

**DOWNTOWN BUSINESS IMPROVEMENT AREA
ANNUAL REPORT AND PROPOSED BUDGET FOR
FY2018**

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 2017:

The DBIA's activities during fiscal year 2017 were funded by Business Improvement Area assessments held in reserves as the City did not levy fees in 2017. The FY 2017 budget can be found in Table 1 at the end of this attachment. DBIA activities in fiscal year 2017 fell under the following categories.

Events: Hayward Chamber of Commerce Special Event Series and funding support for other special events

Area Beautification – Rotary / HAHS Banner on B Street and Downtown Streets Team support for cleaning/job training activities

ACTIVITIES AND ACCOMPLISHMENTS FOR FISCAL YEAR 2017:

Chamber of Commerce Special Event Series:	\$29,500
Downtown Hayward Summer Street parties, Bike Festival, Mariachi Festival, and Light Up the Season	

Vintage Alley Car Show:	\$6,000
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Area Beautification:

Rotary and HAHS Banner on B Street	\$7,000
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A majority of funding activity was focused on Special Event activity and area and beautification. The funding allocation for Downtown Streets was rolled over into the proposed budget for 2018 given contract delays.

PROPOSED ACTIVITIES FOR FISCAL YEAR 2018:

Events: **\$39,600**

DBIA Board Members agreed that downtown events benefit local businesses within the assessment zones and voted unanimously to fund the Summer Street Parties (July and August 2017, and June 2018), Vintage Alley Car Show, Mariachi Festival, Light Up the Season, and Passport to Downtown.

Beautification: **\$29,297**

DBIA Members voted to allocate \$29,297 for “Beautification.” Funds were allocated for sidewalk cleaning and the Downtown Streets Team activities.

PROPOSED BUDGET EXPENDITURES FY 2018

The total proposed budget for fiscal year 2018 is \$68,897.

PROPOSED METHOD AND BASIS FOR LEVYING DBIA ASSESSMENTS

Collection fees were suspended for calendar year 2017 and is recommended for suspension for 2018.

The proposed DBIA budget has an ending balance of \$30,897 that would carry forward through fiscal year 2018, allowing time to evaluate CBD direction and determine if collection of fees should be resumed potentially for 2019.

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.

Downtown Business Improvement Area				
FY 2018 Proposed Budget				
As of June 12, 2017				
Prepared by John Stefanski, Management Analyst				
	A	B	C	
1		July 1, 2017 to June 30, 2018		
2		FY 2018		
3		Proposed	Actual to Date	
4	Estimated Beginning Fund Balance	\$ 99,776.20	\$	-
5				
6	REVENUE			
7	DBIA Assessment	\$ -	\$	-
8				
9	<u>Subtotal Revenue</u>	\$ -	\$	-
10				
11	<u>Total Revenue</u>	\$ -	\$	-
12				
13	EXPENSES			
14	Events			
15	Street Parties (Third Thursday)	\$ 30,000.00	\$	-
16	Annual Vintage Alley Car Show	\$ 7,000.00	\$	-
17	Mariachi Festival	\$ 1,500.00	\$	-
18	Light Up The Season	\$ 500.00	\$	-
19	Passport to Downtown	\$ 600.00	\$	-
20	Miscellaneous Events	\$ -	\$	-
21				
22	<u>Events Subtotal</u>	\$ 39,600.00	\$	-
23				
24	Area Beautification			
25	Sidewalk Cleaning Entire BIA Biannually	\$ 15,000.00	\$	-
26	Miscellaneous Beautification Activities	\$ -	\$	-
27	Downtown Streets Team	\$ 14,297.00	\$	-
28				
29	<u>Beautification Subtotal</u>	\$ 29,297.00	\$	-
30				
31	<u>Total Expenses</u>	\$ 68,897.00	\$	-
32				
33	Transfers Out	\$ -	\$	-
34	Change in Fund Balance	\$ 68,897.00	\$	-
35	Ending Fund Balance	\$ 30,879.20	\$	-

Downtown Business Improvement Area				
FY 2017 Adjusted Budget				
As of March 20, 2017				
Prepared by John Stefanski, Management Analyst				
	A	B	C	
1		July 1, 2016 to June 30, 2017		
2		FY 2017		
3		Adjusted Budget	Actual to Date	
4	Beginning Fund Balance	\$ 132,332.49	\$ 140,611.08	
5				
6	REVENUE			
7	DBIA Assessment	\$ -	\$ 1,665.12	
8				
9	<u>Subtotal Revenue</u>	\$ -	\$ 1,665.12	
10				
11	Total Revenue	\$ -	\$ 1,665.12	
12				
13	EXPENSES			
14	Events			
15	Street Parties (Third Thursday)	\$ 24,000.00	\$ 24,000.00	
16	Annual Vintage Alley Car Show	\$ 6,000.00	\$ 6,000.00	
17	Mariachi Festival	\$ 500.1	\$ 500.00	
18	Light Up The Season	\$ 1,500.00	\$ 1,500.00	
19	Bicycle Rodeo	\$ 7,500.00	\$ -	
20	Artscape	\$ -	\$ -	
21	Asian Heritage Event	\$ -	\$ -	
22	Miscellaneous Events	\$ -	\$ -	
23	Encroachment Permits	\$ -	\$ 3,500.00	
24				
25	<u>Events Subtotal</u>	\$ 39,500.00	\$ 35,500.00	
26				
27	Area Beautification			
28	Sidewalk Cleaning Entire BIA Biannually	\$ -	\$ -	
29	Rotary and HAHS Banners	\$ 7,000.00	\$ 7,000.00	
30	Miscellaneous Beautification Activities	\$ 15,000.00	\$ -	
31	Downtown Streets Team	\$ 14,297.00	\$ -	
32				
33	<u>Beautification Subtotal</u>	\$ 36,297.00	\$ 7,000.00	
34				
35	Total Expenses	\$ 75,797.00	\$ 42,500.00	
36	Transfers Out	\$ -	\$ -	
37	Change in Fund Balance	\$ 75,797.00	\$ 40,834.88	
38	Ending Fund Balance	\$ 56,535.49	\$ 99,776.20	