



**Council Meeting: March 24, 2009**

**SUBJECT:** Approval of Downtown Sunnyvale Business Improvement District Annual Report for FY 2008/2009 and Adoption of the Resolution of Intention to Reauthorize the Downtown Sunnyvale Business Improvement District for FY 2009/2010

**REPORT IN BRIEF**

On March 6, 2007, the City Council adopted Ordinance 2830-07 to establish a Downtown Sunnyvale Business Improvement District (BID). The BID Board (Board) is presenting the BID Annual Report for FY 2008/2009 for approval (Attachment A). As part of the BID reauthorization, Council must approve the BID annual report for FY 2008/2009.

The second part of the reauthorization is for Council to adopt the Resolution of Intention (ROI) (Attachment B). The ROI adoption begins the process for reauthorization of the Downtown Sunnyvale BID for FY 2009/2010 (Attachment B). If the ROI is adopted by Council, the next step would be to hold a public hearing so that businesses within the BID zones have the opportunity to express their comments. At the public hearing, Council will have the opportunity to hear and consider any and all protests against the adoption of the FY 2009/2010 BID, the boundaries of the BID, and/or any protest regarding the proposed activities of the BID. If, at the conclusion of the public hearing, there is a record of protests from owners within the BID that would pay fifty percent (50%) or more of the total assessments of the entire proposed BID, no further proceedings to continue the BID can occur. Staff recommends that Council approve the BID Annual Report and adopt the Resolution of Intention to begin the process for reauthorization of the FY 2009/2010 Downtown Sunnyvale BID.

**BACKGROUND**

**BID Formation**

A BID is a private sector funding tool that provides funding for specific activities that is reauthorized yearly by the City Council at the request of the businesses and/or the Board.

The purpose of a BID is to promote and improve a specific geographic area for the benefit of the businesses in the BID area. A BID is a tool used by over 200 business areas in California, including Mountain View, Palo Alto, Santa Clara, Morgan Hill and San Jose.

The BID has legal requirements in order to be reauthorized. Specifically, the City Council must first approve the Annual Report and then adopt a ROI to reauthorize the BID for a third year. Once the ROI is adopted, a public hearing must be held during a Council meeting.

Businesses pay into the BID based on the benefit they receive as members of the district. The funds collected can only be used for projects within the BID boundaries. The business community maintains full control of all BID funds collected, which is a strong sales tool when asking for support from business owners at the time of BID annual approval.

The formula for determining the BID assessment amount is determined by the Board, not the City. The Board takes into account the type, size, and location of the businesses and determines the most equitable formula for each type of business. Assessments are levied on businesses on the basis of relative benefit from the activities to be funded. The City collects the fee on an annual basis. Normally, BID assessments are included as a separate charge on the business license tax bill that every business within the BID boundaries receives. However, because Sunnyvale has a two-year business license tax cycle, a separate billing process is being used. All assessment funds collected by the City are returned to the BID through annual contract agreements. The City does collect a fee for administrative costs associated with this service. The cost is reviewed and adjusted annually as needed.

#### Downtown Sunnyvale BID

Approximately 150 businesses are located in the BID area, bounded by Sunnyvale, Iowa, Mathilda and Evelyn Avenues. The current Board is made up of the Sunnyvale Downtown Association representatives including, Joe Antuzzi, Il Postale Restaurant; Anne Dugan, L. Ac., Licensed Acupuncturist; Sean O'Keefe, Scruffy Murphy's; Gary Hurd, French Quarter; and Joel Wyrick, SDA/BID Executive Director (non-voting member). The Board has requested that the BID be reauthorized for FY 2009/2010.

#### **EXISTING POLICY**

##### **Socio-Economic Element: Economy and Employment**

Policy 5.1B.2: Participate in partnerships with local industry/businesses in order to facilitate communication and address mutual concerns.

Policy 5.1C.1: Support efforts to establish Sunnyvale's downtown area as a strong commercial center for the City.

### **Land Use and Transportation Element**

Policy N1.13: Promote an attractive and functional commercial environment.

