



# City of Sacramento City Council

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

**Meeting Date:** 5/29/2012

**Report Type:** Consent

**Title:** Resolution of Intention: Fiscal Year 2012/13 Business Improvement Area Annual Report

**Report ID:** 2012-00160

**Location:** Districts 2, 3, 4, 5, 6

**Recommendation:** Pass a Resolution approving the Annual Report, noticing intent to levy assessments for FY2012/13, and setting the time and place of the Public Hearing for June 19, 2012 for each of the following Business Improvement Areas (BIAs): 1) the Del Paso BIA; 2) the Downtown Plaza BIA; 3) the Franklin Boulevard BIA; 4) the Old Sacramento BIA; and 5) the Stockton Boulevard BIA.

**Contact:** Sini Makasini, Administrative Analyst, (916) 808-7967; Mark Griffin, Program Manager, (916) 808-8788, Finance Department

**Presenter:** None.

**Department:** Finance

**Division:** Public Improvement Finance

**Dept ID:** 06001321

## **Attachments:**

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- 1-Description/Analysis
- 2-Schedule of Proceedings
- 3-Attachment 1, BIA Fee Schedule
- 4-Resolution, Del Paso Boulevard BIA
- 5-Resolution, Downtown Plaza BIA
- 6-Resolution, Franklin Boulevard BIA
- 7-Resolution, Old Sacramento BIA
- 8-Resolution, Stockton Boulevard BIA

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### **City Attorney Review**

Approved as to Form  
Jeffrey Heeren  
5/22/2012 5:56:41 PM

### **City Treasurer Review**

Reviewed for Impact on Cash and Debt  
Janelle Gray  
5/16/2012 3:15:37 PM

## **Approvals/Acknowledgements**

Sandra Talbott, Interim City Attorney

Shirley Concolino, City Clerk  
John F. Shirey, City Manager

Russell Fehr, City Treasurer

Department Director or Designee: Leyne Milstein - 5/22/2012 10:38:18 AM

## Description/Analysis

**Issue:** Annually, each Business Improvement Area (BIA) is required to submit an Annual Report (Report) for City Council approval as a prerequisite to City Council noticing intent to levy the assessment. The BIA Advisory Boards have prepared the required Reports for Fiscal Year (FY) 2012/13 detailing the proposed budgets and assessments. Approval is recommended for the Reports submitted, which apply to each of the following BIAs: Del Paso Boulevard, Downtown Plaza, Franklin Boulevard, Old Sacramento, and Stockton Boulevard.

Passage of the five Resolutions of Intention will accept the associated Report, set the time and place for the Public Hearing on the proposed assessment, and authorize the City Clerk to publish the Resolution.

**Policy Considerations:** The recommended action ensures that the funds collected for each BIA via business-based assessments are being used to promote the economic revitalization and physical maintenance of the business districts in an effort to create jobs, attract new businesses, and prevent erosion of existing businesses.

## Environmental Considerations

**California Environmental Quality Act (CEQA):** Under California Environmental Quality Act (CEQA) Guidelines, administration and annual proceedings do not constitute a project and are therefore exempt from review.

**Sustainability Considerations:** There are no sustainability considerations applicable to the administration of a business improvement area.

**Committee/Commission Action:** None

**Rationale for Recommendation:** The actions in the recommended resolutions are required by the California Streets and Highways Code Division 18, Part 6, Chapter 3 (commencing with Section 36530) and Chapter 4 (commencing with Section 36540) and Sacramento City Code Title 3.

**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 2012 is 3.0%. BIA fees will increase by 3% effective July 1, 2012. A fee schedule is included as Attachment 1.

The City collects the BIA fees at the time the Business Operations Tax is paid. The fees are then paid to the contracted Advisory Boards authorized by City Council to conduct promotion of the BIA. The proposed BIA expenditures are fully fee supported. Collection costs are absorbed by the City.

