Council Meeting: May 21, 2013

SUBJECT: Public Hearing, Discussion and Possible Action to Introduce an Ordinance Amending Chapter 3.60 - Downtown Sunnyvale Business Improvement District of Title 3 - Revenue and Finance of the Sunnyvale Municipal Code to Expand Zone C of the Sunnyvale Business Improvement District

BACKGROUND

On April 9, 2013, the City Council adopted a Resolution of Intention ("ROI") to set the public hearing to consider the proposed expansion of Zone C of the Sunnyvale Business Improvement District ("BID"). The ROI established May 21, 2013 as the date for a public hearing to consider expanded boundaries (RTC 13-075). The public hearing for the proposed expansion of Zone C will give businesses within the new boundaries the opportunity to express their comments, concerns and/or any protests regarding the proposed activities, and/or expansion of Zone C.

If, at the conclusion of the public hearing regarding the proposed expansion of Zone C boundaries, businesses within the new boundaries who pay 50 percent or more of the total assessment file a protest, no further proceedings to expand Zone C boundaries can occur. If protests do not exceed 50 percent, staff recommends that Council introduce the Ordinance Amending the Sunnyvale Municipal Code, Title 3, Chapter 3.60 for Fiscal Year 2013/2014 (Attachment A).

Downtown Sunnyvale BID

There are approximately 160 businesses located in the existing BID area, which is divided into three zones: Zone A, Zone B, and Zone C. The proposed expansion of Zone C would add an additional 27 businesses. The current BID boundaries are Sunnyvale, Iowa, Mathilda and Evelyn Avenues (Attachment A).

The current Board members are:

- Joe Antuzzi, Il Postale Restaurant
- Gary Hurd, French Quarter
- Johnny Sevey, Rok Bistro
- Kathy Johnson, Broadcom
- Leigh Odum, Leigh's Favorite Books
- Gary Gold, Dr. Gold & Associates
- Joel Wyrick, SDA/BID Executive Director (non-voting member)
which does not comply with this section shall not be counted in determining a majority protest.

- Staff will begin logging written, confirmed protests at the beginning of the public hearing. If the protests are tabulated before the end of the public hearing, staff will be able to convey the outcome and Council will be able to take action.

- If the protests are not tabulated before the end of the public hearing, Council may take a short break (5 minutes for tabulation) or continue this item and move on to the next agenda item. At the conclusion of the agenda item after the tabulation is complete, the Mayor will re-open the item and staff will then report the results of the ballot tabulation and Council can take action.

- If total protests do not exceed 50 percent or more of the BID’s total assessments, Council may take action to introduce the Ordinance Amending Chapter 3.60.030, Title 3 of the Sunnyvale Municipal Code for the BID.

If the Ordinance Amending the Sunnyvale Municipal Code, Title 3, Chapter 3.60 for the proposed expanded Zone C businesses is adopted (Attachment A); the BID Board can adopt a list of activities to be funded by the BID. However, the final activities cannot be voted on by the BID board until the BID is funded.

The benefit assessment established for Sunnyvale businesses shall be billed and collected by July 15, 2013. Payments will be considered late if not received on or before the due date listed on the invoice. Businesses will accrue late fees for every 30 days delinquent after original due date. A 10 percent late penalty will be added to assessment amount for every 30 days payment is late. The penalty fees will accrue for up to five months after the original due date. If payment is not received after five months, the City will forward delinquent accounts to a collections agency for further action. Once the business is assigned to the collections agency, additional fees will accrue.

**FISCAL IMPACT**
There is no impact to the General Fund. The City charges the BID for any costs associated with collecting the assessments. Finance staff has estimated a cost of $2,500 annually.

Adoption of the ordinance to expand Zone C boundaries of the Downtown Sunnyvale Business Improvement District does not constitute City endorsement of BID’s budget (Attachment B), nor does it obligate the City to incur any of the expenses projected by that report.
EXISTING POLICY
Municipal Code Sections – Downtown Sunnyvale Business Improvement District:
3.60.050. Establishment of benefit assessments.
3.60.060. Purpose and use of benefit assessments.
3.60.090. Collection of benefit assessment.
3.60.110. Annual budget process.
3.60.120. Decisions regarding expenditure of funds.