Policy 2.5D2k Continue to encourage pedestrian and commercial activity on the sidewalks of the historic 100 block of Murphy Avenue.

### **DISCUSSION**

The Board requests the BID be continued for FY 2009/2010. As of February 2009, the BID collected a total of \$26,675 in business assessments for FY 2008/2009. The uncollected amount of \$4,045, of which \$2,450 is for assessments fees and \$1,595 is for penalty fees, has been sent to a collections agency by the Finance Department. BID Board members are also actively working to collect these amounts by contacting businesses with an outstanding balance. The total BID budget was \$152,311. This budget includes \$56,790 in revenue generated from special events, such as the Summer Music Series, and event sponsorships in the amount of \$36,735. The balance is from other miscellaneous sources.

Based on the BID's annual report (Attachment A) the BID's focus for FY 2008/2009 was to enhance their marketing program which included the maintenance and improvements of the Downtown business Web site (*DowntownSunnyvale.com*) and continuance of downtown events such as the Summer Music Series and the Holiday Tree Lighting. The BID included additional clean-up, such as street sweeping and pressure washing on Murphy and part of Washington Avenue, for the special events. Based on City Council's recommendation during FY 08/09 reauthorization, the BID contributed a \$100 payment into the current Murphy Avenue enhanced maintenance account (Downtown Area Maintenance – 820610). Due to the continued downtown construction projects, the City plans to include the enhanced maintenance project budget for FY 09/10 and 10/11. The BID continues to expand their outreach to its members by maintaining a member email list and distributing an electronic newsletter. This email list continues to improve communications with the Downtown business community for the BID as well as for City staff. The BID also assists City staff in distributing information regarding current and future phases of projects in Downtown Sunnyvale.

If Council adopts the ROI, a public hearing must be held to receive input from affected businesses regarding their issues, concerns, and support of a BID. The BID cannot be reauthorized if businesses paying more than 50% or more of the assessment file a protest. If the BID is reauthorized, funds collected can only be used for projects within the BID boundaries.

If authorized, the BID will use the same boundaries and fee schedule used in FY 2008/2009 for FY 2009/2010. They are:

- **BID Boundaries (Attachment B, Exhibit A):** The boundaries were established based on the area in Downtown Sunnyvale that would benefit from a BID.
- **Benefit Zones:** By law, the BID must show a relationship between the amount paid and the benefit received by each business. The same zones will be maintained with activities and events held to support all BID zones.
- **Assessment Methodology:** The methodology was determined by business type and business location. The intent is to make the assessment equitable to all businesses within the BID.
- **Identification of BID Activities:** Commercial marketing and promotion will continue. Resources to be used include print media (*Sunnyvale Sun* and other local and regional publications), DowntownSunnyvale.com webpage, and business directory, as well as promotion by current events such as the Summer Music Series and the Holiday Tree Lighting.
- **Establishment of a BID Budget:** The proposed budget is based on the collection of the annual benefit fee of approximately \$32,060. Special events, such as the Summer Music Series, generate an additional amount of approximately \$57,000. The proposed annual budget is about \$89,060. This amount does not include the \$24,000 from construction mitigation from Sand Hill Property Company or \$46,000 projected from event sponsorships and grants for 2009. The BID will monitor and adjust this budget based on actual sales, sponsorships and grants. If the BID is unable to reach its goal of \$46,000 in sponsorships and grants, or if the assessment revenue is lower than expected, projects, events and/or activities will be modified to maintain a balanced budget.

The Sunnyvale Town Center area (Town Center) is included as a Zone C participant. Section 10.05 of the Amended and Restated Disposition and Development and Owner Participation Agreement (ARDDOPA) between the Redevelopment Agency and Downtown Sunnyvale Mixed Use, LLC requires the developer to support a BID in Downtown Sunnyvale. The Board does not expect additional assessment funds from Town Center because it is currently under construction and no tenants are in place for the FY 2009/2010 BID.

In order for the BID to be reauthorized for FY 2009/2010, Council must adopt a resolution of intention (Attachment B). The resolution describes the proposed boundaries, which remain unchanged from first year, (Attachment B, Exhibit

A) as well as the time and place for the public hearing, scheduled for April 21, 2009. Notice of the public hearing on the BID will be published in a local newspaper such as *The Sunnyvale Sun* or *The Mercury News*.

The City Council must hold the public hearing on April 21, 2009, to consider all oral and written protests regarding the BID reauthorization for FY 2009/2010. A vote of the businesses is not required. If businesses do not support the BID for FY 2009/2010, they must file a protest in writing or in person before the City Council at the public hearing.

If a majority protest is not filed, the City Council may reauthorize the FY 2009/2010 BID by adopting an ordinance to that effect. Council cannot add territory to the boundaries or change the annual assessment fee without notifying business owners of that change, and only after holding a full and formal public hearing. The adopted ordinance includes the method and basis of levying the benefit fees and the time and manner of collecting the fees.

If protests are filed by business owners who would pay 50% or more of the proposed assessment, a 2009/2010 BID cannot be reauthorized nor can it be pursued again for one year. If the majority of protest is only against the furnishing of a specific type or types of activities, those types of activities must be eliminated.

The City's direct cost to collect the BID assessment during FY 2008/2009 is estimated to be \$2,800, which is the approximate cost of the 40 staff hours required. The assessment was levied on 130 businesses. The City's cost would be reviewed and adjusted annually and will be included as part of the BID budget as reimbursement to the City. The cost would be dependent on staff hours and cost of those hours.

### **FISCAL IMPACT**

The reauthorization of the BID should support a positive fiscal benefit from continued business activity in the Downtown area. Businesses may be able to maintain their sales, thereby continuously generating sales tax revenue for the City. First and second quarter of FY 2007/2008 sales tax revenue generated within the BID area was approximately \$358,000. For the same period in FY 2008/2009, revenue totaled approximately \$190,000.

Staff time from the Department of Finance is provided at an estimated cost of \$2,800 annually, which is currently budgeted in the department's operations budget. Because these costs are reimbursed by the BID, there is no impact to the General Fund for providing this service.

### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site.

### **ALTERNATIVES**

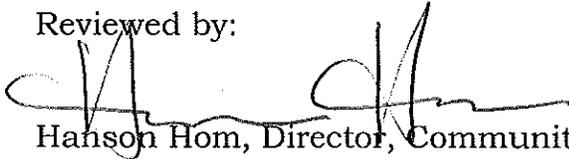
1. Approve the BID Annual Report for FY 2008/2009 and adopt the Resolution of Intention and schedule a public hearing for April 21, 2009 to reauthorize the Business Improvement District for FY 2009/2010 for Downtown Sunnyvale.
2. Do not approve the BID Annual Report for FY 2008/2009 or the Resolution of Intention for BID reauthorization.
3. Continue items and modify public hearing schedule to adhere with legal requirements for scheduling of actions.

### **RECOMMENDATION**

Staff recommends approval of Alternative #1.

The BID Board continues to communicate with businesses within the BID zones. The BID offers businesses the means to pool their resources by assessing themselves to collectively pay for programs which would not be possible on an individual basis. The Sunnyvale Downtown Association (SDA)/BID Board holds a monthly meeting to keep business people informed about current activities and about future opportunities for them to get involved. Also, the SDA, acting as the Board, has continued to work to promote Downtown maintaining their Web site ([downtownsunnyvale.com](http://downtownsunnyvale.com)), as well as other promotions through its Downtown events. These events include the Summer Music Series, the Holiday Tree Lighting, Pet Parade, and other events. SDA/BID members continue to volunteer their time in pursuing the success of the Downtown Sunnyvale BID.