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

**Emerging Small Business Development (ESBD):** None. No goods or services are being purchased.



## **SCHEDULE OF PROCEEDINGS**

### **BUSINESS IMPROVEMENT AREA FY2012/13 SCHEDULE**

<b>May 29, 2012</b>	<b>City Council - Approve Annual Report and Resolution of Intention to Levy an Assessment for FY2012/13</b>
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June 4, 2012      Publish Resolution of Intention

June 19, 2012      City Council - Public Hearing



**BUSINESS IMPROVEMENT AREA FEES:  
ANNUAL FEES AS OF JULY 1, 2012**

<b>Del Paso Blvd BIA (E) : Minimum \$23 - Maximum \$521</b>			
Retail	Gross Receipts	\$10,000 or less	\$23
		more than \$10,000	\$23 + 0.0005 x over \$10,000
None-Retail	Flat Fee		\$23

<b>Downtown Plaza BIA (B) : Minimum \$101 - Maximum \$8,044</b>			
	Gross Receipts	\$10,000 or less	\$104
		more than \$10,000	\$104 + 0.0008 x over \$10,000
	Gross Payroll	Flat Fee	\$104
Professional			\$104 + \$35 per employee
Brokers			\$104 + \$35 per employee
Hotel/Motel			\$104 + \$1 per unit in excess of 4
Commercial Rental	Gross Receipts	\$10,000 or less	\$104
		more than \$10,000	\$104 + 0.0008 x over \$10,000

<b>Franklin Blvd BIA (D) : Minimum \$53 - Maximum \$539</b>		
Retail	Gross Receipts	Gross Receipts x 0.000535
Non-Retail	Flat Fee	\$53

<b>Old Sacramento BIA (C) : Minimum \$144 - Maximum \$6,712</b>		
*Retail - No Alcohol Sales		Total Gross Receipts x 0.0054
*Retail - Alcohol Sales		Total Gross Receipts x 0.0068
Non - Retail	Flat Fee	\$75
<i>* Note: Gross Receipts are exclusive of any alcohol sales</i>		

<b>Stockton Blvd BIA (F) : Minimum \$48 - Maximum \$501</b>			
Retail	Gross Receipts	\$50,000 or less	\$48
		more than \$50,000	\$48 + 0.0005 x over \$50,000
Non-Retail	Flat Fee		\$48



## RESOLUTION NO.

Adopted by the Sacramento City Council

### **APPROVING THE ANNUAL REPORT FOR THE DEL PASO BOULEVARD BUSINESS IMPROVEMENT AREA (BIA) AND DECLARING INTENTION TO LEVY AN ASSESSMENT FOR FISCAL YEAR (FY) 2012/13 AND SETTING A PUBLIC HEARING**

#### **BACKGROUND**

- A.** The Del Paso Boulevard BIA is established under Chapter 3.108 of the City Code for the purposes described therein and is subject to the Parking and Business Area Law of 1989 (Streets and Highways Code).
- B.** Streets and Highways Code Section 36533 requires that each BIA submit an annual report with specified contents for City Council approval. The City Council may approve the report as filed or may modify the report as authorized by the Streets and Highways Code. After approval of the report, the City Council adopts a resolution of intention as specified in Streets and Highways Code Section 36534 to levy the annual assessment for the fiscal year and sets a public hearing.
- C.** Expenditures of BIA funds such as general promotion of business activities, promotion of public events, decoration of public places, and furnishing of music in public places are intended to promote economic revitalization and physical maintenance of the business district in order to create jobs, attract new businesses, and prevent erosion of the business district. All services are as defined within the Annual Report, and by reference made a part of this resolution which is separately bound and on file with the Public Improvement Financing Unit, which the City Clerk has designated as the custodian of such records.
- D.** Staff has reviewed the FY2012/13 assessment budget showing an estimated \$47,380 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 D are true.
- Section 2.** The City Council approves the proposed FY2012/13 Del Paso Boulevard BIA budget as detailed in Exhibit A of the resolution.
- Section 3.** The City Council declares its intention to levy and collect the assessments within the BIA for FY 2012/13.

- Section 4.** The time and place for the public hearing on the proposed levy and collection of assessments is set for June 19, 2012, at 6:00 p.m. in the City Council Chambers, New City Hall, 915 "I" Street (first floor), Sacramento, California. The City Council may continue the public hearing from time to time.
- Section 5.** The City Clerk is directed to give notice of the time and place of the public hearing by causing the resolution of intention to be published in the Daily Recorder, a newspaper of general circulation published in the area of the District. The publication shall be made in accordance with section 6061 of the Government Code and shall be completed at least seven days prior to the date set for the public hearing.
- Section 6.** At the public hearing, the City Council will consider all objections or protests to the proposed assessment, and any interested person will be permitted to present written or oral testimony. The form and manner of protests must comply with Streets and Highways Code Sections 36524 and 36525.
- Section 7.** Exhibit A is part of this resolution.

