

Meeting Date: 5/28/2013

Report Type: Consent

Report ID: 2013-00148

City Council Report

915 I Street, 1st Floor

www.CityofSacramento.org

Title: Resolution of Intention: Fiscal Year (FY) 2013-14 Business Improvement Area (BIA) Annual Report

Location: District 2, 3, 4, 5, 6

Issue: State law requires that business improvement areas, formed under the Parking and Business Area Law of 1989, file an annual report describing the proposed assessment, associated costs of the improvements and activities, and set a public hearing.

Recommendation: Pass: 1) a Resolution approving the Del Paso BIA Annual Report, noticing intent to levy assessments for FY 2013-14, and setting the time and place of the Public Hearing for June 18, 2013; 2) a Resolution approving the Downtown Plaza BIA Annual Report, noticing intent to levy assessments for FY 2013-14, and setting the time and place of the Public Hearing for June 18, 2013; 3) a Resolution approving the Franklin Boulevard BIA Annual Report, noticing intent to levy assessments for FY 2013-14, and setting the time and place of the Public Hearing for June 18, 2013; 4) a Resolution approving the Old Sacramento BIA Annual Report, noticing intent to levy assessments for FY 2013-14, and setting the time and place of the Public Hearing for June 18, 2013; and 5) a Resolution approving the Stockton Boulevard BIA Annual Report, noticing intent to levy assessments for FY 2013-14, and setting the time and place of the Public Hearing for June 18, 2013.

Contact: Sini Makasini, Administrative Analyst, (916) 808-7967; Jodie Vong, Administrative Analyst, (916) 808-8243; Mark Griffin, Program Manager, (916) 808-8788, Department of Finance

Presenter: None

Department: Finance

Division: Public Improvement Finance

Dept ID: 06001321

Attachments:

- 1-Description/Analysis
- 2-Schedule of Proceedings
- 3-Attachment 1, BIA Fee Schedule
- 4-Resolution, Del Paso Blvd BIA
- 5-Resolution, Downtown Plaza BIA
- 6-Resolution, Franklin Blvd BIA
- 7-Resolution, Old Sacramento BIA
- 8-Resolution, Stockton Blvd BIA

City Attorney Review

Not Approved as to Form
Michael W. Voss
5/16/2013 11:39:42 AM

City Treasurer Review

Reviewed for Impact on Cash and Debt
Russell Fehr
5/10/2013 11:45:45 AM

Approvals/Acknowledgements

Department Director or Designee: Leyne Milstein - 5/15/2013 4:47:17 PM

Description/Analysis

Issue: Annually, each Business Improvement Area (BIA) is required to submit an Annual Report (Report) for City Council approval as a prerequisite to City Council noticing intent to levy the assessment. The BIA Advisory Boards have prepared the required Reports for Fiscal Year (FY) 2013-14 detailing the proposed assessments and expenditure budgets. Approval is recommended for the Reports for the following BIAs: Del Paso Boulevard, Downtown Plaza, Franklin Boulevard, Old Sacramento, and Stockton Boulevard.

Approval of the five Resolutions of Intention will accept the associated Report, set the time and place for the Public Hearing on the proposed assessment, and authorize the City Clerk to publish the Resolution.

Policy Considerations: The recommended action ensures that the funds collected for each BIA via business-based assessments are used for the intended purpose: 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.

Economic Impacts: This report does not have direct economic impacts.

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 BIA.

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 fees assessed against each business within the BIA. City Code allows for an annual increase of BIA fees based on the most current Consumer Price Index (CPI) data. The CPI – All Urban Consumers for the San Francisco area for February 2013 is 2.4%. BIA fees for Del Paso Boulevard, Downtown Plaza,

Franklin Boulevard, Old Sacramento, and Stockton Boulevard will increase by 2.4% effective July 1, 2013. A fee schedule is included as Attachment 1.

The City collects the BIA fees at the time the Business Operations Tax is paid. The fees are then paid to the contracted Advisory Boards authorized by City Council to conduct promotion of the BIA. The proposed BIA expenditures are fully fee supported. Collection costs 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.