Reviewed by:



Hanson Hom, Director, Community Development  
Prepared by: Maria Rodriguez, Administrative Analyst

Reviewed by:



Mary Bradley, Director, Finance

Approved by:



Gary M. Luebbers  
City Manager

**Attachments**

- A. BID Annual Report for FY 2008/2009
- B. Resolution of Intention to Reauthorize the Downtown Sunnyvale Business Improvement District for FY 2009/2010

# **ATTACHMENT A**



February 26, 2009

TO: Mayor and City Council members  
City of Sunnyvale

FROM: BID Board  
Sunnyvale Downtown Association (SDA)

RE: State of the BID/SDA

Dear Sirs and Ma'am,

**Past**

Attached (Exhibit A) is a copy of the SDA's expense & revenue report for July 1, 2008 through June 30, 2009.

Our start-up funding comes from the BID, which amounted to approximately \$25,000. Fiscal year 2007-08 the SDA staff and Board decided to use the monies to produce Murphy Avenue St. Patty's Day, The Summer Series, Holiday & Christmas Tree Lighting and the Sunnyvale Pet Parade. The production of these four events grossed \$78,000 from sales and sponsorships. After expenses for the year were subtracted the SDA netted \$7,000.

**Present/For the Year**

The Board approved the Executive Director's recommendation to remove St. Patty's Day, shelf Sunfest until 2010 and add Jazz Blues & Beyond Series and Cinema in The Plaza (subject to funding) events for 2009.

**Event Revenue & Overview**

For 2008, Summer Series averaged \$4,300.00 per week in event sales and netted the organization \$6,000. This series generates more revenue than any other event. The recent concern over starting the Murphy Ave. Streetscape project after the Summer Series was a testament to the economic vitality of the Summer Series. Our newest event addition was the Howl'oween Pet Parade. With sponsorship and support from the City of Sunnyvale, Sunnyvale Rotary and Kiwanis Club we managed to break even for the Howl'oween Pet Parade. Although the Howl'oween Pet Parade won't ever generate much income for the BID members it falls into our mission statement, "...to promote advocate and add vitality to downtown Sunnyvale." The Christmas Tree Lighting event has virtually no sales but results in a small profit due to corporate sponsorship and low city service fees.

**Event Sponsorships**

Despite the weakened economy we brought in record sponsorships again for 2008. Increase in sponsorship was attributed to staff diligence in finding new sponsor partners. Since 2009 has not been seen strong sponsorship along with increased city service fees, we decided not to produce St. Patty's this season. Staff will work diligently trying to secure the needed sponsorship dollars for our remaining fiscal event, which is The Summer Series. We will also continue to pursue funding for two new events: Jazz Blues & Beyond and Cinema in The Plaza. These events are tentative until we are able to acquire sponsorship.

### Staff Salaries

In 2008, we expanded our staff to three, all being part-time positions. The positions are: Executive Director (ED), Event Coordinator and Promotion Director. The cost for three positions will be \$33,600.

### Future

The BID Board strongly recommends that we continue the BID assessment. The BID serves as the SDA's seed money. Without the BID, we couldn't provide the services and events to our community. The BID will continue with producing quality events and promoting downtown Sunnyvale. These events are especially important to continue to attract patrons to downtown during these tough economic times and the construction of Town Center and Murphy Avenue.

Commercial marketing and promotion will continue. Resources for marketing will include local and regional publications. Maintenance of the SunnyvaleDowntown.com site is also needed to reach a broader population group. Our business directory will be available online in the next few weeks which will simplify a customer's search for restaurants and services in Downtown Sunnyvale.

For fiscal July 2009 – 10 we plan on introducing The Big Easy Fest & Gumbo Cook-Off slated for March 2010. Budget details will not be available until around November 2009.

### Overview

As you are aware we are living in tough economic times. It's during these tough times that we must create an even more attractive downtown for the community and its visitors; give the patron even more reasons to visit our downtown so that our existing businesses survive these harsh economic times. Now is the time to produce even more events, increase our marketing efforts through advertising and expand our website tools. We will be looking to partner with the City of Sunnyvale in the introduction of these new events and marketing efforts.

We are in desperate need of office/storage space. Our office is virtual therefore there are no office expenses presented on our report, but the needs of having a physical presence in our community is becoming more vital. In January of 2009, we lost our storage due to the demolition of Town & Country building 7. Obviously, this will change our bottom line but acquiring an office and storage space is crucial in order to properly serve our community. We are currently "in talks" with city staff looking at city owned vacant properties that may fill our needs.

