



# City of Sacramento City Council

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915 I Street, Sacramento, CA, 95814  
[www.CityofSacramento.org](http://www.CityofSacramento.org)

**Meeting Date:** 7/26/2011

**Report Type:** Consent

**Title:** FY 2011/2012 Business Improvement Area Budget Adoption

**Report ID:** 2011-00503

**Location:** Districts 1, 2, 3, 5, and 6

**Recommendation:** Adopt 1) a Resolution approving the Del Paso BIA annual budget; 2) a Resolution approving the Downtown Plaza BIA annual budget; 3) a Resolution approving the Franklin Boulevard BIA annual budget; 4) a Resolution approving the Old Sacramento BIA annual budget; 5) a Resolution approving the Stockton Boulevard BIA annual budget; and 6) a Resolution approving the Sutter BIA annual budget.

**Contact:** Brad Wasson, Revenue Manager, Finance Department (916) 808-5844

**Presenter:** Brad Wasson, Revenue Manager, Finance Department (916) 808-5844

**Department:** Finance

**Division:** Revenue Services

**Dept ID:** 06001221

**Attachments:**

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- 01-Description/Analysis
- 02-Attachment 1.
- 03-Attachment 2
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**City Attorney Review**

Approved as to Form  
Marcos A. Kropf  
7/21/2011 3:32:47 PM

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**City Treasurer Review**

Prior Council Financial Policy Approval or  
Outside City Treasurer Scope  
Russell Fehr  
7/20/2011 10:19:06 AM

**Approvals/Acknowledgements**

Department Director or Designee: Leyne Milstein - 7/21/2011 9:44:01 AM

Assistant City Manager: Cassandra Jennings - 7/21/2011 3:08:36 PM



## Description/Analysis

**Issue:** Each BIA is required to submit an annual budget for City Council approval. This report recommends that the City Council approve the FY2011/12 annual budgets for the following six BIA's:

- Del Paso Boulevard
- Downtown Plaza
- Franklin Boulevard
- Old Sacramento
- Stockton Boulevard
- Sutter

**Policy Considerations:** Sacramento City Code Section 3.108.010 requires the City Council to review/audit the administration of the BIAs. 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.

**Environmental Considerations: California Environmental Quality Act (CEQA):** Under the California Environmental Quality Act (CEQA) guidelines, continuing administrative activities do not constitute a project and are therefore exempt from review.

**Sustainability:** None

**Commission/Committee Action:** None

**Rationale for Recommendation:** The Mayor and City Council have selected specific organizations to administer these self-assessed business fees. The proposed budgets appear to be reasonable for promoting business in the area. Therefore, the Mayor and City Council should approve the organizations' budgets for the use of BIA funds in FY2011/12.

**Financial Considerations:** The proposed expenditures are supported by fees assessed against each business within the BIA. City Code allows for an annual increase of BIA fees based on the most current Consumer Price Index (CPI) data. The CPI – All Urban Consumers for the San Francisco area for February 2011 is 1.7%. BIA fees will increase by 1.7% effective July 1, 2011 (see Attachment 2 for a revised BIA fee schedule).

For all but the Sutter area, the City Collects the BIA 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. The restaurants in the Sutter area remit assessments monthly to the City. The City retains \$5,095 annually to cover administrative expenses for this purpose.

Individual budgets, as submitted by each of the administrative organizations, are attached as exhibits to the respective resolutions.

**BUSINESS IMPROVEMENT AREA FEES:  
ANNUAL FEES AS OF JULY 1, 2011**



<b>Del Paso Blvd BIA (E): Minimum \$22 - Maximum \$506</b>			
Retail	Gross Receipts	\$10,000 or less	\$22
		more than \$10,000	\$22 + .0005 x over \$10,000
Non-Retail		Flat Fee	\$22

<b>Downtown Plaza BIA (B): Minimum \$101 - Maximum \$8044</b>			
	Gross Receipts	\$10,000 or less	\$101
		more than \$10,000	\$101 + .0008 x over \$10,000
	Gross Payroll	Flat fee	\$101
Professional			\$101 + \$34 per employee
Brokers			\$101 + \$34 per employee
Hotel/Motel			\$101 + 1 per unit in excess of 4
Commercial Rental		\$10,000 or less	\$101
		more than \$10,000	\$101 + .0008 x over \$10,000

<b>Franklin Blvd BIA (D): Minimum \$51 - Maximum \$523</b>		
Retail	Gross Receipts	Gross Receipts x .000544
Non-Retail	Flat Fee	\$51

<b>Old Sacramento BIA (C): Minimum \$144 - Maximum \$6712</b>	
* Retail - No Alcohol Sales	Total Gross Receipts x .0054
* Retail - Alcohol Sales	Total Gross Receipts x .0068
Non - Retail Flat Fee	\$73
<b>* Note: Gross Receipts are exclusive of any alcohol sales</b>	

<b>Stockton Blvd BIA (C): Minimum \$47 - Maximum \$486</b>			
Retail	Gross Receipts	\$50,000 or less	\$47
		more than \$50,000	\$47 + .0005 x over \$50,000
Non - Retail		Flat Fee	\$47



## **RESOLUTION NO.**

Adopted by the Sacramento City Council

### **APPROVING THE FY2011/12 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 FY2011/12 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 FY2011/12 Del Paso Boulevard BIA budget as detailed in Exhibit A of the resolution.
- Section 3. Exhibit A is part of this resolution.



## Exhibit A

### Del Paso Blvd Business Improvement Area Annual Budget Fiscal Year 2011/12

	BIA	Total
<b>Revenues</b>		
Beginning Reserves	\$ -	\$ -
Membership Fees	\$ -	\$ -
Business Tax Collections	\$ 38,000.00	\$ 38,000.00
Commercial Rental Tax Collections	\$ 2,000.00	\$ 2,000.00
	<hr/>	<hr/>
<b>Total Revenues</b>	<b>\$ 40,000.00</b>	<b>\$ 40,000.00</b>
<b>Expenses</b>		
Operating/Administrative Expenses		
Coordinator 2nd Saturday	\$ 12,000.00	\$ 12,000.00
Office Expenses	\$ 2,400.00	\$ 2,400.00
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	\$ 14,400.00	\$ 14,400.00
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
	<hr/>	<hr/>
	\$ 13,600.00	\$ 13,600.00
Special Events		
Recognition of New Retail, BIA Annual Meeting	\$ 9,200.00	\$ 9,200.00
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	\$ 9,200.00	\$ 9,200.00
Contingency		
General	\$ 2,800.00	\$ 2,800.00
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	\$ 2,800.00	\$ 2,800.00
<b>Total Expenses</b>	<b>\$ 40,000.00</b>	<b>\$ 40,000.00</b>



## **RESOLUTION NO.**

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### **APPROVING THE FY2011/12 DOWNTOWN PLAZA BUSINESS IMPROVEMENT AREA BUDGET**

#### **BACKGROUND**

- A. The Downtown Plaza Business Improvement Area (BIA) is established under Chapter 3.104 of the City Code for the purposes described therein.
- B. City Code section 3.104.010 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 3.104.080 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 FY2011/12 budget showing estimated BIA fees of \$100,000, 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 FY2011/12 Downtown Plaza BIA budget as detailed in Exhibit A of the resolution.
- Section 3. Exhibit A is part of this resolution.

**Exhibit A**

**Downtown Plaza Business Improvement Area Annual Budget  
Fiscal Year 2011/12**

	BIA	Other	Total
<b>Revenues</b>			
Business Tax Collections	\$100,000.00	\$ -	\$100,000.00
<b>Total Revenues</b>	<b>\$100,000.00</b>	<b>\$ -</b>	<b>\$100,000.00</b>
<b>Expenses</b>			
Operating/Administrative Expenses			
Holiday Décor Service	\$ 15,000.00	\$ -	\$ 15,000.00
Taxes & Professional Fees	\$ 5,000.00	\$ -	\$ 5,000.00
	<u>\$ 20,000.00</u>	<u>\$ -</u>	<u>\$ 20,000.00</u>
Advertising			
DSP Marketing Partner	\$ 15,500.00	\$ -	\$ 15,500.00
SCVB Visitor's Guide (2)	\$ 10,000.00	\$ -	\$ 10,000.00
	<u>\$ 25,500.00</u>	<u>\$ -</u>	<u>\$ 25,500.00</u>
Special Events			
Ice Rink Sponsorship	\$ 32,000.00	\$ -	\$ 32,000.00
Pacific Rim Street Fest	\$ 5,000.00	\$ -	\$ 5,000.00
Holiday Events	\$ 17,500.00	\$ -	\$ 17,500.00
	<u>\$ 54,500.00</u>	<u>\$ -</u>	<u>\$ 54,500.00</u>
<b>Total Expenses</b>	<b>\$100,000.00</b>	<b>\$ -</b>	<b>\$100,000.00</b>

