



EXHIBIT A

April 14, 2023

City of Sacramento
915 I Street, 3rd Floor
Sacramento, CA 95814

Re: Annual Report
Downtown Plaza Merchants' Association
In Accordance with the Streets and Highway Code Section 36530
Fiscal Year 2023/2024

No changes to the boundaries of the improvement district are proposed. Attached is a budget for use of projected income for fiscal year 2023/2024.

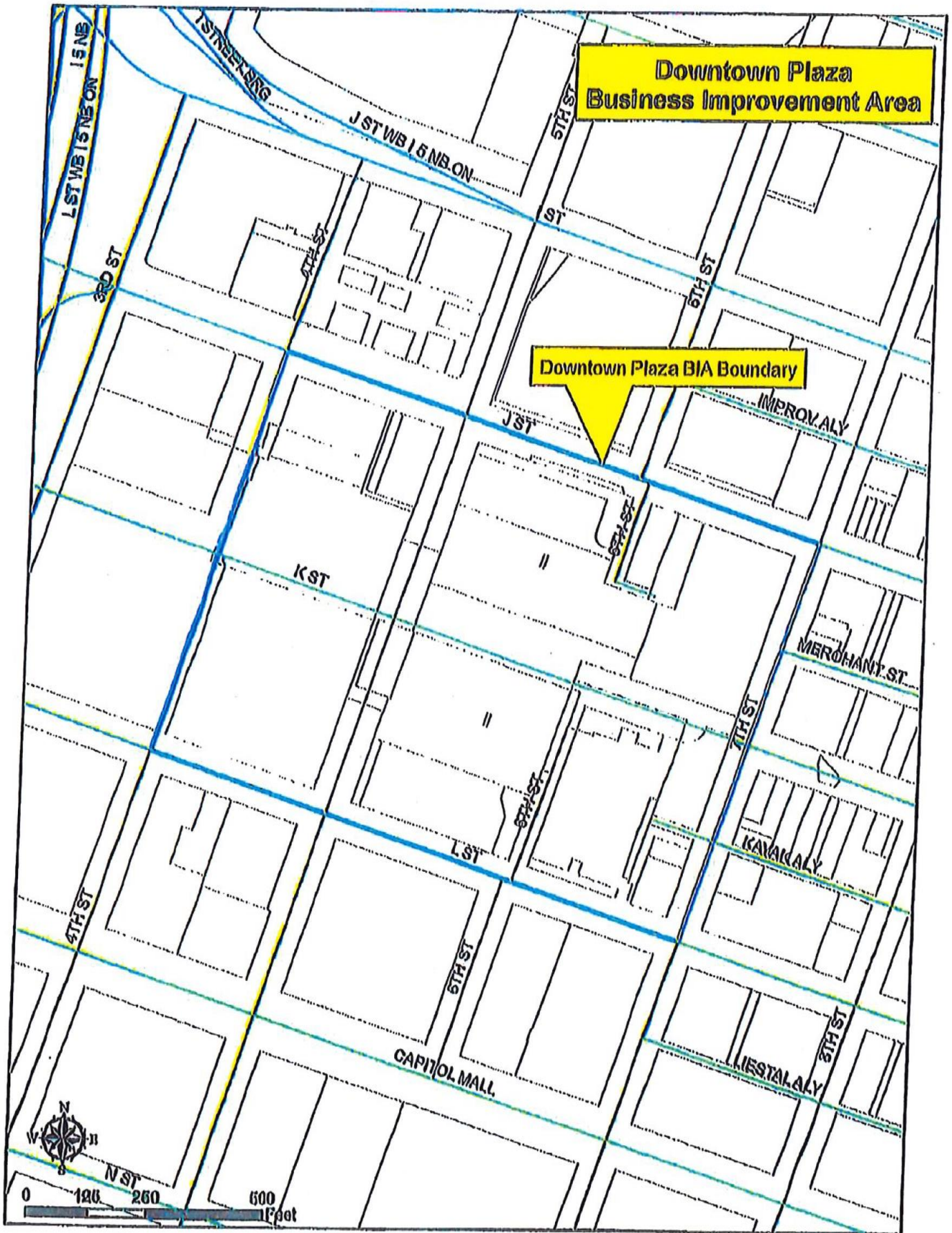
Primary expenditures are focused on community, special events, and marketing designed to drive traffic and sales to Downtown Commons restaurants and retail.

Due to a limited budget in the coming fiscal year, funds are focused on key traditional holiday and seasonal events and social media marketing.

The 2023/24 Budget was presented to the Board of Directors on March 22, 2023 and was approved unanimously.