SCHEDULE OF PROCEEDINGS

BUSINESS IMPROVEMENT AREA FY 2013-14 SCHEDULE

May 28, 2013	City Council - Approve Annual Report and Resolution of Intention to Levy an Assessment for FY 2013-14
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June 3, 2013 Publish Resolution of Intention

June 18, 2013 City Council - Public Hearing

**BUSINESS IMPROVEMENT AREA FEES:
ANNUAL FEES AS OF JULY 1, 2013**

Attachment 1

DEL PASO BLVD BIA (E):		Minimum: \$23	Maximum: \$534	
		<u>Flat Amount</u>	<u>Increment</u>	<u>Basis</u>
Retail	Gross Receipts			
	\$10,000 or less:	\$23	-	
	more than \$10,000:	\$23	+ .0005	of amount over \$10,000
Non-Retail	Flat Fee	\$23	-	

Downtown Plaza BIA (B):		Minimum: \$107	Maximum: \$8,488	
		<u>Flat Amount</u>	<u>Increment</u>	<u>Basis</u>
	Gross Receipts			
	\$10,000 or less:	\$107	-	
	more than \$10,000:	\$107	+ .0008	of amount over \$10,000
	Gross Payroll	Flat fee	\$107	-
Professional		\$107	+ \$36	per employee
Brokers		\$107	+ \$36	per employee
Hotel/Motel		\$107	+ \$1	per unit in excess of 4
	Commercial Rental Gross Receipts:			
	\$10,000 or less:	\$107	-	
	more than \$10,000:	\$107	+ .0008	of amount over \$10,000

FRANKLIN BLVD BIA (D):		Minimum: \$54	Maximum: \$552	
		<u>Flat Amount</u>	<u>Increment</u>	<u>Basis</u>
Retail	Gross Receipts	-	.000535	of gross receipts
Non-Retail	Flat Fee	\$54	-	

OLD SACRAMENTO BIA (C):		Minimum: \$152	Maximum: \$7,083	
		<u>Flat Amount</u>	<u>Increment</u>	<u>Basis</u>
* Retail - No Alcohol Sales		-	.0054	of gross receipts
* Retail - Alcohol Sales		-	.0068	of gross receipts
Non - Retail Flat Fee		\$77	-	
* Note: Gross Receipts are exclusive of any alcohol sales				

STOCKTON BLVD BIA (F):		Minimum: \$50	Maximum: \$513	
		<u>Flat Amount</u>	<u>Increment</u>	<u>Basis</u>
Retail	Gross Receipts			
	\$50,000 or less:	\$50	-	
	more than \$50,000:	\$50	+ .0005	of amount over \$50,000
Non - Retail	Flat Fee	\$50	-	

RESOLUTION NO.

Adopted by the Sacramento City Council

APPROVING THE ANNUAL REPORT FOR THE DEL PASO BOULEVARD BUSINESS IMPROVEMENT AREA (BIA) AND DECLARING INTENTION TO LEVY AN ASSESSMENT FOR FISCAL YEAR (FY) 2013-14 AND SETTING A PUBLIC HEARING

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 Improvement 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. Staff has reviewed the FY 2013-14 assessment budget, estimated at \$47,380 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. The City Council finds and determines that the background statements A through D are true.

- Section 2. The City Council approves the proposed FY 2013-14 Del Paso Boulevard BIA budget as detailed in Exhibit A of the resolution.
- Section 3. The City Manager is authorized to make any necessary budgetary adjustments associated with the approved BIA budget for FY 2013-14.
- Section 4. The City Council declares its intention to levy and collect the assessments within the BIA for FY 2013-14.
- Section 5. The time and place for the public hearing on the proposed levy and collection of assessments is set for June 18, 2013, at 6:00 p.m. in the City Council Chambers, New City Hall, 915 "I" Street (first floor), Sacramento, California. The City Council may continue the public hearing from time to time.
- Section 6. The City Clerk is directed to give notice of the time and place of the public hearing by causing the resolution of intention to be published in the Daily Recorder, a newspaper of general circulation published in the area of the District. The publication shall be made in accordance with Section 6061 of the Government Code and shall be completed at least seven days prior to the date set for the public hearing.
- Section 7. At the public hearing, the City Council will consider all objections or protests to the proposed assessment, and any interested person will be permitted to present written or oral testimony. The form and manner of protests must comply with Streets and Highways Code Sections 36524 and 36525.
- Section 8. Exhibit A is part of this resolution.

