

RESOLUTION NO. 2012-200

Adopted by the Sacramento City Council

June 19, 2012

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.

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Exhibit A: FY2012/13 Downtown Plaza BIA Annual Budget

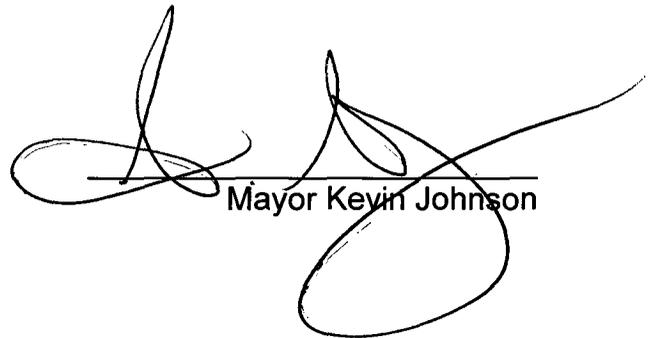
Adopted by the City of Sacramento City Council on June 19, 2012 by the following vote:

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

Noes: None.

Abstain: Councilmember Sheedy (Recused)

Absent: None.



Mayor Kevin Johnson

Attest:



Shirley Concolino
Shirley Concolino, City Clerk

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

	BIA	Other	Total
Revenues			
Beginning Reserves	\$ -	\$ -	\$ -
Other Revenues	\$ -	\$ -	\$ -
Business Tax Collections	\$ 116,390	\$ -	\$ 116,390
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Total Revenues	\$ 116,390	\$ -	\$ 116,390
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Expenses			
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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Total Expenses	\$ 116,390	\$ -	\$ 116,390
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