

DATE: June 1, 2010

TO: Mayor and City Council

FROM: Director of Redevelopment

SUBJECT: Downtown Business Improvement Area Annual Report and Proposed Budget for FY 2011

RECOMMENDATION

That the City Council accepts the attached Annual Report and FY 2011 Budget, and adopts the attached resolution setting a public hearing for June 22, 2010, to consider the Annual Downtown Business Improvement Area levy.

BACKGROUND

Hayward's Downtown Business Improvement Area ("DBIA") was established by the City Council in 1984. The DBIA's purpose is to promote the economic revitalization and physical improvement of the downtown business district and to attract new business to the downtown.

The DBIA Advisory Board's Annual Report and budget recommendations are attached to this report as Attachment I. The Annual Report is mandated by the state enabling legislation. The Annual Report is required to discuss a variety of topics concerning boundaries, levy rates, business classifications, recommended funding from the DBIA levy, and other sources; and also recommends the DBIA activities for the upcoming fiscal year.

The DBIA's boundaries and levy rates are shown on Attachment I(a) of the Annual Report. This area includes more than five hundred holders of Hayward business licenses. Within it are three benefit zones, each with different levy rates. State law requires that levy rates relate to the amount of benefit derived by the businesses being assessed. Zone 1A, which was adopted by City Council in FY 2001-02, is in the downtown core and has the highest rates, followed by Zone 1 and Zone 2. Business owners pay from \$75 to \$500 per year, depending on the business location and type.

DISCUSSION

The total proposed DBIA budget is \$112,104, and the allocation of these funds is further described in Attachment I: Annual Report and Proposed Budget for FY 2011.

Revenues	
BIA Assessments	\$ 55,000
Redevelopment Agency Contribution	\$ 55,000
Reserve Funds	\$ 2,140
Total Revenues:	\$112,140
Expenses	
Summer Street Parties	\$ 30,000
“Light Up The Season”	\$ 19,800
Banners – Maintenance & Rotation	\$ 14,400
Publications	\$ 16,900
Sidewalk Cleaning	\$ 31,040
Total Expenses	\$ 112,104

As in previous years, the DBIA remains committed to these funding categories, however there is a growing sentiment among DBIA Advisory Board members regarding the need to evaluate the benefit and frequency of events in the Downtown core as retail store vacancies continue to grow. There is also DBIA Advisory Board support to change at least one of the Summer Street Parties to a weekend event in order to attract art and crafts vendors and more families with children.

Of particular note, and based on feed-back from the DBIA Advisory Board, decorative tree lighting on B Street is proposed to be eliminated due to lack of funding for professional lighting installations and on-going maintenance. Staff and volunteers from Rotary have struggled to install the lights at Holiday time and to maintain them. However, this has not proven to be effective and the positive impact of the lights was significantly negated this last season due to missing bulbs, unlit strings, and non-working outlets. The DBIA Board would like the lights up all year if proper maintenance can be funded. Given this desire to maintain tree lights year-long, professional installation of tree lights and on-going maintenance is necessary. Even though highly desirable, due to the cost, the Board elected not to fund this project this year.

Another area of concern voiced by the DBIA Advisory Board is the anticipated impact of the Route 238 construction on the Downtown. Given DBIA budget limitations, the Advisory Board is requesting that funding for holiday gateway lighting be included in the Route 238 construction budget to help mitigate the disruption caused by construction. The enhanced holiday lighting could help “mark” the key intersections in the historic downtown core and maintain visibility of Cinema Place and the Cinemark theatres.

Route 238 construction will also require removal of downtown light poles on Foothill Boulevard, Mission Boulevard, and A Street. Replacement of these poles will entail replacement of approximately sixty percent of the banner hardware located in the DBIA area. This hardware consists of metal brackets upon which the banners are hung and secured. The replacement of the banner hardware is timely since it is more than ten years old and its aging condition has resulted in hardware failure in several locations. Staff recommended that the DBIA Advisory Board approve funding for the remaining banner hardware not located on the streets impacted by Route 238 construction. The Advisory Board, however, is requesting that the cost of all banner hardware replacement be included in the Route 238 construction budget since the overall impact on the budget is minimal. This request is attached as Attachment I(b): Letter to the City Manager

DBIA members were surveyed to determine if newsletters should be continued, and whether computer-based forms of communications, such as periodic e-mail blasts or a web-site, would be more convenient. Based on limited survey results, DBIA members indicated that printed newsletters should be continued on a quarterly basis. Therefore, the Board recommends that newsletters continue to be funded.

FISCAL AND ECONOMIC IMPACT

DBIA assessment revenue is currently expected to remain static at the \$55,000 level in the upcoming fiscal year. Staff does not recommend considering an increase in the DBIA levy for the upcoming fiscal year due to the difficult economic climate. The Redevelopment Agency's annual contribution of \$55,000 to the DBIA is also recommended to remain constant. The DBIA Advisory Board remains reluctant to tap into its budget reserve, unless it is necessary to balance the budget or pay for capital expenses such as new banners, hardware, or holiday decorations. The current reserve balance is approximately \$90,000.

PUBLIC CONTACT

The BIA Advisory Board met on April 7, 2010, and again on May 14, 2010, to consider the draft Annual Report and proposed FY 2011 budget. On May 14, 2010, a quorum of the DBIA Advisory Board adopted a motion approving the proposed Annual Report, which is attached as Attachment I. The Council Downtown Board also met January 25, 2010, to review and evaluate downtown events including the Summer Street Parties, and Light Up the Season.

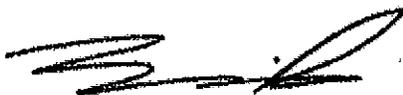
NEXT STEPS

The attached resolution sets a public hearing date of June 22, 2010 to consider the FY 2011 DBIA Levy.

Prepared by: Gloria Ortega, Redevelopment Project Manger

Recommended by: Maret Bartlett, Redevelopment Agency Director

Approved by:



Fran David, City Manager

Attachments:

- Attachment I:** Annual Report and Proposed Budget for FY 2011
- Attachment I-a:** Business Improvement Area Zones
- Attachment I-b:** Letter to City Manager Fran David
- Attachment II:** Draft Resolution

ATTACHMENT I

DOWNTOWN BUSINESS IMPROVEMENT AREA ANNUAL REPORT AND PROPOSED BUDGET FOR FY 2011

BACKGROUND:

The Downtown Business Improvement Area (DBIA) was established in 1984. State law requires that an Advisory Board, appointed by City Council, submit an Annual Report identifying the activities, budget, boundaries, and proposed assessments to businesses within the Improvement Area. The report may propose changes, including such items as the boundaries or benefit zones within the area, the basis and method of levying the charges, and any changes in the classification of businesses. The City Council may approve the report as submitted by the Advisory Board or may modify any particular item contained in the report and approve the report as modified.

STATEMENT OF ACTIVITIES AND ACCOMPLISHMENTS FOR FISCAL YEAR 2010:

The DBIA's activities during the current fiscal year were funded by Business Improvement Area assessments, contributions from the Redevelopment Agency, and fund balance reserves from prior fiscal years. The DBIA revenues funded the following categories:

- 1) Promotions and Events: Summer Street Parties and Light Up the Season;
- 2) Downtown Banners: maintenance and rotation of banners located in the DBIA boundaries;
- 3) Newsletters: quarterly communications with DBIA members regarding events, City programs and other relevant news;
- 4) Sidewalk Cleaning: pressure washing DBIA area sidewalks.

The sources of funding and expenditures for the fiscal year 2010 were:

FY 2010 DBIA Budget

Revenues	FY 2010
BIA Assessments	\$55,000
Redevelopment Agency Contribution	\$55,000
Funds transferred from FY 09 Budget	\$24,693
Transfer from Reserve Fund	\$ 5,265
Total Revenues:	\$139,958
Budget	
Summer Street Parties	\$30,000
"Light Up The Season"	\$22,975
Banners – Maintenance & Rotation, Banner & Hardware Replacement	\$38,293
Publications	\$17,650
Sidewalk Steam Cleaning	\$31,040
Total Expenses	\$139,958

ACTIVITIES AND ACCOMPLISHMENTS FOR FISCAL YEAR 2010:

All major activities planned for FY 2010 have been, or are scheduled to be, accomplished by the end of the fiscal year and include the following:

- **“Summer Street Parties”** **\$30,000**
The Summer Street Parties are organized by the Hayward Chamber of Commerce (“Chamber”) under contract to the DBIA. Summer Street Parties were held in July 2009, August 2009, and June 2010. In FY 2010, the Chamber proposed to enhance the Summer Street Parties, with a greater variety of entertainment, activities for families with children, and improved vendor offerings. The Chamber offered a “kids zone” during this period, however, the format of Street Parties remained otherwise unchanged.

- **“Light Up The Season”** **\$22,975**
This event takes place the first Thursday evening after Thanksgiving Day, with merchants hosting entertainment in their stores. Estimated attendance is 2,000-3,000 persons. The budget for Light Up The Season included installation of lamp pole wreaths, and event coordination and promotion provided under contract by the Chamber. Redevelopment Agency and City staff also supported the event with coordination of the skate rink located at City Hall Plaza, the holiday tree lighting at City Hall, toy collection on behalf of the Police Department, children’s rides at B and Main Streets, and pictures with Santa.

- **Banners Rotation, Maintenance & Replacement** **\$38,293**
The budget line-item included banner rotation and maintenance, hardware replacement and repair, and the production of the new “Celebrate Hayward Performing Arts” banners. These banners were selected by the DBIA Advisory Board, and replaced the “Welcome” banners which were more than eight years old. The cost of the new banners was \$20,000.

The proposal to replace broken banner hardware (\$4,693) was delayed when it was learned that the Route 238 construction project would replace more than fifty percent of the banner hardware, as a result of light pole removal and replacement. The cost of hanging seasonal banners (\$13,600) is impacted by how many banner poles are available at the time of installation, and decreases as a result of missing and/or broken hardware.

- **Publications** **\$17,650**
The Chamber contracted to provide communications, advertising, and event promotions on behalf of the DBIA. The proposed services included: the production and circulation of four newsletters for DBIA members; tabloids published during the year in the Daily Review to promote Summer Street Parties and Light Up The Season, and a proposal to do television advertising on cable television.

DBIA businesses were surveyed to determine if newsletters are the most effective method of communications. Although a limited number of surveys were returned, there was a general consensus that newsletters in a written format, on a quarterly basis, were the best method of communication.

- Sidewalk Cleaning** **\$31,040**
 Sidewalks in the entire BIA area are pressure washed once annually in June. The sidewalks in the downtown core (Zone 1A) are pressure washed twice a year. B Street from Foothill to Watkins receives more extensive pressure washing three times per week (two hours per visit). During this time, cleaners focus on heavily soiled sidewalks particularly around benches and locations where people tend to congregate. The vendor also pressure washes all the black decorative garbage cans twice a year, and have expanded their services to include City Hall plaza as a result of the relocation of the Farmers Market.

The Annual Report addresses the following six topic areas:

1. PROPOSED BIA BOUNDARY CHANGES DURING FY 2011

The Advisory Board is proposing no changes to the boundaries at this time.

2. STATEMENT OF PROPOSED BUDGET AND ACTIVITIES FOR FY 2011

The DBIA’s activities for fiscal year 2011 will be funded through annual business improvement area assessments, a contribution from the Redevelopment Agency, and a transfer of DBIA reserve funds. The proposed budget for fiscal year 2011 is as follows:

FY 2011 Proposed DBIA Budget

Revenues	
BIA Assessments	\$ 55,000
Redevelopment Agency Contribution	\$ 55,000
Reserve Funds	\$ 2,140
Total Revenues:	\$112,140
Expenses	
Summer Street Parties	\$ 30,000
“Light Up The Season”	\$ 19,800
Banners – Maintenance & Rotation, New Hardware, & New Banners	\$ 14,400
Publications	\$ 16,900
Sidewalk Cleaning	\$ 31,040
Total Expenses	\$ 112,140

DBIA Assessments are expected to remain at the same level in FY 2011 as in the current year. Given the unstable economic climate, the Board does not recommend an increase in membership fees. The Board also proposes to limit the amount of funds allocated from budget reserves. In the past budget reserves have been limited to the capital expenditures such as new banners, hardware, and/or permanent holiday decorations.

PROPOSED ACTIVITIES FOR FISCAL YEAR 2011:

“Summer Street Parties”

\$30,000

The Chamber of Commerce requested funding for four Summer Street Parties, which includes an expanded event to be held in September. The Chamber of Commerce proposed that the September Street Party be held on a Friday night and Saturday instead of the usual Thursday night event.

The DBIA Advisory Board recommends funding four Summer Street Parties, with at least one devoted to “show- casing” downtown to the real estate community, and prospective business owners. The Board expressed concern that while Summer Street Parties are in part intended to help promote downtown business, the growing numbers of vacant storefronts decreases their value as a venue to market downtown businesses.