General Plan-Land Use and Transportation - Economy
Policy LT-7.4 Create a strong, identifiable central business district that provide regional and citywide shopping opportunities.

DISCUSSION
Per Sunnyvale Municipal Code Section 3.60.050, Establishment of benefit assessments, the formula for calculating the BID assessment amount is determined by the BID Board and enacted by the City. Assessments are levied on businesses on the basis of relative benefit from the activities to be funded. The City collects the assessment fee and forwards the collected funds to the BID. The City charges the BID a fee for administrative costs associated with this service. The cost is reviewed and adjusted annually as needed.

Process
Under Streets and Highways Code Section 36500-36504, business owners have the opportunity to protest the establishment and extent of the area, activities or improvements. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made. If written protests are received from business owners in the BID who will pay 50 percent or more of the assessments proposed and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to expand Zone C shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

The process for the public hearing is:

- Open the public hearing and hear public comments and protests that were not received prior to Council meeting.

- City staff will receive any written protests from registered business owners. Each written protest shall contain a description of the business in which the person is subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the City as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. A written protest
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 website. Staff mailed and hand-delivered notices to BID members announcing the Public Hearing. Additional outreach was done by the BID Board through email communications to their members.

As required by state law, Resolution of Intention number 573-13 adopted on April 9, 2013 was mailed to all proposed Zone C members and was also published in the legal ads section of the Sunnyvale Sun on May 3, 2013.

ALTERNATIVES
1. Introduce the Ordinance Amending Chapter 3.60 - Downtown Sunnyvale Business Improvement District of Title 3 - Revenue and Finance of the Sunnyvale Municipal Code.
2. Do not approve the Ordinance Amending Chapter 3.60 - Downtown Sunnyvale Business Improvement District of Title 3 - Revenue and Finance of the Sunnyvale Municipal Code.
3. Continue item and restart the legal process, beginning with re-noticing for a Resolution of Intention.

RECOMMENDATION
Staff recommends approval of Alternative #1.

Reviewed by:

[Signature]
Robert Walker, Assistant City Manager
Prepared by: Connie Verceles, Economic Development Manager

Approved by:

[Signature]
Gary M. Luebbers
City Manager

Attachments
A. Ordinance Amending Chapter 3.60 - Downtown Sunnyvale Business Improvement District of Title 3 - Revenue and Finance of the Sunnyvale Municipal Code
B. BID Annual Report for FY 2012/2013 and Proposed Annual BID Budget
C. Business Support Letters
ORDINANCE NO. ___-13

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SUNNYVALE, MAKING FINDINGS AND AMENDING CHAPTER 3.60 (DOWNTOWN SUNNYVALE BUSINESS IMPROVEMENT DISTRICT) OF TITLE 3 (REVENUE AND FINANCE) OF THE SUNNYVALE MUNICIPAL CODE TO ENLARGE BOUNDARIES AND ADD BUSINESSES TO ZONE C

WHEREAS, on April 9, 2013, the City Council of the City of Sunnyvale (the “City”) adopted Resolution of Intention No. 573-13 to Expand the Existing Boundaries of the Downtown Sunnyvale Business Improvement District (the “District”), and to levy a benefit assessment on additional businesses, trades, professions, and vendors within said amended boundaries of the District (“Expanded Zone C”), the proceeds of which shall be used for the purposes herein described pursuant to Parking and Business Improvement Area Law of 1989, Part 6 (commencing with Section 36500), of Division 18, of the California Streets and Highways Code (the “Act”).

