,500.00	\$24,000.00
Surplus(Deficit)		\$0.00	\$0.00	\$0.00

By Program Area	Amount	Percentage
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%

6

APPROVED
JUN 24 2003
CITY CLERK

RESOLUTION NO. 2003-426

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION ADOPTING THE PROPOSED FY 2003/2004
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 2003/2004 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: _____

7

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

PROJECTED REVENUES: \$30,000

EXPENDITURE/WORK ITEM	AMOUNT (\$)
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)

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

APPROVED
JUN 24 2003
OFFICE OF THE
CITY CLERK

RESOLUTION NO. 2003-427

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION ADOPTING THE PROPOSED FY 2003/2004
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 2003/2004 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: _____

10

OLD SACRAMENTO
BUSINESS IMPROVEMENT DISTRICT
FY 03/04

Item Description	Line item Totals	Category Totals	% of Total	Approved Budget FY 03/04
OSBIA REVENUE				\$ 141,000
EXPENSES				
Advertising/Marketing/Publicity				
Advertising buys				
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.	\$ 7,600		5%	
Subtotal: Adv. Buys		\$ 32,050	23%	
Marketing/Public Relations				
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%	
Promotions/Decorating				
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%	
Office/Administrative				
OSM support fee	\$ 8,000		6%	
Supplies, printing & misc.	\$ 1,000		1%	
Sub-total Office/Adm.		\$ 9,000	6%	
TOTAL EXPENSES				\$ 141,000

APPROVED
JUN 24 2003
OFFICE OF THE
CITY CLERK

RESOLUTION NO. 2003-428

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

RESOLUTION ADOPTING THE PROPOSED FY 2003/2004
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 2003/2004 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

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

12.

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
2002 Revenue	Revenue generated from January – December 2002	\$41,500.00	\$41,859.00
2002 Expenditures:			
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
2002 Year End Net	Revenue less Expenditures	-0-	\$871.00

2003 Budget Submission

Program Areas	Description	Budget	Actuals
2003 Revenue	Anticipated Revenue generated from January – December 2003	\$41,500.00	
2003 Expenditures:			
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	
2003 Year End Net	Revenue less Expenditures	-0-	

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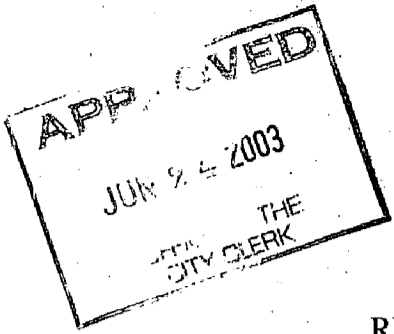
REVENUE ADMIN.

13

RESOLUTION NO. 2003-429

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____



RESOLUTION ADOPTING THE PROPOSED FY 2003/2004
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 2003/2004 Downtown Plaza Business Improvement Area budget as detailed on Exhibit V of the staff report attached hereto and incorporated herein by reference.

RESOLUTION NO. 2003-429



DOWNTOWN PLAZA MERCHANTS ASSOCIATION

DOWNTOWN PLAZA

547 L Street
Sacramento, CA 95814

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

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

ESTIMATED INCOME:

DBIA Collections \$112,400

PROPOSED EXPENDITURES:

Holiday Décor – 50’ live tree & décor service \$25,000

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

TOTAL EXPENDITURES: \$112,400