Proposed projects are based on the proposed budget for 2009. Projects/events will be modified based on budget actuals as assessment payments and sponsorships are received.

Thank you for your support and once again please support our request to continue the BID for Downtown Sunnyvale.

If you have any questions please do not hesitate to call the SDA at (408) 516-7217.

## ATTACHMENT A, EXHIBIT A

Sunnyvale Downtown Association BID Expense & Revenue Report 2008-09		Mar-09 Actual		
Advertising, Promotion & Marketing				
Sunnyvale Downtown Visitors Guide				
	Print Ads	\$	24,000.00	
	SDA Web site & E News			
	Downtown Outreach Surveys			
	Historic District Merchants Brochure			
	Design			
Commissions & Fees (sponsorships)				
Conferences, meetings & seminars (attended)		\$	1,000.00	
Contract Labor		\$	800.00	
Dues/Subscriptions/Contributions		\$	100.00	
Employee Health Benefits				
Events & Programs				
	Big Easy Fest (pending)			
	Christmas Tree Lighting & Holiday Celebration	\$	10,964.00	
	Cinema In The Plaza (pending)			
	Golf Tourney (pending)			
	Howloween Pet Parade	\$	10,871.47	
	Jazz & Beyond Series (pending)			
	Oktoberfest (pending)			
	Summer Music Series	\$	43,765.42	
	Sunfest			
	St. Patty's Day			
Finance Services Charges				
Insurance				
	General	\$	2,238.00	
	Directors & Officers			
	Workman's Compensation			
Janitorial & Cleaning				
	Audit			
	Legal			
Maintenance & Repair				
Office Supplies		\$	461.00	
Payroll Taxes				
Postage				
Printing & Reproduction				
Purchases				
	Rent			
Tools & Equipment (incl. furniture & IT)				
Seminars, Workshops & Speakers (hosted)				
Staff Wages		\$	33,600.00	
Sub Contractors				
	Accountant	\$	2,500.00	
	Outside Labor	\$	5,150.00	
Supplies (non office)		\$	1,920.45	
Taxes, Licenses & permits		\$	2,118.65	
Telephone/ Internet/Communications		\$	490.00	
Travel & Entertainment				
Utilities				
<b>TOTAL EXPENSES</b>		<b>\$</b>	<b>139,978.99</b>	
<b>REVENUE</b>				
<b>CONTRIBUTED INCOME</b>				
BID Fees		\$	25,296.30	
Event Sales				
	Beverages	\$	47,689.00	
	Vendor Spaces	\$	9,101.00	
Event Sponsorships		\$	36,735.00	
Grants				
	City/Government			
	Community Event Grants	\$	9,490.00	
Sand Hill Property Company Mitigation Fees		\$	24,000.00	
<b>TOTAL REVENUE</b>		<b>\$</b>	<b>152,311.30</b>	

# **ATTACHMENT B**

## RESOLUTION NO. \_\_\_\_\_

**RESOLUTION OF INTENTION OF THE CITY COUNCIL  
OF THE CITY OF SUNNYVALE TO REAUTHORIZE THE  
DOWNTOWN SUNNYVALE BUSINESS IMPROVEMENT  
DISTRICT AND HOLD A PUBLIC HEARING**

WHEREAS, under California Streets and Highways Code Section 36500, *et seq.*, the City Council of the City of Sunnyvale is authorized to reauthorize an improvement district and to act as the legislative body for an improvement district; and

WHEREAS, the City Council now desires to proceed with the reauthorization of an improvement district in order to finance improvements and/or activities necessary or incident to development in the City of Sunnyvale.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SUNNYVALE THAT:

1. Authority. The City Council proposes to conduct proceedings and declares its intention to reauthorize an improvement district pursuant to California Streets and Highways Code Section 36500, *et seq.*

2. Name. The name of the district will continue to be the "Downtown Sunnyvale Business Improvement District" (the "District").