**Table of Contents:**

Exhibit A: FY2012/13 Del Paso BIA Annual Budget

Exhibit A  
 Del Paso Blvd Business Improvement Area Annual Budget  
 Fiscal Year 2012/13

	BIA	Other	Total
<b>Revenues</b>			
Beginning Reserves	\$ -	\$ -	\$ -
Other Revenue (PBID)	\$ -	\$ 362,398.00	\$ 362,398.00
Membership Fees	\$ -	\$ -	\$ -
Business Tax Collections	\$ 47,380.00	\$ -	\$ 47,380.00
	<hr/>		
<b>Total Revenues</b>	<u>\$ 47,380.00</u>	<u>\$ 362,398.00</u>	<u>\$ 409,778.00</u>
<b>Expenses</b>			
Operating/Administrative Expenses			
Coordinator 2nd Saturday	\$ 13,000.00	\$ -	\$ 13,000.00
Security	\$ -	\$ 105,095.00	\$ 105,095.00
Advocacy Administration	\$ -	\$ 54,360.00	\$ 54,360.00
Blvd. Enhancement & Business Development	\$ -	\$ 83,352.00	\$ 83,352.00
Maintenance/Landscaping	\$ -	\$ 94,223.00	\$ 94,223.00
Office Expenses	\$ 4,400.00	\$ -	\$ 4,400.00
Contingency	\$ 3,680.00	\$ 25,368.00	\$ 29,048.00
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	<u>\$ 21,080.00</u>	<u>\$ 362,398.00</u>	<u>\$ 383,478.00</u>
Advertising			
Paid Media: Local print media	\$ 7,800.00	\$ -	\$ 7,800.00
			\$
Graphic Design	\$ 800.00	\$ -	\$ 800.00
Printing (Flyers & Posters)	\$ 3,000.00	\$ -	\$ 3,000.00
Banner Program	\$ 5,000.00	\$ -	\$ 5,000.00
	<hr/>		
	<u>\$ 16,600.00</u>	<u>\$ -</u>	<u>\$ 16,600.00</u>
Special Events			
Recognition of New Retail, BIA Annual Mtg.	\$ 9,700.00	\$ -	\$ 9,700.00
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	<u>\$ 9,700.00</u>	<u>\$ -</u>	<u>\$ 9,700.00</u>
	<hr/>		
<b>Total Expenses</b>	<u>\$ 47,380.00</u>	<u>\$ 362,398.00</u>	<u>\$ 409,778.00</u>





## RESOLUTION NO.

Adopted by the Sacramento City Council

### APPROVING THE ANNUAL REPORT FOR THE DOWNTOWN PLAZA BUSINESS IMPROVEMENT AREA (BIA) AND DECLARING INTENTION TO LEVY AN ASSESSMENT FOR FISCAL YEAR (FY) 2012/13 AND SETTING A PUBLIC HEARING

#### BACKGROUND

- A. The Downtown Plaza BIA is established under Chapter 3.104 of the City Code for the purposes described therein and is subject to the Parking and Business Area Law of 1989 (Streets and Highways Code).
- B. Streets and Highways Code Section 36533 requires that each BIA submit an annual report with specified contents for City Council approval. The City Council may approve the report as filed or may modify the report as authorized by the Streets and Highways Code. After approval of the report, the City Council adopts a resolution of intention as specified in Streets and Highways Code Section 36534 to levy the annual assessment for the fiscal year and sets a public hearing.
- C. Expenditures of BIA funds such as general promotion of business activities, promotion of public events, decoration of public places, and furnishing of music in public places are intended to promote economic revitalization and physical maintenance of the business district in order to create jobs, attract new businesses, and prevent erosion of the business district. All services are as defined within the Annual Report, and by reference made a part of this resolution which is separately bound and on file with the Public Improvement Financing Unit, which the City Clerk has designated as the custodian of such records.
- D. Staff has reviewed the FY2012/13 assessment budget showing an estimated \$116,390 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 D are true.
- Section 2.** The City Council approves the proposed FY2012/13 Downtown Plaza BIA budget as detailed in Exhibit A of the resolution.
- Section 3.** The City Council declares its intention to levy and collect the assessments within the BIA for FY 2012/13.

**Section 4.** The time and place for the public hearing on the proposed levy and collection of assessment is set for June 19, 2012, at 6:00 p.m. in the City Council Chambers, New City Hall, 915 "I" Street (first floor), Sacramento, California. The City Council may continue the public hearing from time to time.

**Section 5.** The City Clerk is directed to give notice of the time and place of the public hearing by causing the resolution of intention to be published in the Daily Recorder, a newspaper of general circulation published in the area of the District. The publication shall be made in accordance with section 6061 of the Government Code and shall be completed at least seven days prior to the date set for the public hearing.

**Section 6.** At the public hearing, the City Council will consider all objections or protests to the proposed assessment, and any interested person will be permitted to present written or oral testimony. The form and manner of protests must comply with Streets and Highways Code Sections 36524 and 36525.

**Section 7.** Exhibit A is part of this resolution.

**Table of Contents:**

Exhibit A: FY2012/13 Downtown Plaza BIA Annual Budget

Exhibit A  
Downtown Plaza Business Improvement Area Annual Budget  
Fiscal Year 2012/13

	BIA	Other	Total
<b>Revenues</b>			
Beginning Reserves	\$ -	\$ -	\$ -
Other Revenues	\$ -	\$ -	\$ -
Business Tax Collections	\$ 116,390.00	\$ -	\$ 116,390.00
	<hr/>		
<b>Total Revenues</b>	<u>\$ 116,390.00</u>	<u>\$ -</u>	<u>\$ 116,390.00</u>
<b>Expenses</b>			
Operating/Administrative Expenses			
Holiday Décor	\$ 12,000.00	\$ -	\$ 12,000.00
Taxes & Professional Fees	\$ 4,000.00	\$ -	\$ 4,000.00
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	<u>\$ 16,000.00</u>	<u>\$ -</u>	<u>\$ 16,000.00</u>
Advertising			
DSP Marketing Partner	\$ 15,500.00	\$ -	\$ 15,500.00
SCVB Visitor's Guide	\$ 5,000.00	\$ -	\$ 5,000.00
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	<u>\$ 20,500.00</u>	<u>\$ -</u>	<u>\$ 20,500.00</u>
Special Events			
Pacific Rim Festival	\$ 5,000.00	\$ -	\$ 5,000.00
DSP Ice Rink Sponsorship	\$ 34,390.00	\$ -	\$ 34,390.00
Live Music Entertainment - weekends	\$ 28,500.00	\$ -	\$ 28,500.00
Santa Parade	\$ 12,000.00	\$ -	\$ 12,000.00
	<hr/>		
	<u>\$ 79,890.00</u>	<u>\$ -</u>	<u>\$ 79,890.00</u>
<b>Total Expenses</b>	<u>\$ 116,390.00</u>	<u>\$ -</u>	<u>\$ 116,390.00</u>



## RESOLUTION NO.

Adopted by the Sacramento City Council

### **APPROVING THE ANNUAL REPORT FOR THE FRANKLIN BOULEVARD BUSINESS IMPROVEMENT AREA (BIA) AND DECLARING INTENTION TO LEVY AN ASSESSMENT FOR FISCAL YEAR (FY) 2012/13 AND SETTING A PUBLIC HEARING**

#### **BACKGROUND**

- A.** The Franklin Boulevard BIA is established under Chapter 3.100 of the City Code for the purposes described therein and is subject to the Parking and Business Area Law of 1989 (Streets and Highways Code).
- B.** Streets and Highways Code Section 36533 requires that each BIA submit an annual report with specified contents for City Council approval. The City Council may approve the report as filed or may modify the report as authorized by the Streets and Highways Code. After approval of the report, the City Council adopts a resolution of intention as specified in Streets and Highways Code Section 36534 to levy the annual assessment for the fiscal year and sets a public hearing.
- C.** Expenditures of BIA funds such as general promotion of business activities, promotion of public events, decoration of public places, and furnishing of music in public places are intended to promote economic revitalization and physical maintenance of the business district in order to create jobs, attract new businesses, and prevent erosion of the business district. All services are as defined within the Annual Report, and by reference made a part of this resolution which is separately bound and on file with the Public Improvement Financing Unit, which the City Clerk has designated as the custodian of such records.
- D.** Staff has reviewed the FY2012/13 assessment budget showing an estimated \$60,770 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 D are true.
- Section 2.** The City Council approves the proposed FY2012/13 Franklin Boulevard BIA budget as detailed in Exhibit A of the resolution.
- Section 3.** The City Council declares its intention to levy and collect the assessments within the BIA for FY 2012/13.

