

## **RESOLUTION NO. 2012-202**

Adopted by the Sacramento City Council

June 19, 2012

### **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.

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.

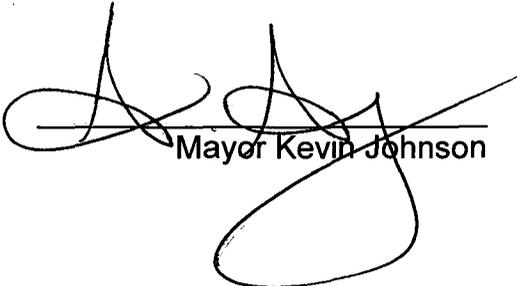
Noes: None.

Abstain: Councilmember Sheedy (Recused)

Absent: None.

Attest:

  
Shirley Concolino  
Shirley Concolino, City Clerk

  
Mayor Kevin Johnson

**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                          | \$ 18,025         | \$ 129,531        | \$ 147,556        |
| 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                          | \$ 54,825         | \$ -              | \$ 54,825         |
| 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                          | \$ 107,400        | \$ 138,000        | \$ 245,400        |
| <b>Total Expenses</b>             | <b>\$ 180,250</b> | <b>\$ 267,531</b> | <b>\$ 447,781</b> |