For the June 2011 Summer Street Party, the Board proposes that a “Request for Proposals” be issued to determine if an “art and wine” type festival could be established in Hayward. The event promoter would determine the best time, and theme for such an event. The Chamber, along with other event promoters would be encouraged to submit a proposal.

“Light Up The Season”

\$19,800

The proposed budget amount is reduced from last year’s budget of \$22,000. Over the past several years, the Chamber’s event coordination fee of \$15,500 has been higher than the \$7,500 coordination fee for the Summer Street Parties. The higher amount is in part due to the cost paid by the Chamber of Commerce for entertainment located in downtown businesses. The DBIA Advisory Board recommends the following:

1. Adopt the Chamber’s proposal to expand Light Up The Season from Thursday to Friday evening and Saturday to include holiday arts and crafts, and a re-introduction of the Santa Paws parade in conjunction with the Friends of the Hayward Animal Services. The expansion of the event is pending submission of a budget and staffing plan by the Chamber of Commerce.
2. Event Coordination & Production Costs will be reduced to \$7,500, subject to submission of a budget and staffing plan. The event budget should include promotions and marketing strategies. Based on the reduced budget line, the Chamber should work with downtown merchants to sponsor entertainment costs at their businesses locations.
3. Increase the event enhancement budget line to \$10,000 to accommodate the costs of a two-day event that would include craft vendors, skating rinks, and children’s rides. Issue a “Request for Proposals” for an event promoter in to determine if holiday crafts and arts could be included as part of the expanded event. It is possible that crafts and arts vendors could be staged in one or more of the vacant downtown buildings.
4. The Chamber of Commerce proposed a synchronized light show at Giuliani Park outside the Historic City Hall on Mission Boulevard, as well as static lighting on the

Library Grounds. The Board elected not to provide funds for this project but supports the Chamber's efforts to secure private funding.

5. Based on feed-back from the DBIA Advisory Board, decorative tree lighting on B Street is proposed to be eliminated due to lack of funding for professional lighting installations and on-going maintenance. In the past, Rotary Club members have generously volunteered to wrap trees and lamp poles for the holiday season. However, the installation of the lighting is a strenuous activity that Rotarians may not be able or inclined to continue. Given the desire to maintain tree lights year-long, professional installation of tree lights and on-going maintenance is necessary. The Board elected not to fund this project.
6. In place of tree lights, staff recommended an investment of \$10,000 be reserved for the purchase of "gateway" decorative lights at key intersections of B Street at Foothill Blvd, Main Street, Mission Blvd. and Watkins. The Board elected not to support DBIA funding for the gateway lights, however, felt that gateway lighting would be beneficial to maintaining the visibility of the downtown core during the Route 238 construction process. Their request for Route 238 funding is addressed in Attachment I-b: "Correspondence to Fran David City Manager". In this correspondence the Board is requesting \$30,000 to fund both gateway lighting and replacement of all banner hardware in the DBIA area.

Banners Rotation, Maintenance & Replacement **\$14,600**

Currently, it is estimated that more than sixty percent of banner hardware will be replaced as a result of the elimination and installation of light poles in the Route 238 construction zone. Staff recommended that funds be set aside for replacement of the remaining hardware due to age, and the need to replace broken and/or missing hardware. There are one hundred thirty-three light poles in the DBIA area which are designated for banners. Of these, approximately eighty-five will have new hardware as a result of Route 238 construction work. Banner installation companies are reluctant to hang banners when hardware is not consistent and/or in poor condition. In Attachment I-b: "Letter to City Manager Fran David" the DBIA Advisory Board has requested that the Route 238 construction budget include the costs of all banner hardware located in the DBIA area.

Newsletters **\$16,900**

The DBIA Advisory Board adopted the Chamber of Commerce's proposal to produce four quarterly DBIA newsletters for the DBIA business members. In addition, \$500 is proposed for printing the annual DBIA brochure which is included with annual assessment bill, and \$10,000 is reserved for downtown promotions - principally for attracting new businesses downtown.

Sidewalk Cleaning **\$26,945**

The Board recommends adoption of on-going pressure washing downtown which includes in late spring, sidewalks in the entire DBIA area, and a second cleaning in early fall along B Street between Watkins Street and Foothill Boulevard. For the area from B Street from Foothill to Watkins, sidewalks are pressure washed three times a week which includes pressure washing of the black decorate garbage cans every three months, and pressure washing City Hall plaza once per month.