Table of Contents:

Exhibit A: FY 2013-14 Del Paso BIA Annual Budget

Exhibit A
Del Paso Boulevard Business Improvement Area (Fund 2214)
Annual Budget FY 2013-14

	BIA	Other	Total
Revenues			
Beginning Reserves	\$ 2,456.00	\$ -	\$ 2,456.00
Other Revenue (PBID)	\$ -	\$ 382,398.00	\$ 382,398.00
Membership Fees	\$ -	\$ -	\$ -
Business Tax Collections	\$47,380.00	\$ -	\$ 47,380.00
Total Revenues	<u>\$49,836.00</u>	<u>\$ 382,398.00</u>	<u>\$ 432,234.00</u>
Expenses			
Operating/Administrative Expenses			
Security	\$11,000.00	\$ 96,000.00	\$ 107,000.00
Advocacy Administration	\$ 7,975.00	\$ 64,525.00	\$ 72,500.00
PBID/BIA Enhancement	\$ 2,000.00	\$ 10,000.00	\$ 12,000.00
Business Development	\$ 7,500.00	\$ 63,852.00	\$ 71,352.00
Maintenance/Landscaping	\$ 9,200.00	\$ 85,023.00	\$ 94,223.00
Office Expenses	\$ 1,200.00	\$ 3,200.00	\$ 4,400.00
Contingency	\$ 4,105.00	\$ 10,895.00	\$ 15,000.00
	<u>\$42,980.00</u>	<u>\$ 333,495.00</u>	<u>\$ 376,475.00</u>
Advertising			
Paid Media	\$ 900.00	\$ 6,900.00	\$ 7,800.00
Graphic Design	\$ 200.00	\$ 1,000.00	\$ 1,200.00
Website	\$ 300.00	\$ 2,300.00	\$ 2,600.00
Printing	\$ 500.00	\$ 4,600.00	\$ 5,100.00
Banner Program	\$ -	\$ 5,500.00	\$ 5,500.00
	<u>\$ 1,900.00</u>	<u>\$ 20,300.00</u>	<u>\$ 22,200.00</u>
Special Events			
Recognition of New Business	\$ 2,500.00	\$ 19,603.00	\$ 22,103.00
Carnival, Smoke & Fire, GOOD, & Pancake Breakfast	\$ -	\$ 9,000.00	\$ 9,000.00
	<u>\$ 2,500.00</u>	<u>\$ 28,603.00</u>	<u>\$ 31,103.00</u>
Total Expenses	<u>\$47,380.00</u>	<u>\$ 382,398.00</u>	<u>\$ 429,778.00</u>
Estimated Ending Fund Balance	<u>\$ 2,456.00</u>	<u>\$ -</u>	<u>\$ 2,456.00</u>

RESOLUTION NO.

Adopted by the Sacramento City Council

APPROVING THE ANNUAL REPORT FOR THE DOWNTOWN PLAZA BUSINESS IMPROVEMENT AREA (BIA) AND DECLARING INTENTION TO LEVY AN ASSESSMENT FOR FISCAL YEAR (FY) 2013-14 AND SETTING A PUBLIC HEARING

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 Improvement 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. Staff has reviewed the FY 2013-14 assessment budget, estimated at \$110,592 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. The City Council finds and determines that the background statements A through D are true.

- Section 2. The City Council approves the proposed FY 2013-14 Downtown Plaza BIA budget as detailed in Exhibit A of the resolution.
- Section 3. The City Manager is authorized to make any necessary budgetary adjustments associated with the approved BIA budget for FY 2013-14.
- Section 4. The City Council declares its intention to levy and collect the assessments within the BIA for FY 2013-14.
- Section 5. The time and place for the public hearing on the proposed levy and collection of assessment is set for June 18, 2013, at 6:00 p.m. in the City Council Chambers, New City Hall, 915 "I" Street (first floor), Sacramento, California. The City Council may continue the public hearing from time to time.
- Section 6. The City Clerk is directed to give notice of the time and place of the public hearing by causing the resolution of intention to be published in the Daily Recorder, a newspaper of general circulation published in the area of the District. The publication shall be made in accordance with Section 6061 of the Government Code and shall be completed at least seven days prior to the date set for the public hearing.
- Section 7. At the public hearing, the City Council will consider all objections or protests to the proposed assessment, and any interested person will be permitted to present written or oral testimony. The form and manner of protests must comply with Streets and Highways Code Sections 36524 and 36525.
- Section 8. Exhibit A is part of this resolution.

Table of Contents:

Exhibit A: FY 2013-14 Downtown Plaza BIA Annual Budget

Exhibit A
Downtown Plaza Business Improvement Area (Fund 2209)
Annual Budget FY 2013-14

	BIA	Other	Total
Revenues			
Beginning Reserves	\$ 388.00	\$ -	\$ 388.00
Other Revenues	\$ -	\$ -	\$ -
Business Tax Collections	\$ 110,592.00	\$ -	\$ 110,592.00
Total Revenues	<u>\$ 110,980.00</u>	<u>\$ -</u>	<u>\$ 110,980.00</u>
Expenses			
Operating/Administrative Expenses			
Holiday Décor	\$ 12,000.00	\$ -	\$ 12,000.00
Taxes & Professional Fees	\$ 4,500.00	\$ -	\$ 4,500.00
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	<u>\$ 16,500.00</u>	<u>\$ -</u>	<u>\$ 16,500.00</u>
Advertising			
DSP Marketing Partner	\$ 14,000.00	\$ -	\$ 14,000.00
SCVB Visitor's Guide	\$ 6,092.00	\$ -	\$ 6,092.00
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	<u>\$ 20,092.00</u>	<u>\$ -</u>	<u>\$ 20,092.00</u>
Special Events			
Pacific Rim Festival	\$ 5,000.00	\$ -	\$ 5,000.00
DSP Ice Rink Sponsorship	\$ 32,000.00	\$ -	\$ 32,000.00
DSP State of Downtown	\$ 5,000.00	\$ -	\$ 5,000.00
Live Music Entertainment	\$ 20,000.00	\$ -	\$ 20,000.00
Santa Parade	\$ 12,000.00	\$ -	\$ 12,000.00
	<u>\$ 74,000.00</u>	<u>\$ -</u>	<u>\$ 74,000.00</u>
Total Expenses	<u>\$ 110,592.00</u>	<u>\$ -</u>	<u>\$ 110,592.00</u>
Estimated Ending Fund Balance	<u>\$ 388.00</u>	<u>\$ -</u>	<u>\$ 388.00</u>

RESOLUTION NO.

Adopted by the Sacramento City Council

APPROVING THE ANNUAL REPORT FOR THE FRANKLIN BOULEVARD BUSINESS IMPROVEMENT AREA (BIA) AND DECLARING INTENTION TO LEVY AN ASSESSMENT FOR FISCAL YEAR (FY) 2013-14 AND SETTING A PUBLIC HEARING

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 Improvement 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. Staff has reviewed the FY 2013-14 assessment budget, estimated at \$65,820 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. The City Council finds and determines that the background statements A through D are true.

- Section 2. The City Council approves the proposed FY 2013-14 Franklin Boulevard BIA budget as detailed in Exhibit A of the resolution.
- Section 3. The City Manager is authorized to make any necessary budgetary adjustments associated with the approved BIA budget for FY 2013-14.
- Section 4. The City Council declares its intention to levy and collect the assessments within the BIA for FY 2013-14.
- Section 5. The time and place for the public hearing on the proposed levy and collection of assessment is set for June 18, 2013, at 6:00 p.m. in the City Council Chambers, New City Hall, 915 "I" Street (first floor), Sacramento, California. The City Council may continue the public hearing from time to time.
- Section 6. The City Clerk is directed to give notice of the time and place of the public hearing by causing the resolution of intention to be published in the Daily Recorder, a newspaper of general circulation published in the area of the District. The publication shall be made in accordance with Section 6061 of the Government Code and shall be completed at least seven days prior to the date set for the public hearing.
- Section 7. At the public hearing, the City Council will consider all objections or protests to the proposed assessment, and any interested person will be permitted to present written or oral testimony. The form and manner of protests must comply with Streets and Highways Code Sections 36524 and 36525.
- Section 8. Exhibit A is part of this resolution.

Table of Contents:

Exhibit A: FY 2013-14 Franklin Boulevard BIA Annual Budget

Exhibit A
Franklin Blvd Business Improvement Area (Fund 2212)
Annual Budget FY 2013-14

	BIA	Other	Total
Revenues			
Beginning Reserves	\$ 333.00	\$ -	\$ 333.00
Contingency/Reserves	\$17,462.00	\$ -	\$17,462.00
Business Tax Collections	\$48,128.00	\$ -	\$48,128.00
County Billing	\$18,000.00		\$18,000.00
Total Revenues	<u>\$83,923.00</u>	<u>\$ -</u>	<u>\$83,923.00</u>
Expenses			
Operating/Administrative Expenses			
Program Management & Operations	\$29,800.00	\$ -	\$29,800.00
Clean Up and Beautification	\$ 6,200.00	\$ -	\$ 6,200.00
Economic Development Plan	\$ 5,000.00	\$ -	\$ 5,000.00
	<u>\$41,000.00</u>	<u>\$ -</u>	<u>\$41,000.00</u>
Advertising and Marketing			
Banners	\$ 5,120.00	\$ -	\$ 5,120.00
Website and Publicity	\$ 2,000.00	\$ -	\$ 2,000.00
Newsletter	\$ 5,200.00	\$ -	\$ 5,200.00
	<u>\$12,320.00</u>	<u>\$ -</u>	<u>\$12,320.00</u>
Special Events			
Annual Membership Meeting	\$ 2,500.00	\$ -	\$ 2,500.00
Other Special Events	\$10,000.00	\$ -	\$10,000.00
	<u>\$12,500.00</u>	<u>\$ -</u>	<u>\$12,500.00</u>
Total Expenses	<u>\$65,820.00</u>	<u>\$ -</u>	<u>\$65,820.00</u>
Estimated Ending Fund Balance	<u>\$18,103.00</u>	<u>\$ -</u>	<u>\$18,103.00</u>

RESOLUTION NO.

Adopted by the Sacramento City Council

APPROVING THE ANNUAL REPORT FOR THE OLD SACRAMENTO BUSINESS IMPROVEMENT AREA (BIA) AND DECLARING INTENTION TO LEVY AN ASSESSMENT FOR FISCAL YEAR (FY) 2013-14 AND SETTING A PUBLIC HEARING

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 Improvement 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. Staff has reviewed the FY 2013-14 assessment budget, estimated at \$250,000 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. The City Council finds and determines that the background statements A through D are true.
- Section 2. The City Council approves the proposed FY 2013-14 Old Sacramento BIA budget as detailed in Exhibit A of the resolution.

- Section 3. The City Manager is authorized to make any necessary budgetary adjustments associated with the approved BIA budget for FY 2013-14.
- Section 4. The City Council declares its intention to levy and collect the assessments within the BIA for FY 2013-14.
- Section 5. The time and place for the public hearing on the proposed levy and collection of assessment is set for June 18, 2013, at 6:00 p.m. in the City Council Chambers, New City Hall, 915 "I" Street (first floor), Sacramento, California. The City Council may continue the public hearing from time to time.
- Section 6. The City Clerk is directed to give notice of the time and place of the public hearing by causing the resolution of intention to be published in the Daily Recorder, a newspaper of general circulation published in the area of the District. The publication shall be made in accordance with Section 6061 of the Government Code and shall be completed at least seven days prior to the date set for the public hearing.
- Section 7. At the public hearing, the City Council will consider all objections or protests to the proposed assessment, and any interested person will be permitted to present written or oral testimony. The form and manner of protests must comply with Streets and Highways Code Sections 36524 and 36525.
- Section 8. Exhibit A is part of this resolution.

Table of Contents:

Exhibit A: FY 2013-14 Old Sacramento BIA Annual Budget

Exhibit A
 Old Sacramento Business Improvement Area (Fund 2211)
 Annual Budget FY 2013-14

	BIA	Other	Total
Revenues			
Beginning Reserves	\$ 559.00	\$ 215,000.00	\$ 215,559.00
Other Revenues	\$ -	\$ 132,000.00	\$ 132,000.00
In-Kind Event Support	\$ -	\$ 100,000.00	\$ 100,000.00
Business Tax Collections	\$ 250,000.00	\$ -	\$ 250,000.00
Total Revenues	<u>\$ 250,559.00</u>	<u>\$ 447,000.00</u>	<u>\$ 697,559.00</u>
Expenses			
Operating/Administrative Expenses			
Operating Expenses	\$ 14,269.33	\$ 37,000.00	\$ 51,269.33
Wages and Related Expenses	\$ 56,830.67	\$ 24,669.01	\$ 81,499.68
	<u>\$ 71,100.00</u>	<u>\$ 61,669.01</u>	<u>\$ 132,769.01</u>
Advertising and Promotions			
Advertising	\$ 35,000.00	\$ 15,000.00	\$ 50,000.00
Marketing Materials	\$ 23,000.00	\$ 45,330.99	\$ 68,330.99
Promotional Expense	\$ 15,000.00	\$ -	\$ 15,000.00
Promotional General	\$ 8,000.00	\$ -	\$ 8,000.00
Other	\$ 500.00	\$ -	\$ 500.00
	<u>\$ 81,500.00</u>	<u>\$ 60,330.99</u>	<u>\$ 141,830.99</u>
Special Events			
St. Patrick's Day Parade	\$ 15,400.00	\$ -	\$ 15,400.00
Holiday Programming	\$ 46,000.00	\$ 10,000.00	\$ 56,000.00
Theatre of Lights	\$ 25,000.00	\$ -	\$ 25,000.00
Theatre of Lights In-Kind	\$ -	\$ 100,000.00	\$ 100,000.00
Mardi Gras	\$ 6,000.00	\$ -	\$ 6,000.00
Gold Rush Days	\$ 5,000.00	\$ -	\$ 5,000.00
	<u>\$ 97,400.00</u>	<u>\$ 110,000.00</u>	<u>\$ 207,400.00</u>
10 Percent Contingency	\$ 17,890.00	\$ 7,033.10	\$ 24,923.10
Total Expenses	<u>\$ 250,000.00</u>	<u>\$ 232,000.00</u>	<u>\$ 482,000.00</u>
Estimated Ending Fund Balance	<u>\$559.00</u>	<u>\$215,000.00</u>	<u>\$215,559.00</u>

