

## **RESOLUTION NO. 2007-471**

Adopted by the Sacramento City Council

June 26, 2007

### **2007/2008 OLD SACRAMENTO BUSINESS IMPROVEMENT AREA BUDGET**

#### **BACKGROUND**

- A. The Old Sacramento Business Improvement Area is established under Chapter 3.96 of the City Code for the purposes described therein.
- B. City Code section 3.96.010 requires that each Business Improvement Area (BIA) submit an annual budget for review. 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 Code. For each BIA, City Code section 3.96.080 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 FY 2007/2008 budget showing carry over fees of \$81,872 and estimated FY 2007/2008 BIA fees of \$132,000, and finds the budget to be adequate and reasonable for authorized purposes.
- D. The 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 and correct.
- Section 2. Adopt the proposed FY 2007/2008 Old Sacramento Business Improvement Area budget as detailed in Exhibit A of the staff report.
- Section 3. Exhibit A is part of this resolution.

#### **Table of Contents:**

Exhibit A Annual Budget

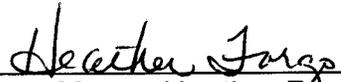
Adopted by the City of Sacramento City Council on June 26, 2007 by the following vote:

Ayes: Councilmembers, Cohn, Fong, Hammond, McCarty, Pannell, Sheedy, Tretheway, Waters, and Mayor Fargo.

Noes: None.

Abstain: None.

Absent: None.

  
\_\_\_\_\_  
Mayor, Heather Fargo

Attest:

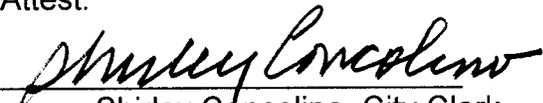
  
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Shirley Concolino, City Clerk

Exhibit A

Old Sacramento Business Improvement Area Annual Budget

Fiscal Year 2007/08

|                                   | BIA                 | Other       | Total               |
|-----------------------------------|---------------------|-------------|---------------------|
| <b>Revenues</b>                   |                     |             |                     |
| Beginning Reserves                | \$ 81,872.00        | \$ -        | \$ 81,872.00        |
| Other Revenues                    | \$ -                | \$ -        | \$ -                |
| Business Tax Collections          | \$131,000.00        | \$ -        | \$131,000.00        |
| Commercial Rental Tax Collections | \$ 1,000.00         | \$ -        | \$ 1,000.00         |
| <b>Total Revenues</b>             | <b>\$213,872.00</b> | <b>\$ -</b> | <b>\$213,872.00</b> |
| <b>Expenses</b>                   |                     |             |                     |
| Operating/Administrative Expenses |                     |             |                     |
| Office Administration             | \$ 20,000.00        | \$ -        | \$ 20,000.00        |
|                                   | \$ 20,000.00        | \$ -        | \$ 20,000.00        |
| Advertising                       |                     |             |                     |
| Website                           | \$ 21,000.00        | \$ -        | \$ 21,000.00        |
| Brochure/rack cards/guide         | \$ 36,000.00        | \$ -        | \$ 36,000.00        |
| Marketing/PR/Other PR Opps        | \$ 37,200.00        | \$ -        | \$ 37,200.00        |
| Banners/Bunting/Kiosk             | \$ 10,000.00        | \$ -        | \$ 10,000.00        |
|                                   | \$104,200.00        | \$ -        | \$104,200.00        |
| Special Events                    |                     |             |                     |
| Fall Harvest                      | \$ 8,000.00         | \$ -        | \$ 8,000.00         |
| Heritage Holidays                 | \$ 30,000.00        | \$ -        | \$ 30,000.00        |
| St. Pat's Day                     | \$ 8,000.00         | \$ -        | \$ 8,000.00         |
| Jazz/Pony Express/Others          | \$ 18,000.00        | \$ -        | \$ 18,000.00        |
|                                   | \$ 64,000.00        | \$ -        | \$ 64,000.00        |
| <b>Total Expenses</b>             | <b>\$188,200.00</b> | <b>\$ -</b> | <b>\$188,200.00</b> |