



2017/18 Annual Report

INTRODUCTION

The following review is the fifth 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 first 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, eliminating the “retail” assessment category.

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 each month.

2017/18 Budget - the Board of Directors approved the FY 2016/17 budget at the June 2016 meeting, and conducted a mid-year review of the budget at two successive meetings after the renewal of the district in the fall of 2016. Because of the renewal in late 2016, and the subsequent review and approval of the budget mid-year, this budget was approved for the 2017 calendar year. The original estimate of assessments to be collected in the current Management District Plan is \$200,000/year. A more detailed breakdown of the budget allocations is shown below. Note: the annual budget of the organization shows additional program allocations (line items).

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 now draws nearly 2,000 people each July. The organization also sponsored the 4th Annual Dress Up, Wine Down fashion show to benefit WEAVE on second Saturday in May 2017. 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

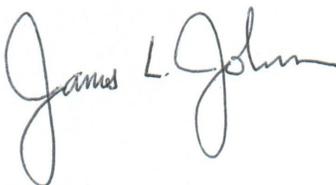
PROJECTS

The HBID in partnership with the City of Sacramento and the Midtown Association recently installed 19 new streetlights. In early 2017 the district installed 18 new 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.

In the summer of 2017 the district will install attractive, light pole banners on all 43 streetlights in the Handle. The Handle continues to add bike racks and corrals (over 75 bike parking spaces are now in the district) and has been closely monitoring and advocating for a number of pedestrian safety projects. The organization's social media program continues to flourish, with nearly 6,000 followers.

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

Sincerely,

A handwritten signature in black ink that reads "Jimmy L. Johnson". The signature is written in a cursive, flowing style.

Jimmy Johnson (Zocalo)
President, Board of Directors