

CITY OF YUBA CITY
STAFF REPORT

Date: November 17, 2015
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 2016

Recommendation: Approve the Annual Report as filed, adopt a Resolution of Intention to Levy and Collect 2015 Annual Assessments, and set a public hearing for December 15, 2015

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

Purpose:

To provide notice and opportunity for comment regarding the 2016 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 proposed to remain the same as 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 2016.

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 is establishing a strong leadership structure and structuring a marketing campaign for the Downtown. 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 and the Marketing/Membership/Beautification Committee. The DBA is charged with carrying out the activities of the BID. The attached Annual Report outlines the accomplishments of each committee during the 2015 calendar year.

Analysis:

In the coming fiscal year, the DBA anticipates that it will collect approximately \$25,000 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 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 \$6,000. 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 survival 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:

Approve the Annual Report as filed, adopt a Resolution of Intention to Levy and Collect 2016 Annual Assessments, and set a public hearing for December 15th, 2015.

Prepared By:

Darin E. Gale

Darin E. Gale
Economic Growth & Public Affairs Manager

Submitted By:

Steven C. Kroeger

Steven C. Kroeger
City Manager

Reviewed By:

Finance

City Attorney

RB

TH via email

Attachments:

- Resolution of Intention to Levy Annual Assessment
- Annual Report from the Downtown Business Association

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 2016 IN THE DOWNTOWN YUBA CITY BUSINESS
IMPROVEMENT DISTRICT AND SETTING A PUBLIC HEARING FOR
DECEMBER 15, 2015**

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 2015 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 2016.
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 2015 Annual Report contains a full and detailed description of the improvements and activities to be provided for in calendar year 2016, 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, December 16, 2015, 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, Cindy Paine, at Teegarden House, 731 Plumas Street, 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 17th day of November, 2015, and was duly adopted at said meeting by the following vote:

AYES:

NOES:

ABSENT:

John Dukes, Mayor

ATTEST:

Terrel Locke, City Clerk

Yuba City
Downtown Business
Association

Annual Report
2015



PLUMAS STREET
SHOPPING DISTRICT

EXHIBIT A

November 4, 2015

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

Dear Mayor Dukes and Members of the City Council,

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

Donna Hannaford of Hannaford Consulting has moved on to Fort Bragg, and in August, we contracted with Zanaida Akins of Zanaida Akins Marketing Strategies in a seamless transition coordinating the day-to-day operations of the DBA. Besides the day-to-day operations, Zanaida will be concentrating on an increased marketing effort for the Downtown as well as continue to work with the Committees exploring ways to increase events and activities giving the community more opportunities to visit and shop the area.

We continued 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. The last two strolls, and upcoming Christmas, are managed by an events committee, strongly lead by Chairperson Fotine HalikasKopriva, and along with the help of our coordinator Zanaida.

We contracted with an outside individual to continue the Certified Farmers Market Thursday nights from May-September. This proved to be a challenging year for the Market due to decreased produce relating from the drought as well as several other logistical issues; however, Twilight Thursday music and entertainment continued to create a small draw for the Street. We believe our attendance was negatively impacted once the City sponsored "Music in the Park" began. We will look for ways to build upon and improve our Twilight Thursday nights, and we respectfully request the City consider moving "Music in the Park" to another day of the week.

Our Marketing Committee, led by chairperson, Alison Robinson continue efforts to improve strong communication and commitment from and for our members. Increased social media and commercial advertising were just a few of the accomplishments of this committee.

We are ever so fortunate to have a strong, enthusiastic and dedicated board. This year we added 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,

Cindy Paine
President, Yuba City Downtown Business Association

To: Honorable Mayor and members of the City Council
Cc: Steven Kroeger, City Manager
From: Board of Directors – Yuba City Downtown Business Association
RE: Annual Report – Fiscal Year 2015
Date: November 4, 2015

1. NAME: Yuba City Downtown Business Association
2. FISCAL YEAR: January 1, 2015 to December 31, 2015
3. BOUNDARY/ZONE CHANGES: None (See existing boundaries on Exhibit B)
4. ACCOMPLISHMENTS OF YUBA CITY DOWNTOWN BUSINESS ASSOCIATION DURING 2015: (See Exhibit B)
5. LIST OF 2015-16 YCDBA DIRECTORS AND COMMITTEE MEMBERS (See Exhibit C)
6. PROPOSED IMPROVEMENTS AND ACTIVITIES (FY 2016) (See Exhibit D)
7. ESTIMATED COST OF IMPROVEMENTS AND ACTIVITIES (FY 2016) (See Annual Budget on Exhibit E)
8. AMOUNT OF SURPLUS/DEFICIT REVENUES TO BE CARRIER OVER FROM FY 2015-2016 (See Annual Budget on Exhibit E)
9. ESTIMATED REVENUES (FY2016) (See Annual Budget on Exhibit E)
10. AGING ACCOUNTS RECEIVABLE-COLLECTIONS
11. BASIS OF ASSESSMENT (FY2016) (See Self-Computation Form for Assessment Fees on Exhibit F)

EXHIBIT B

Yuba City - Downtown Plumas Street Area

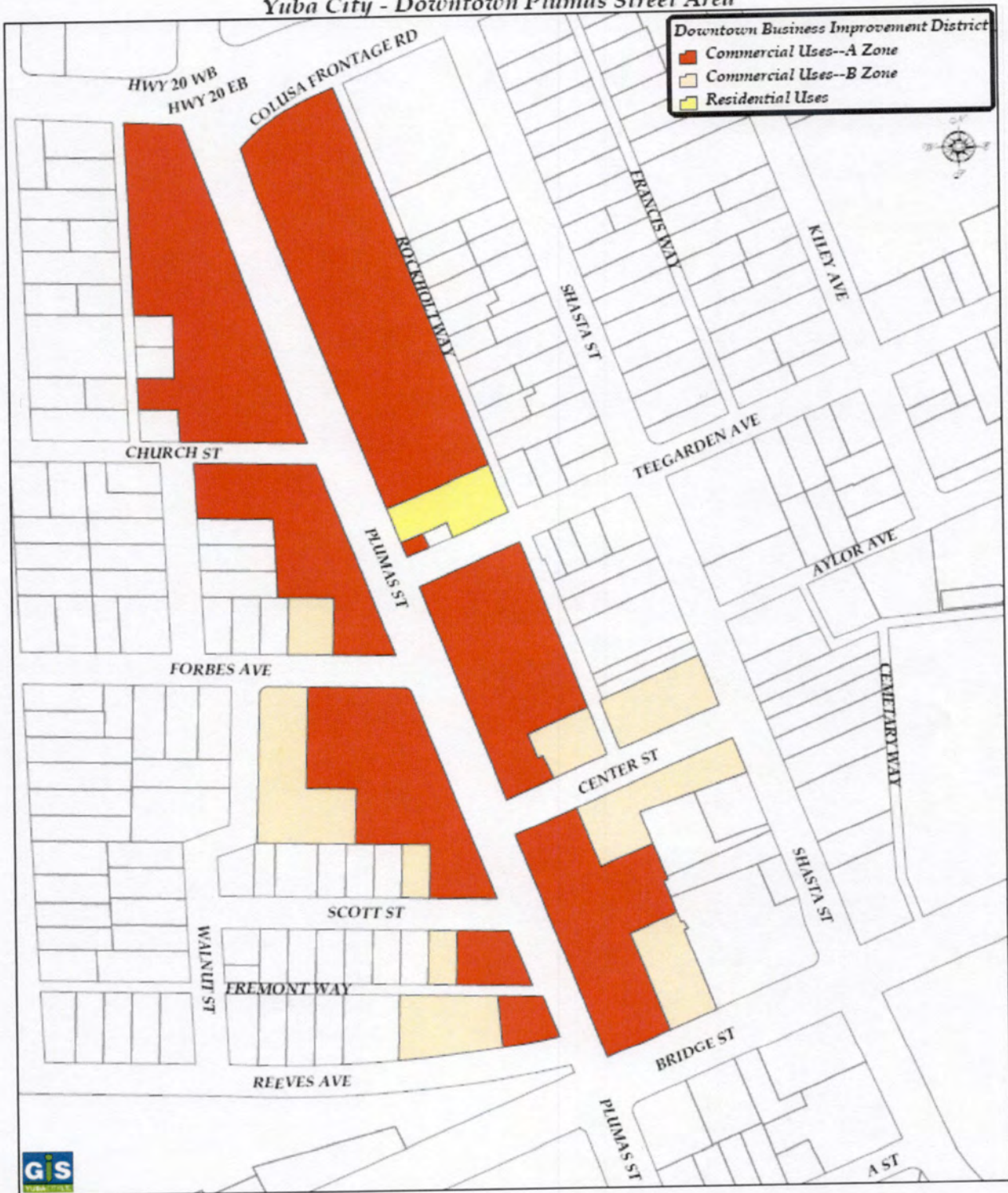


EXHIBIT B

2015 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.

Executive/Finance Committee Accomplishments for 2015

- ***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 2014
- ***Community Involvement***
 - April
 - Twilight Thursday (monthly through November) Shopping, live music and an artist reception at The Theater Gallery
 - May
 - Yuba City Downtown Certified Farmers Market-Thursdays
 - Teegarden House Event Center Vendor Faire-Thursdays
 - June
 - Yuba City Downtown Summer Stroll, free community event
 - October-November
 - Holiday Passport, participation from 34 businesses, Gift Certificate giveaway
 - November
 - Holiday Preview as the final "Twilight Thursday" of the year
 - December
 - "Santa's Village" Christmas Stroll, free community event
- ***Memberships***
 - Yuba-Sutter Chamber of Commerce
- ***DBA***
 - DBA President Cindy Paine keeping the organization moving forward
 - Maintained active Board of Directors and active committees
 - Hannaford Consulting resigned in August 2015
 - Contracted with Zanaida Akins Marketing Strategies, through 2016, to take over administrative/events coordinator duties
 - The Board meets 3 times monthly, outside the normal board meeting, primarily for the purpose of individual committee strategy planning- Executive/Marketing/Events

EXHIBIT B

Finance

Function of the Finance Committee: To monitor collection/billing of BID Assessments and review expenditures of the DBA.

Accomplishments 2015

- The DBA Board members voted to strictly enforce collections of member dues as per the Bylaws, due in January with unpaid accounts being sent to collections within 60 days. Board members contacted each business within the district, handing out new member packets and explaining the new policies
- As a result of the above change to dues collection, the number of businesses in arrears has been drastically reduced and DBA revenues have increased.
- 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 2016 Budget with the assistance of the bookkeeper

Events Committee's Accomplishments for 2015

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 Donna Hannaford as DBA Coordinator. The event took place on December 13, 2014 from 2-9pm and included a Christmas Tree Decorating contest, the 6th annual gingerbread house competition, free entertainment, kids zone, Christmas Parade and Official Downtown Tree Lighting ceremony, pictures with Santa and more. A total of 136 vendors participated, which resulted in a very successful, community event
- This event was managed by the Downtown Business Association with the assistance of Donna Hannaford as DBA coordinator. The event took place Saturday, June 20th, from 2-11pm and featured a "Fun in the Sun" theme. Vendor participation was better than 2014 with 87 vendors participating. There were 4 stage areas of entertainment, the Beer Garden sponsored by The Happy Viking, Dr. Solar's Medicine Show, Circus Imagination and numerous other activities provided throughout the day.



- The DBA continued a Certified Farmers Market to the downtown, managed by Charee Thurman, the Assistant Manager of the Saturday Morning Certified Farmers Market. The focus of the market was to bring farm fresh produce directly to the community on Thursday nights.

EXHIBIT B

Marketing/Membership/Beautification Committee **Accomplishments for 2015**

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
- Monthly Plumas Street page in the Appeal-Democrat, prominent advertising for signature Stroll events
- Increase social media presence on Facebook/YouTube/Pinterest/Instagram, promoting individual businesses, specials and the events

Directories

- 2015/2016 Participating Member directory to be updated and reprinted in December 2015

Associate Members

- *The DBA has 19 Associate Member businesses. These are businesses that are not located downtown, however want to be a part of, and show their support, for the downtown district. The following are DBA Associate Members:*

-
- *Cal-Yuba Investments*
- *City of Yuba City*
- *Express Employment Professionals*
- *Gold Country Bank*
- *Meagher & Tomlinson*
- *Patricia Phillips E.A*
- *Recology Yuba-Sutter*
- *Results Radio*
- *Sutter North Medical*
- *The Cookie Tree*
-
- *Twin Rivers Polaris*
- *Wheeler Chevrolet*
- *Yuba Sutter Chamber of Commerce*
- *AAA*
- *Huckins Family Trust*
- *Holycross Memorial Services*
- *The Crave, Gourmet Gifts*
- *Jessica Coggins, Damsel-In-Defense*

EXHIBIT B

Annual Meeting

- The meeting was held at the Teegarden House Event Center, 731 Plumas Street on Wednesday, July 8th, 2015. Thank you Mayor John Dukes for addressing the meeting along with swearing in the new 2015-2016 DBA Board members. Also, we would like to thank the other City Council members who attended the annual meeting.

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.
- 2 new businesses were welcomed in 2015
 - Poppies Apparel & Accessories
 - Justin's Kitchen
- Fotine's Simply Greek Café reopened
- The merchants that closed, relocated or retired during 2015
 - Chuck Jones State Farm Insurance-retired
 - Café Olivetti-closed
 - The Squeeze Inn-closed

Function of the Beautification Committee: To monitor the appearance of Downtown and take action to ensure cleanliness.

- Report to the Police Department on graffiti related incidents in Downtown
- Report abandoned shopping carts left in Downtown to legal owners
- Worked with the City to have the palm trees trimmed
- Planting the flower bowls twice a year
- Secured a maintenance contract with Arbor and Trowel Maintenance to maintain the flower bowls and sidewalk plantings for weeds and trimming once a month for year. Trying to obtain commitment from Commercial Landscaper to maintain at no charge for sponsorship.
- The "Adopt a Bowl" fundraiser to finance the maintenance on the flower bowls received donations from the following businesses:
 - Crosspointe Christian Books & Gifts
 - Gibbs Group
 - Grocery Outlet
 - Holycross Memorial Services, Inc.
 - Huckins Building
 - Meagher & Tomlinson/Karen Tabler
 - Milani Optical
 - Rose Insurance Agency
 - Sutter Community Bank
 - Sutter Orchard Supply
 - Sutter Performing Arts Association

EXHIBIT B

- The Cookie Tree
- Valley Truck & Tractor

Downtown Coordinator Accomplishments for 2015

The Downtown Business Association contract with Donna Hannaford (Hannaford Consulting) as an independent contractor, to handle the DBA coordinator duties ended on August 8, 2015 when Donna resigned to move to Fort Bragg. A new contract with a new independent contractor, Zanaida Akins (Zanaida Akins Marketing Strategies) was signed on August 15, 2015.

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 2015

- 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: Assist book keeper with the monthly BID billing
- Assist and sometimes facilitate committee meetings
- Manage computer and other office machines for DBA office
- Maintained filing system for all DBA correspondence
- Conduct the election for DBA Board members
- Designed & regularly update new DBA website
- Increase DBA social media presence/advertising via Facebook/YouTube/Pinterest
- Handle and resolve compliant 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
- Attend City Council meetings, supporting downtown issues
- 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
- Coordinate/manage new Downtown Certified Farmers Market

EXHIBIT C

**List of 2015 Directors and Committee Members of the Yuba City
Downtown Business Association**

2015-2016 YCDBA Officers

President – Cindy Paine, Teegarden House Event Center
Vice President – Joe Federico, The Happy Viking
Treasurer – Lee Ann Cimino, Sutter Community Bank
Secretary – Angela Butler, Milani Optical

2015-2016 YCDBA Board of Directors

Cashalyn Gilliss ~ Crosspointe Christian Books & Gifts
Fotine HalikasKopriva ~ Fotine's Simply Greek Café
David Holycross ~ Holycross Memorial Services, Inc.
Liz Gates ~ Liz Gates Photography
Ryan Henshaw – Ryan Henshaw State Farm Insurance
Alison Robinson ~ The Theater Gallery
Terri Tomlinson ~ Sutter Performing Arts Association
Stephanie Bateman ~ Pelton's Party Rentals & Supplies

2015-2016 YCDBA COMMITTEE CHAIRS AND MEMBERS

Executive/Finance

Chair: Cindy Paine-*The Teegarden
House*
Joe Federico - *The Happy Viking*
LeeAnn Cimino-*Sutter Community Bank*
Angela Butler - *Milani Optical*
Patty Phillips - *Book keeper*

Marketing/Beautification/Membership

Chair: Alison Robinson - *SPAA*
Lee Ann Cimino - *Sutter Community
Bank*
Ryan Henshaw – *Henshaw State Farm*
Terri Tomlinson - *The Theater Gallery*
Zanaida Akins - *DBA Coordinator*

Events

Chair: Fotine HalikasKopriva - *Fotine's
Simply Greek Cafe*
Angela Butler- *Milani Optical*
David Holycross - *Holycross Memorial
Services, Inc.*
Cindy Paine - *The Teegarden House*
Liz Gates – *Liz Gates Photography*
Stephanie Bateman – *Pelton's Party
Rentals & Supplies*
Cashalyn Gilliss - *Crosspointe Books &
Gifts*
Zanaida Akins-*Coordinator*

Exhibit D

Yuba City Downtown Business Association Recap of the 2015 Strategic Planning Meeting

Opening:

The Board members of the Yuba City Downtown Business Association met for its strategic planning meeting Thursday August 20, 2015. Members present: Angela Butler, Terri Tomlinson, Alison Robinson, Liz Gates, Cindy Paine, Ryan Henshaw, Fotine HalikasKopriva, Cashalyn Gilliss, and Lee-Ann Cimino. Three members were not able to attend due to conflicting schedules: David Holycross, Stephanie Bateman and Joe Federico

After introductions and minor logistics, we reevaluated our Mission Statement:

Mission Statement

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.

It was concluded that the mission statement is still appropriate and that our goals for the remainder of meeting would follow the mission.

Boardsmanship:

Ms. Cimino passed out a handout created by a former board member, Ken Anderson, outlining Principles of Boardsmanship. Each member agreed to read the DBA specific principles.

History:

Ms. Paine led the board through a brief history of the DBA; the key facets are as follows:

Mid 70's

- Group of business owners organized a volunteer group
- Don Covey of Yuba City Florist led the group to.....
 - Business Improvement District – 1999-2001
 - Mutual Benefit Corporation, to promote the economic development of the downtown area of Yuba City
 - Takes a majority vote of business owner to get in place
 - Places the trust upon a Board of Directors
 - Requires City to approve each year

Staffing Transitions

- Judy Sanchez – Partnership with City – Then Staff
- Greg Erwin – Partnership with Chamber
- Donna Hannaford – Independent Contractor through August 2015
- Zanaida Akins – Independent Contractor started August 2015

Strolls

- Signature Events for many years, Harvest Festival
- Managed
 - Volunteers
 - Paid Management
 - Coordinator (paid %)

Exhibit D

- Chamber partnership
- Committee

Various Committees were utilized

- Marketing
- Events
- Beautification
- Membership
- Parking
- Economic Development
- Executive/Finance

Now condensed to just three

Committee Reports:

Each committee chair-person gave a brief overview of their committee structure, goals and accomplishments for the prior year.

Marketing – Consisted of four board members who were tasked with both marketing issues and beautification items. Major accomplishments noted were:

- Increased merchant communication by: conducting quarterly “walkabouts”, which produced excellent results
- Featured businesses on Facebook, website and electronic newsletter mailing; and promotion of Shop-local and Holiday Preview
- Designed a Passport program for 2015 holiday season with 20+ merchants participating
- Increasing Facebook presence/traffic and utilization of on-line advertising by purchasing updated software
- Frequent DBA newsletter sent to a selected database of approximately 1,000 people
- Successful Holiday Preview event in November 2014
- Evaluated the flower bowl sponsor signs to improve visibility and expect to install new signage in 2016
- Updated the holiday decorations on light poles
- Began the process to increase advertising/seasonal decorating capabilities on the street with light pole banners (waiting for the City to approve design).

Events – Consisted of three board members, and other volunteers who were tasked with promoting events in downtown. Major accomplishments noted were:

- Thursday Certified Farmers Market Return
 - New Market Manager
- Continued the Twilight Thursday events
- Profitable Christmas and Summer Strolls / by Volunteer Board members & committee
 - Rolled out Stroll-to-Drive contest, which subsequently was cancelled
 - No paid promoter or organization
 - Increased and improved Electrical capacity of outlets on the street with the assistance of the City of Yuba City, giving us the ability to allow more entertainment on the street requiring electricity
 - Increased entertainment features

Exhibit D

- Increased attendance
- Improved quality of vendors
- Improved diligence of vendor requirements

Executive – Consisted of four board members were tasked business issues of the DBA. Major accomplishments noted were:

- Replaced Coordinator
- Established budget
- Market downtown vacancies on website
- Annual Report to the City

Strengths, Weaknesses, Opportunities, and Threats (SWOT):

Rather than starting from scratch we agreed to revisit our prior SWOT analysis, by adding and removing items. The final SWOT from this meeting is as follows:

<p><u>Strengths</u></p> <ul style="list-style-type: none"> • 5 Block Beautiful Amphitheater • Summer and Christmas Stroll • Committed DBA Board • Staff Person • Upgrading storefronts • DBA existence • Energy in this room • City still committed to Downtown • Dedicated Members • DBA is the only Business/Merchant Organization in the City and the City respects that • DBA is stronger • Beautiful Downtown • Major City endorsement • Rent is reasonable • Quaint / Historic • Cool little shops • Utilize “downtown” as Malls are referring or changing themselves to downtowns • Support of the Economic Development Department • Getting to merchants one on one • Social Media / Advertising 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> • Apathy • No commitment from merchants (except who is in the room) • Funding sources, Money • Lack of merchant involvement • Perceived parking problem • Merchants don’t know each other • Cleaning in front their stores • Business mix • Some of the surrounding residential area • Inability to be cohesive • Poorly maintained buildings • Crime • Vagrancy issues • Shops have too short hours
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • 334 Days of the year, unused # • 360 Days of good weather • Multi-Cultural • Events - more regular weekly and monthly# 	<p><u>Threats</u></p> <ul style="list-style-type: none"> • Vandalism/graffiti • Economy, while improving, still slow • Failure of PBID • Vacancies • Tenant choice

Exhibit D

<ul style="list-style-type: none"> • Bring merchants into the events and committees • Improve downtown image • Destination • Networking outside downtown • Room to grow • Improve Revenue • Partnership with neighbors fellow merchants • Business recruitment within City (bring local businesses downtown) • Small town - still room to grow • Core group • Group to "shop local" • Group to participate City Council members# • Places for people to browse • Signage • Shop owners to buy into downtown • Known as the "Place to be" • #1 Y.C.P.D. emphasis • Enhance Technology and social media • Farmers Market Perceptions • Merchant Opportunities – Sidewalk events & mingle <p># progress on taking advantage of the opportunity noted</p>	<ul style="list-style-type: none"> • Apathy • Underused – downtown • Vagrancy issue • Non-participation of merchants
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The Board members remarked that much progress has been made on reducing prior threats and weaknesses from prior years as well as advancement on opportunities actually moving some to strengths.

Goals and Committee Structure:

The remaining of the meeting surrounded discussion of committee structure and goals. While many goals were discussed and crossed over many areas we attempted to sort them by the committee structure.

Events

- Focus on Stroll-to-Drive contest
 - Develop and implement a plan
- Strolls – consider enhancing as follows
 - Mult-Culture Event
 - International Food & Music
 - Increase number of stages for strolls on side streets
 - Participation from board members
- Implement a Sidewalk Sale day 2x per year

Exhibit D

- Enhance weekly Thursday night event
 - Become known as “place-to-be”
 - Increase number of farmers
 - Increase number of bands
 - Merchants to participate in sidewalk sales or longer hours

Marketing

- Continue to promote positive relations between DBA and Merchant with increased communication (quarterly walkabouts) regarding 1 or 2 items of interest each time
 - Solicit increased merchant participation in meetings and events
 - Continue to educate the benefits of the DBA to merchants
 - Promote “Thursday Nights” on Plumas Street as the place-to-be (work to increase activity and solicit greater involvement for merchants for Twilight Thursday)
- Evaluate 2014-15 technology and social media use and implement new efforts to further promote
- Evaluate expanding street Christmas decoration for 2015-16
- Evaluate/implement sponsorships opportunities for bowls and lampposts
- Schedule street cleanup at least 2x per year with volunteers
- Review and create a clear budget process between Marketing and Board (Treasurer)

Executive

- Create a neighborhood watch program
- Advocate with City to focus on downtown
 - Attend City Council Meetings – regularly
 - Select group to meet with Officials quarterly
 - Thursday music in the park
 - Address business license if not in good standing
- Amend policies & procedures
 - Board member committee participation
 - Board member standing and timeliness

We agreed, while not all goals are necessary obtainable, each committee would evaluate and prioritize their goals. We then volunteered for committees.

Event chairpersons and committee members were identified as follows:

Events

- Chairperson - Fotine HalikasKopriva
- Angela Butler
- Liz Gates
- Stephanie Bateman
- Cashlyn Gilliss
- Cindy Paine
- David Holycross

Exhibit D

Marketing

- Chairperson – Allison Robinson
- Terri Tomlinson
- Ryan Henshaw
- Lee-Ann Cimino

Executive

- Chairperson – Cindy Paine
- Joe Federico
- Angela Butler
- Lee-Ann Cimino

**AMOUNT OF SURPLUS/DEFICIT REVENUES TO BE CARRIED OVER
FROM FY 2015-2016**

(See Attached Budget Report)

ESTIMATED REVENUES FY 2016

(See Attached Budget Report)

AGING ACCOUNTS RECEIVABLE - COLLECTIONS

(See Attached Report)

ESTIMATED COST OF IMPROVEMENTS AND ACTIVITIES FY 2016

(See Attached Budget Report)

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11/02/15
Cash Basis

Yuba City Business Improvement District
Profit & Loss
January 1 through November 2, 2015

	<u>Jan 1 - Nov 2, 15</u>
Ordinary Income/Expense	
Income	
Associate Member Dues	6,300.00
BID Dues	24,919.05
Event - Sponsorships	27,550.00
Event - Vendor Booths	14,555.00
Income - DBA Special Events	7,714.00
Income - Miscellaneous Services	305.50
Sponsorships	1,650.00
Total Income	<u>82,993.55</u>
Gross Profit	82,993.55
Expense	
Adver, Marketing & Promo	8,468.88
Band & Entertainment Expense	8,669.65
Bank Service Charges	124.21
Beautification / St Mtnce	3,431.43
Collection Fees & Expenses	(60.00)
Dues and Subscriptions	325.00
Equipment Rental	5,390.20
Event Expense	4,850.53
Insurance	4,236.77
Licenses and Permits	304.00
Maintenance	337.50
Office Supplies	1,222.23
Postage and Delivery	202.49
Printing and Reproduction	1,945.84
Professional Fees	25,932.10
Raffle Expenses	5,188.78
Rent	4,021.02
Security	2,423.36
Small Claims Filing	527.50
Supplies	176.22
Telephone Expense	933.83
Travel & Lodging	24.03
Web Page Expense	49.95
Total Expense	<u>78,725.52</u>
Net Ordinary Income	4,268.03
Other Income/Expense	
Other Income	
Other Income	3.54
Reimbursed Expenses	138.88
Small Claims Cost Reimb	205.00
Total Other Income	<u>347.42</u>
Net Other Income	<u>347.42</u>
Net Income	<u><u>4,615.45</u></u>

Yuba City Downtown Business Association

Expected Annual Dues

For the Year 2016

Member Name	Type	Amount	DBA Members	Associate Members	Projected Uncollectible
AAA Insurance	Associate	350.00		350.00	
Acambaro Bakery	Retail, Restaurant	385.00	385.00	-	-
Alcoholics Anonymous-Waived	Professional	-	-	-	-
BFS Printing	Retail, Restaurant	385.00	385.00	-	-
Barefoot	Retail, Restaurant	180.00	180.00	-	-
Bird's Eye View	Retail, Restaurant	385.00	385.00	-	385.00
Black Heart Tattoo Studio	Retail, Restaurant	385.00	385.00		
Blush	Retail, Restaurant	385.00	385.00	-	-
Bombshell Salon	Retail, Restaurant	385.00	385.00		
Butler Cleaners & Laundry	Retail, Restaurant	385.00	385.00	-	-
CC Cellar & Sudz	Retail, Restaurant	385.00	385.00		
Chikara Sushi	Retail, Restaurant	385.00	385.00	-	-
Cilantro International Restaurant	Retail, Restaurant	180.00	180.00	-	-
Community Resource Services	Professional	350.00	350.00	-	-
Creative Interiors	Retail, Restaurant	385.00	385.00		385.00
Crosspointe Christian Books & Gifts	Retail, Restaurant	385.00	385.00	-	-
Cupcake Magic	Retail, Restaurant	385.00	385.00	-	
Daisy Chain Salon	Retail, Restaurant	180.00	180.00		
Discoteca Vallarta	Retail, Restaurant	385.00	385.00	-	-
Don's Shoes	Retail, Restaurant	385.00	385.00	-	-
Dr. James Ellis	Professional	350.00	350.00	-	-
Estrada Engineering	Professional	350.00	350.00	-	
Europa Gifts	Retail, Restaurant	385.00	385.00	-	385.00
Express Personnel	Associate	350.00	-	350.00	-
Fotine's	Retail, Restaurant	385.00	385.00	-	
Fremont-Rideout	Professional	180.00	180.00	-	-
Gaiser Pets Inc.	Retail, Restaurant	560.00	560.00	-	-
Gold Country Bank	Associate	350.00	-	350.00	
Gotta Luv Books	Retail, Restaurant	385.00	385.00	-	-
Grocery Outlet	Associate	350.00	-	350.00	
Hair Productions	Retail, Restaurant	385.00	385.00	-	-
Heart N Soul Tattoos	Retail, Restaurant	385.00	385.00	-	-
Holycross Memorial Services	Associate	350.00	-	350.00	
Huckins Building	Associate	350.00	-	350.00	
Integrated Health	Professional	180.00	180.00	-	-
Jerry's Auto Stereo	Retail, Restaurant	385.00	385.00	-	-
Joyeria & Novedades Espinoza	Retail, Restaurant	385.00	385.00	-	-
Justin's Kitchen	Retail, Restaurant	560.00	560.00	-	-
K Le Time	Retail, Restaurant	385.00	385.00	-	-
Karen Tabler	Associate	350.00	-	350.00	
Korean Karate Academy	Retail, Restaurant	385.00	385.00	-	385.00
KV Nails	Retail, Restaurant	385.00	385.00	-	-
Linda's Soda Bar	Retail, Restaurant	735.00	735.00	-	-
Lloyd's Barber Shop	Retail, Restaurant	385.00	385.00	-	-
McNally Appliance	Retail, Restaurant	560.00	560.00	-	-
Meagher & Tomlinson	Associate	350.00	-	350.00	-
Milani Optical	Retail, Restaurant	385.00	385.00	-	-
Neveria La Guadalupana	Retail, Restaurant	385.00	385.00	-	
New Wave Hearing Aid Center	Retail, Restaurant	385.00	385.00		

Yuba City Downtown Business Association					
Expected Annual Dues					
For the Year 2016					
Member Name	Type	Amount	DBA Members	Associate Members	Projected Uncollectible
Oro Jewelry & Loan	Retail, Restaurant	385.00	385.00		
Obsidian Direct	Professional	350.00	350.00	-	350.00
Patricia Phillips EA	Associate	350.00	-	350.00	-
Pelton's Party Rental	Professional	560.00	560.00	-	-
Perrin - Preus Financial	Professional	350.00	350.00		
Pick-A-Peck Kitchens	Retail, Restaurant	180.00	180.00		
Poppies	Retail, Restaurant	385.00	385.00	-	-
Quality Consignments	Retail, Restaurant	385.00	385.00	-	-
Queen Penny Tires	Retail, Restaurant	180.00	180.00	-	180.00
Robert Estrada Engineering	Professional	350.00	350.00	-	-
Royal Jewelers	Retail, Restaurant	385.00	385.00		
Recology Yuba-Sutter	Associate	350.00	-	350.00	-
Results Radio	Associate	350.00	-	350.00	-
Righteous Ink	Retail, Restaurant	385.00	385.00	-	
Rose Insurance Agency Inc	Professional	180.00	180.00	-	385.00
Ryan Henshaw State Farm	Professional	350.00	350.00	-	
Sassy Salon & Boutique	Retail, Restaurant	385.00	385.00	-	
Sew So Shop	Retail, Restaurant	385.00	385.00	-	
Shadd's Vacuum Service	Professional	180.00	180.00	-	-
Soccer City	Retail, Restaurant	385.00	385.00	-	-
Sopa Thai Cuisine	Retail, Restaurant	385.00	385.00	-	-
Studio 622 and Salon	Retail, Restaurant	385.00	385.00		
Subway	Retail, Restaurant	385.00	385.00		
Sutter Buttes Brewing	Retail, Restaurant	285.00	285.00	-	
Sutter Community Bank	Financial Institution	875.00	875.00	-	-
Sutter North Medical	Associate	350.00	-	350.00	-
Teegarden House Event Center	Retail, Restaurant	385.00	385.00		
The City Café	Retail, Restaurant	560.00	560.00	-	-
The Cookie Tree	Associate	350.00	-	350.00	
The Crave	Associate	350.00	-	350.00	
The Frame Shop	Retail, Restaurant	180.00	180.00	-	-
The Happy Viking	Retail, Restaurant	735.00	735.00	-	-
The Tamale Place	Retail, Restaurant	385.00	385.00	-	
Treasures and More	Retail, Restaurant	385.00	385.00	-	
Twin Cities Floor Covering	Retail, Restaurant	385.00	385.00	-	-
Twin Rivers Polaris	Associate	350.00	-	350.00	-
Valley Fair Realty Co.	Professional	180.00	180.00	-	-
Wheeler Chevrolet	Associate	350.00	-	350.00	-
Wilbur Ellis Company	Professional	180.00	180.00	-	
Yuba City Florist Inc.	Retail, Restaurant	385.00	385.00	-	-
Yuba-Sutter Chamber of Commerce	Associate	350.00	-	350.00	-
Totals		\$ 32,930.00	\$ 26,980.00	\$ 5,950.00	\$ 2,455.00

