

CITY OF YUBA CITY
STAFF REPORT

Date: October 16, 2018
To: Honorable Mayor & Members of the City Council
From: Administration
Presentation By: Darin Gale, Economic Growth & Public Affairs Manager

Summary

Subject: Annual Report from the Downtown Yuba City Business Improvement District and Proposed Levy of Annual Assessment for 2018

Recommendation: A. Approve the Annual Report as filed
B. Adopt a Resolution of Intention to Levy and Collect 2019 Annual Assessments
C. Set a Public Hearing for November 6, 2018

Fiscal Impact: None related to levy and collection of annual assessments.

Purpose:

To provide notice and opportunity for comment regarding the 2019 Assessment Levy for the Downtown Business Improvement District.

Background:

Pursuant to Chapter 9, Title 3 of the Yuba City Municipal Code, the Downtown Yuba City Business Association (DBA) has submitted its Annual Report. The report highlights accomplishments for the past year and identifies activities and improvements to be funded for the coming year. The boundaries of the District and the assessments to be collected are similar to last year.

Annually, renewal of the Downtown Business Association's Business Improvement District (BID) is accomplished in a two-part process. Tonight, is the first part with the adoption of a resolution declaring the City's intent to levy an assessment and ordering a public hearing. At the next meeting, the second part will be a public hearing and consideration of a resolution confirming the Annual Report and levying the assessments for 2019.

Revenue from the assessments levied in the BID is used to fund improvements and activities to promote the District. The types of activities to be funded include: Promotion of public events; promotion of tourism, and; activities that benefit businesses located and operating in the BID.

Members of the DBA will present the Annual Report to the Council. They will provide an overview of the past year and projections for the future. The key focus of the DBA continues to be establishing a strong leadership structure, marketing Downtown and creating new and improved events on the Street. Economic success of the downtown is a priority achieved through the combined efforts of all the businesses in the district.

This past year the DBA had three committees to improve the organization and they are as follows: Executive/Finance, Events and Marketing Committees. The DBA is charged with carrying out the activities of the BID. The attached Annual Report outlines the accomplishments of each committee during the 2018 calendar year.

Analysis:

In the coming fiscal year, the DBA anticipates that it will collect approximately \$28,000 in assessments. This is based on collection information from the past years of the BID operations. Timely collection of assessments is improving, since the DBA contracted with and continues to use a bookkeeper to manage the billing and collection for the BID.

Anticipated Associate member contributions for the coming fiscal year are projected to be approximately \$5,500. Associate members represent a variety of interested parties outside the BID boundaries and are committed to the revitalization and success of downtown Yuba City.

The BID is crucial to the economic success of the downtown merchants especially as our economy continues to improve. The assessment district's funds will market the downtown whereas some individual merchants would not be able to market on their own. The DBA is currently managing the marketing efforts for downtown and will continue to do so for the district and the future of the downtown. It is the expressed desire of the DBA that the BID assessments continue.

Fiscal Impact:

None related to levy and collection of annual assessments.

Alternatives:

- 1) Do not levy assessments.
- 2) Identify alternate funding source for Downtown improvements and activities.

Recommendation:

- A. Approve the Annual Report as filed
- B. Adopt a Resolution of Intention to Levy and Collect 2019 Annual Assessments
- C. Set a public hearing for November 6, 2018

Attachments:

1. Resolution of Intention to Levy Annual Assessment
2. Annual Report from the Downtown Business Association

Prepared By:

/s/ George Barlow
George Barlow
Administration Analyst

Submitted By:

/s/ Steven C. Kroeger
Steven C. Kroeger
City Manager

Reviewed By:

Finance
City Attorney

RB
TH via email

ATTACHMENT 1

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY
DECLARING ITS INTENTION TO LEVY AND COLLECT AN ANNUAL ASSESSMENT
FOR CALENDAR YEAR 2019 IN THE DOWNTOWN YUBA CITY BUSINESS
IMPROVEMENT DISTRICT AND SETTING A PUBLIC HEARING FOR
NOVEMBER 6, 2018**

WHEREAS, pursuant to the Parking & Business Improvement Area Law of 1989, California Streets & Highway Code Section 36500 et seq. (the "Act"), the City Council adopted Ordinance No. 06-98 which became effective on January 1, 1999, and

WHEREAS, pursuant to the Act and Section 3.9.020 of the Yuba City Municipal Code added by Ordinance No. 06-98, the City Council established a certain described parking and business improvement area named the Downtown Yuba City Business Improvement District ("District"); and

WHEREAS, pursuant to Section 3.9.030 of the Yuba City Municipal Code added by Ordinance No. 06-98, the City appointed the elected officers of the Yuba City Downtown Business Association to serve as an advisory board to the City Council (the "Advisory Board") and authorized the City to enter into an agreement with the Advisory Board to carry out the purposes of the Act and Chapter 9 of the Yuba City Municipal Code; and

WHEREAS, the Advisory Board has filed the Annual Report for calendar year 2018 with the City Clerk for consideration by the Yuba City City Council.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF YUBA CITY DOES HEREBY RESOLVE, DETERMINE, AND FIND AS FOLLOWS:

1. The recitals set forth herein are true and correct.
2. The City Council does, at the request of the Advisory Board, and pursuant to the Act, declare its intention to levy and collect assessments within the District for calendar year 2019.
3. Revenue from the assessments levied in the District shall be used to fund improvements and activities to promote the District. The types of activities to be funded include promotion of public events in the District, promotion of tourism within the District, and activities that benefit businesses located and operating in the District.
4. The 2018 Annual Report contains a full and detailed description of the improvements and activities to be provided for in calendar year 2019, the boundaries of the District and boundaries of each separate benefit zone within the District, and the proposed assessments to be levied upon the businesses within the area. A true and correct copy of the Annual Report is on file with the City Clerk of the City of Yuba City.
5. A public hearing to levy the annual assessment is hereby set for Tuesday, November 6, 2018, at 6:00 p.m. before the City Council of the City of Yuba City at the City

Council Chambers located at 1201 Civic Center Boulevard, Yuba City, California.

6. At the public hearing the testimony of all interested persons, for or against the levying of the proposed assessment will be heard. A protest against the levying of the proposed assessment may be made orally or in writing. An oral protest shall be made at the public hearing. The form and manner of protests must comply with Sections 36524 and 36525 of the Act.
7. If at the conclusion of the public hearing, there are of record, valid written protests by the owners of the businesses within the District that will pay fifty percent (50 percent) or more of the total assessments of the entire District, no further proceedings, to levy the proposed assessment shall be taken for a period of at least one (1) year from the date of the finding of the majority written protest by the City Council.
8. Further information regarding the Downtown Yuba City Business Improvement District may be obtained from the City Clerk of the City of Yuba City at 1201 Civic Center Boulevard, Yuba City, California, or from the President of the Yuba City Downtown Business Association, Chanda Carleton, at 409 Center Street Suite A, Yuba City, California.
9. The City Clerk is instructed to provide notice of the public hearing by publishing this Resolution of Intention in a newspaper of general circulation in the City of Yuba City no less than seven (7) days before the hearing.
10. This Resolution is effective on its adoption.

I HEREBY CERTIFY that the foregoing resolution was introduced and read at a Regular Meeting of the City Council of the City of Yuba City on the 16th day of October, 2018, and was duly adopted at said meeting by the following vote:

AYES:

NOES:

ABSENT:

Preet Didbal, Mayor

ATTEST:

Patricia Buckland, City Clerk

ATTACHMENT 2

Yuba City
Downtown Business
Association
Annual Report
2018



October 4, 2018

Mayor Didbal
City of Yuba City
1201 Civic Center Blvd.
Yuba City, CA 95993

Dear Mayor Didbal and Members of the City Council,

The Yuba City Downtown Business Association (DBA) has had what we consider another successful year.

We contracted with Kristel Martin in December 2017. She coordinates the day-to-day operations of the DBA. Besides the day-to-day operations, Kristel concentrates on an increased marketing effort for the Downtown as well as continuing to work with the Committees exploring ways to increase events and activities giving the community more opportunities to visit and shop the area.

We continue our efforts to offer entertainment to the residences of the area, along with attracting out-of-towners. Our Christmas and Summer strolls are designed to both, bring people downtown to promote the street and provide a free community event; both a success. Christmas Stroll 2017 was again voted "Best Yuba Sutter Event" by our Community. The Strolls continue to be managed by an events committee and committee chair, Sandee Drown.

Our Marketing Committee continued efforts to improve strong communication and commitments from our members. Our new Marketing Committee Chair, Ryan Henshaw and Co-Chair JJ Huskey, joined the Board in July and are committed to creating more marketing opportunities throughout the year.

We are ever so fortunate to have a strong, enthusiastic and dedicated board. This year we added 3 new board members that are passionate for the success of our members.

I want to thank all the board members for their sustained passion to support the continued successes of the vibrant downtown. I am hopeful we will continue the momentum.

The Downtown Business Association is always grateful for the continued support of the City Council and City Staff; we could not have been as successful without your enthusiasm.

Sincerely,

Chanda Carleton
President, Yuba City Downtown Business Association

Date: October 4, 2018
To: Honorable Mayor and Members of the City Council
Cc: Steven Kroeger ,City Manager
From: Board of Directors -Yuba City Downtown Business Association
Subject: Annual Report -Fiscal Year 2018

1. NAME: Yuba City Downtown Business Association
2. FISCAL YEAR: January 1, 2018 to December 31, 2018
3. BOUNDARY/ZONE CHANGES: None (See boundaries EXHIBIT A)
4. ACCOMPLISHMENTS OF YUBA CITY DOWNTOWN BUSINESS ASSOCIATION 2017-2018. (EXHIBIT B)
5. COORDINATOR ACCOMPLISHMENTS (EXHIBIT B)
6. LIST OF 2018-19 YCDBA DIRECTORS AND COMMITTEE MEMBERS (EXHIBIT C)
7. YCDBA STRATEGIC PLANNING & COMMITTEE RECAP FY2017/18 (EXHIBIT D)
8. YCDBA ASSESSMENT FORMULA (EXHIBIT E)
9. YCDBA PROFIT & LOSS JANUARY 1, 2018 TO OCTOBER 4, 2018 (EXHIBIT F)
10. ESTIMATED REVENUES FY2019 BUDGET (EXHIBIT G)
11. AGING ACCOUNTS RECEIVABLE-COLLECTIONS (EXHIBIT H)

EXHIBIT A

Yuba Cit1 j - Downtown Plumas Street Area



EXHIBIT B

2017/2018 Accomplishments

(Dec. 2017-Nov. 2018)

Yuba City Downtown Business Association

Mission of the Organization:

The mission of the Yuba City Downtown Business Association is to preserve, promote and encourage aspiring businesses and provide a safe, clean center of culture and community life for residents and visitors alike.

Executive/Finance Committee Accomplishments for 2017/2018

- ***City of Yuba City***
 - Attended City Council meetings when issues of downtown are on the agenda. A representative from the DBA Board would present to the Council when necessary. Updated members of the association as needed to items pertaining to the downtown via email, newsletter and direct mail.
 - Presented Annual BID Renewal Report in November 2017

- ***Community Involvement***
 - March
Bunny Hop Scavenger Easter Egg Hunt, free community Event
 - April
First Thursday (monthly through October) Shopping, live music, Walk the Loop, and artist reception at The Theater Gallery
 - June
Summer Stroll Festival, free community event
 - October
Trick or Treat Plumas Street
 - November
Holiday Open House and Small Business Saturday
 - December 2017
Christmas Stroll, free community event

- ***Memberships***
 - Yuba-Sutter Chamber of Commerce
 - California Main Street Alliance

- ***DBA***
 - DBA President Chanda Carleton keeps the organization moving forward
Maintained active Board of Directors and active committees
 - New contract with Kristel Martin to continue administrative/events coordinator duties
 - The Board meets three times monthly, outside the normal board meeting, primarily for the purpose of individual committee strategy planning•
Executive/Marketing/Events
 - The YCDBA maintains an office space with a conference room at 409 Center St., Suite A

EXHIBIT B

- ***Finance***

- Function of the Finance Committee: To monitor collection/billing of BID Assessments. The DBA Board members continued the Associate Member dues \$250 to retain as well as generate Associate Membership. Five new Associate Members joined.
- Partnership with the City handing out information on the BID along with the issuance of the Business License for business owners in the BID on Plumas Street
- Established 2019 Budget

Events Committee's Accomplishments for 2017/2018

Function of the Events Committee:

To manage and successfully produce the signature events for Downtown

This event was managed entirely by the Downtown Business Association, with the assistance of Kristel Martin. The event took place on December 9th from 2pm-9pm and included free entertainment, kids zones, Christmas Parade and Official Downtown Tree Lighting ceremony, pictures with Santa, reading with Mrs. Claus and more. A total of 162 vendors participated with approximately 22,000 guests.



Christmas Stroll

This event was managed by the Downtown Business Association with the assistance of Kristel Martin, DBA coordinator and Sandee Drown, Events Marketing Chair. The event took place Saturday, June 16th, from 2pm-10pm. Vendor participation was 155 vendors and approximately 17,000 guests. There were 2 stage areas of entertainment, 2 kid zones, and a beer garden sponsored by The Happy Viking.



EXHIBIT B

Marketing Committee Accomplishments for 2017/2018

Function of the Marketing Committee: To develop and create marketing and branding for Downtown as a destination along with events

- **Downtown Marketing**
- DBA Committee decided on the following Marketing Plan:
- Continue to manage content internally on Website
- Prominent advertising for signature Stroll events
- Increase social media presence on Facebook and Instagram as well as Snapchat for major events, promoting individual businesses, specials and the events
- Quarterly Newsletter highlighting businesses and events
- "First Thursday" and new components of Walk the Loop were continued with a raffle prize for walkers
- The Directory was reprinted and distributed to area businesses include the hospitality industry
- With the support of the YC311 app - Reports to the Police Department on graffiti related incidents in Downtown Report abandoned shopping carts left in Downtown to legal owners
- Secured a maintenance contract with Jeff Milani to maintain the flower bowls and sidewalk plantings for weeds and trimming once a month for year. Contract expires January 2019
- The "Adopt a Bowl " fundraiser to finance the maintenance on the flower bowl received donations from the following businesses:
 - Sopa Thai Cuisine

Annual Meeting

- The meeting was held at CC Cellars & Suds on July 31th. Thank you, Mayor, Preet Didbal for addressing the meeting along with swearing in the new 2018-2019 DBA Board members.

Welcome Packages

- Provided New Business Welcome Packages to new merchants in the District. This included information on the Business Improvement District, City information and small business information.
- **3 new businesses were welcomed in 2017-2018**
 - Sergio's
 - South of Center
 - Trendy Home Consignments
- **The merchants that closed, relocated or retired during 2017-2018**
 - Hair productions
 - Beyou woman's center

EXHIBIT B

Downtown Coordinator Accomplishments 2017/2018

The Downtown Business Association contracted with Kristel Martin January 2018.

Function of the Downtown Business Association Coordinator: To manage the day to day operations of the DBA office and assist the events committee with all events for downtown.

Accomplishments 2017/2018

- Continues to update the City Sign at 439 Center St with information regarding the City and Downtown
- Compiled and prepared the DBA Annual Report to the City Council
- Preparation for Board meetings, notifying all via email
- Manage a database with all merchant information
- BID billings: Send out the monthly BID billing and collections
- Assist and sometimes facilitate committee meetings
- Manage computer and other office machines for DBA office
- Maintain filing system for all DBA correspondence
- Conduct the election for DBA Board members
- Handle and resolve complaint calls about events and occasional merchants
- Communication one on one, mail, email and phone with the merchants; distribution of Information for events and Board meetings Manage Associate Membership database
- Provided welcome packages for new merchants to Downtown
- Maintain a business resource of information for new merchants
- Manage accounts receivable for the BID and events
- Establish detail merchant profile
- Coordinate other aspects of the events downtown: (vendor application , sponsor application, managing vendors, accounts receivable/payable, book entertainment, coordinate street closure, public works, marketing, radio, newspaper, poster and flyers
- Maintained marketing through social media outlets, DBA website and local newspaper and radio sources

EXHIBIT C

List of 2018 Directors and Committee Members Yuba City Downtown Business Association

2018-2019 YCDBA Officers

President – Chanda Carleton, Sopa Thai Cuisine
Vice President -Joe Federico, The Happy Viking
Treasurer –Cameo Arrasmith, Sawyer’s Sweet Spot
Secretary -Angela Butler, Milani Optical

2018-2019 YCDBA Board of Directors

Cashalyn Gilliss ~ Crosspointe Christian Books & Gifts
Pancho Serrano ~ Dance.Fit.Life
Jim Mathews ~ Mathews Motor Sports
Sande Drown ~ The Happy Viking
Teresa Schmidt ~ Twin Cities Flooring
Cindy Paine ~ Paine Properties
JJ Huskey ~ Freedom Mortgage
Danielle Blackmer ~ Oro Jewelry & Loan
Ryan Henshaw ~ Henshaw Insurance

2018-2019 YCDBA COMMITTEE CHAIRS AND MEMBERS

Executive/Finance

Chair: Chanda Carleton – *Sopa Thai Cuisine*
Joe Federico – *Sutter Buttes Brewing*
Cameo Arrasmith – *Sawyer’s Sweet Spot*
Angela Butler - *Milani Optical*

Events

Chair: Sandee Drown-*The Happy Viking*
Chanda Carleton – *Sopa Thai Cuisine*
Angela Butler- *Milani Optical*
Teresa Schmidt – *Twin Cities Flooring*
Cindy Paine – *Paine Properties*
Danielle Blackmer – *Oro Jewelry & Loan*
Jim Mathews – *Mathews Motors Powersports*
Joe Federico – *Sutter Buttes Brewing*
Branden Conejo – *Conejo Brothers Media*
Olivia Huskey – *Exp Reality*
Harmony Avedado – *Evergreen Mortgage*

Marketing/Beautification/Membership

Chair: Ryan Henshaw– *Henshaw Insurance*
Co-Chair: JJ Huskey – *Freedom Mortgage*
Chand Carleton – *Sopa Thai Cuisine*
Pancho Serrano - *Dance.Fit.Life*
Sande Drown- *The Happy Viking*
Cindy Paine - *Paine Properties*
Cameo Arrasmith – *Sawyer’s Sweet Spot*
Cashalyn Gillis – *Crosspointe Books*

Associate Members

- *The DBA has 22 Associate Member businesses. These are businesses that are not located downtown, however want to be apart of and show their support, for the downtown district. The following are DBA Associate Members:*
- *Best Collateral*
- *Clean Rite Build Rite*
- *City of Yuba City*
- *Enterprise Rancheria*
- *Express Employment Professionals*
- *Freedom Mortgage*
- *Huckins Family Trust*
- *Holycross Memorial Services*
- *Mathews Motors*
- *Marysville Gold Sox*
- *Millennium Family Entertainment Center*
- *Meagher & Tomlinson*
- *Praise Chapel*
- *Patricia Phillips E.A*
- *Paine Properties*
- *Recology Yuba-Sutter*
- *Sunsweet Growers*
- *Sutter North Medical*
- *The Cookie Tree*
- *Wheeler Chevrolet*
- *Twin Rivers Polaris*
- *Yuba Sutter Chamber of Commerce*

EXHIBIT D

Yuba City Downtown Business Association Recap of the 2018 Strategic Planning Meeting

- **Saturday, September 8th @ 10am, YCDBA Office**
- The Board members of the Yuba City Downtown Business Association met for its Annual Planning Meeting on Saturday, September 8th.
- Members Present: Joe Federico, Angela Butler, Chanda Carlton, Sandee Drown, JJ Huskey, Teresa Schmidt, Danielle Blackmer, and Kristel Martin.
- Chanda Carleton reviewed with the Board the DBA Mission Statement and asked Board members if anyone felt like it needed any updates or changes. It was concluded the mission statement is still appropriate.
- Chanda Carleton reviewed the Boardmanship and history of the DBA with the Board. She also reviewed Roberts Rules of Order for Board Meetings.
- Chanda Carleton and the Board reviewed the different committees and their responsibilities. We also finalized committee members for 2018-2019.
- Committee Chairs reviewed things that had happened the past year and set goals for the coming year.

Board Activity for 2017/2018

- **November 2017** - Holiday Open House Shopping Night
- **December 2017** - Christmas Stroll
- **January**- DBA Dues Collections began and continue through March,
- **February**- Teresa Schmidt, Sandee Drown and Kristel Martin attended the Main Street Alliance Conference in Pleasanton.
- **March**- Marketing committee hosted a Bunny Hop Scavenger hunt for the community
- **April**- First Thursday season begins. Every first Thursday through October.
- **May**- First Thursday, "Cruising" Walk the Loop, Farmers Market
- **June**- Summer Stroll, First Thursday "Tacky Tourist" Walk the Loop
- **July**- First Thursday "Red, White & Blue 2016-2017 DBA Board of Directors sworn in.
- **August**- First Thursday "Nerd Night Back to School", DBA Yearly Planning Meeting,
- **September**- Hawaiian Style Walk the Loop
- **October**- First Thursday "Trick or Treat Plumas Street"
- **November**-Holiday Open House Shopping Night, Small Business Saturday, Annual Report presented to City Council
- **December**-Christmas Stroll

Committee Reports

Executive/Finance

- The Executive Board hosts a strategic Board meeting the third Thursday of each month.
- Chanda Carleton remains President. Joe Federico as Vice-President; Cameo Arrasmith as Treasurer and Angela Butler as Secretary.
- Committee Chairs were chosen: Sandee Drown as Events Chair and Ryan Henshaw/JJ Husky as Marketing Chairs.

2017-2018 Accomplishments

- The DBA continued Associate Member dues at \$250 in order to gain and retain more Associate member businesses in Yuba City and surrounding areas to partner with the downtown.
- 70% of the merchant collections were in by the March due date.
- The annual budget was created for 2019.

Goals for 2018-19

- Generate revenue from associate member dues and the stroll events.
- The Board will be seeking bids on a Certified electrician to continue installing lights on buildings.
- The Board will review past collections and continue to use a Collection Agency to pursue these monies. There are funds available to attempt to collect old dues in collections with judgments.
- The board will create and implement additional events in 2018-2019.

Marketing Committee

- The Marketing Committee meets the second Thursday of every month.
- Ryan Henshaw/JJ Husky are the new Committee Chairs

2017-18 Year Accomplishments

- Continued walkabouts to increase communication with merchants and encourage more participation downtown
- Updated and reprinted Downtown Plumas Street Directories
- Updated plants in flower bowls
- "First Thursday" continued to have live musicians on the street, stores open late, and each month a different theme
- First draft of Plumas St Banners created

Marketing Committee Goals for 2018-19 year

- Committee members will work together on creating a new marketing plan/ schedule for the entire year.
- The Marketing plan will be reevaluated with new marketing and advertising strategies to be implemented. They will focus on marketing through more frequent water bill flyers and group advertising opportunities as well as an increased presence in social media and updating of the website.
- Assist Events Committee on marketing several new small events.
- Complete Plumas St. Banners
- Purchase new Holiday decorations

- Budget pressure washing Plumas St. twice a year
- Have trees trimmed
- Create a DBA 'Groupon' program to attract people Downtown

Events Committee

- The Events Committee meets at least once a month, with more meeting as needed for Strolls.
- The DBA Events Committee oversees plans for two large community events, The Christmas Stroll and The Summer Stroll. The committee also presents several smaller events through the year.
- Sandee Drown is the Events Committee chair.

2017-2018 Accomplishments

- The Christmas Stroll and the Summer Stroll both successful and profitable. The events are organized and run by Events Chair: Sandee Drown and the DBA Coordinator, Kristel Martin. They are assisted by the event committee members, and volunteers from various local non- profit organizations.
- Attended California Main Street Alliance
- Increased attendance and profits by 12%

2018-2019 Goals

- The Committee will also work on creating another event for the street to take place in the Fall.
- Continue to increase sponsorship revenue with new businesses
- Work with tourism to attract outside attendees

EXHIBIT E
DISTRICT ASSESSMENT FORMULA

The Business Improvement District (BID) is a self-initiated business district funded by an annual assessment based on a formula developed by the Downtown Yuba City Business Improvement District Formation Committee. The assessments will be used to fund improvements and activities in the BID designed for economic stimulation and business enhancement for the business in the BID. The assessment formula is based on type, size and location of business in order to offer a fair and equitable charge for each business in the BID.

Business Type	Business Size Number of Employees		Annual Assessment Zone	
			A	B
Retail, Restaurant and Service	Small	1-4	\$385	\$180
	Medium	5-9	\$560	\$285
	Large	10+	\$735	\$380
Professional Business			\$350	\$180
Lodging Business			\$560	\$285
Financial Business			\$875	\$725

Retail, Restaurant and Service Businesses: Includes businesses that buy and resell goods such as clothing stores, shoe stores, office supplies, businesses that sell prepared foods and drinks, general office, news and advertising media, printers, photographers, personal care facilities and outlets, contractors, builders, service stations, repairing and servicing businesses, renting and leasing businesses, utilities, vending machine businesses, household finance companies, theaters and entertainment-oriented businesses, and other similar businesses not otherwise defined in the other categories.

Professional Business: Includes attorneys, architects, accountants, engineers, surveyors, physicians, dentists, optometrists, chiropractors and others in a medical/health service field, consultants, real estate brokers, financial advisors, laboratories (including dental and optical), hearing aid services, artists and designers, and similar businesses.

Lodging Businesses: Includes inns, hotels, motels, RV parks, and other similar businesses.

Financial Institutions: Includes banks, savings & loans, credit unions, and similar businesses.

Associate Members: Businesses outside the BID boundaries that would like to participate will be charged.

Note: Retail and restaurant businesses will be assessed on size which will be determined by number of employees, either full-time or the equivalent made up of multiples of part-time employees.

Exhibit F

Yuba City Downtown Business Assoc.

Profit & Loss by Class

January 1 through October 4, 2018

	2018 Summer Stroll	2018 Xmas Stroll	Association	Beautification	TOTAL
Ordinary Income/Expense					
Income					
Associate Member Dues	0.00	0.00	3,854.07	0.00	3,854.07
BID Dues	0.00	0.00	24,013.86	0.00	24,013.86
Event - Insurance	870.00	315.00	0.00	0.00	1,185.00
Event - Sponsorships	20,400.00	2,600.00	500.00	0.00	23,500.00
Event - Vendor Booths	13,982.62	3,150.00	40.00	0.00	17,172.62
Income - DBA Special Events					
Food & Drink Sales	1,672.00	0.00	0.00	0.00	1,672.00
Total Income - DBA Special Events	1,672.00	0.00	0.00	0.00	1,672.00
Income - Miscellaneous Services					
Sponsorships	0.00	0.00	467.80	0.00	467.80
Beautification	0.00	0.00	0.00	100.00	100.00
Total Sponsorships	0.00	0.00	0.00	100.00	100.00
Total Income	36,924.62	6,065.00	28,875.73	100.00	71,965.35
Gross Profit	36,924.62	6,065.00	28,875.73	100.00	71,965.35
Expense					
Adver, Marketing & Promo	2,515.32	0.00	6,204.83	0.00	8,720.15
Band & Entertainment Expense	6,750.00	0.00	0.00	0.00	6,750.00
Bank Service Charges	172.99	23.16	79.77	0.00	275.92
Beautification / St Mtnce	0.00	0.00	0.00	1,920.00	1,920.00
Collection Fees & Expenses	0.00	0.00	0.00	0.00	0.00
Community Relations Expense	0.00	0.00	64.35	0.00	64.35
Dues and Subscriptions	0.00	0.00	575.00	0.00	575.00
Equipment Rental					
Event Equipment	3,688.80	0.00	0.00	0.00	3,688.80
Fencing	553.50	0.00	0.00	0.00	553.50
Total Equipment Rental	4,242.30	0.00	0.00	0.00	4,242.30
Event Expense	1,648.38	0.00	0.00	0.00	1,648.38
Food & Drink Purchases	0.00	0.00	425.00	0.00	425.00
Insurance	1,272.19	0.00	3,327.19	0.00	4,599.38
Licenses and Permits	25.00	0.00	0.00	0.00	25.00
Maintenance	0.00	0.00	785.00	0.00	785.00
Meals & Entertainment	275.00	0.00	174.74	0.00	449.74
Office Supplies	0.00	0.00	1,676.41	0.00	1,676.41
Parking & Tolls	0.00	0.00	5.00	0.00	5.00
Postage and Delivery	0.00	0.00	200.00	0.00	200.00
Professional Fees					
Accounting	0.00	0.00	2,832.63	0.00	2,832.63
Professional Fees - Other	1,875.00	0.00	19,450.00	0.00	21,325.00
Total Professional Fees	1,875.00	0.00	22,282.63	0.00	24,157.63
Rent	250.00	0.00	4,680.00	0.00	4,930.00
Security	4,328.97	0.00	0.00	0.00	4,328.97
Seminar Expense	0.00	0.00	1,100.00	0.00	1,100.00
Supplies	275.51	0.00	271.66	0.00	547.17
Telephone Expense	0.00	0.00	1,000.79	0.00	1,000.79
Travel & Lodging	0.00	0.00	147.84	0.00	147.84
Web Page Expense	0.00	0.00	407.52	0.00	407.52
Total Expense	23,630.66	23.16	43,407.73	1,920.00	68,981.55
Net Ordinary Income	13,293.96	6,041.84	(14,532.00)	(1,820.00)	2,983.80
Other Income/Expense					
Other Income					
Other Income	0.00	0.00	2,300.00	0.00	2,300.00
Reimbursed Expenses	0.00	0.00	500.00	0.00	500.00
Total Other Income	0.00	0.00	2,800.00	0.00	2,800.00
Net Other Income	0.00	0.00	2,800.00	0.00	2,800.00
Net Income	13,293.96	6,041.84	(11,732.00)	(1,820.00)	5,783.80

Exhibit G

YCDBA 2019 Budget

	Projected Budget	Staff and Association	Marketing Committee	Summer Stroll	Christmas Stroll	Events Committee Totals
Association Receipts/Income	\$ 27,745.00	\$ 27,745.00				
Associate Member Dues- Estimated	\$ 5,500.00	\$ 5,500.00				
Collection on Delinquent Account	\$ 1,000.00	\$ 1,000.00				
Income from Event Insurance	\$ 1,740.00			\$ 870.00	\$ 870.00	\$ 1,740.00
Income From Downtown Events	\$ 62,000.00			\$ 34,000.00	\$ 28,000.00	\$ 62,000.00
Sponsorships	\$ 3,000.00		\$ 3,000.00			
Total Association Receipts	\$ 100,985.00	\$ 34,245.00	\$ 3,000.00	\$ 34,870.00	\$ 28,870.00	\$ 63,740.00
Association Expenses						
Credit Card Processing Fees	\$ 412.00	\$ 78.00		\$ 167.00	\$ 167.00	\$ 334.00
Board Training and Seminar Expenses	\$ 1,100.00	\$ 1,100.00				
Dues and Subscriptions	\$ 600.00	\$ 600.00				
Insurance and Permits	\$ 6,000.00	\$ 3,000.00		\$ 1,500.00	\$ 1,500.00	\$ 3,000.00
Office and Computer Supplies	\$ 1,000.00	\$ 1,000.00				
Postage and Mailing	\$ 250.00	\$ 50.00	\$ 100.00	\$ 50.00	\$ 50.00	\$ 100.00
Post Office Box Rental	\$ 70.00	\$ 70.00				
Collections/ Small Claims Expense						
Commercial Marketing/ Advertising and Promotion	\$ 11,000.00	\$ 4,000.00	\$ 1,000.00	\$ 3,000.00	\$ 3,000.00	\$ 6,000.00
Consultants 20 Hours a week @ \$25 per hour	\$ 26,000.00	\$ 26,000.00				
Consultants 10 hours @\$25 per hour per event	\$ 500.00			\$ 250.00	\$ 250.00	\$ 500.00
Event Entertainment	\$ 13,000.00			\$ 6,750.00	\$ 6,250.00	\$ 13,000.00
Equipment Rental	\$ 8,200.00			\$ 4,200.00	\$ 4,000.00	\$ 8,200.00
Maintenance	\$ 1,000.00	\$ 1,000.00				
Mixer/ Annual Meeting	\$ 450.00	\$ 450.00				
Newsletter	\$ 540.00	\$ 540.00				
Non-Profit Status Fees and Costs	\$ 35.00	\$ 35.00				
Printing and Reproduction	\$ 2,000.00			\$ 1,000.00	\$ 1,000.00	\$ 2,000.00
Rent	\$ 4,800.00	\$ 4,800.00				
Security	\$ 8,000.00			\$ 4,300.00	\$ 3,700.00	\$ 8,000.00
Miscellaneous	\$ 4,000.00			\$ 2,000.00	\$ 2,000.00	\$ 4,000.00
Street Décor	\$ 500.00		\$ 500.00			
Landscape and Flower Bowl maintenance	\$ 3,000.00	\$ 3,000.00				
Telephone and Internet	\$ 1,200.00	\$ 1,200.00				
Tax Preparation	\$ 600.00	\$ 600.00				
Website and Social Media	\$ 800.00		\$ 800.00			
Total Association Expenses	\$ 95,057.00	\$ 47,523.00	\$ 2,400.00	\$ 23,217.00	\$ 21,917.00	
Estimated Operation gain/loss Per category	\$ 5,928.00	\$ (13,278.00)	\$ 600.00	\$ 11,653.00	\$ 6,953.00	
Total Estimated Gain	\$ 11,856.00					
Total per Stroll Budget				\$ 23,217.00	\$ 21,917.00	

Exhibit H

Yuba City Downtown Business Assoc.
A/R Aging Summary
 As of October 4, 2018

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
**Gina's Studs & Tattoos	0.00	0.00	0.00	0.00	1,923.00	1,923.00
**This N That 2008	0.00	0.00	0.00	0.00	486.00	486.00
*Bird's Eye View 2015	0.00	0.00	7.95	7.88	915.63	931.46
*Bombshell Salon 2016	0.00	0.00	6.04	5.99	695.28	707.31
*Captain's Table 2011	0.00	0.00	0.00	0.00	715.50	715.50
*City Cafe - Boutilier/Kolos 2012	0.00	0.00	0.00	0.00	787.99	787.99
*Computer Works 2010	0.00	0.00	0.00	0.00	452.00	452.00
*D'Michaels 2014	0.00	0.00	0.00	0.00	1,102.82	1,102.82
*Gina's Studs & Tattoos 2010	0.00	0.00	0.00	0.00	928.50	928.50
*Gina's Studs & Tattoos 2011	0.00	0.00	0.00	0.00	791.50	791.50
*Heart-N-Soul Tattoo 2010	0.00	0.00	0.00	0.00	1,102.61	1,102.61
*Heart-N-Soul Tattoo 2011	0.00	0.00	0.00	0.00	791.50	791.50
*Hola 2014	0.00	0.00	0.00	0.00	560.50	560.50
*Hola 2015	0.00	0.00	0.00	0.00	1,037.50	1,037.50
*Hola 2016	0.00	0.00	0.00	0.00	683.50	683.50
*Jilian's 2012	0.00	0.00	0.00	0.00	945.50	945.50
*Kaffe T' Latta / Smokin' Joes 2011	0.00	0.00	0.00	0.00	945.50	945.50
*La Habana 2014	0.00	0.00	0.00	0.00	294.00	294.00
*La Habana 2014-15	0.00	0.00	0.00	0.00	555.00	555.00
*La Plazita Foods 2010	0.00	0.00	0.00	0.00	714.50	714.50
*Obsidian Direct 2014	0.00	0.00	0.00	0.00	539.06	539.06
*Pelton's Party Rentals 2011-12	0.00	0.00	0.00	0.00	2,020.00	2,020.00
*Righteous Ink 2014	0.00	0.00	0.00	0.00	921.05	921.05
*Righteous Ink 2015	0.00	0.00	0.00	0.00	522.00	522.00
*Righteous Ink 2016	0.00	0.00	0.00	0.00	681.00	681.00
*Tamale World 2015	0.00	0.00	0.00	0.00	799.30	799.30
*The Spur 2009-10	0.00	0.00	0.00	0.00	1,475.60	1,475.60
*The Spur 2011	0.00	0.00	0.00	0.00	945.50	945.50
*The Spur 2012	0.00	0.00	0.00	0.00	945.50	945.50
*The Spur 2013	0.00	0.00	0.00	0.00	992.50	992.50
*ThinkComputing 2013	0.00	0.00	0.00	0.00	525.00	525.00
*ThinkComputing 2015	0.00	0.00	0.00	0.00	423.50	423.50
*Total Image Salon 2011	0.00	0.00	0.00	0.00	393.64	393.64
*Town Pump 2011	0.00	0.00	0.00	0.00	522.00	522.00
*Town Pump 2012	0.00	0.00	0.00	0.00	945.50	945.50
*Town Pump 2013	0.00	0.00	0.00	0.00	1,022.50	1,022.50
*Wholesale Plus Furn 2012	0.00	0.00	0.00	0.00	715.50	715.50
*YC Jewelers 2011	0.00	0.00	0.00	0.00	547.52	547.52
+ County of Sutter	0.00	0.00	0.00	0.00	2,500.00	2,500.00
Bird's Eye View	0.00	0.00	0.00	38.50	1,039.50	1,078.00
Bombshell Salon	0.00	0.00	38.50	38.50	577.50	654.50
Corner American Bistro	0.00	0.00	38.50	38.50	577.50	654.50
Creative Interiors	0.00	0.00	38.50	38.50	577.50	654.50
Dance. Fit. Life.	0.00	0.00	23.00	23.00	322.62	368.62
Hola MultiServices	0.00	0.00	77.00	76.50	1,578.50	1,732.00
Hustle & Blow	0.00	0.00	38.50	38.50	577.50	654.50
McNally, Joe	0.00	0.00	57.70	57.70	962.00	1,077.40
Righteous Ink	0.00	0.00	77.00	77.00	1,578.50	1,732.50
Stay Faded	0.00	0.00	38.50	38.50	577.50	654.50
Yuba City Florist, Inc. {C}	0.00	0.00	38.50	38.50	577.50	654.50
TOTAL	0.00	0.00	479.69	517.57	42,811.12	43,808.38