



February 3, 2015

TO: Mayor and City Council members
City of Sunnyvale

FROM: Joel Wyrick & The BID Board
Sunnyvale Downtown Association (SDA)

RE: Annual Report - State of the BID/SDA

Dear Sirs and Ma'am,

First of all I'd like to thank you for your matching BID support and attendance to our events. We are looking forward to another great year for the City of Sunnyvale. On January 7, 2014 the Board of Director's approved the renewal of the BID. Attached (Exhibit A) is a copy of the SDA's expense & revenue report for July 1, 2014 through June 30, 2015 along with projections and proposed activities and improvements for the 2015/16 fiscal year.

Past

Our start-up funding comes from the BID, which amounted to approximately \$31,042. For our 2014/15 fiscal year the SDA staff and Board decided to use the monies to produce: Summer Series Music + Market, The Jazz & Beyond Series, Game Day! and the Holiday Tree Lighting. The production of last year's events grossed 97k from the sales, sponsorships and grants.

Present/For the Year

The Board approved the Executive Director's annual budget and his recommendations for the upcoming 2015 year.

Event Revenue & Overview

All events stayed within budget and virtually "status quo" as with the attendance. The Holiday Tree Lighting has no sales associated with the event but turns a profit due to very little City service fees attached to the event and good sponsorship support. Due to great weather for the Holiday Tree lighting attendance was the best in recent years at approximately 500 people. Game Day! was a first time event. Game Day! was our celebration of the opening of Levi Stadium. Attendance was about 600 people which we thought was good for this first time event. Those who attended raved it. The cost for this event is rather costly due to the outdoor big screen and duration of the event at about 10 hours. Depending on our budget, if we were to make any cuts it would more than likely be this event. The SDA is also considering an event called "Carnigras". This would be a winter event (Feb. or Mar.) used as a filler for our calendar year.

Event Sponsorships

Staff was able to secure strong sponsorships and partnerships for last year's events. Continual support has come from Broadcom, BRE, Carmel Properties, and Palo Alto Medical Foundation.

Future

The BID Board strongly recommends that we continue the BID assessment. The BID serves as the SDA's seed money. Without the BID, we couldn't provide the services and events to our community. The BID will continue producing quality events and promoting downtown Sunnyvale as a good place to visit, shop and do business. These events are especially important to continue to attract patrons to downtown.

The BID is a self-imposed tax of the downtown businesses. Outside of paying their standard fees, taxes and licenses associated with owning and operating a business these businesses have been and continue to reach into their pockets and come up with additional monies to: promote market and create events for the City of Sunnyvale and our community.

Commercial marketing and promotion will continue. Resources for marketing will include local and regional publications. Maintenance of the SunnyvaleDowntown.com and Facebook sites will continue in order to maintain an internet presence.

Overview

2014 was a better year for us. The bay area economy picked up and with that came an uptick in business for the retailers. The former Town & Country site completed all of their phases. The two developers, BRE and Carmel Partners are now at 97% occupancy bringing over 300 hundred new residences to our downtown core. The ground floor of these two projects brought us new retail space. By July 2015 we hope to have 100% retail occupancy as well. New tenants include but not limited to: Nom Burger, Philz Coffee, The Sandwich Spot and Flywheel Sports. We will continue to uphold our mission to promote, advocate and enhance the vitality of downtown Sunnyvale, seek out ways to create an even more attractive downtown for the community, its visitors and give many others a reason to live in our downtown and surrounding neighborhoods.

Thank you for your support and once again please support our request to continue the BID assessments.

If you have any questions please do not hesitate to call the SDA at 408-516-7217.

Board of Directors

Joe Antuzzi, Board Chair
Leigh Odum, Secretary
Donna Lang, Member-At-Large

Dr. Gary Gold, Vice Chair
Kathy Johnson, Member-At-Large
John Sevey, Member- At-Large