**Section 4.** The time and place for the public hearing on the proposed levy and collection of assessment is set for June 19, 2012, at 6:00 p.m. in the City Council Chambers, New City Hall, 915 "I" Street (first floor), Sacramento, California. The City Council may continue the public hearing from time to time.

**Section 5.** The City Clerk is directed to give notice of the time and place of the public hearing by causing the resolution of intention to be published in the Daily Recorder, a newspaper of general circulation published in the area of the District. The publication shall be made in accordance with section 6061 of the Government Code and shall be completed at least seven days prior to the date set for the public hearing.

**Section 6.** At the public hearing, the City Council will consider all objections or protests to the proposed assessment, and any interested person will be permitted to present written or oral testimony. The form and manner of protests must comply with Streets and Highways Code Sections 36524 and 36525.

**Section 7.** Exhibit A is part of this resolution.

**Table of Contents:**

Exhibit A: FY2012/13 Franklin Boulevard BIA Annual Budget

Exhibit A  
 Franklin Blvd Business Improvement Area Annual Budget  
 Fiscal Year 2012/13

	BIA	Other	Total
<b>Revenues</b>			
Beginning Reserves	\$ 10,000.00	\$ -	\$ 10,000.00
Other Revenues-PBID	\$ -	\$ 137,284.00	\$ 137,284.00
Business Tax Collections	\$ 43,755.00	\$ -	\$ 43,755.00
County Billing	\$ 17,015.00		\$ 17,015.00
	<hr/>		
<b>Total Revenues</b>	<b>\$ 70,770.00</b>	<b>\$ 137,284.00</b>	<b>\$ 208,054.00</b>
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<b>Expenses</b>			
Operating/Administrative Expenses			
Program Management, Corporate			
Operations	\$ 26,770.00	\$ 57,000.00	\$ 83,770.00
Sidewalk Operations, Beautification			
& Order	\$ 5,000.00	\$ 59,000.00	\$ 64,000.00
Newsletter	\$ 10,000.00	\$ -	\$ 10,000.00
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	\$ 41,770.00	\$ 116,000.00	\$ 157,770.00
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Advertising			
District Identity (Banners/Holiday,			
Website, Publicity)	\$ 7,000.00	\$ 21,284.00	\$ 28,284.00
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	\$ 7,000.00	\$ 21,284.00	\$ 28,284.00
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Special Events			
Annual Parade/Art Events	\$ 12,000.00	\$ -	\$ 12,000.00
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	\$ 12,000.00	\$ -	\$ 12,000.00
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<b>Total Expenses</b>	<b>\$ 60,770.00</b>	<b>\$ 137,284.00</b>	<b>\$ 208,054.00</b>
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## **RESOLUTION NO.**

Adopted by the Sacramento City Council

### **APPROVING THE ANNUAL REPORT FOR THE OLD SACRAMENTO BUSINESS IMPROVEMENT AREA (BIA) AND DECLARING INTENTION TO LEVY AN ASSESSMENT FOR FISCAL YEAR (FY) 2012/13 AND SETTING A PUBLIC HEARING**

#### **BACKGROUND**

- A.** The Old Sacramento BIA is established under Chapter 3.96 of the City Code for the purposes described therein and is subject to the Parking and Business Area Law of 1989 (Streets and Highways Code).
- B.** Streets and Highways Code Section 36533 requires that each BIA submit an annual report with specified contents for City Council approval. The City Council may approve the report as filed or may modify the report as authorized by the Streets and Highways Code. After approval of the report, the City Council adopts a resolution of intention as specified in Streets and Highways Code Section 36534 to levy the annual assessment for the fiscal year and sets a public hearing.
- C.** Expenditures of BIA funds such as general promotion of business activities, promotion of public events, decoration of public places, and furnishing of music in public places are intended to promote economic revitalization and physical maintenance of the business district in order to create jobs, attract new businesses, and prevent erosion of the business district. All services are as defined within the Annual Report, and by reference made a part of this resolution which is separately bound and on file with the Public Improvement Financing Unit, which the City Clerk has designated as the custodian of such records.
- D.** Staff has reviewed the FY2012/13 assessment budget showing an estimated \$180,250 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 D are true.
- Section 2.** The City Council approves the proposed FY2012/13 Old Sacramento BIA budget as detailed in Exhibit A of the resolution.
- Section 3.** The City Council declares its intention to levy and collect the assessments within the BIA for FY 2012/13.