Yuba City Downtown Business Association					
Condensed Budget					
January 1, 2016 to December 31, 2016					
		Projected Budget	Staff & Association	Marketing / Beautification Committee	Events Committee
Association receipts/Income:					
BID dues - Estimated		\$ 26,595.00	\$ 26,000.00		
Associate member dues		5,950.00	6,000.00		
Allowance for Losses on Delinquent Accts		(5,000.00)	(5,000.00)		
Collection on Delinquent Accts		1,000.00	1,000.00		
Income from Downtown Events		70,000.00			70,000.00
Beautification Sponsorships		2,700.00		2,700.00	
Redevelopment Contribution		-			
Total association receipts		\$ 101,245.00	\$ 28,000.00	\$ 2,700.00	\$ 70,000.00
Association expenses:					
Bank service charges		\$ 150.00	\$ -	\$ -	\$ 150.00
Board Training & Seminar Expenses		-			
Bookkeeping expense & tax preparation		4,300.00	4,300.00		
Business meeting expense		-	-		
Dues & Subscriptions		400.00	400.00		
Insurance/Permits		4,200.00	2,200.00		2,000.00
Office supplies & computer supplies		1,800.00	1,500.00		300.00
Postage and mailing costs:		-			
Post Office box rental		62.00	62.00		
Postage & delivery		1,095.00	200.00	200.00	695.00
Collections/Small Claims expense		700.00	700.00		
Commercial Marketing/Advertising & Promotion		9,000.00	1,000.00	1,000.00	7,000.00
Consultants:		-			
		22,500.00	6,300.00	11,700.00	4,500.00
		2,160.00			2,160.00
		1,620.00			1,620.00
Entertainment at Events		15,600.00		600.00	15,000.00
Equipment Rental		10,000.00			10,000.00
Maintenance		400.00	400.00		
Marketing Logo expenses		-			
Misc		100.00	100.00		
Mixer/annual meeting		-			
Newsletter		-			
Non-profit status fees & costs		35.00	35.00		
Other Event Expenses		9,000.00			9,000.00
Printing & Reproduction		2,500.00	500.00	1,000.00	1,000.00
Rent		3,400.00	2,400.00		1,000.00
Security		5,000.00			5,000.00
Street & Flowerbowl Maintenance		3,500.00		3,500.00	
Street Décor		1,000.00		1,000.00	
Telephone costs		1,200.00	1,200.00		
Website & Social Media Expenses		1,000.00	100.00	400.00	500.00
Total association expenses		\$ 100,722.00	\$ 21,397.00	\$ 19,400.00	\$ 59,925.00
Estimated Operation Gain (Loss)		523.00	6,603.00	(16,700.00)	10,075.00

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11/02/15

Yuba City Business Improvement District

A/R Aging Summary

As of November 2, 2015

Collections

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
**Cantrill, Judy 2009	0.00	0.00	0.00	0.00	135.00	135.00
**Creative Home Loans 2007	0.00	0.00	0.00	0.00	661.00	661.00
**Gina's Studs & Tattoos	0.00	0.00	0.00	0.00	3,819.00	3,819.00
**The Finishing Touch 2008	0.00	0.00	0.00	0.00	1,975.00	1,975.00
**This N That 2008	0.00	0.00	0.00	0.00	486.00	486.00
**Underground 2009	0.00	0.00	0.00	0.00	926.27	926.27
*Anderson's Sports 2014	0.00	0.00	0.00	0.00	256.42	256.42
*Bird's Eye View 2015	0.00	0.00	0.00	0.00	1,186.49	1,186.49
*Captain's Table 2011	0.00	0.00	0.00	0.00	715.50	715.50
*City Cafe - Boutilier/Kolos	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
*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
*Native Skate Shop 2013	0.00	0.00	0.00	0.00	650.27	650.27
*Obsidian Direct 2012	0.00	0.00	0.00	0.00	185.10	185.10
*Obsidian Direct 2014	0.00	0.00	0.00	0.00	1,558.00	1,558.00
*Pelton's Party Rentals 2011-12	0.00	0.00	0.00	0.00	2,020.00	2,020.00
*Righteous Ink 2012	0.00	0.00	0.00	0.00	226.81	226.81
*Righteous Ink 2014	0.00	0.00	0.00	0.00	1,423.00	1,423.00
*Righteous Ink 2015	0.00	0.00	0.00	0.00	522.00	522.00
*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
TOTAL	0.00	0.00	0.00	0.00	36,172.04	36,172.04

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.