



2020/21 Annual Report

INTRODUCTION

The following review is the ninth 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 fourth 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. Clearly the first half of 2020 has been extremely challenging for the businesses (and the organization) due to the COVID pandemic. The HBID has committed to support our businesses and will re-allocate project and reserve funds in 2020.

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 2016, the district was renewed as a “restaurant” only district, consisting of 18 food establishments.

Assessment - The now 20 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 professional 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.

2020/21 Budget - the organization’s budget coincides with the calendar year. The budget is reviewed and approved at the December Board of Director’s 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 organization’s working budget shows additional program allocations (line items).

Reserves - The Handle has approximately \$150,000 in reserve funds. These funds have accumulated over the past few budget cycles and have historically been used to pay for higher cost improvement projects (lighting, trash cans, etc.). Two large improvement projects are being pursued in 2020.

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 very active 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 these services.

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 community events each year. All major events have been cancelled for 2020 (the Holiday program has not yet been cancelled), however we will soon start planning the 2021 event season. Our events have been extremely popular over the past ten years. The annual Bastille Day event draws more than 1,000 people each July (www.sacramentobastilleday.com). We also sponsor the Dress Up, Wine Down fashion show to benefit WEAVE each year in May and have helped raise more than \$20,000.00 for the organization (www.dressupwinedown.com). For the past two Sacramento Beer week series, the Handle has hosted a fundraiser in the district, activating the Liestal Alley for 200 guests. In December the district promotes the holiday season with a month long program. We will also actively sponsor and host the Runnin' for Rhett Brew Street and Walk of Stars events.

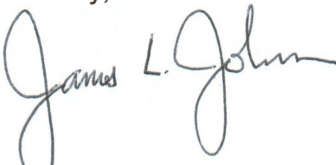
PROJECTS

The HBID (and partners) coordinates an attractive light pole banner program, installs and maintains 40 hanging flower baskets, six pet waste bag dispensers and 20 custom trash cans. We started an alley beautification project in late 2019.

The Handle continues to add bike racks and corrals (more than 80 bike parking spaces are now in the district - a one square block area) and we have been closely monitoring and advocating for a number of pedestrian safety projects. The organization's internet presence and social media programs continue to flourish, with 10,000 followers. The district circulates high quality informational and promotional materials each year to new property owners in midtown.

You can contact Seann Rooney our Executive Director at (916) 765-5052 or by email at handlestaff@gmail.com for more information on programs and projects.

Sincerely,



Jimmy Johnson (Zocalo)
President, Board of Directors