3. PROPOSED BUDGET EXPENDITURES 2011

As noted above the total proposed budget for FY 2011 is \$112,140

4. PROPOSED METHOD AND BASIS FOR LEVYING DBIA ASSESSMENTS

The DBIA zones and levy (fee structure) are indicated on Attachment I-a of this report. No changes are proposed at this time.

5. CONTRIBUTIONS FROM OTHER SOURCES

Other proposed sources of contribution for FY 2011 include a transfer from the DBIA budget reserve of \$2,140, a Redevelopment Agency contribution of \$55,000, and \$30,000 in funding from the Route 238 transportation project to install banner hardware and decorative lighting.

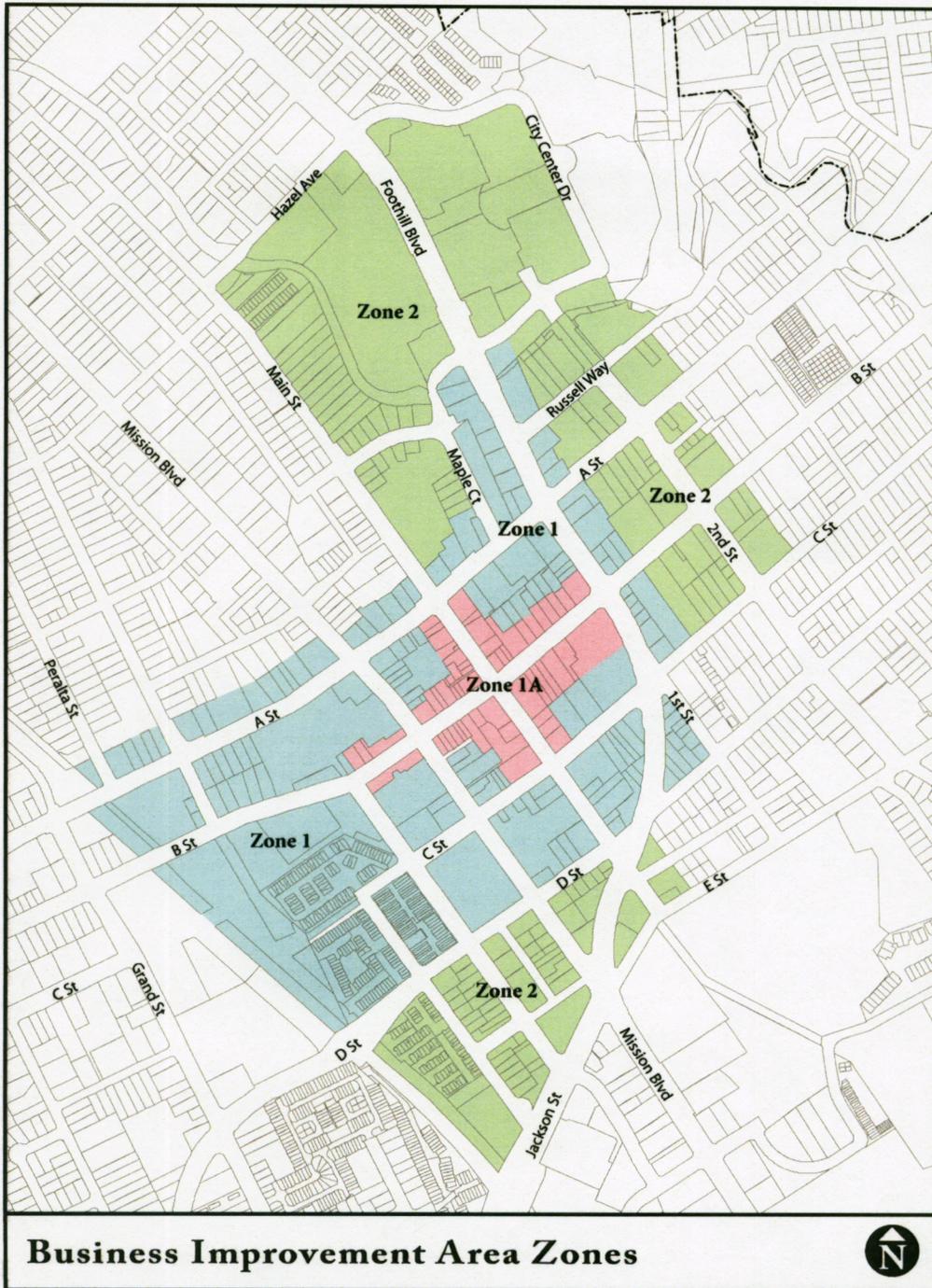
6. CLOSING STATEMENT OF THE BOARD

The DBIA Advisory Board is looking forward to continued progress and cooperation with the downtown merchants and the City in the upcoming year.

Attachments:

- Attachment I-a: DBIA Zones and Fee Structure
- Attachment I-b: Letter to City Manager Fran David

Attachment I-a: Business Improvement Area Zones



Services	Zone 1A	Zone 1	Zone 2
Banners	√	√	√
Holiday Wreaths	√		
Street Parties, LUTS, Parade, etc.	√		
Side Walk Cleaning (Annual)	√	√	√
Side Walk Cleaning (Second)	√		
Side Spot Cleaning (B St - 3x Weekly)	√		
BIA Members News Letter	√	√	√

BIA FEE STRUCTURE

All businesses classified as PROFESSIONAL SERVICE AND MISCELLANEOUS NON-RETAIL which are located in **Zone 1A** shall pay a flat fee of \$125.00 per year. **Zone 1** is a flat fee of \$75.00 per year.

All businesses classified as FINANCIAL which are located in **Zone 1A** shall pay a flat fee of \$325.00 per year. **Zone 1** is a flat fee of \$200.00 per year.

All businesses classified as PROFESSIONAL SERVICE AND MISCELLANEOUS NON-RETAIL which are located in **Zone 2** shall pay a flat fee of \$75.00 per year.

All businesses classified as FINANCIAL which are located in **Zone 2** shall pay a flat fee of \$200.00 per year.

All businesses classified as RETAIL shall pay an assessment based on the following gross receipts schedule:

GROSS RECEIPTS	ZONE 1A	ZONE 1	ZONE 2
Less than \$100,000	\$145.00	\$120.00	\$90.00
\$100,001 - \$150,000	\$175.00	\$150.00	\$115.00
\$150,001 - \$200,000	\$205.00	\$180.00	\$135.00
\$200,001 - \$300,000	\$255.00	\$230.00	\$175.00
\$300,001 - \$400,000	\$305.00	\$280.00	\$210.00
\$400,001 - \$500,000	\$355.00	\$330.00	\$250.00
\$500,001 - \$750,000	\$425.00	\$400.00	\$300.00
\$750,001 - \$1,000,000	\$495.00	\$400.00	\$300.00
\$1,000,001 and up	\$525.00	\$400.00	\$300.00

May 6, 2010

City Manager Fran David
Members of City Council
Director of Public Works Robert Bauman
City of Hayward
777 B Street
Hayward, CA 94541

Re: Downtown BIA Improvements -- Route 238 Project

The current Business Improvement Area Budget is projected to be \$105,000 for the 2010-2011 fiscal year. Our expenditures include the coordination of the four Downtown Street Parties & Light Up The Season, downtown street cleaning, promotional publications and the maintenance of the decorative banners that are seen throughout downtown. Simply put, our budget is allocated to promote downtown, downtown merchants and the creation of a vibrant retail district.

With the scheduled start of the Route 238 Improvement project approaching, the BIA Board has some concern for its member businesses given the imminent disruption that the project will have on downtown business. While some business disruption is clearly unavoidable with a project of this scope, the BIA Board is clearly focused on the allocation of our funds for promotional activities that will bring shoppers and diners downtown and will continue to promote local business.

As the current Chairperson of the City of Hayward Business Improvement Area Board, I am writing on behalf of that Board to request that two critical items be included in the Route 238 expenditures. The first is the replacement of all banner hardware throughout the downtown area. It is our understanding that approximately 60% of the banner hardware will be replaced as a result of Route 238 light pole replacement. This action makes it necessary to replace the remaining hardware since banner installation companies require consistent hardware. Second, gateway lighting has been proposed for the entrance to B Street, Main Street, Mission Boulevard and Watkins Street. As a Board, we feel these items are critical to not only identify the downtown core of Hayward but to continue to define our downtown during the years of ensuing construction. It is our understanding that the total cost of these two items not currently in the Route 238 improvements does not exceed \$30,000. We simply do not have the room in our budget to accommodate these two capital expenditures, but feel they are critical to mitigate the disruption during the construction of the Route 238 bypass.

