

RESOLUTION NO. 2011-434

Adopted by the Sacramento City Council

July 26, 2011

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.

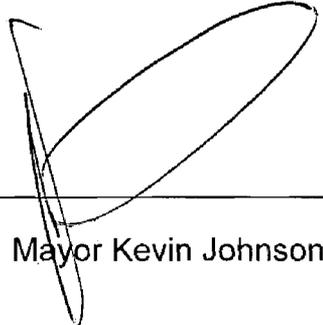
Adopted by the City of Sacramento City Council on July 26, 2011 by the following vote:

Ayes: Councilmembers Ashby, Cohn, D Fong, R Fong, McCarty, Pannell, Schenirer,
Mayor Johnson.

Noes: None.

Abstain: Sheedy

Absent: None.



Mayor Kevin Johnson

Attest:



Shirley Concolino, City Clerk

Exhibit A

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

	BIA	Other	Total
Revenues			
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
Total Revenues	\$150,000.00	\$ 362,133.00	\$512,133.00
Expenses			
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
Advertising			
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
Special Events			
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
Total Expenses	\$150,000.00	\$ 262,385.00	\$412,385.00