

## **RESOLUTION NO. 2008-397**

Adopted by the Sacramento City Council

June 17, 2008

### **2008/2009 DEL PASO BOULEVARD BUSINESS IMPROVEMENT AREA BUDGET**

#### **BACKGROUND**

- A. The Del Paso Boulevard Business Improvement Area is established under Chapter 3.108 of the City Code for the purposes described therein.
- B. City Code section 3.108.010 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, City Code section 3.108.080 specifies that the City Council shall reserve unto itself sole discretion as to how the revenue derived from the charges shall be used within the scope of said authorized purposes.
- C. Staff has reviewed the FY 2008/2009 budget showing estimated FY 2008/2009 BIA fees of \$41,000, and finds the budget to be adequate and reasonable for authorized purposes.
- D. The Council is fully advised in this matter.

#### **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 A through D are true and correct.
- Section 2. Adopt the proposed FY 2008/2009 Del Paso Boulevard Business Improvement Area budget as detailed in Exhibit A of the staff report.
- Section 3. Exhibit A is part of this resolution.

#### **Table of Contents:**

Exhibit A

Adopted by the City of Sacramento City Council on June 17, 2008 by the following vote:

Ayes: Councilmembers Cohn, Fong, Hammond, McCarty, Pannell, Tretheway, Waters.

Noes: None.

Abstain: Councilmember Sheedy and Mayor Fargo. (Recused)

Absent: None.

  
Vice Mayor Steve Cohn

Attest:

  
Shirley Concolino, City Clerk

Exhibit A

Del Paso Blvd Business Improvement Area Annual Budget

Fiscal Year 2008 - 2009

Revenues	BIA	Total
Business Tax Collections	\$ 39,000.00	\$ 39,000.00
Commercial Rental Tax Collections	\$ 2,000.00	\$ 2,000.00
<b>Total Revenues</b>	<b>\$ 41,000.00</b>	<b>\$ 41,000.00</b>
Expenses		
Operating/Administrative Expenses		
Coordinator - 2nd Saturday	\$ 12,000.00	\$ 12,000.00
Office Expenses: Administration, Mailing, Tax preparation & Filing.	\$ 2,500.00	\$ 2,500.00
	<u>\$ 14,500.00</u>	<u>\$ 14,500.00</u>
Advertising		
Paid Media: Local print media (Including Sacramento Bee, Sacramento News & Review, Sacramento Magazine	\$ 7,000.00	\$ 7,000.00
Graphic Design	\$ 1,000.00	\$ 1,000.00
Printing (Flyers & Posters)	\$ 2,000.00	\$ 2,000.00
Banner Program	\$ 4,000.00	\$ 4,000.00
	<u>\$ 14,000.00</u>	<u>\$ 14,000.00</u>
Special Events		
2nd Saturday Promotion, Streetscape Celebration Recognition of New Retail, BIA Annual Meeting	\$ 9,500.00	\$ 9,500.00
	<u>\$ 9,500.00</u>	<u>\$ 9,500.00</u>
Contingency		
General	\$ 3,000.00	\$ 3,000.00
	<u>\$ 3,000.00</u>	<u>\$ 3,000.00</u>
<b>Total Expenses</b>	<b>\$ 41,000.00</b>	<b>\$ 41,000.00</b>