## **RESOLUTION NO.**

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### **APPROVING THE FY2011/12 FRANKLIN BOULEVARD BUSINESS IMPROVEMENT AREA BUDGET**

#### **BACKGROUND**

- A. The Franklin Boulevard Business Improvement Area (BIA) is established under Chapter 3.100 of the City Code for the purposes described therein.
- B. City Code Section 3.100.010 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 3.100.080 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 FY2011/12 budget showing estimated BIA fees of \$59,000, 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 FY2011/12 Franklin Boulevard BIA budget as detailed in Exhibit A resolution.
- Section 3. Exhibit A is part of this resolution



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### Exhibit A

## Franklin Blvd Business Improvement Area Annual Budget Fiscal Year 2011/12

	BIA	Other	Total
<b>Revenues</b>			
Beginning Reserves	\$ 10,000.00		\$ 10,000.00
Other Revenues - PBID	\$ -	\$ 96,052.00	\$ 96,052.00
Business Tax Collections	\$ 42,000.00	\$ -	\$ 42,000.00
County Billing	\$ 17,000.00	\$ -	\$ 17,000.00
<b>Total Revenues</b>	<b>\$ 59,000.00</b>	<b>\$ 96,052.00</b>	<b>\$ 165,052.00</b>
<b>Expenses</b>			
Operating/Administrative Expenses			
Sec. Coord/Admin	\$ 32,500.00	\$ 49,152.00	\$ 81,652.00
Qtly. Newsletter	\$ 10,000.00	\$ -	\$ 10,000.00
Maintenance-PBID	\$ -	\$ 39,500.00	\$ 39,500.00
Annual Report	\$ -	\$ 2,400.00	\$ 2,400.00
Graffiti Removal/Shopping Cart Remov	\$ 1,500.00	\$ -	\$ 1,500.00
	<b>\$ 44,000.00</b>	<b>\$ 91,052.00</b>	<b>\$ 135,052.00</b>
Advertising			
Web Site Maintenance	\$ 1,000.00	\$ 500.00	\$ 1,500.00
	<b>\$ 1,000.00</b>	<b>\$ 500.00</b>	<b>\$ 1,500.00</b>
Special Events			
Parade	\$ 8,000.00	\$ -	\$ 8,000.00
Banners	\$ 6,000.00	\$ 4,500.00	\$ 10,500.00
	<b>\$ 14,000.00</b>	<b>\$ 4,500.00</b>	<b>\$ 18,500.00</b>
<b>Total Expenses</b>	<b>\$ 59,000.00</b>	<b>\$ 96,052.00</b>	<b>\$ 155,052.00</b>



## **RESOLUTION NO.**

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### **APPROVING THE FY2011/12 OLD SACRAMENTO BUSINESS IMPROVEMENT AREA BUDGET**

#### **BACKGROUND**

- A. The Old Sacramento Business Improvement Area (BIA) is established under Chapter 3.96 of the City Code for the purposes described therein.
- B. City Code Section 3.96.010 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 3.96.080 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 FY2011/12 budget showing estimated BIA fees of \$150,000, 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 FY2011/12 Old Sacramento BIA budget as detailed in Exhibit A of the resolution.
- Section 3. Exhibit A is part of this resolution.



## Exhibit A

### Old Sacramento Business Improvement Area Annual Budget Fiscal Year 2011/12

	BIA	Other	Total
<b>Revenues</b>			
Beginning Reserves	\$	\$ 90,000.00	\$ 90,000.00
Other Revenues	\$ -	\$ 197,136.00	\$ 197,136.00
In-Kind Event Support	\$ -	\$ 74,997.00	\$ 74,997.00
Business Tax Collections	\$ 150,000.00	\$ -	\$ 150,000.00
<b>Total Revenues</b>	<b>\$ 150,000.00</b>	<b>\$ 362,133.00</b>	<b>\$ 512,133.00</b>
<b>Expenses</b>			
Operating/Administrative Expenses			
Operating Expenses	\$ -	\$ 77,196.00	\$ 77,196.00
Wages/Related Expenses	\$ -	\$ 48,562.00	\$ 48,562.00
	\$ -	\$ 125,758.00	\$ 125,758.00
<b>Advertising</b>			
Advertising & Promotions	\$ 18,500.00	\$ -	\$ 18,500.00
Advertising	\$ 21,400.00	\$ -	\$ 21,400.00
Marketing Materials	\$ 9,000.00	\$ -	\$ 9,000.00
Promotional Expense	\$ 5,350.00	\$ -	\$ 5,350.00
Other	\$ 500.00	\$ -	\$ 500.00
	\$ 54,750.00	\$ -	\$ 54,750.00
<b>Special Events</b>			
St. Patrick's Day Parade	\$ 15,400.00	\$ -	\$ 15,400.00
Holiday Programming	\$ 54,890.00	-	\$ 54,890.00
Theatre of Lights	\$ 22,960.00	\$ 61,630.00	\$ 84,590.00
Theatre of Lights In-Kind	\$ -	\$ 74,997.00	\$ 74,997.00
Mardi Gras	\$ 2,000.00	\$ -	\$ 2,000.00
	\$ 95,250.00	\$ 136,627.00	\$ 231,877.00
<b>Total Expenses</b>	<b>\$ 150,000.00</b>	<b>\$ 262,385.00</b>	<b>\$ 412,385.00</b>