Sincerely,

Susie Rodgers
Marketing Manager



BUSINESS IMPROVEMENT AREA FEES:

ANNUAL FEES AS OF JULY 1, 2023

Downtown Plaza BIA (B):		Minimum: \$148	Maximum: \$11,793		
			<u>Flat Amount</u>	<u>Increment</u>	<u>Basis</u>
B1	Gross Receipts	\$10,000 or less:	\$148	-	
		more than \$10,000:	\$148	+ .0008	of amount over \$10,000
B4	Gross Payroll	Flat fee	\$148	-	
B2	Professional		\$148	+ \$50	per employee
B2	Brokers		\$148	+ \$50	per employee
B3	Hotel/Motel		\$148	+ \$1	per unit in excess of 4
B1	Commercial Rental Gross Receipts:	\$10,000 or less:	\$148	-	
		more than \$10,000:	\$148	+ .0008	of amount over \$10,000

Fund	FY23		FY24
	Budget	Projection	Revenue Projection
2209	Downtown Plaza BIA:		
	Beginning Balance	0	0
	Revenue	77,957	82,809
	Interest		
	Distributions	77,957	77,957
	Ending Balance	0	0

Downtown Plaza Business Improvement Area Annual Budget

Fiscal Year 2023 - 2024

	BIA	Other	Total
Resources			
Beginning Reserves	\$ 14,752.67	\$ -	\$ 14,752.67
Other Revenues	\$ -	\$ -	\$ -
Business Tax Collections	\$ 82,809.00	\$ -	\$ 82,809.00
Total Resources	\$ 97,561.67	\$ -	\$ 97,561.67
Expenses			
Operating/Administrative Expenses			
Taxes & Tax Prep	\$ 800.00	\$ -	\$ 800.00
Office Supplies/Postage	\$ 300.00	\$ -	\$ 300.00
BIA Board/Member Meetings	\$ 1,600.00	\$ -	\$ 1,600.00
	\$ 2,700.00	\$ -	\$ 2,700.00
Advertising			
Social Media Management	\$ 36,000.00	\$ -	\$ 36,000.00
Social Photos/Reels	\$ 7,700.00	\$ -	\$ 7,700.00
Rewards Loyalty App	\$ 1,000.00	\$ -	\$ 1,000.00
Hotel Brochure	\$ 5,000.00	\$ -	\$ 5,000.00
Public Relations & Media Outreach	\$ 3,000.00	\$ -	\$ 3,000.00
	\$ 52,700.00	\$ -	\$ 52,700.00
Special Events			
DOCO Activations	\$ 9,500.00	\$ -	\$ 9,500.00
Block Party	\$ 10,000.00	\$ -	\$ 10,000.00
4th Street Market Lights	\$ 5,000.00	\$ -	\$ 5,000.00
Ice Rink Sponsorship	\$ 12,500.00	\$ -	\$ 12,500.00
	\$ 37,000.00	\$ -	\$ 37,000.00
Total Expenses	\$ 92,400.00	\$ -	\$ 92,400.00
Net Operating Income	\$ 5,161.67		\$ 5,161.67

BUSINESS IMPROVEMENT AREA ANNUAL REPORT CHECKLIST

FY 2023-2024

BIA NAME: DOWNTOWN PLAZA MERCHANTS' ASSOCIATION CONTRACT #

AUTHORITY (CS&H Code Section)	REQUIREMENT	PAGE FOUND
36533(b)	Specify BIA name	1
-Does the BIA name exactly match the previous year's BIA name? (Check one) YES ☒ NO ☐		
36533(b)	Specify fiscal year to which report applies	1
36533(b)(1)	Any proposed changes in the boundaries	NO; 1
36533(b)(1)	Any proposed changes in any benefit zones	NO; 1
-Do the boundaries and benefit zones exactly match the previous year? (Check one) YES ☒ NO ☐ (If not, describe change(s) in the NOTES section)		
36533(b)(2)	The improvements and activities for that fiscal year	2
-Are the improvements and activities in line with the Annual Report? (Check one) YES ☒ NO ☐		
36533(b)(3)	An estimate of the cost of providing the improvements and activities for that fiscal year	2
- How does the overall budget compare to last year? (Check one) HIGHER ☒ SAME ☐ LOWER ☐ - What is the greatest change (by percentage) between line items from last year to this year <u>+5.3%</u>		
36533(b)(4)	The method of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against their business for that fiscal year	4
36533(b)(4)	The basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against their business for that fiscal year	4
-Does the Method and Basis match the Annual Report? (Check one) YES ☒ NO ☐ -Is there a CPI increase for this year? (Check one) YES ☒ NO ☐ -If so: What is the rate? <u>5.3%</u>		
36533(b)(5)	The amount of any surplus revenues to be carried over from the previous fiscal year	2
-Is the surplus identified for use in specific categories? (Check one) YES ☒ NO ☐ yes, What category(ies) <u>SPECIAL EVENTS</u>		
36533(b)(5)	The amount of any deficit revenues to be carried over from a previous fiscal year	2
36533(b)(6)	The amount of any contributions to be made from sources other than assessments levied pursuant to this part	2
-Are the contributions identified for use in a specific category? (Check one) YES ☒ NO ☐		
-Did an authorized representative of the nonprofit Board sign the report? (Check one) YES ☒ NO ☐		
-Does the report state the date the Board approved the Report/Budget? (Check one) YES ☒ NO ☐		

NOTES: