



2018/19 Annual Report

INTRODUCTION

The following review is the seventh Annual Report since the creation of the district in 2011 (the 2011/12 the organization reported on nine months of operations and assessment collections), and the second since the renewal of the district in 2016. It is a year-end summary of the HBIDs’ activities and finances, and a preview of planned expenditures for the upcoming fiscal year. In addition to the financial overview, this report highlights ongoing programs and projects.

FINANCIAL OVERVIEW

Management District Plan (MDP) - the MDP is the governing plan for the Handle District. It outlines the assessment methodology and collection details. Originally approved by Sacramento City Council in the Summer 2011, it was updated in 2012 to provide additional clarification. In 2017, the district was renewed as a “restaurant” only district.

Assessment - The 18 food and beverage establishments in the Handle collect 1.5% on each food purchase (excluding alcohol). The organization sends assessment information to each new business operator monthly, and periodic updates (reminders and overviews) to businesses each year.

Accounting Practices - the HBID board contracts with a bookkeeping service for daily monitoring and oversight of assessment funds, a process that also includes the preparation of an annual tax return for the organization. Accounting information, including budgets, expenditures and balances, are available for review by any Handle business or interested party. Financial decisions are made at noticed Board of Directors meetings held on the third Wednesday of every other month.

2018/19 Budget - the Board of Directors budget coincides with the calendar year. The budget will be reviewed and approved at the December meeting. The original estimate of assessments to be collected in the current Management District Plan is \$200,000/year. There is no anticipated revenue from sources other than the assessment. A more detailed breakdown of the budget allocations is shown below. Note: the annual budget of the organization shows additional program allocations (line items).

Reserves - The Handle has approximately \$100,000 in surplus funds, which are being held in reserve for planned projects. These funds have accumulated over the past few budget cycles and have historically been used to pay for higher cost improvement projects (only possible after years of saving).

Service Plan Budget Summary - Calendar Years 2017 - 2026

Service	Year 1 Percent	Year 1 Amount
Streetscape and Safety Projects	25%	\$50,000
Marketing, Advertising and Special Events	50%	\$100,000
Administrative and Operations	10%	\$20,000
Assessment Collection / City Services	6%	\$12,000
Contingency / Renewal	9%	\$18,000
TOTALS	100%	\$200,000

PROGRAMS

The organization continues to develop new programs to benefit HBID restaurants. With the adoption of the new district in 2016, marketing, events and promotion programs became a higher priority.

Maintenance - the maintenance crew is consistently visible in the district during the week and is one of the most popular services for businesses in the Handle (trash pickup, special event support, graffiti abatement, sidewalk power washing and other maintenance services). The HBID contracts for this additional service.

Advocacy - the organization continues to advocate and promote a number of local efforts, including lighting improvements, pedestrian safety projects, parking enhancements, community events and other projects that positively impact Midtown and the HBID.

EVENTS

The district sponsors and hosts a number of large-scale community events each year. The annual Bastille Day event draws more than 1,000 people each July. The organization also sponsors the Dress Up, Wine Down fashion show to benefit WEAVE each year in May. In 2017 the district re-committed to Second Saturdays with street entertainment during the summer months. In December the district will promote a month long holiday program, commencing with the annual lighting of the Luminarias.

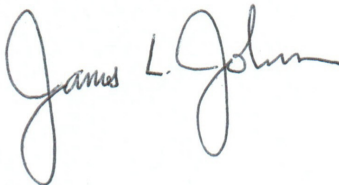
PROJECTS

The HBID (and partners) coordinated the installation of 19 new streetlights. In early 2017/18 a comprehensive light pole banner program was put in place. The district also maintains 20 custom trash cans. The award-winning cans are serviced by the maintenance team and have been very well received by the community, with 50-75 bags of trash being collected each week.

The Handle continues to add bike racks and corrals (more than 80 bike parking spaces are now in the district - one square block area) and has been closely monitoring and advocating for a number of pedestrian safety projects. The organization's website received a significant update in the past six months, and the social media program continues to flourish, with thousands of followers. The district prepared an exciting marketing piece in the past year and mails copies to new property owners in midtown every six months.

The Board of Directors meets on the third Wednesday every other month. You may contact Seann Rooney our Executive Director at (916) 447-1960 or by email at handlestaff@gmail.com for more information on programs and projects.

Sincerely,

A handwritten signature in black ink that reads "Jimmy L. Johnson". The signature is fluid and cursive, with the first name "Jimmy" and last name "Johnson" clearly legible.

Jimmy Johnson (Zocalo)
President, Board of Directors