



# 2019/20 Annual Report

## INTRODUCTION

The following review is the eighth 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 third 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, consisting of 18 food establishments.

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 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.

2019/20 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 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 considered in 2019.

**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
<b>TOTALS</b>	<b>100%</b>	<b>\$200,000</b>

## 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. The annual Bastille Day event draws more than 1,000 people each July ([www.sacramentobastilleday.com](http://www.sacramentobastilleday.com)). The organization also sponsors the Dress Up, Wine Down fashion show to benefit WEAVE each year in May and has helped raise more than \$20,000.00 for the organization ([www.dressupwinedown.com](http://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.

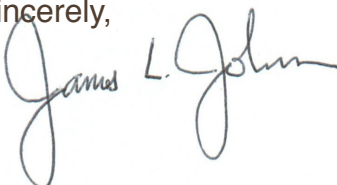
## PROJECTS

The HBID (and partners) coordinated the installation of 19 new streetlights. An attractive light pole banner program was put in place in 2017, with updates planned in the Fall of 2019. The districts also installs and maintains 40 hanging flower baskets. Our 20 custom trash 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. We have three pet waste bag dispensers in the district, with four more to be installed in the coming months. We are pursuing alley improvements in 2019 (more on that project later).

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 many thousands of followers. The district circulates high quality informational and promotional materials each year to new property owners in midtown.

The Board of Directors meets on the third Wednesday every other month. You may contact Seann Rooney our Executive Director at (916) 765-5052 or by email at [handlestaff@gmail.com](mailto:handlestaff@gmail.com) for more information on programs and projects.

Sincerely,

A handwritten signature in cursive script that reads "Jimmy L. Johnson". The signature is written in dark ink on a white background.

Jimmy Johnson (Zocalo)  
President, Board of Directors