SDA ORGANIZATION EXPENSE & REVENUE REPORT		2014-15	2015-16	Notes & Comments
		actual	projected	Projected
EXPENSES				
Advertising, Promotion & Marketing		\$ 170.00	\$ -	print and/or 49er mktg exposure
City Fees		\$ 761.76	\$ 800.00	BID
Commissions & Fees (memberships, etc.)		\$ 3,930.00	\$ 4,000.00	
Conferences, meetings & seminars (attended)		\$ -	\$ -	
Contract Labor		\$ 39,600.00	\$ 39,600.00	
Dues/Subscriptions/Contributions		\$ -	\$ -	
Employee Health Benefits		\$ -	\$ -	
Events (costs directly associated with the event)				
Summer Series Music + Market		\$ 47,892.00	\$ 48,000.00	incl stage
Jazz & Beyond		\$ 20,122.00	\$ 22,000.00	
Holiday Christmas Tree Lighting		\$ 4,027.00	\$ 4,500.00	
Magic of Sunnyvale Wine & Food Stroll		\$ -	\$ 11,000.00	pending for FY 14/15-will happen for May 2015
Game Day		\$ 11,064.00	\$ -	based the expenses from a single event/ wine stroll
St Patty's				
Carnival		\$ -	\$ 8,500.00	
Sub Total Events		\$ 83,105.00	\$ 94,000.00	
Finance Services Charges			\$ -	
Insurance				
General		\$ 5,302.00	\$ 5,400.00	
Directors & Officers		\$ -	\$ -	
Workman's Compensation		\$ -	\$ -	
Janitorial & Cleaning		\$ -	\$ -	
Legal & Accounting		\$ 462.00	\$ 496.00	
Audit		\$ -	\$ -	
Legal		\$ -	\$ -	
Maintenance, Beautification & Repair (incl murphy lights)		\$ -		
Office Supplies		\$ 100.00	\$ 100.00	
Payroll Taxes		\$ -	\$ -	
Postage		\$ -	\$ -	billed to individual projects
Printing & Reproduction		\$ -	\$ -	billed to individual projects
Purchases		\$ -	\$ -	
Rent		\$ 2,393.00	\$ 2,400.00	(no office 2012 - PO box & Pod)
Staff Salaries			\$ -	none we subcontract everything
Supplies (non office)		\$ 227.00	\$ 250.00	
Taxes, Licenses & permits)		\$ 781.00	\$ 800.00	
Telephone/ Internet/Website		\$ 840.00	\$ 1,260.00	
Travel & Entertainment		\$ -	\$ -	research
Utilities		\$ -	\$ -	
Visitor's Guide		\$ -	\$ 5,000.00	pending for FY 14/15-scheduled for May 2015
Contingency 5%		\$ -	\$ 12,405.30	
TOTAL EXPENSES		\$ 137,671.76	\$ 149,106.00	

SDA ORGANIZATION EXPENSE & REVENUE REPORT		2014-15	2015-16	Notes & Comments
		actual	projected	
REVENUE				
CONTRIBUTED & SPONSORSHIP INCOME				
Grants				
City/Government				
	Community Events Grant	\$ -	\$ -	based on last year amounts
	Matching BID or Sponsorship	\$ 15,000.00	\$ -	
Corporate/Foundations				
	Mitigation	\$ -	\$ -	
	Other			
SUBTOTAL - GRANTS		\$ 15,000.00	\$ -	
Projects & Events Sales (incl. vendors)				
	Summer Series Music + Market	\$ 61,204.00	\$ 62,000.00	sponsorships included in revenue
	Jazz & Beyond	\$ 25,326.00	\$ 25,080.00	sponsorships included in revenue
	Holiday Tree Lighting Celebration	\$ 7,300.00	\$ 7,500.00	all sponsorships there is no revenue
	Magic of Sunnyvale Wine Stroll	\$ -	\$ 5,000.00	pending for FY 14/15 - scheduled for May 2015
	Game Day	\$ 4,569.00	\$ -	based the revenue from one summer series sales
	Carni Gras			pending potential sponsorships
SUBTOTAL - PROJECTS & EVENTS		\$ 98,399.00	\$ 99,580.00	revenue includes corp. sponsorships
SDA Memberships				
	BID Fees	\$ 31,042.00	\$ 32,000.00	
	Misc	\$ 1,625.00	\$ -	stage rental to outside agencies
SUBTOTAL - SDA MEMBERSHIPS		\$ 32,667.00	\$ 32,000.00	
TOTAL REVENUE		\$ 146,066.00	\$ 131,580.00	
NET PROFIT/LOSS		\$ 8,394.24	\$ (17,526.00)	

Proposed Improvements and Activities for Fiscal Year 2015/2016

1) Income

Zone A: 38 businesses paying an average annual benefit fee of \$426.	\$16,200
Zone B: 22 businesses paying an average of \$209.	\$ 4,600
Zone C: 110 businesses paying an average of \$102.	\$11,200
<hr/> Total potential BID annual collections	\$32,000
<hr/> Revenues from SDA special events/grants/sponsorships	\$99,580
<hr/> Total BID Program annual budget	\$131,580

2) Expenditures

<u>Program</u>	<u>Amount</u>	<u>Percent</u>
1) Commercial Marketing Program	\$105,264	80%
a) Advertising and promotion		
b) Theme development		
c) Special events and activities		
d) Visitor attraction		
2) Programs Administration and BID Management	\$26,316	20%
<hr/> Totals	\$131,580	100%

(Figures rounded to nearest whole number)