

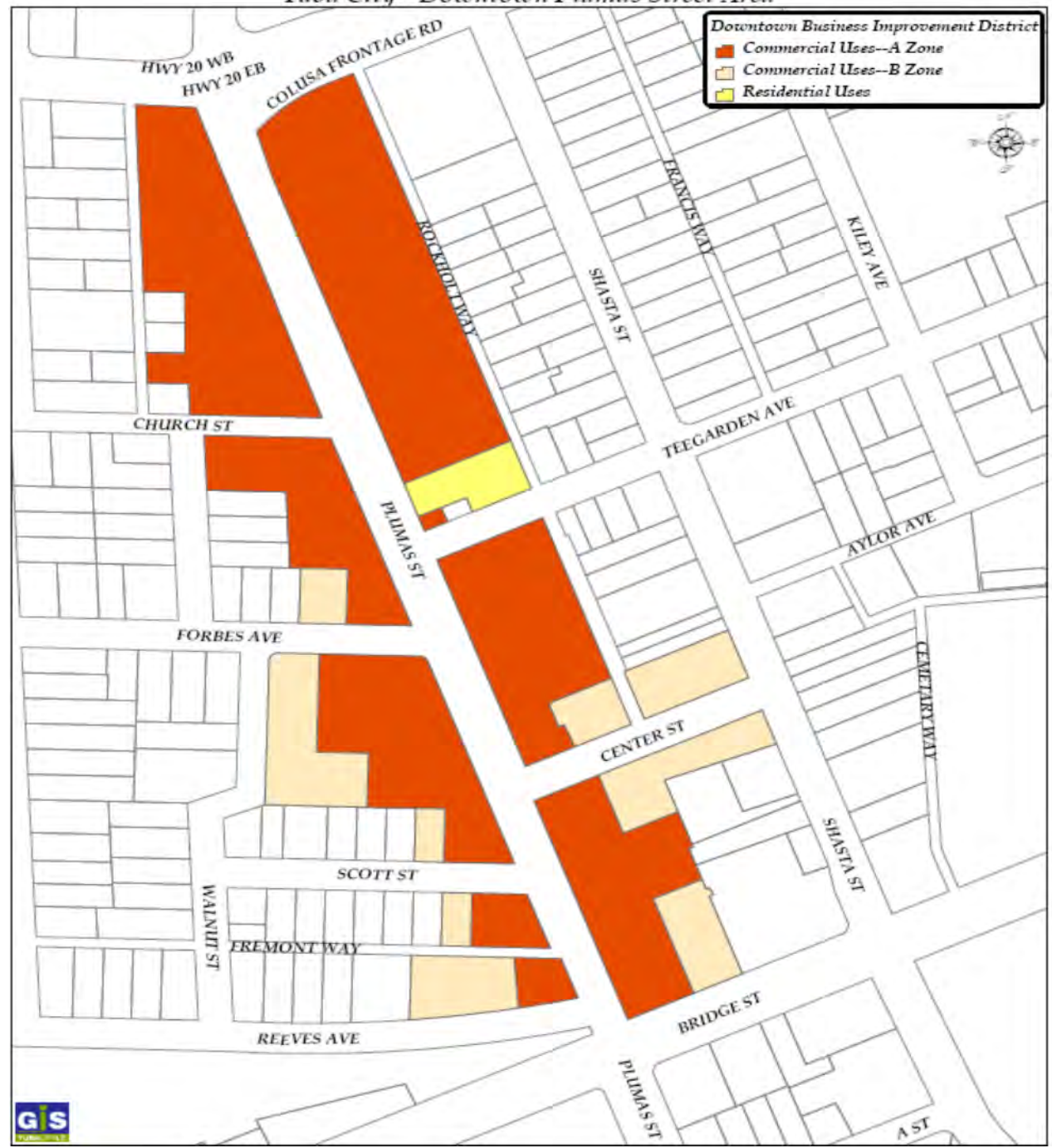
Yuba City Downtown Business Association

Annual Report 2020-2021

Shop Dine Stroll



Yuba City - Downtown Plumas Street Area



Zone A= \$385
*Plumas Street
Zone B=\$180



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.

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 assess on size which will be determined by number of employees, either full-time or the equivalent made up of multiples of part-time employees.

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

**List of 2020 Directors and Committee Members of the
Yuba City Downtown Business Association**

2019-2021 YCDBA Executive Officers

President – Sandee Drown, The Happy Viking

Vice President – Ryan Henshaw, Henshaw

Treasurer – Cameo Arrasmith, Sawyer’s Sweet Spot

Secretary – Danielle Blackmer, Oro Jewelry & Loan

2020 YCDBA Board of Directors

Chris Carothers, Results Radio

JJ Huskey, AFC 360 Financial

Cindy Paine, Paine Properties

Teresa Schmidt, Twin Cities Flooring

Ken Wood, New Wave Hearing

Natalie Syverson, Natalie Syverson Photography (Interim)

Brian Hopper, Hopper Properties (Interim)

2021 YCDBA New Board Members

Brian Hopper, Hopper Properties

Kimberly Penn, Babies to Teen Consignments

Scott Sargent, Sutter Buttes Brewing

Natalie Syverson, Natalie Syverson Photography

Tucker Walten, Suncrest Bank

2020YCDDBA COMMITTEE CHAIRS AND MEMBERS

Executive/Finance

Chair: Sandee Drown– The Happy Viking Sports Pub & Eatery

Events

Chair: Theresa Schmidt – Twin Cities Floor Covering

Marketing

Chair: JJ Huskey – AFC 360

&

Ryan Henshaw –
State Farm Insurance

2020 Accomplishments of the 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.

City of Yuba City

- Attended City Council meetings when issues of downtown are on the agenda.
- Worked with City during Covid-19
- Presented the Annual BID Renewal Report in November 2019

Community Involvement

- Christmas Stroll
- Strategic Planning, hired outside consultant for 2020 planning
- Summer Stroll Festival, free community event – **Canceled**
- Summer Marketplace
- Trick or Treat Plumas Street.
- Holiday Open House, Shop Small Business Saturday

Marketing & Events

- Banners
- Holiday Tree Lighting
- Monthly Newsletter

DBA

- The Board meets 3 times monthly, outside the normal board meeting, primarily for the purpose of individual committee strategy planning Executive/Marketing/Events
- Changed from a fiscal to calendar for our board terms to coordinate with budget and billing of BID .

Christmas Stroll 2019



Tree Lighting



Mayor's Welcome



Polar Express Train





Celebrity Cross Guard

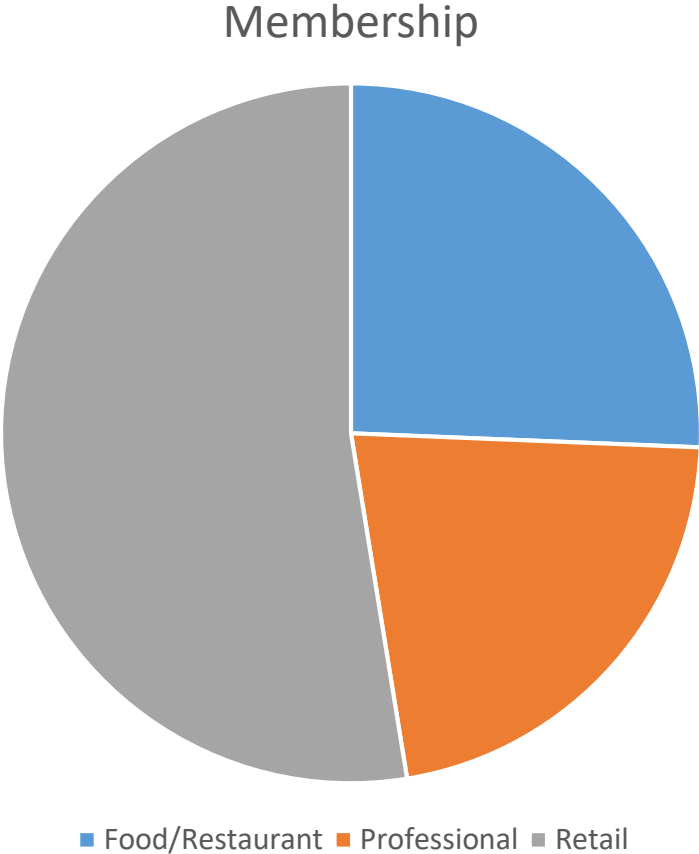


Trick or Treaters



Trick or Treaters

MEMBERS



Dues \$29,595
Average \$485

NEW MEMBERS

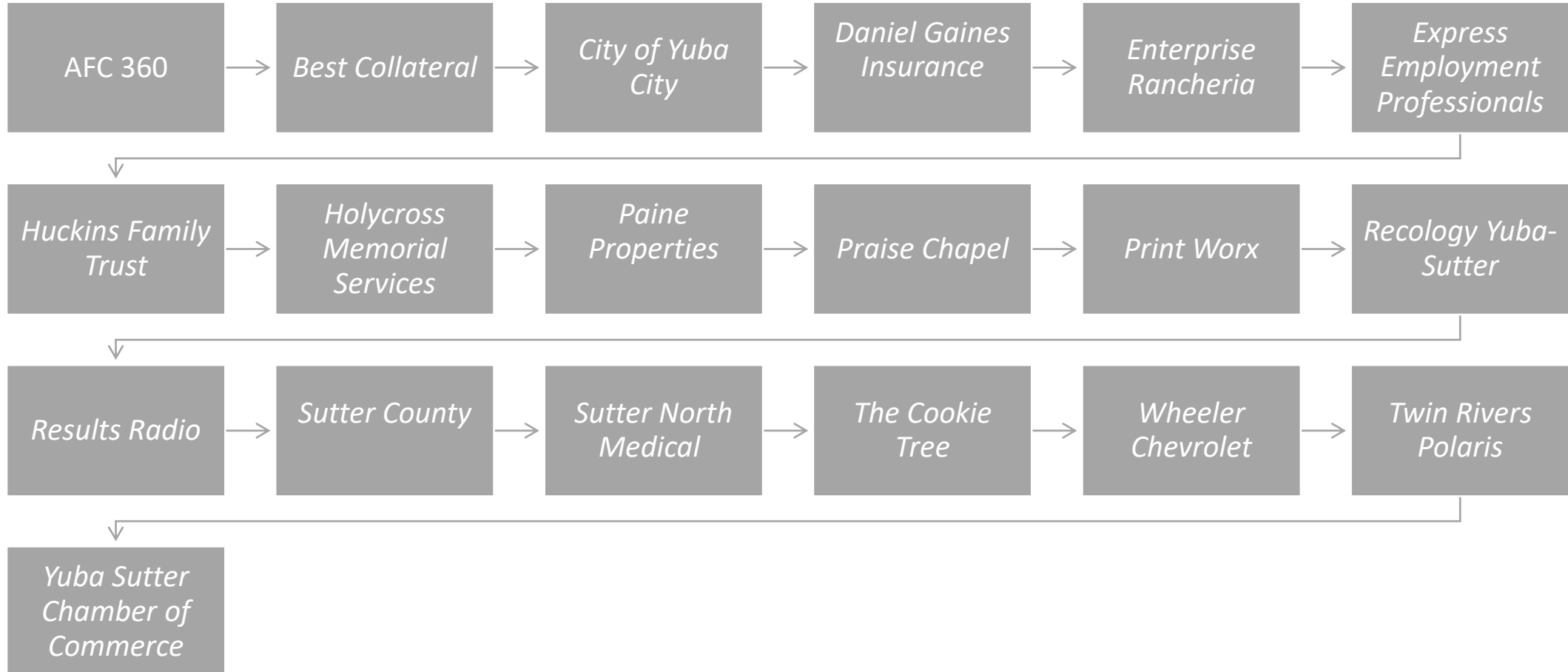
Center Street Salon
and Spa

E&H Hobby

Novedades Chanito
Perez

Associate Members:

The DBA has 18 Associate Member Businesses. These are businesses not located downtown; however, they want to be a part of and show their support for the Downtown District. The following are DBA Associate Members:

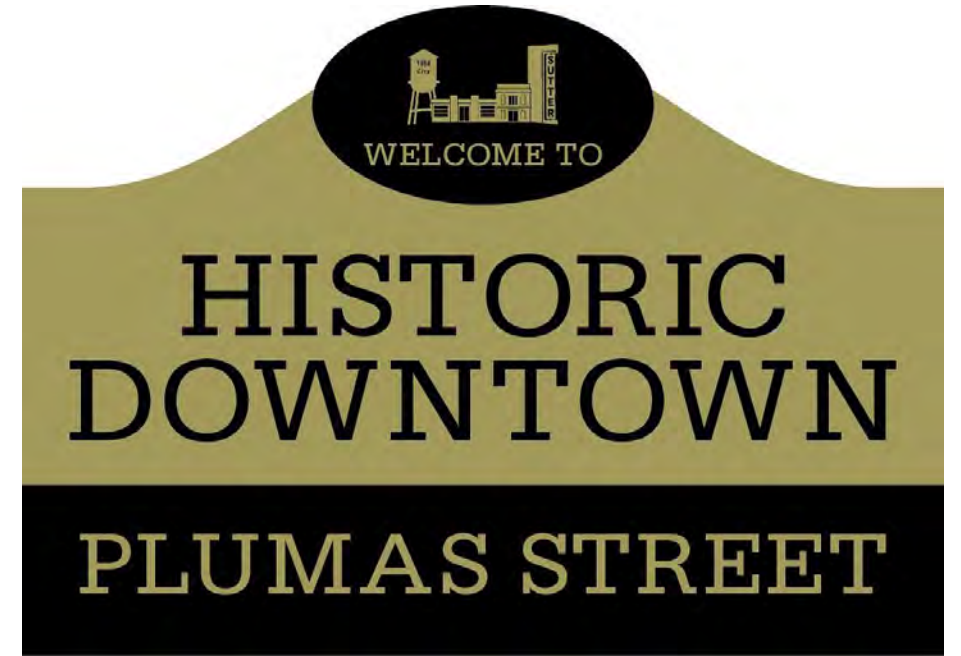


Budget 2021

YCDBA 2021 Budget	Projected Budget	Marketing Committee	Summer Stroll Summer	Christmas Stroll Christmas	Events Committee Totals
DBA Members	\$ 29,595.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	
Associate Member Dues	\$ 4,500.00				
Collection on Delinquent Account	\$ 1,540.00				
Income from Event Insurance	\$ 1,200.00		\$ 600.00	\$ 600.00	\$ 1,200.00
Income From Downtown Events	\$ 12,000.00	\$ 1,000.00	\$ 5,500.00	\$ 5,500.00	\$ 12,000.00
Income from Sublet	\$ 1,800.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 900.00
Total Association Receipts	\$ 50,635.00	\$ 3,000.00	\$ 8,400.00	\$ 8,400.00	\$ 19,800.00
Association Expenses					
Credit Card Processing Fees	\$ 412.00		\$ 167.00	\$ 167.00	\$ 334.00
Board Training and Seminar Expenses	\$ -				
Dues and Subscriptions	\$ 530.00				
Insurance and Permits	\$ 4,000.00		\$ 1,300.00	\$ 1,300.00	\$ 2,600.00
Office and Computer Supplies	\$ 200.00				
P.O. box, Postage and Mailing	\$ 100.00		\$ 50.00	\$ 50.00	\$ 100.00
Collections/ Small Claims Expense	\$ -				
Commercial Marketing/ Advertising and Promotion	\$ 2,000.00	\$ 500.00	\$ 750.00	\$ 750.00	\$ 2,000.00
Employee Exp 20 Hours a week @ \$25 per hour	\$ 13,000.00				
Employee Exp. 10 hours @\$25 per hour per event	\$ 1,000.00		\$ 500.00	\$ 500.00	\$ 1,000.00
Event Entertainment	\$ 5,000.00		\$ 3,000.00	\$ 2,000.00	\$ 5,000.00
Equipment Rental	\$ 1,000.00		\$ 500.00	\$ 500.00	\$ 1,000.00
Maintenance	\$ 100.00				
Mixer/ Annual Meeting	\$ 600.00				
Newsletter					
Non-Profit Status Fees and Costs	\$ 35.00				
Printing and Reproduction	\$ 1,000.00	\$ 250.00	\$ 375.00	\$ 375.00	\$ 1,000.00
Rent	\$ 4,800.00				
Security	\$ 700.00		\$ 350.00	\$ 350.00	\$ 700.00
Police	\$ 7,000.00				
Miscellaneous	\$ 4,000.00		\$ 250.00	\$ 250.00	\$ 500.00
Street Décor		\$ 500.00			
Landscape and Flower Bowl maintenance	\$ 1,700.00				
Telephone and Internet	\$ 2,000.00				
Tax Preparation	\$ 400.00				
Website and Social Media	\$ 200.00				
Total Association Expenses	\$ 49,777.00	\$ 1,250.00	\$ 7,242.00	\$ 6,242.00	
Estimated Operation gain/loss Per category	\$ 858.00	\$ 1,750.00	\$ 1,158.00	\$ 2,158.00	
Total Budget		\$ 3,000.00	\$ 8,400.00	\$ 8,400.00	

Upcoming Projects

- Historical Directional Signs research & creating designs with Public Works
- Long Term Goal PBID (Property Based Business Improvement District)
- Arch for Plumas Street & Bridge Street



Plumas Street Holiday Lights



BUSINESSES CLOSED

The Chair Gallery
McNalley's Appliance
Corner To Go
City Cafe

COVID-19

NEW Operating Guidelines
Fan Project with Sutter County
Homeless Town Hall Meeting
DBA Grants

Questions?

Thank you!

Submitted By:
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