

RESOLUTION NO. 2012-199

Adopted by the Sacramento City Council

June 19, 2012

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.

Adopted by the City of Sacramento City Council on June 19, 2012 by the following vote:

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

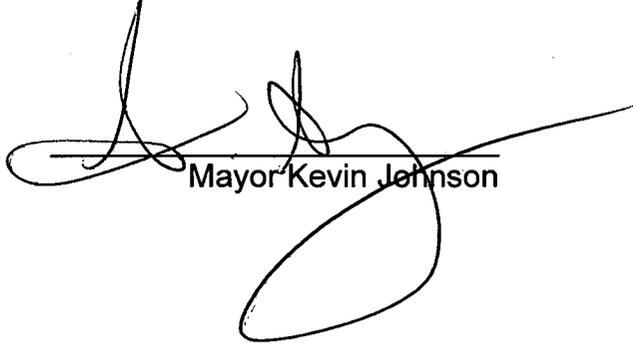
Noes: None.

Abstain: Councilmember Sheedy (Recused)

Absent: None.

Attest:


Shirley Concolino, City Clerk


Mayor Kevin Johnson

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
Revenues			
Beginning Reserves	\$ -	\$ -	\$ -
Other Revenue (PBID)	\$ -	\$ 362,398	\$ 362,398
Membership Fees	\$ -	\$ -	\$ -
Business Tax Collections	\$ 47,380	\$ -	\$ 47,380
Total Revenues	\$ 47,380	\$ 362,398	\$ 409,778
Expenses			
Operating/Administrative Expenses			
Coordinator 2nd Saturday	\$ 13,000	\$ -	\$ 13,000
Security	\$ -	\$ 105,095	\$ 105,095
Advocacy Administration	\$ -	\$ 54,360	\$ 54,360
Blvd. 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
Total Expenses	\$ 47,380	\$ 362,398	\$ 409,778