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF SUNNYVALE DOES ORDAIN AS FOLLOWS:

SECTION 1. The City Council makes the following findings concerning modifying the Sunnyvale Downtown Business Improvement District (“BID”) boundaries to add businesses located within Proposed Zone C, as required by Streets and Highways Code section 36527.

a. A Resolution of Intention No. 573-13 was adopted by the City Council on April 9, 2013, to set the date and time of public hearing on the issue of enlarging the boundaries of Proposed Zone C by adding additional businesses to the BID.

b. The City Council conducted a public hearing, after giving due notice thereof as required by law, on May 21, 2013, at 7:00 p.m. at City Hall, 456 West Olive Avenue, Sunnyvale, California.

c. The public hearing has been held and the City Council has heard and considered all oral and written protests against expanding Zone C boundaries of the District, the extent of the area, the furnishing of specified types of improvements or activities within the area and other comments regarding such proposed actions.

d. The boundaries of the proposed additional businesses are located on the west side of Mathilda Avenue from Evelyn Avenue to Iowa Avenue and on the south side of Iowa Avenue from Mathilda Avenue to Sunnyvale Avenue.

e. Protests in writing from businesses in the Expanded Zone C paying 50% or more of the proposed assessment have not been received and the amended boundaries of Zone C are hereby amended.
f. The businesses within the entire BID established by this ordinance shall be subject to amendments to Streets and Highways Code, commencing with section 36500, and the Sunnyvale Municipal Code 3.60, Chapter 60 of Title 3.

g. The rate and method of levying the assessments, applicable to Proposed Zone C businesses, is set in Ordinance Code section 3.60.050 which establishes business types, zones of benefit and amount of annual assessment for each type of business as excerpted and shown in the table below.

<table>
<thead>
<tr>
<th>Zones of Benefit</th>
<th>Zone A</th>
<th>Zone B</th>
<th>Zone C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retailers, Restaurants, Stand-Alone Bars</td>
<td>$500</td>
<td>$300</td>
<td>$150</td>
</tr>
<tr>
<td>Service Businesses</td>
<td>$300</td>
<td>$200</td>
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<td>Professional Services Businesses</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>Lodging</td>
<td>$10/room</td>
<td>$10/room</td>
<td>$10/room</td>
</tr>
<tr>
<td>Financial Institutions</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
</tbody>
</table>

h. The City Council finds that the improvements and activities to be provided in the BID area will be funded by the levy of assessments, and declares that the revenue derived shall not be used to provide improvements or activities outside the BID area or for any other purpose other than the purposes specified in the resolution of intention, as may be modified by the City Council.

i. The businesses within the BID, including the new Zone C businesses, will be benefited by the improvements and activities funded by the assessments proposed to be levied.

2. The assessments will be collected by city invoice to each business owner following hearing in July, 2013, and each year thereafter in July. Payments will be considered late if not received on or before the due date listed on the invoice. The business will accrue late fees for every 30 days delinquent after the original due date. A 10% late penalty will be assessed in addition to the assessment amount for every 30 days payment is late. The penalty fees will be accrued for up to five months after original due date. If payment is not received after five months, the City will forward delinquent accounts to collections agency for further action. Once the business is assigned to the collections agency, additional fees will accrue.

SECTION 2. CHAPTER 3.60 AMENDED. Chapter 3.60 (Downtown Sunnyvale Business Improvement District) is hereby amended as follows (Revenue and Finance) of the Sunnyvale Municipal Code, to read as follows:

3.60.030. Boundaries of the District.
A Business Improvement District is hereby established pursuant to the Parking and Business Improvement Area Law of 1989, Streets and Highway Code Section 36500 et seq. The boundaries of the District and the benefit zones within the District shall be as set forth on the Boundary Map, including any modifications, of the Downtown Sunnyvale Business Improvement District on file in the office of the City Clerk.
SECTION 3. CONSTITUTIONALITY; SEVERABILITY. If any section, subsection, sentence, clause or phrase of this Ordinance is for any reason held to be invalid by a court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance. The City Council hereby declares that it would have passed this ordinance, and each section, subsection, sentence, clause and phrase thereof irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared invalid.

SECTION 4. CEQA - EXEMPTION. The City Council finds, pursuant to Title 14 of the California Code of Regulations, Section 15061(b)(3), that this ordinance is exempt from the requirements of the California Environmental Quality Act (CEQA) in that it is not a project which has the potential for causing a significant effect on the environment. The City Council therefore directs that the Office of Economic Development may file a Notice of Exemption with the Santa Clara County Clerk in accordance with the requirements of CEQA.