Thank you for your consideration of this matter and your continued dedication to the development of downtown as a retail destination.

Regards,



Steven Worley
Chair, Business Improvement Area Board

CC: Business Improvement Area Board

DRAFT

HAYWARD CITY COUNCIL

RESOLUTION NO. _____

Introduced by Council Member _____

RESOLUTION ACCEPTING ANNUAL REPORT AND
DECLARING INTENTION TO LEVY ANNUAL CHARGES
FOR THE DOWNTOWN HAYWARD BUSINESS
IMPROVEMENT AREA FOR THE FISCAL YEAR 2011
AND PROVIDING FOR NOTICE OF HEARING THEREON

BE IT RESOLVED by the City Council of the City of Hayward, as follows:

1. On September 18, 1984, the City Council established the Downtown Hayward Business Improvement Area pursuant to section 36500 et seq. of the Streets and Highways Code of the State of California, which was commonly known as the Parking and Business Improvement Area Law of 1979 and, as now codified, is commonly known as the Parking and Business Improvement Law of 1989.
2. The Advisory Board for the Downtown Hayward Business Improvement Area prepared an annual report for the fiscal year July 1, 2010 to June 30, 2011, on behalf of the Downtown Hayward Business Improvement Area pursuant to section 36533 of the California Streets and Highways Code, which report, on file in the office of the City Clerk, is hereby accepted by the City Council. Said report may be referred to for the particulars as to the detailed descriptions of improvements and activities to be provided, the charges to be levied, the benefit zones within the area, the proposed charges to be levied on businesses, and exact boundaries of the area.
3. It is the intention of the City Council to levy and collect the charges within the Downtown Hayward Business Improvement Area for the fiscal year 2011 as set forth in the annual report or such report as hereafter modified. The charges may be used for parking facilities serving the area, decoration or music or advertising public events in public places in the area, and to promote business activities in the area. The area is generally described on the map attached hereto as Attachment II-a.
4. Notice is hereby given that Tuesday, June 22, 2010, at the hour of 7:00 p.m., in the regular meeting place of this City Council, 777 B Street, Hayward, California, a hearing will be held on the question of the levy of the proposed charges, at which time written and oral protests may be made in compliance with sections 36524 and 36525 of the Streets and Highways Code.

5. The City Clerk shall cause notice of hearing to be given by publishing a copy of this resolution in The Daily Review, a newspaper published and circulated in the City of Hayward, at least seven days prior to the date of the hearing specified above.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2010

