



**City of Sacramento
City Council**

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915 I Street, Sacramento, CA, 95814
www.CityofSacramento.org

Meeting Date: 7/24/2012

Report Type: Consent

Title: FY2012/13 Sutter Business Improvement Area Annual Budget Adoption

Report ID: 2012-00519

Location: District 4

Recommendation: Pass a Resolution approving the Sutter Business Improvement Area annual budget.

Contact: Brad Wasson, Revenue Manager (916) 808-5844, Finance Department

Presenter: None

Department: Finance

Division: Revenue Administration

Dept ID: 06001211

Attachments:

- 1-Description/Analysis
- 2-Resolution Attachment 1
- 3-Exhibit A Attachment 2-Sutter BIA Annual Budget

City Attorney Review

Approved as to Form
Grace Arupo
7/18/2012 4:33:23 PM

City Treasurer Review

Reviewed for Impact on Cash and Debt
John Colville
7/3/2012 11:03:30 AM

Approvals/Acknowledgements

Department Director or Designee: Leyne Milstein - 7/11/2012 3:57:20 PM



Description/Analysis

Issue: Each Business Improvement Area (BIA) is required to submit an annual budget for City Council approval. This report recommends that the City Council approve the Fiscal Year (FY) 2012/13 annual budgets for the Sutter Business Improvement Area

Policy Considerations: Sacramento City Code Section 3.106.070 requires the City Council to review/audit the administration of the BIAs. The purpose of an annual budget review is to ensure that the funds for each district are being used for purposes specified in the City.

Economic Impacts: Not applicable

Environmental Considerations: California Environmental Quality Act (CEQA): Under the California Environmental Quality Act (CEQA) guidelines, continuing administrative activities do not constitute a project and are therefore exempt from review.

Sustainability: Not applicable

Commission/Committee Action: Not applicable

Rationale for Recommendation: The City Council selected a specific organization to administer this self-assessed business fee. The proposed budget appears to be reasonable for promoting business in the area. Therefore, staff is recommending the City Council approve the organization's budgets for the use of BIA funds in FY2012/13.

Financial Considerations: The proposed expenditures are supported by fees assessed against each business within the BIA. The rates are one and one-half percent of food sales plus a charge for occupancy. The fees are remitted by the restaurants on a monthly basis. The fees are then paid to agency that the City Council has authorized to conduct promotion of the BIA.

The proposed BIA expenditures are fully fee supported, with collection services provided by the City. The City retains \$5,248 annually to cover administrative expenses for this purpose.

The annual budget, as submitted by the Midtown Business Association, is attached as an exhibit to the resolution.

Emerging Small Business Development (ESBD): Not applicable



RESOLUTION NO.

Adopted by the Sacramento City Council

APPROVING THE FY2012/13 SUTTER BUSINESS IMPROVEMENT AREA BUDGET

BACKGROUND

- A. The Sutter Business Improvement Area (BIA) was established under Chapter 3.106 of the City Code for the purposes described therein.
- B. City Code Section 3.106.070 requires that each BIA submit an annual budget for review to ensure that the funds for each district are being used for purposes specified in the City Code and specifies that the City Council shall reserve unto itself sole discretion as to how the revenue derived from the charges shall be used within the scope of said authorized purposes.
- C. Staff has reviewed the FY2012/13 budget estimating BIA fees of \$120,000, 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. Background statements A through C are true and correct.
- Section 2. The proposed FY2012/13 Sutter BIA budget as detailed in Exhibit A of the resolution is approved.
- Section 3. Exhibit A is part of this resolution.



Sutter Business Improvement Area Annual Budget

Fiscal Year 2012/13

	BIA	Other	Total
Revenues			
Beginning Reserves	\$ -	\$ -	\$ -
Membership Fees	\$ -	\$ -	\$ -
Business Tax Collections	\$ 120,000.00	\$ -	\$ 120,000.00
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Total Revenues	\$ 120,000.00	\$ -	\$ 120,000.00
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Expenses			
Marketing			
Community Sponsorships	\$ 2,000.00		\$ 2,000.00
Online Advertising/Social Media	\$ 12,000.00	\$ -	\$ 12,000.00
Print Advertising	\$ 5,000.00	\$ -	\$ 5,000.00
Cross Promotion/Spec Events	\$ 5,000.00	\$ -	\$ 5,000.00
Website Maintenance	\$ 5,000.00	\$ -	\$ 5,000.00
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	\$ 29,000.00	\$ -	\$ 29,000.00
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Clean & Safe			
Security & Off Duty Officers	\$ 45,000.00	\$ -	\$ 45,000.00
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	\$ 45,000.00	\$ -	\$ 45,000.00
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Administration			
Overhead	\$ 33,300.00	\$ -	\$ 33,300.00
	\$ 9,000.00	\$ -	\$ 9,000.00
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	\$ 42,300.00		\$ 42,300.00
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Maintenance			
	\$ 3,000.00	\$ -	\$ 3,000.00
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Total Expenses	\$ 119,300.00	\$ -	\$ 119,300.00
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