

RESOLUTION NO. 2010-353

Adopted by the Sacramento City Council

June 22, 2010

APPROVING THE FY2010/11 DEL PASO BOULEVARD BUSINESS IMPROVEMENT AREA BUDGET

BACKGROUND

- A. The Del Paso Boulevard Business Improvement Area (BIA) 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 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 FY2010/11 budget showing estimated BIA fees of \$40,000, and finds the budget to be adequate and reasonable for authorized purposes.

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 C are true and correct.
- Section 2. The City Council hereby approves the proposed FY2010/11 Del Paso Boulevard BIA budget as detailed in Exhibit A of the resolution.
- Section 3. Exhibit A is part of this resolution.

Table of Contents:

- Exhibit A Del Paso Blvd Business Improvement Area Annual Budget

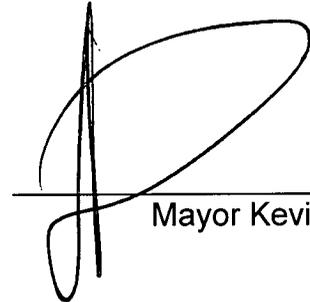
Adopted by the City of Sacramento City Council on June 22, 2010 by the following vote:

Ayes: Councilmembers Cohn, Fong, Hammond, McCarty, Pannell, Sheedy, Tretheway, and Mayor Johnson.

Noes: None.

Abstain: None.

Absent: Councilmember Waters.



Mayor Kevin Johnson

Attest:



Shirley Concolino, City Clerk

Del Paso Blvd Business Improvement Area Annual Budget
Fiscal Year 2010/11

	BIA	Total
Revenues		
Beginning Reserves	\$ -	\$ -
Membership Fees	\$ -	\$ -
Business Tax Collections	\$ 38,000.00	\$ 38,000.00
Commercial Rental Tax Collections	\$ 2,000.00	\$ 2,000.00
	<u>\$ 40,000.00</u>	<u>\$ 40,000.00</u>
Total Revenues		
Expenses		
Operating/Administrative Expenses		
Coordinator 2nd Saturday	\$ 12,000.00	\$ 12,000.00
Office Expenses	\$ 2,400.00	\$ 2,400.00
	<u>\$ 14,400.00</u>	<u>\$ 14,400.00</u>
Advertising		
Paid Media: Local print media	\$ 6,800.00	\$ 6,800.00
Graphic Design	\$ 800.00	\$ 800.00
Printing (Flyers & Posters)	\$ 2,000.00	\$ 2,000.00
Banner Program	\$ 4,000.00	\$ 4,000.00
	<u>\$ 13,600.00</u>	<u>\$ 13,600.00</u>
Special Events		
Recognition of New Retail, BIA Annual Meeting	\$ 9,200.00	\$ 9,200.00
	<u>\$ 9,200.00</u>	<u>\$ 9,200.00</u>
Contingency		
General	\$ 2,800.00	\$ 2,800.00
	<u>\$ 2,800.00</u>	<u>\$ 2,800.00</u>
Total Expenses	<u><u>\$ 40,000.00</u></u>	<u><u>\$ 40,000.00</u></u>