RESOLUTION NO.

Adopted by the Sacramento City Council

APPROVING THE ANNUAL REPORT FOR THE STOCKTON BOULEVARD BUSINESS IMPROVEMENT AREA (BIA) AND DECLARING INTENTION TO LEVY AN ASSESSMENT FOR FISCAL YEAR (FY) 2013-14 AND SETTING A PUBLIC HEARING

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 Improvement 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. Staff has reviewed the FY 2013-14 assessment budget showing an estimated \$66,488 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. The City Council finds and determines that the background statements A through D are true.

- Section 2. The City Council approves the proposed FY 2013-14 Stockton Boulevard BIA budget as detailed in Exhibit A of the resolution.
- Section 3. The City Manager is authorized to make any necessary budgetary adjustments associated with the approved BIA budget for FY 2013-14.
- Section 4. The City Council declares its intention to levy and collect the assessments within the BIA for FY 2013-14.
- Section 5. The time and place for the public hearing on the proposed levy and collection of assessment is set for June 18, 2013, at 6:00 p.m. in the City Council Chambers, New City Hall, 915 "I" Street (first floor), Sacramento, California. The City Council may continue the public hearing from time to time.
- Section 6. The City Clerk is directed to give notice of the time and place of the public hearing by causing the resolution of intention to be published in the Daily Recorder, a newspaper of general circulation published in the area of the District. The publication shall be made in accordance with Section 6061 of the Government Code and shall be completed at least seven days prior to the date set for the public hearing.
- Section 7. At the public hearing, the City Council will consider all objections or protests to the proposed assessment, and any interested person will be permitted to present written or oral testimony. The form and manner of protests must comply with Streets and Highways Code Sections 36524 and 36525.
- Section 8. Exhibit A is part of this resolution.

Table of Contents:

Exhibit A: FY 2013-14 Stockton Boulevard BIA Annual Budget

Exhibit A

Stockton Blvd Business Improvement Area (Fund 2215)
Annual Budget FY 2013-14

	BIA	Other	Total
Revenues			
Beginning Reserves	\$ 2,247.00	\$ -	\$ 2,247.00
Other Revenues-PBID	\$ -	\$ -	\$ -
Business Tax Collections	\$ 63,488.00	\$ -	\$ 63,488.00
County Billing	\$ 3,000.00	\$ -	\$ 3,000.00
	<hr/>	<hr/>	<hr/>
Total Revenues	<u>\$ 68,735.00</u>	<u>\$ -</u>	<u>\$ 68,735.00</u>
Expenses			
Advertising			
Business Directory / Promo	\$ 24,275.00	\$ -	\$ 24,275.00
	<hr/>	<hr/>	<hr/>
	<u>\$ 24,275.00</u>	<u>\$ -</u>	<u>\$ 24,275.00</u>
Special Events			
Events & Special Projects	\$ 9,973.00	\$ -	\$ 9,973.00
Security Patrol	\$ 22,267.00	\$ -	\$ 22,267.00
Clean Street / Maintenance	\$ 9,973.00	\$ -	\$ 9,973.00
	<hr/>	<hr/>	<hr/>
	<u>\$ 42,213.00</u>	<u>\$ -</u>	<u>\$ 42,213.00</u>
Total Expenses	<u>\$ 66,488.00</u>	<u>\$ -</u>	<u>\$ 66,488.00</u>
Estimated Ending Fund Balance	<u>\$ 2,247.00</u>	<u>\$ -</u>	<u>\$ 2,247.00</u>