## **RESOLUTION NO.**

Adopted by the Sacramento City Council

### **APPROVING THE FY2011/12 STOCKTON BOULEVARD BUSINESS IMPROVEMENT AREA BUDGET**

#### **BACKGROUND**

- A. The Stockton Boulevard Business Improvement Area (BIA) is established under Chapter 3.112 of the City Code for the purposes described therein.
- B. City Code Section 3.112.010 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 3.112.080 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 FY2011/12 budget showing estimated BIA fees of \$63,000, 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 FY2011/12 Stockton Boulevard BIA budget as detailed in Exhibit A of the resolution.
- Section 3. Exhibit A is part of this resolution.



**Exhibit A**

**Stockton Blvd Business Improvement Area Annual Budget**

Fiscal Year 2011/12

	BIA	Other	Total
<b>Revenues</b>			
Business Tax Collections	\$ 60,000.00	\$ -	\$60,000.00
County Billing	\$ 3,000.00		\$ 3,000.00
	<hr/>		
<b>Total Revenues</b>	<b>\$ 63,000.00</b>	<b>\$ -</b>	<b>\$63,000.00</b>
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<b>Expenses</b>			
Advertising			
General Promotion	\$ 23,000.00	\$ -	\$23,000.00
	\$ 23,000.00	\$ -	\$23,000.00
	<hr/>		
Special Events			
Events & Special Projects	\$ 31,550.00	\$ -	\$ 31,550.00
Banner/Signage	\$ 5,450.00	\$ -	\$ 5,450.00
Receptacle Maintenance	\$ 7,450.00	\$ -	\$ 7,450.00
	\$ 40,000.00	\$ -	\$40,000.00
	<hr/>		
<b>Total Expenses</b>	<b>\$ 63,000.00</b>	<b>\$ -</b>	<b>\$63,000.00</b>
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## **RESOLUTION NO.**

Adopted by the Sacramento City Council

### **APPROVING THE FY2011/12 SUTTER BUSINESS IMPROVEMENT AREA BUDGET**

#### **BACKGROUND**

- A. The Sutter Business Improvement Area (BIA) is established under Chapter 3.106 of the City Code for the purposes described therein.
- B. City Code section 3.106.010 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 3.106.080 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 FY2011/12 budget showing estimated BIA fees of \$95,000, 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 FY2011/12 Sutter BIA budget as detailed in Exhibit A of the resolution.
- Section 3. Exhibit A is part of this resolution.



## Exhibit A

### Sutter Business Improvement Area Annual Budget Fiscal Year 2011/12

	BIA	Total
<b>Revenues</b>		
Business Tax Collections	\$95,000.00	\$95,000.00
<b>Total Revenues</b>	<b>\$95,000.00</b>	<b>\$95,000.00</b>
<b>Expenses</b>		
Operating/Administrative Expenses		
Administration	\$10,000.00	\$10,000.00
Maintenance	\$5,000.00	\$5,000.00
	<u>\$15,000.00</u>	<u>\$15,000.00</u>
Clean & Safe		
Security/Off-Duty Officers	\$20,000.00	\$20,000.00
Event Support	\$13,250.00	\$13,250.00
	<u>\$33,250.00</u>	<u>\$33,250.00</u>
Marketing		
Collateral	\$6,750.00	\$6,750.00
Traditional Marketing/Advertising	\$20,000.00	\$20,000.00
Cross Promotion/Special Events	\$15,000.00	\$15,000.00
Website	\$5,000.00	\$5,000.00
	<u>\$46,750.00</u>	<u>\$46,750.00</u>
<b>Total Expenses</b>	<b>\$95,000.00</b>	<b>\$95,000.00</b>