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

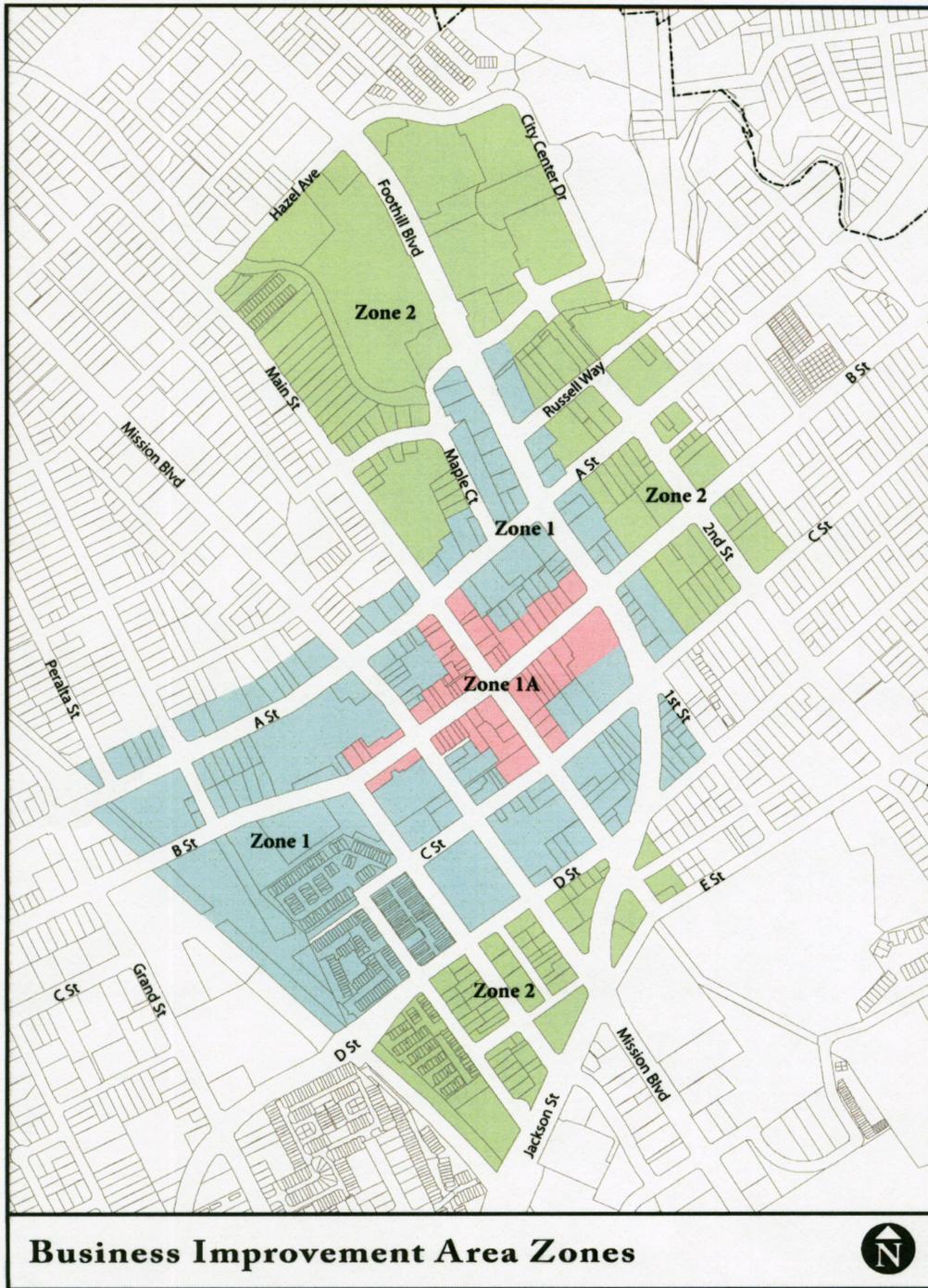
ABSENT: COUNCIL MEMBERS:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward

Attachment II-a: Business Improvement Area Zones



Services	Zone 1A	Zone 1	Zone 2
Banners	√	√	√
Holiday Wreaths	√		
Street Parties, LUTS, Parade, etc.	√		
Side Walk Cleaning (Annual)	√	√	√
Side Walk Cleaning (Second)	√		
Side Spot Cleaning (B St - 3x Weekly)	√		
BIA Members News Letter	√	√	√

BIA FEE STRUCTURE

All businesses classified as PROFESSIONAL SERVICE AND MISCELLANEOUS NON-RETAIL which are located in **Zone 1A** shall pay a flat fee of \$125.00 per year. **Zone 1** is a flat fee of \$75.00 per year.

All businesses classified as FINANCIAL which are located in **Zone 1A** shall pay a flat fee of \$325.00 per year. **Zone 1** is a flat fee of \$200.00 per year.

All businesses classified as PROFESSIONAL SERVICE AND MISCELLANEOUS NON-RETAIL which are located in **Zone 2** shall pay a flat fee of \$75.00 per year.

All businesses classified as FINANCIAL which are located in **Zone 2** shall pay a flat fee of \$200.00 per year.

All businesses classified as RETAIL shall pay an assessment based on the following gross receipts schedule:

GROSS RECEIPTS	ZONE 1A	ZONE 1	ZONE 2
Less than \$100,000	\$145.00	\$120.00	\$90.00
\$100,001 - \$150,000	\$175.00	\$150.00	\$115.00
\$150,001 - \$200,000	\$205.00	\$180.00	\$135.00
\$200,001 - \$300,000	\$255.00	\$230.00	\$175.00
\$300,001 - \$400,000	\$305.00	\$280.00	\$210.00
\$400,001 - \$500,000	\$355.00	\$330.00	\$250.00
\$500,001 - \$750,000	\$425.00	\$400.00	\$300.00
\$750,001 - \$1,000,000	\$495.00	\$400.00	\$300.00
\$1,000,001 and up	\$525.00	\$400.00	\$300.00