

EXHIBIT 1 – ATTACHMENT A

DOWNTOWN SANTA ANA BUSINESS IMPROVEMENT DISTRICT 2023 ASSESSMENT REPORT

Background

On February 6, 1984, the City Council adopted Ordinance No. NS-1715 pursuant to Section 36500, et seq., of the 1979 State of California Streets and Highways Code, creating a Business Improvement District (BID) in Downtown Santa Ana. On October 6, 2003, the City Council appointed the Community Redevelopment and Housing Commission (CRHC) as the Downtown Santa Ana Business Improvement District Advisory Board. As the BID Advisory Board, the CRHC, now known as the Community Development Commission (CDC) is responsible for making recommendations to the City Council on the expenditure of revenues derived from the levy of assessments, on the classification of businesses, as applicable, and on the method and basis of levying the assessments (including the annual budget).

The BID was established as a means of providing the Downtown business community with the funding to promote the Downtown through events and advertising pieces; funding to increase security and enhance the overall aesthetics of the area; and also to maintain the downtown shopping corridors.

Improvement Area Boundaries

The geographic boundaries of the district remain unchanged from the original 1984 area, and they include over 500 retail, service, and professional members (see Exhibit 2).

Assessment Formula

The formula for the BID tax levy also remains unchanged from the original 1984 ordinance and is based on the category and/or sales volumes of the business (see Attachment A).

2022 Budget Plan

Based on the feedback from the two Associations, Downtown Inc. and the Santa Ana Business Council, the 2023 BID Budget focuses on the continuation of promotions and marketing of the BID. Some of the promotion and marketing will be focused on Downtown events and advertising pieces, which are all designed to enhance the overall aesthetics of the area and also to maintain the downtown shopping corridors. Detailed breakdowns of the two groups' budgets are attached (Attachment B). The assessments from the 2023 BID are estimated at \$200,000 to be split evenly by Downtown Inc. and the Santa Ana Business Council—the two business groups that have spearheaded this BID process. Any remaining funds from the previous year will be incorporated into a reserve fund for the groups' 2023 budgets. This reserve funding may be used for additional events and promotions throughout the year.

In 2022, the two representative business associations are proposing to host several events, some special events may be virtual (pending COVID-19 regulations for special events), promotion of outdoor dining and retail sales, and general promotion and marketing of the Downtown, as well as some traditional annual events that will be safe for community members to attend, including:

BID-FUNDED OR PARTLY BID-FUNDED ACTIVITIES

ADMINISTRATION

- Coordination of the BID including maintaining the interconnectivity and infrastructure, collectivizing downtown efforts, program and project management, and supporting downtown's role as a vital community, cultural and economic engine

MARKETING PROGRAMS

- Weekly Newsletter
- Social Media Accounts (@DtsantaAna, @CalleCuatroDTSA)

- Videos and Photos to catalogue and promote downtown

ORGANIZATION

- Business Meetings (Restaurant Assoc., Bridal Assoc., Board and Merchant Meetings)
- Resident Mixers, Business and Arts Mixers
- Membership and Training with National Downtown, Main Street and Placemaking Networks
- Community Involvement/Engagement
- Support for third-party event producers

TECHNOLOGY

- Downtown Websites
- Software Licenses
- Emailing Services
- Online Forms/Storage/Media Services
- Artists Registry

SOME SUPPORT FOR THE FOLLOWING EVENTS

- First Saturday Artwalk (10x-12x per year)
- Boca de Oro: Festival of Arts and Literacy
- Sponsorships for Downtown Businesses, Creatives and Residents to Activate Public Spaces

ACTIVITIES WE PARTNER WITH, FUNDRAISE FOR, OR THAT REQUIRE ADDITIONAL FUNDING

ANNUAL EVENTS

- Boca de Oro: Literary, Visual and Performance Arts Festival
- Annual Gathering and Mixer
- Savor Santa Ana
- OC Pride
- Viva La Vida
- Tamalada
- Pozolada

MONTHLY EVENTS

- First Saturday Artwalk Expansion, Free Art Workshops and Music
- Witches Brew (2nd St Promenade)
- Kids Corner at Calle Cuatro Plaza
- Sidewalk Sales (Bi-monthly: 1st and 3rd Weekend of the Month)
- Amigas Social Club Business Mixers and Professional Development Workshops
- Movies in the Park (Parks & Recreation)

WEEKLY EVENTS

- Dancing in the Streets (Salsa, Cumbia, Tango, Bachata)

SEASONAL PROMOTIONS

- Black Friday/Small Business Saturday
- Turkey and Ham Giveaway (Thanksgiving)

Other programming for the associations will include ongoing social media marketing, funding for the Downtown Restaurant Association, Bridal Association, Art Association, Professional Internship Programs, downtown stakeholder meetings, holiday promotions, website development and maintenance, and ongoing support for small businesses.

EXHIBIT 1 – ATTACHMENT B

2023 ANNUAL ASSESSMENT FORMULA

The following businesses located within the boundaries of the Business Improvement District (BID), classified under City Ordinance NS 1690 as Amusement Services, Pawnbrokers, Service Station and Classification A, including, but not limited to Retail Sale of Goods, Hotel and Motels, Theaters and Food Establishments, shall pay an amount equal to one and one-half times their annual business license fee.

Businesses classified as Commercial Rental Property, Rental Property, Residential and Rooming House shall pay an amount equal to one-quarter times their annual business license fee.

All other businesses, including Professions, Trades and Services within the boundaries of the proposed Business District, shall pay an amount equal to their annual business license fee.

Once the assessment formula is established, it cannot be changed without written notice to all businesses within the boundaries of the proposed Business Improvement District and a public hearing held by the City of Santa Ana.

EXHIBIT 1 - ATTACHMENT C

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID)
1 of 2 Budgets

DOWNTOWN INC BID BUDGET 2023		
Expenditure Plan	Examples	
Contractors		
	Director - Ryan Smolar	\$48,000
	Admin Staff - Jose Romo	\$6,000
Insurance		\$2,500
Technology		
	Google Apps	\$360
	Gmass	\$120
	Adobe	\$600
	Nounproject	\$40
	Mailchimp	\$1,200
	Dropbox	\$200
	Artists Registry/Membership Works	\$480
	Join by Text	\$240
Office Supplies/Technology		
	Web Hosting/Weebly/Godaddy/Active Domain	\$600
Communication		
	Stock Photography/Designs	\$150
	Weekly Newsletter - Sara Marshall	\$6,000
	Social Media - Robert Guittierez	\$7,200
	Graphic Design/Videos/Photoshoots	\$3,000
Meetings/Stakeholder Groups		
	Team/Coordination Meetings	\$750
	Board Meetings	\$400
	Artist Mixers	\$800
	Resident Mixers and Community Meetings	\$700
	Annual Business Lunch	\$600
Marketing/Promotions/Events		
	Artwalk	\$10,000
	Holiday Events & Festivals	\$2,000
	Santa Ana Media Summit	\$1,500
	Branded Materials	\$600
	District Banners & Signage	\$900
Training		
	Conferences	\$1,000
	Online	\$210
Dues & Subscriptions		
	International Downtown Association	\$400
	Other Professional Associations/Fees/Memberships	\$600
Audits/Financial Reports		
	Accountant	\$1,500
	Tax Return	\$750
Misc. Expenses	Field Expenses, Contingencies, Unexpected Operational Costs, Maintenance, Supplies	
	Scissors, Tape, Zip Ties, Batteries, Stamps, Weights, Water for Volunteers, etc	\$600
TOTAL REIMBURSEMENT		\$100,000

EXHIBIT 1 - ATTACHMENT C

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID)
2 of 2 Budgets

SANTA ANA BUSINESS COUNCIL- BID Funds 2023
January 1 through December 31, 2023

Categories	Projected Expenses	BUDGET
Contractors		
	Director-Madeleine Spenser	\$ 52,000.00
	Diamond Heart Enterprises	
	Marketing Social Media Coordinator (Claudia Naffa)	\$ 28,600.00
	Event Coordinator	
	Procurement specialist,	
	Stock photography	
	Graphic Design	
	Videos	
	Photoshoots	
Administrative Staff		
	Yolanda Arellano (Bookkeeping)	\$ 5,000.00
	Maricela Vela	\$ 2,500.00
	Event Space Curator	
	Posters Distributions	
	Miscellaneous	
	Reliance Payroll (Payroll taxes)	\$ 1,500.00
	Reliance Payroll (Payroll Services)	\$ 400.00
Contracted Services		
	Tax Return Accountant Services	\$ 2,500.00
	City Events Permits	\$ 5,000.00
	Insurance General	\$ 1,450.00
Office Administration		
	Web Domain & Hosting	\$ 400.00
	Office Supplies	\$ 100.00
	Breakfast with the Councilmen and	\$ 550.00
	Downtown Merchants Meetings	
	Total	\$ 100,000.00