3. Boundaries. The boundaries of the entire area included in the District, and the boundaries of each separate benefit zone within the District, are set forth in the map attached hereto as Exhibit A and incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Sunnyvale.

4. Improvements. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the District are in Exhibit B attached hereto and incorporated by reference.

5. Benefit Fee. Except to the extent that funds are otherwise available to the District, the City Council intends to levy an annual benefit fee on businesses in the District to pay for selected improvements and activities of the District. All funds of the District shall be expended on improvements and activities within the District. The method and the basis for levying the benefit fee on all businesses within the District are set forth in Exhibit C, attached hereto and incorporated herein by reference.

6. Exemption. New businesses shall be exempt from payment of the fee until the next billing period following their establishment occurs.

7. Public Hearing. A public hearing to establish the District is hereby set for April 21, 2009, at 7:00 p.m., before the City Council of the City of Sunnyvale, at Council Chambers, City Hall, 456 West Olive Avenue, Sunnyvale, CA.

(a) Testimony. At the public hearing the testimony of all interested persons, for or against the reauthorization of the District, interested in matters concerning the boundaries of the District, the areas of benefit within the District and the assessments to be levied, will be heard.

(b) Protest(s). A protest against the reauthorization of the District, or any aspect of it, may be made orally or in writing. Any oral protest shall be made at the said public hearing. To count in the majority protest against the District, a protest must be in writing. A written protest may be withdrawn from record at any time before the conclusion of the public hearing. Each written protest shall contain a written description of the business in which the person signing the protest is not shown on the official records of the City of Sunnyvale as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business. Any written protest as to the regularity or sufficiency of the proceedings shall be in writing and clearly state the irregularity of defect to which objection is made.

If, at the conclusion of the public hearing, there are of record, written protests by the owners of the businesses within the District that will pay fifty percent (50%) or more of the total assessments of the entire District, no further proceedings to reauthorize the District shall occur. New proceedings to form a District shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protest by the City Council. If the majority of written protests are only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the District.

8. Notice of Public Hearing. The City Clerk is hereby directed to cause notice of the public hearing to be given by causing copies of this resolution to be posted in three (3) prominent places in the City of Sunnyvale and to cause publication of this Resolution in a newspaper of general circulation once, at least ten (10) days before the hearing, and a list of places where copies of this resolution are posted.

Adopted by the City Council at a regular meeting held on \_\_\_\_\_, 2009, by the following vote:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

ATTEST:

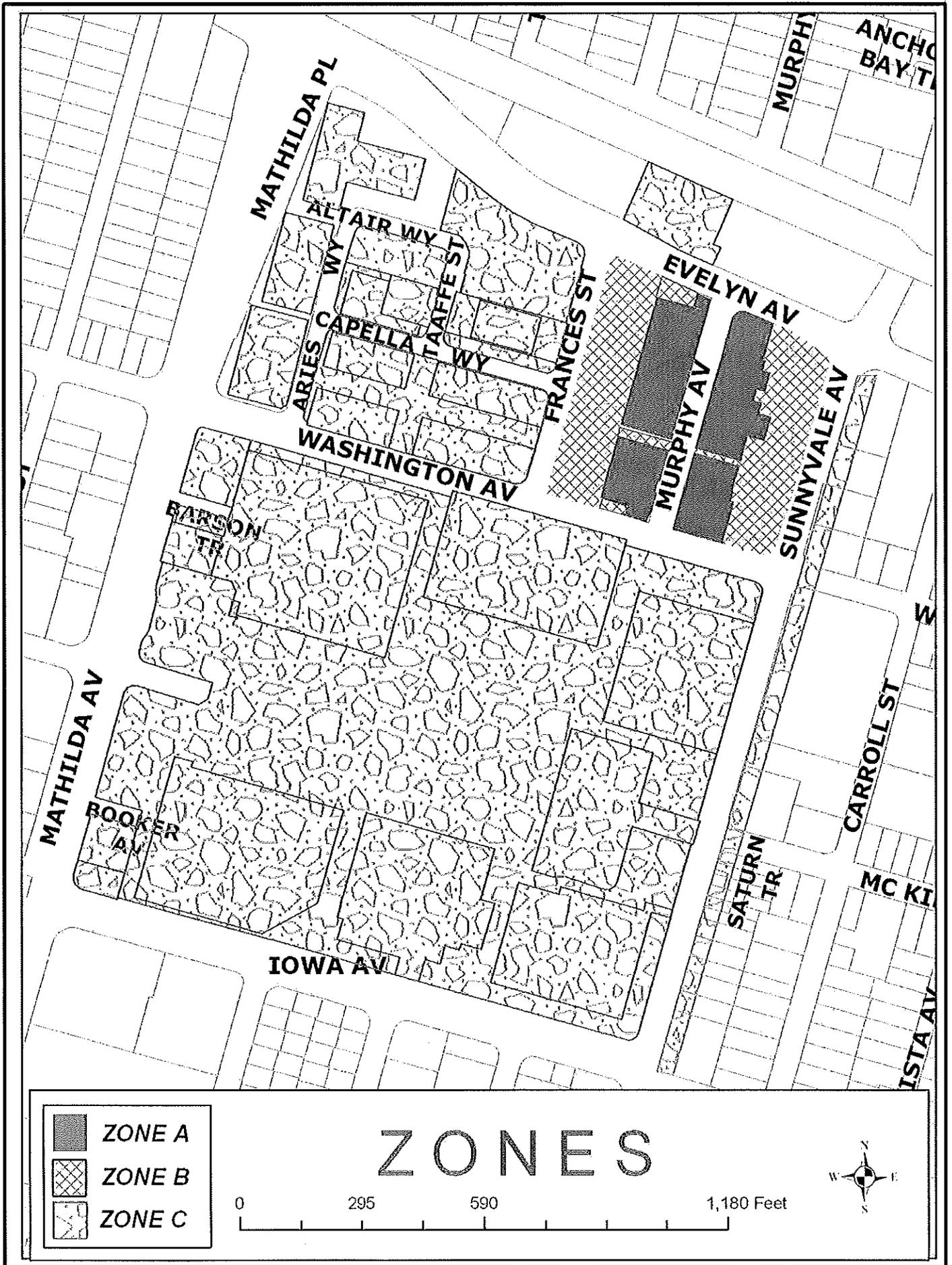
APPROVED:

\_\_\_\_\_  
City Clerk  
(SEAL)

\_\_\_\_\_  
Mayor

APPROVED AS TO FORM AND LEGALITY:

\_\_\_\_\_  
David E. Kahn, City Attorney



**Proposed Annual BID Programs - Present and Future**

A) Current Programs: The best of the current downtown programs will be retained while being made bigger and better. Several of those are as follows:

- Sunnyvale Summer Series - Music and Market
- Annual Holiday Tree Lighting
- Cinema in the Plaza
- Print Media in local newspapers
- Downtown Sunnyvale Website

B) Possible Future BID Programs: In addition to commercial marketing and special events, other member benefit programs will include Civic Beautification and Signage as well as a specific Member Services Program.

Several of these new and continued programs for Fiscal Year 2008/2009 are as follows:

**Program 1) Commercial Marketing and Promotion**

This Commercial Marketing Program has been created to enable local businesses to compete more successfully and cost-effectively, for tenants and customers, with nearby commercial centers and malls, such as are found in San Jose and Palo Alto. This is to be accomplished by establishing a means of supporting the long-term and day-to-day needs of Sunnyvale's retailers while aggressively attracting visitors and shoppers into the traditional central business district.

Among other projects, the BID program will sponsor the publication of a Directory of Downtown Sunnyvale Goods And Services which will identify and promote all business types within the area. Businesses will be listed according to name, type of business and location. A brief description of each business will be provided as part of the listing.

The Directory information will serve several purposes including being used with the BID Website as well as in a published format complete with a map of the new BID area. An additional use of this information would be to be used as an ad or insert in local and regional newspapers.

