

**DOWNTOWN BUSINESS IMPROVEMENT AREA
ANNUAL REPORT AND PROPOSED BUDGET FOR FY 2017**

BACKGROUND:

The Downtown Hayward Business Improvement Area (DBIA) was established in 1985. State law requires that an Advisory Board, appointed by City Council, submit an Annual Report identifying the activities, budget, boundaries, and proposed assessments to businesses within the Improvement Area. The report may propose changes, including such items as the boundaries or benefit zones within the area, the basis and method of levying the charges, and any changes in the classification of businesses. The City Council may approve the report as submitted by the Advisory Board or may modify any particular item contained in the report and approve the report as modified.

STATEMENT OF ACTIVITIES AND ACCOMPLISHMENTS FOR FISCAL YEAR 2016:

The DBIA's activities during fiscal year 2016 were funded by Business Improvement Area assessments held in reserves as the City did not levy fees in 2016. The FY 2016 budget can be found in Table 1 at the end of this attachment. DBIA activities in fiscal year 2016 fell under the following categories.

- 1) Events: Hayward Chamber of Commerce Special Event Series and funding support for other special events
- 2) Area Beautification - Street Cleaning (Suspended due to State Ordered water conservation efforts d)

ACTIVITIES AND ACCOMPLISHMENTS FOR FISCAL YEAR 2016:

Chamber of Commerce Special Event Series:	\$32,500
Downtown Hayward Summer Street parties, Bike Festival, Mariachi Festival, and Light Up the Season	

Vintage Alley Car Show	\$6,000
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A majority of funding activity was focused on Special Event activity which is carried over into the proposed 2017 budget. Any unspent funds revert back into the DBIA reserve fund.

PROPOSED ACTIVITIES FOR FISCAL YEAR 2017:

Events:	\$39,500
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Board Members agreed that downtown events benefit local businesses and voted unanimously to fund the highly anticipated Summer Street Parties (July and August 2016, and June 2017), Vintage Alley Car Show, Mariachi Festival, Light Up the Season and Bicycle Festival.

Beautification:

\$22,000

DBIA Members voted to allocate \$22,000 for “Beautification.” At the counsel of staff, members were advised to allocate monies during the budget planning period and determine exact uses later. Money left unspent would roll back into reserves.

PROPOSED BUDGET EXPENDITURES FY 2017

The total proposed budget for fiscal year 2017 is \$61,500.

PROPOSED METHOD AND BASIS FOR LEVYING DBIA ASSESSMENTS

The DBIA zones are indicated below. Collection fees were suspended at the beginning of calendar year 2016.

The proposed budget has an ending balance of \$70,029.11 that would carry forward through fiscal year 2018, allowing time to evaluate CBD direction and determine if collection of fees should be resumed.

CLOSING STATEMENT OF THE BOARD

The Downtown Hayward BIA Advisory Board will continue to seek input from downtown merchants to ensure that the District’s limited funds best reflect the memberships’ priorities for downtown services. This year the Advisory Board will be focused on spending down reserves and representing downtown business interests while migrating to a property owner-based fee district.

FY 2016 DBIA BUDGET	
	Budget
REVENUES:	
DBIA Assessment	-
<i>Subtotal Revenue</i>	<u>-</u>
Total Revenue	-
EXPENSES:	
Events	
Street Parties (Third Thursday)	24,000.00
Annual Vintage Alley Car Show (9/12/15)	6,000.00
Mariachi Festival	500.00
Light Up The Season	500.00
Bicycle Rodeo	7,500.00
Asian Heritage Event	1,000.00
Unassigned Events	4,500.00
Artscape	7,000.00
<i>Subtotal Events</i>	<u>51,000.00</u>
Area Beautification	
Undetermined	45,000.00
<i>Subtotal Beautification</i>	<u>45,000.00</u>
Total Expenses	96,000.00
Net Change in Fund Balance	(96,000.00)
Beginning Fund Balances	139,516.02
Ending Fund Balances	43,516.02

Downtown Business Improvement Area		
Proposed FY 2017 Budget		
As of May 20, 2016		
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		<i>July 1, 2016 to June 30, 2017</i>
1		Fiscal Year 2017
2		Proposed Budget
3		
4	Beginning Fund Balance	\$ 131,529.11
5		
6	REVENUE	
7	DBIA Assessment	\$ -
8		
9	<u>Subtotal Revenue</u>	\$ -
10		
11	<i>Total Revenue</i>	\$ -
12		
13	EXPENSES	
14	Events	
15	Street Parties (Third Thursday)	\$ 24,000.00
16	Annual Vintage Alley Car Show	\$ 6,000.00
17	Mariachi Festival	\$ 500.00
18	Light Up The Season	\$ 1,500.00
19	Bicycle Rodeo	\$ 7,500.00
20		
21	<u>Events Subtotal</u>	\$ 39,500.00
22		
23	Area Beautification	
24	Rotary and HAHS Banners	\$ 7,000.00
25	Miscellaneous Beautification Activities	\$ 15,000.00
26		
27	<u>Beautification Subtotal</u>	\$ 22,000.00
28		
29	<i>Total Expenses</i>	\$ 61,500.00
30		
31	Change in Fund Balance	\$ (61,500.00)
32		
33	Ending Fund Balance	\$ 70,029.11
34		
35	Prepared by John Stefanski, Management Analyst	