**Section 4.** The time and place for the public hearing on the proposed levy and collection of assessment is set for June 19, 2012, at 6:00 p.m. in the City Council Chambers, New City Hall, 915 "I" Street (first floor), Sacramento, California. The City Council may continue the public hearing from time to time.

**Section 5.** The City Clerk is directed to give notice of the time and place of the public hearing by causing the resolution of intention to be published in the Daily Recorder, a newspaper of general circulation published in the area of the District. The publication shall be made in accordance with section 6061 of the Government Code and shall be completed at least seven days prior to the date set for the public hearing.

**Section 6.** At the public hearing, the City Council will consider all objections or protests to the proposed assessment, and any interested person will be permitted to present written or oral testimony. The form and manner of protests must comply with Streets and Highways Code Sections 36524 and 36525.

**Section 7.** Exhibit A is part of this resolution.

**Table of Contents:**

Exhibit A: FY2012/13 Old Sacramento BIA Annual Budget

Exhibit A  
 Old Sacramento Business Improvement Area Annual Budget  
 Fiscal Year 2012/13

	BIA	Other	Total
<b>Revenues</b>			
Beginning Reserves	\$ -	\$ 75,687.65	\$ 75,687.65
Other Revenues	\$ -	\$ 130,000.00	\$ 130,000.00
In-Kind Event Support	\$ -	\$ 138,000.00	\$ 138,000.00
Business Tax Collections	\$ 180,250.00	\$ -	\$ 180,250.00
<b>Total Revenues</b>	<b>\$ 180,250.00</b>	<b>\$ 343,687.65</b>	<b>\$ 523,937.65</b>
<b>Expenses</b>			
Operating/Administrative Expenses			
Operating Expenses	\$ -	\$ 50,018.86	\$ 50,018.86
Wages and Related Expenses	\$ -	\$ 79,511.88	\$ 79,511.88
Contingency (10%)	\$ 18,025.00	\$ -	\$ 18,025.00
	<u>\$ 18,025.00</u>	<u>\$ 129,530.74</u>	<u>\$ 147,555.74</u>
Advertising and Promotions			
Advertising	\$ 18,500.00	\$ -	\$ 18,500.00
Marketing Materials	\$ 16,725.00	\$ -	\$ 16,725.00
Promotion Expense	\$ 12,100.00	\$ -	\$ 12,100.00
Promotional Expense	\$ 7,000.00	\$ -	\$ 7,000.00
Other	\$ 500.00	\$ -	\$ 500.00
	<u>\$ 54,825.00</u>	<u>\$ -</u>	<u>\$ 54,825.00</u>
Special Events			
St. Patrick's Day Parade	\$ 15,400.00	\$ -	\$ 15,400.00
Holiday Programming	\$ 56,000.00	\$ -	\$ 56,000.00
Theatre of Lights	\$ 25,000.00	\$ -	\$ 25,000.00
Theatre of Lights In-Kind	\$ -	\$ 138,000.00	\$ 138,000.00
Mardi Gras	\$ 6,000.00	\$ -	\$ 6,000.00
Gold Rush Days	\$ 5,000.00	\$ -	\$ 5,000.00
	<u>\$ 107,400.00</u>	<u>\$ 138,000.00</u>	<u>\$ 245,400.00</u>
<b>Total Expenses</b>	<b>\$ 180,250.00</b>	<b>\$ 267,530.74</b>	<b>\$ 447,780.74</b>



## **RESOLUTION NO.**

Adopted by the Sacramento City Council

### **APPROVING THE ANNUAL REPORT FOR THE STOCKTON BOULEVARD BUSINESS IMPROVEMENT AREA (BIA) AND DECLARING INTENTION TO LEVY AN ASSESSMENT FOR FISCAL YEAR (FY) 2012/13 AND SETTING A PUBLIC HEARING**

#### **BACKGROUND**

- A.** The Stockton Boulevard BIA is established under Chapter 3.112 of the City Code for the purposes described therein and is subject to the Parking and Business Area Law of 1989 (Streets and Highways Code).
- B.** Streets and Highways Code Section 36533 requires that each BIA submit an annual report with specified contents for City Council approval. The City Council may approve the report as filed or may modify the report as authorized by the Streets and Highways Code. After approval of the report, the City Council adopts a resolution of intention as specified in Streets and Highways Code Section 36534 to levy the annual assessment for the fiscal year and sets a public hearing.
- C.** Expenditures of BIA funds such as general promotion of business activities, promotion of public events, decoration of public places, and furnishing of music in public places are intended to promote economic revitalization and physical maintenance of the business district in order to create jobs, attract new businesses, and prevent erosion of the business district. All services are as defined within the Annual Report, and by reference made a part of this resolution which is separately bound and on file with the Public Improvement Financing Unit, which the City Clerk has designated as the custodian of such records.
- D.** Staff has reviewed the FY2012/13 assessment budget showing an estimated \$64,890 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 D are true.
- Section 2.** The City Council approves the proposed FY2012/13 Stockton Boulevard BIA budget as detailed in Exhibit A of the resolution.
- Section 3.** The City Council declares its intention to levy and collect the assessments within the BIA for FY 2012/13.

**Section 4.** The time and place for the public hearing on the proposed levy and collection of assessment is set for June 19, 2012, at 6:00 p.m. in the City Council Chambers, New City Hall, 915 "I" Street (first floor), Sacramento, California. The City Council may continue the public hearing from time to time.

**Section 5.** The City Clerk is directed to give notice of the time and place of the public hearing by causing the resolution of intention to be published in the Daily Recorder, a newspaper of general circulation published in the area of the District. The publication shall be made in accordance with section 6061 of the Government Code and shall be completed at least seven days prior to the date set for the public hearing.

**Section 6.** At the public hearing, the City Council will consider all objections or protests to the proposed assessment, and any interested person will be permitted to present written or oral testimony. The form and manner of protests must comply with Streets and Highways Code Sections 36524 and 36525.

**Section 7.** Exhibit A is part of this resolution.

**Table of Contents:**

Exhibit A: FY2012/13 Stockton Boulevard BIA Annual Budget

Exhibit A  
 Stockton Blvd Business Improvement Area Annual Budget  
 Fiscal Year 2012/13

	BIA	Other	Total
<b>Revenues</b>			
Beginning Reserves	\$ -	\$ -	\$ -
Other Revenues-PBID	\$ -	\$ -	\$ -
Business Tax Collections	\$ 62,619.00	\$ 293,778.00	\$ 356,397.00
County Billing	\$ 2,271.00		\$ 2,271.00
	<hr/>		
<b>Total Revenues</b>	<b>\$ 64,890.00</b>	<b>\$ 293,778.00</b>	<b>\$ 358,668.00</b>
	<hr/> <hr/>		
<b>Expenses</b>			
Operating/Administrative Expenses			
Line Item 4	\$ 4,000.00	\$ -	\$ 4,000.00
	<hr/>		
	\$ 4,000.00	\$ -	\$ 4,000.00
	<hr/> <hr/>		
Advertising			
General Promotion	\$ 10,700.00	\$ -	\$ 10,700.00
	<hr/>		
	\$ 10,700.00	\$ -	\$ 10,700.00
	<hr/> <hr/>		
Special Events			
Events & Special Projects	\$ 32,496.91	\$ -	\$ 32,496.91
Community Pride Project	\$ 12,500.00	\$ -	\$ 12,500.00
Banner / Signage	\$ 3,646.82	\$ -	\$ 3,646.82
Receptacle / Maintenance	\$ 1,546.27	\$ -	\$ 1,546.27
	<hr/>		
	\$ 50,190.00	\$ -	\$ 50,190.00
	<hr/> <hr/>		
PBID Expenditures	\$ -	\$ 293,778.00	\$ 293,778.00
	<hr/>		
	\$ -	\$ 293,778.00	\$ 293,778.00
	<hr/> <hr/>		
<b>Total Expenses</b>	<b>\$ 64,890.00</b>	<b>\$ 293,778.00</b>	<b>\$ 358,668.00</b>
	<hr/> <hr/>		