This Directory of goods and services will be distributed by the new BID organization as well as by the City. Local businesses will also be provided with copies of the Directory. The benefits of the Directory will be provided to all businesses on a no cost basis.

- Downtown Directory Of Goods and Services
- Consistent Advertising Pages in Local Publications
- "Shop Downtown Sunnyvale" Campaign

**Program 2) Special Events and Activities**

The marketing program will also work toward development of a annual series of special events, fairs and festivals that are not necessarily retail-oriented, and in fact, may serve as successful program fund-raisers. This program of special events and street fair activities are intended to focus public attention and patronage on the overall commercial district as well as on the overall community. This is especially important during the different construction phases in downtown Sunnyvale which will affect the main streets in and out of downtown. Examples of these activities would include parades, festivals, fairs, seasonal events, markets, concerts, holiday themes and celebrations. Several special events and activities that are suggested for the approval of the BID membership are as follows:

- Jazz Blues and Beyond Series
- Cinema in The Plaza
- Flea Markets
- Parades and Car Shows
- Historic Celebrations
- Ethnic Themes
- Restaurant Cooking Contests, Themes Nights, Chili Cookoffs, BBQs, Etc.

**Program 3) Civic Beautification and Signage**

It is recommended the BID play the lead role in the planning and implementation of a Downtown civic beautification program. The purpose of this program would be the development of various appropriate commercial marketing-oriented civic beautification special effects projects.

- Twinkle Lights on Murphy Street Trees as well as Holiday Street Lighting
- Public Art Programs, Wall Murals, etc.
- Programs of Seasonal Decorations
- Downtown Information Kiosks

**Program 4) Member Services**

- Management - Administration of all downtown programs
- Links to Website for Downtown Merchant
- Featured Monthly Business on Website
- Serving as Liaison with City Regarding Downtown Issues Such As Parking and Enforcement and other Construction-related issues.

**Possible Annual BID Budget:**

1) Income

Zone A: 45 businesses paying an average annual benefit fee of \$397.	\$17,900
Zone B: 20 businesses paying an average of \$220.	\$ 4,400
Zone C: 93 businesses paying an average of \$104.	\$ 9,760
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Total potential BID annual collections	\$32,060
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Revenues from SDA special events and fund-raisers	\$57,000
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Construction Mitigation from Sand Hill Property Company, Grants, Event Sponsorships and other misc. revenue	\$ 70,000
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Total BID Program annual budget	\$159,060

2) Expenditures

<u>Program</u>	<u>Amount</u>	<u>Percent</u>
1) Commercial Marketing Program	\$93,845	59%
a) Advertising and promotion		
b) Theme development		
c) Special events and activities		
d) Visitor attraction		
2) Civic Beautification and Signage Program	\$15,906	10%
a) Streetscape beautification, lighting		
b) Public arts programs		
c) Public-private directional signage		
3) Programs Administration and BID Management	\$49,309	31%
<hr/>		
Totals	\$159,060	100%

**ATTACHMENT B - EXHIBIT C**

Proposed Annual BID Benefit Fee

	ZONE A	ZONE B	ZONE C
Retailers, Restaurants, Bars	\$500	\$300	\$150
Service Businesses	\$300	\$200	\$100
Lodging	\$10/rm.	\$10/rm.	\$10/rm.
Professional Services Businesses	\$100	\$100	\$100
Financial Institutions	\$500	\$500	\$500

**Business type definitions:**

**Retail and Restaurant:** Businesses that buy and resell goods, examples are clothing stores, shoe stores, office supplies as well as businesses that sell prepared foods and drinks.

**Service Businesses:** Businesses that sell services. Examples are beauty and barber shops, repair shops, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

**Lodging:** Includes renting rooms by the day or week to community visitors.

**Professional Services Businesses:** Includes Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists, Realtors, Insurance Offices, Mortgage Brokers and most other businesses that require advanced and/or specialized licenses and/or advanced academic degrees.

**Financial Institutions:** Includes banking and savings and loan institutions as well as credit unions, etc.