SECTION 5. EFFECTIVE DATE. This ordinance shall be in full force and effect thirty (30) days from and after the date of its adoption.

SECTION 6. POSTING AND PUBLICATION. The City Clerk is directed to cause copies of this ordinance to be posted in three (3) prominent places in the City of Sunnyvale and to cause publication of a notice once in The Sun, the official newspaper for publication of legal notices of the City of Sunnyvale, setting forth the date of adoption, the title of this ordinance, and a list of places where copies of this ordinance are posted, within fifteen (15) days after adoption of this ordinance.

Introduced at a regular meeting of the City Council held on May 21, 2013, and adopted as an ordinance of the City of Sunnyvale at a regular meeting of the City Council to be held on __________, 2013, by the following vote:

AYES: NONE
NOES: NONE
ABSTAIN: NONE
ABSENT: NONE

ATTEST: APPROVED:

__________________________ _________________________
City Clerk Mayor
(SEAL)

APPROVED AS TO FORM:

____________________________
Joan Borger, City Attorney
Legend

Zone A
Zone B
Zone C
Proposed Zone C

Downtown Zones
ATTACHMENT B
March 6, 2013

TO: Mayor and City Council members  
City of Sunnyvale

FROM: Joel Wyrick & The BID Board  
Sunnyvale Downtown Association (SDA)

RE: State of the BID/SDA

Dear Sirs and Ma'am,

On February 6, 2013 the Board of Director's approved the renewal of the BID. Attached (Exhibit A) is a copy of the SDA's expense & revenue report for July 1, 2012 through June 30, 2013 along with projections for the 2013/14 fiscal year.

Past

Our start-up funding comes from the BID, which amounted to approximately $28,197. For our 2013/14 fiscal year the SDA staff and Board decided to use the monies to produce The Magic of Sunnyvale Wine Stroll, Summer Series Music + Market, The Jazz & Beyond Series and the Holiday & Christmas Tree Lighting. The production of last year's events grossed 106k from the sales, sponsorships and grants.

Present/For the Year

The Board approved the Executive Director's annual budget and his recommendations for the upcoming 2013 year.

Event Revenue & Overview
All events stayed within budget. As in years past The Christmas Tree Lighting has no sales associated with the event but turns a profit due to very little City service fees attached to the event and good sponsorship support. The Magic of Sunnyvale Downtown Wine & Food Stroll took a little dip due to lack of promotion as we didn't hoist a banner on El Camino nor advertise in the Sun and Santa Clara Weekly's as years' past.

Event Sponsorships
Staff were able to secure strong sponsorships for last year's events. Continual support has come from Broadcom, BRE, Carmel Properties, and Palo Alto Medical Foundation.

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 as a good place to visit, shop and do business. These events are especially important to continue to attract patrons to downtown.

As we know, the BID is a self-imposed tax of the downtown businesses. Outside of paying their standard fees, taxes and licenses associated with owning and operating a business these businesses have been and continue to reach into their pockets and come up with additional monies to: promote, market and create events for the City of Sunnyvale and our community.
Once again, we ask that the City Council consider matching the contribution made by the businesses. There are two fundamental reasons why. One, most of our events should be City partnered events. We are one of the few cities who doesn't partner or produce large community events for their downtown community. This has been our intent for a few years now, but past council members felt we needed to show that our organization was capable of marketing Sunnyvale. The last three years has proven that the SDA can create new events, market and produce events at a fraction of the cost of what the City would have to pay and still provide a safe quality event. Of course, the City would have direct input and final approval on where or what their contribution will be used for. Secondly, these matching dollars will enable us to compete with the other communities by producing yearlong quality events, retain quality staff and market our city/downtown through our website and visitors guide. As a downtown our initial marketing budget is $28,000 (twenty-eight thousand). We as a city have to become more proactive when marketing ourselves. Our events and efforts bring new people to our downtown. Our visitors may come with intent on attending a certain event as advertised, but they soon discover the great amenities that set Sunnyvale apart from all of the other south bay cities. A real downtown that features great restaurants, retail stores and housing - a new place they can call home.

All of the marketing, events and activities produced by the SDA is a direct reflection of our City. SDA would like the city of Sunnyvale to be a fiscal partner. We are not asking for a hand-out; we are asking for a hand. We recognize this as a true partnership, should the businesses decide to no longer pay into the BID the city shouldn't either. Our partnership becomes even more critical as were are the closest city with a downtown to the new 49er stadium. If done correctly we will be the downtown to go to before and after any event that comes to the stadium. We should be looking to create some kind of 49er celebration event during pre-season or at season opener in hopes of establishing downtown Sunnyvale as the downtown of the 49ers!

The last remaining piece to the BID would be the expansion of the BID footprint to include the west side of Mathilda Avenue and the south side of Iowa Ave. We feel this would be a logical move to include both sides of the street similar to what we include for Evelyn Avenue and Sunnyvale Avenue. We have done extensive outreach to the new businesses and have received no objections to becoming part of the BID. We have visited and mailed notices to those businesses. In addition, we hosted two public outreach meetings for those within the new boundaries to answer any questions regarding the expansion. It was explained to them that their benefits will include being listed both in the online and printed downtown directories.

Commercial marketing and promotion will continue. Resources for marketing will include local and regional publications. Maintenance of the SunnyvaleDowntown.com and Facebook sites will continue in order to maintain an internet presence.

Overview

I am proud to say we are arguably one of the most productive downtown associations in the bay area, considering the seed money we start with. Other associations are quite impressed with our efficiency and the amount of events and services we provide our BID members. We continually seek out ways to create an even more attractive downtown for the community and its visitors and give the patrons even more reasons to visit our downtown so that our existing businesses survive these competitive economic times.

We look forward to working with the new developer (of the former Town Center site) and hope that the City includes the SDA in its dialogue. The SDA strongly believes that mitigation fees should be part of this dialogue and be re-instituted as soon as a new developer takes over the project. Block 18 is paramount in the making a vibrant downtown Sunnyvale and allowing the SDA to be part of the process would only make it an even better place to live, work and play.

Proposed projects are based on the proposed budget for 2013. Projects/events will be modified based on budget actuals as assessments are made and sponsorships are received.

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

If you have any questions please do not hesitate to call the SDA at 408-516-7217.
<table>
<thead>
<tr>
<th>SDA ORGANIZATION EXPENSE &amp; REVENUE</th>
<th>2012-13 Budget</th>
<th>2013-14 Projected</th>
<th>Notes &amp; Comments</th>
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<tbody>
<tr>
<td><strong>EXPENSES</strong></td>
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<td>Advertising, Promotion &amp; Marketing</td>
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<td>Employee Health Benefits</td>
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<tr>
<td>Events (costs directly associated with the event)</td>
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<tr>
<td>Magic of Sunnyvale Wine &amp; Food Stroll</td>
<td>$ 9,900.00</td>
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<td>Sunnyvale Downtown Cinema</td>
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<td>$ 800.00</td>
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<td>Maintenance, Beautification &amp; Repair</td>
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<td>Printing &amp; Reproduction</td>
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<td>billed to individual projects</td>
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<td>Purchases</td>
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<td>Rent</td>
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<td>Staff Salaries</td>
<td>$ -</td>
<td>$ -</td>
<td>none we subcontract everything</td>
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<td>Taxes, Licenses &amp; permits</td>
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<td>Telephone/ Internet/Website</td>
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<td>Travel &amp; Entertainment</td>
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<td>Utilities</td>
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<td><strong>TOTAL EXPENSES</strong></td>
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<td>$ 145,240.00</td>
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## SDA ORGANIZATION EXPENSE & REVENUE

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<tr>
<th>REVENUE</th>
<th>2012-13 Budget</th>
<th>2013-14 Projected</th>
<th>Notes &amp; Comments</th>
<th>Projected</th>
</tr>
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<tbody>
<tr>
<td><strong>CONTRIBUTED &amp; SPONSORSHIP INCOME</strong></td>
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<td>Grants</td>
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<td>Matching BID or Sponsorship</td>
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<td>Corporate/Foundations</td>
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<tr>
<td>Mitigation</td>
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<tr>
<td>Other</td>
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<td><strong>SUBTOTAL -Grants</strong></td>
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<td>Projects &amp; Events Sales (incl. vendors &amp; sponsors)</td>
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<td>Magic of Sunnyvale Wine Stroll</td>
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<td>Summer Series Music + Market</td>
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</tr>
<tr>
<td>Jazz &amp; Beyond</td>
<td>$21,000.00</td>
<td>$22,000.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Howl'oween Pet Parade &amp; Faire</td>
<td>-</td>
<td>$ -</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Holiday Tree Lighting Celebration</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
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<tr>
<td><strong>SUBTOTAL - PROJECTS &amp; EVENTS</strong></td>
<td>$106,000.00</td>
<td>$99,500.00</td>
<td>revenue includes sponsorships</td>
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</tr>
<tr>
<td>SDA Memberships</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>BID Fees</td>
<td>$27,500.00</td>
<td>$29,380.00</td>
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<tr>
<td>Proposed Zone C Businesses - BID Fees</td>
<td></td>
<td>$4,150.00</td>
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<tr>
<td><strong>SUBTOTAL - SDA MEMBERSHIPS</strong></td>
<td>$27,500.00</td>
<td>$33,530.00</td>
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<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td>$151,000.00</td>
<td>$150,530.00</td>
<td></td>
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<tr>
<td><strong>NET PROFIT/LOSS</strong></td>
<td>$10,641.00</td>
<td>$5,290.00</td>
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</tbody>
</table>
ATTACHMENT C
March 22, 2013

To: Sunnyvale Downtown Association

Wells Fargo would like to see the extension of the Business Improvement District (BID) to include the west side of Mathilda Avenue, as we would love to be part of the downtown business community and take advantage of the many benefits the Sunnyvale Downtown Association has to offer.

We are delighted to work with your organization. Our best wishes for your continued success.

Sincerely,

Jeff Rademann
Region President
Wells Fargo Bank
To Whom It May Concern,  

April 27, 2013  

We at Sunnyvale Travel, would like to be part of the Sunnyvale downtown Association. As we support the BID extension.

Thank you.

Halima Valani
Manager
Sunnyvale Travel, INC.

"A BRIGHT NEW DAY IN YOUR TRAVEL PLANS"
Dear Joel,

My name is Rob Watson and I wanted to contact you about the Sunnyvale Downtown Association. I co-own a business on 247 S. Mathilda, right across the street from the space between Nokia and Apple, and in the same complex as Ann Saw Perfect, Bernardo Shoe Repair, Mathilda Dental, El Mensual Income Tax, and Sunnyvale Travel.

I would like my business, Silicon Valley Classical Guitar School, to be included in the Sunnyvale Downtown Association. Currently the boundary for the association includes the east side of S. Mathilda Ave., but not the west side where my business is located. My business would benefit from membership by being more involved with downtown events and programs. This includes having a listing for my business on the downtown map and website. We would also like to be included as a member of the association to receive news and updates on events and construction that occur downtown. Please consider expanding the boundary of the association so that businesses like mine can be more involved.

Thank you,

Rob Watson
Silicon Valley Classical Guitar School
www.siliconvalleyclassical.com
408-720-1877

Sunnyvale Downtown Classical Guitar School

Best regards,

Rob Watson
 Silicon Valley Classical Guitar School
Email: rob@siliconvalleyclassical.com
Phone: 408-720-1877
Address: 247 S. Mathilda Ave., Sunnyvale, CA 94086

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http://us-mg5.mail.yahoo.com/neo/launch?rand=1chl2bqf1cad

3/21/2013
Date: February 19, 2013

TO: Joel Wyrick, Sunnyvale Downtown Association
FROM: Dennis Moreno

RE: Membership

Yes, I would like to become a member and work towards the promotion of downtown.

If you have any questions, please call.

Respectfully,

Dennis Moreno