



EXHIBIT A

May 1, 2026

City of Sacramento
915 I Street, 3rd Floor
Sacramento, CA 95814

Re: Annual Report
Downtown Plaza Merchants' Association
In Accordance with the Streets and Highway Code Section 36530
Fiscal Year 2026/2027

No changes to the boundaries of the improvement district are proposed. Attached is a budget for the projected income for fiscal year 2026/2027.

Primary expenditures are focused on community, special events, and marketing designed to drive traffic and sales to Downtown Commons restaurants and retail.

Due to a limited budget in the coming fiscal year, funds are focused on key traditional holiday and seasonal events and social media marketing.

The 2026/2027 Budget was presented to the Board of Directors on February 13, 2026, and was approved unanimously.

Sincerely,

Susie Rodgers
Marketing Manager

EXHIBIT B

	Downtown Plaza BIA (B):			Minimum: \$160	Maximum: \$12,704	
				<u>Flat Amount</u>	<u>Increment</u>	<u>Basis</u>
B1	Gross Receipts		\$10,000 or less:	\$160	-	
			more than \$10,000:	\$160	+ .0008	of amount over \$10,000
B4	Gross Payroll		Flat Amount	\$160	-	
B2	Professional			\$160	+ \$54	per employee
B2	Brokers			\$160	+ \$54	per employee
B3	Hotel/Motel			\$160	+ \$1	per unit in excess of 4
B1	Commercial Rental Gross Receipts:					
			\$10,000 or less:	\$160	-	
			more than \$10,000:	\$160	+ .0008	of amount over \$10,000

Fund	FY26		FY27
	Budget	Projection	Revenue Projection
2209	Downtown Plaza BIA:		
	Beginning Balance	0 0	87,532
	Revenue	85,045	87,532
	Interest		
	Distributions		
	Ending Balance	85,045	87,532

Downtown Plaza Business Improvement Area Annual Budget

Fiscal Year 2026/27 - EXHIBIT C

	BIA	Other	Total
Resources			
Beginning Reserves	\$ 8,886.81	\$ -	\$ 8,886.81
Other Revenues	\$ 1,156.00	\$ -	\$ 1,156.00
Business Tax Collections	\$ 89,720.00	\$ -	\$ 89,720.00
Total Resources	\$ 99,762.81	\$ -	\$ 99,762.81
Expenses			
Operating/Administrative Expenses			
Taxes & Tax Prep	\$ 3,050.00	\$ -	\$ 3,050.00
Legal - Revise Bylaws	\$ 3,500.00	\$ -	\$ 3,500.00
Office Supplies/Postage	\$ 150.00	\$ -	\$ 150.00
BIA Board/Member Meetings	\$ 800.00	\$ -	\$ 800.00
	\$ 7,500.00	\$ -	\$ 7,500.00
Advertising			
Social Media Management	\$ 47,000.00	\$ -	\$ 47,000.00
Public Relations - Media Outreach	\$ 13,800.00	\$ -	\$ 13,800.00
Hotel Rack Card	\$ 3,300.00	\$ -	\$ 3,300.00
DOCO Promo Gift Cards	\$ 1,000.00	\$ -	\$ 1,000.00
	\$ 65,100.00	\$ -	\$ 65,100.00
Special Events / Activations			
DOCO Activations (NCAA, A's, Fan Fest)	\$ 7,500.00	\$ -	\$ 7,500.00
Block Party	\$ 5,000.00	\$ -	\$ 5,000.00
Holiday Music	\$ 6,000.00	\$ -	\$ 6,000.00
Ice Rink Sponsorship	\$ 5,000.00	\$ -	\$ 5,000.00
	\$ 23,500.00	\$ -	\$ 23,500.00
Total Expenses	\$ 96,100.00	\$ -	\$ 96,100.00
Net Operating Income	\$ 3,662.81		\$ 3,662.81

BUSINESS IMPROVEMENT AREA ANNUAL REPORT CHECKLIST

FY _____

BIA NAME: _____ CONTRACT # _____

AUTHORITY (CS&H Code Section)	REQUIREMENT	PAGE FOUND
36533(b)	Specify BIA name	
-Does the BIA name exactly match the previous year's BIA name? (Check one) YES NO		
36533(b)	Specify fiscal year to which report applies	
36533(b)(1)	Any proposed changes in the boundaries	
36533(b)(1)	Any proposed changes in any benefit zones	
-Do the boundaries and benefit zones exactly match the previous year? (Check one) YES NO (If not, describe change(s) in the NOTES section)		
36533(b)(2)	The improvements and activities for that fiscal year	
-Are the improvements and activities in line with the Annual Report? (Check one) YES NO		
36533(b)(3)	An estimate of the cost of providing the improvements and activities for that fiscal year	
- How does the overall budget compare to last year? (Check one) HIGHER SAME LOWER - What is the greatest change (by percentage) between line items from last year to this year _____		
36533(b)(4)	The method of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against their business for that fiscal year	
36533(b)(4)	The basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against their business for that fiscal year	
-Does the Method and Basis match the Annual Report? (Check one) YES NO -Is there a CPI increase for this year? (Check one) YES NO -If so: What is the rate? _____		
36533(b)(5)	The amount of any surplus revenues to be carried over from the previous fiscal year	
-Is the surplus identified for use in specific categories? (Check one) YES if NO yes, What category(ies) _____		
36533(b)(5)	The amount of any deficit revenues to be carried over from a previous fiscal year	
36533(b)(6)	The amount of any contributions to be made from sources other than assessments levied pursuant to this part	
-Are the contributions identified for use in a specific category? (Check one) YES NO		
-Did an authorized representative of the nonprofit Board sign the report? (Check one) YES NO		
-Does the report state the date the Board approved the Report/Budget? (Check one) YES NO		

NOTES: