



# City of Sacramento City Council

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

**Meeting Date:** 6/19/2012

**Report Type:** Public Hearing

**Title:** Business Improvement Area (BIA) Annual Reports (Noticed on 6-5-12)

**Report ID:** 2012-00167

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

**Recommendation:** Conduct a public hearing and, upon conclusion, pass: 1) a Resolution approving the Annual Report and levying an assessment for FY2012/13 for Del Paso Boulevard BIA; 2) a Resolution approving the Annual Report and levying an assessment for FY2012/13 for Downtown Plaza BIA; 3) a Resolution approving the Annual Report and levying an assessment for FY2012/13 for Franklin Boulevard BIA; 4) a Resolution approving the Annual Report and levying an assessment for FY2012/13 for Old Sacramento BIA; and 5) a Resolution approving the Annual Report and levying an assessment for FY2012/13 for Stockton Boulevard BIA.

**Contact:** Jodie Vong, Administrative Analyst, (916) 808-8243; Mark Griffin, Program Manager, (916) 808-8788, Finance Department

**Presenter:** Sini Makasini, Administrative Analyst, (916) 808-7967, Finance Department

**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 Bouelvard BIA

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**City Attorney Review**

Approved as to Form  
Jeffrey Heeren  
6/5/2012 1:52:54 PM

**City Treasurer Review**

Reviewed for Impact on Cash and Debt  
Russell Fehr  
5/31/2012 4:59:09 PM

**Approvals/Acknowledgements**

Department Director or Designee: Leyne Milstein - 6/5/2012 11:25:43 AM



## Description/Analysis

**Issue:** On May 29, 2012, the City Council passed five Resolutions of Intention accepting the Business Improvement Area (BIA) Annual Reports, and set June 19, 2012, as the date for the public hearing for the levy of the proposed assessments.

At the public hearing, the City Council will consider all protests to the proposed assessment, and any interested person will be permitted to present written or oral testimony. Upon conclusion of the hearing, City Council approval is recommended for the Annual Report and the assessment for Fiscal Year (FY) 2012/13 for each of the following BIAs: Del Paso Boulevard, Downtown Plaza, Franklin Boulevard, Old Sacramento, and Stockton Boulevard.

**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 the revenues derived from the levy of assessments on each business within the BIA. City Code allows for an annual increase of BIA assessments based on the most current Consumer Price Index (CPI) data. The applicable CPI – All Urban Consumers for the San Francisco area for February 2012 is 3.0%. BIA rates will increase by 3% effective July 1, 2012. A fee schedule is included as Attachment 1.

The City collects the BIA assessments at the time the Business Operations Tax is paid. The revenues are then disbursed to the contracted Advisory Boards. The proposed BIA improvements and activities are fully funded by the levy of assessments. Administrative costs for annual reporting, collection and disbursement 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.



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## **SCHEDULE OF PROCEEDINGS**

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

May 29, 2012      City Council - Approve Annual Report and Resolution of Intention to Levy an Assessment for FY2012/13

June 5, 2012      Publish Resolution of Intention

June 19, 2012      City Council - Public Hearing
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**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

### **ADOPTING THE ANNUAL DEL PASO BOULEVARD BUSINESS IMPROVEMENT AREA (BIA) BUDGET AND LEVYING ASSESSMENT FOR FISCAL YEAR (FY) 2012/13**

#### **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.
- 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.** The City 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.
- Section 2.** The City Council hereby:
  - (a)** Adopts the FY2012/13 Del Paso Boulevard BIA budget as detailed in Exhibit A of the resolution.
  - (b)** Levies upon businesses within the Del Paso Boulevard BIA the assessment set forth in the FY2012/13 Report.

**Section 3.** 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	\$ 362,398
Membership Fees	\$ -	\$ -	\$ -
Business Tax Collections	\$ 47,380	\$ -	\$ 47,380
<b>Total Revenues</b>	<b>\$ 47,380</b>	<b>\$ 362,398</b>	<b>\$ 409,778</b>
<b>Expenses</b>			
Operating/Administrative Expenses			
Coordinator 2nd Saturday	\$ 13,000	\$ -	\$ 13,000
Security	\$ -	\$ 105,095	\$ 105,095
Advocacy Administration	\$ -	\$ 54,360	\$ 54,360
Bld. Enhancement & Business			
Development	\$ -	\$ 83,352	\$ 83,352
Maintenance/Landscaping	\$ -	\$ 94,223	\$ 94,223
Office Expenses	\$ 4,400	\$ -	\$ 4,400
Contingency	\$ 3,680	\$ 25,368	\$ 29,048
Subtotal	\$ 21,080	\$ 362,398	\$ 383,478
Advertising			
Paid Media: Local print media	\$ 7,800	\$ -	\$ 7,800
Graphic Design	\$ 800	\$ -	\$ 800
Printing (Flyers & Posters)	\$ 3,000	\$ -	\$ 3,000
Banner Program	\$ 5,000	\$ -	\$ 5,000
Subtotal	\$ 16,600	\$ -	\$ 16,600
Special Events			
Recognition of New Retail, BIA Annual Mtg.	\$ 9,700	\$ -	\$ 9,700
Subtotal	\$ 9,700	\$ -	\$ 9,700
<b>Total Expenses</b>	<b>\$ 47,380</b>	<b>\$ 362,398</b>	<b>\$ 409,778</b>



## **RESOLUTION NO.**

Adopted by the Sacramento City Council

### **ADOPTING THE ANNUAL DOWNTOWN PLAZA BUSINESS IMPROVEMENT AREA (BIA) BUDGET AND LEVYING ASSESSMENT FOR FISCAL YEAR (FY) 2012/13**

#### **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.** The City 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.
- Section 2.** The City Council hereby:
  - (a)** Adopts the FY2012/13 Downtown Plaza BIA budget as detailed in Exhibit A of the resolution.
  - (b)** Levies upon businesses within the Downtown Plaza BIA the assessment set forth in the FY2012/13 Report.

**Section 3.** 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	\$ -	\$ 116,390
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<b>Total Revenues</b>	<b>\$ 116,390</b>	<b>\$ -</b>	<b>\$ 116,390</b>
	<hr/> <hr/>		
<b>Expenses</b>			
Operating/Administrative Expenses			
Holiday Décor	\$ 12,000	\$ -	\$ 12,000
Taxes & Professional Fees	\$ 4,000	\$ -	\$ 4,000
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Subtotal	\$ 16,000	\$ -	\$ 16,000
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Advertising			
DSP Marketing Partner	\$ 15,500	\$ -	\$ 15,500
SCVB Visitor's Guide	\$ 5,000	\$ -	\$ 5,000
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Subtotal	\$ 20,500	\$ -	\$ 20,500
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Special Events			
Pacific Rim Festival	\$ 5,000	\$ -	\$ 5,000
DSP Ice Rink Sponsorship	\$ 34,390	\$ -	\$ 34,390
Live Music Entertainment - weekends	\$ 28,500	\$ -	\$ 28,500
Santa Parade	\$ 12,000	\$ -	\$ 12,000
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Subtotal	\$ 79,890	\$ -	\$ 79,890
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<b>Total Expenses</b>	<b>\$ 116,390</b>	<b>\$ -</b>	<b>\$ 116,390</b>
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## RESOLUTION NO.

Adopted by the Sacramento City Council

### ADOPTING THE ANNUAL FRANKLIN BOULEVARD BUSINESS IMPROVEMENT AREA (BIA) BUDGET AND LEVYING ASSESSMENT FOR FISCAL YEAR (FY) 2012/13

#### 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. The City 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.
- Section 2.** The City Council hereby:
  - (a) Adopts the FY2012/13 Franklin Boulevard BIA budget as detailed in Exhibit A of the resolution.
  - (b) Levies upon businesses within the Franklin Boulevard BIA the assessment set forth in the FY2012/13 Report.

**Section 3.** 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	\$ -	\$ 10,000
Other Revenues-PBID	\$ -	\$ 137,284	\$ 137,284
Business Tax Collections	\$ 43,755	\$ -	\$ 43,755
County Billing	\$ 17,015		\$ 17,015
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<b>Total Revenues</b>	<b>\$ 70,770</b>	<b>\$ 137,284</b>	<b>\$ 208,054</b>
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<b>Expenses</b>			
Operating/Administrative Expenses			
Program Management, Corporate Oper.	\$ 26,770	\$ 57,000	\$ 83,770
Sidewalk Operations, Beautification & Order	\$ 5,000	\$ 59,000	\$ 64,000
Newsletter	\$ 10,000	\$ -	\$ 10,000
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Subtotal	\$ 41,770	\$ 116,000	\$ 157,770
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Advertising			
District Identity (Banners/Holiday, Website, Publicity)	\$ 7,000	\$ 21,284	\$ 28,284
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Subtotal	\$ 7,000	\$ 21,284	\$ 28,284
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Special Events			
Annual Parade/Art Events	\$ 12,000	\$ -	\$ 12,000
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Subtotal	\$ 12,000	\$ -	\$ 12,000
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<b>Total Expenses</b>	<b>\$ 60,770</b>	<b>\$ 137,284</b>	<b>\$ 198,054</b>
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## RESOLUTION NO.

Adopted by the Sacramento City Council

### ADOPTING THE ANNUAL OLD SACRAMENTO BUSINESS IMPROVEMENT AREA (BIA) BUDGET AND LEVYING ASSESSMENT FOR FISCAL YEAR (FY) 2012/13

#### 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. The City 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.
- Section 2.** The City Council hereby:
  - (a) Adopts the FY2012/13 Old Sacramento BIA budget as detailed in Exhibit A of the resolution.
  - (b) Levies upon businesses within the Old Sacramento BIA the assessment set forth in the FY2012/13 Report.

**Section 3.** 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	\$ -	\$ 75,688	\$ 75,688
Other Revenues	\$ -	\$ 130,000	\$ 130,000
In-Kind Event Support	\$ -	\$ 138,000	\$ 138,000
Business Tax Collections	\$ 180,250	\$ -	\$ 180,250
<b>Total Revenues</b>	<b>\$ 180,250</b>	<b>\$ 343,688</b>	<b>\$ 523,938</b>
<b>Expenses</b>			
Operating/Administrative Expenses			
Operating Expenses	\$ -	\$ 50,019	\$ 50,019
Wages and Related Expenses	\$ -	\$ 79,512	\$ 79,512
Contingency (10%)	\$ 18,025	\$ -	\$ 18,025
Subtotal	<b>\$ 18,025</b>	<b>\$ 129,531</b>	<b>\$ 147,556</b>
Advertising and Promotions			
Advertising	\$ 18,500	\$ -	\$ 18,500
Marketing Materials	\$ 16,725	\$ -	\$ 16,725
Promotion Expense	\$ 12,100	\$ -	\$ 12,100
Promotional Expense	\$ 7,000	\$ -	\$ 7,000
Other	\$ 500	\$ -	\$ 500
Subtotal	<b>\$ 54,825</b>	<b>\$ -</b>	<b>\$ 54,825</b>
Special Events			
St. Patrick's Day Parade	\$ 15,400	\$ -	\$ 15,400
Holiday Programming	\$ 56,000	\$ -	\$ 56,000
Theatre of Lights	\$ 25,000	\$ -	\$ 25,000
Theatre of Lights In-Kind	\$ -	\$ 138,000	\$ 138,000
Mardi Gras	\$ 6,000	\$ -	\$ 6,000
Gold Rush Days	\$ 5,000	\$ -	\$ 5,000
Subtotal	<b>\$ 107,400</b>	<b>\$ 138,000</b>	<b>\$ 245,400</b>
<b>Total Expenses</b>	<b>\$ 180,250</b>	<b>\$ 267,531</b>	<b>\$ 447,781</b>



## RESOLUTION NO.

Adopted by the Sacramento City Council

### ADOPTING THE ANNUAL STOCKTON BOULEVARD BUSINESS IMPROVEMENT AREA (BIA) BUDGET AND LEVYING ASSESSMENT FOR FISCAL YEAR (FY) 2012/13

#### 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. The City 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.
- Section 2.** The City Council hereby:
  - (a) Adopts the FY2012/13 Stockton Boulevard BIA budget as detailed in Exhibit A of the resolution.
  - (b) Levies upon businesses within the Stockton Boulevard BIA the assessment set forth in the FY2012/13 Report.

**Section 3.** 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
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<b>Total Revenues</b>	<b>\$ 64,890.00</b>	<b>\$ 293,778.00</b>	<b>\$ 358,668.00</b>
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<b>Expenses</b>			
Operating/Administrative Expenses			
General Administrative Expense	\$ 4,000.00	\$ -	\$ 4,000.00
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Subtotal	\$ 4,000.00	\$ -	\$ 4,000.00
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Advertising			
General Promotion	\$ 10,700.00	\$ -	\$ 10,700.00
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	\$ 10,700.00	\$ -	\$ 10,700.00
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Special Events			
Events & Special Projects	\$ 32,497.00	\$ -	\$ 32,497.00
Community Pride Project	\$ 12,500.00	\$ -	\$ 12,500.00
Banner / Signage	\$ 3,647.00	\$ -	\$ 3,647.00
Receptacle / Maintenance	\$ 1,546.00	\$ -	\$ 1,546.00
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Subtotal	\$ 50,190.00	\$ -	\$ 50,190.00
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PBID Expenditures	\$ -	\$ 293,778.00	\$ 293,778.00
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Subtotal	\$ -	\$ 293,778.00	\$ 293,778.00
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<b>Total Expenses</b>	<b>\$ 64,890.00</b>	<b>\$ 293,778.00</b>	<b>\$ 358,668.00</b>
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