

Office of Economic Development

ACTION CALENDAR

October 15, 2013

To: Honorable Mayor and Members of the City Council

From:  Christine Daniel, City Manager

Submitted by: Michael J. Caplan, Economic Development Manager

Subject: Resolution of Intention to Establish an Elmwood Business Improvement District

RECOMMENDATION

Adopt a Resolution of Intention to Establish an Elmwood Business Improvement District (hereafter “the Elmwood BID” or “the District”) as authorized by the *Parking and Business Improvement Area Law of 1989 (Streets and Highways Code, Sections 36500-36551)*, including setting a public hearing on possible establishment of the District for November 19, 2013. Government Code, Section 54954.6 requires the Council to “conduct at least one public meeting at which local officials shall allow public testimony regarding the proposed...new or increased assessment in addition to the noticed public hearing at which the legislative body proposes to enact ...the assessment.” Accordingly, the Resolution also gives notice of a public meeting before the Council on November 12, 2013, regarding the proposed Elmwood BID and its assessment.

FISCAL IMPACTS OF RECOMMENDATION

If approved by Council, estimated revenues of \$35,000 per year will be collected by the City through the business license renewal process (and special billing for the City parking lot and a bank exempt from City business licensing) and turned over to the Elmwood Merchants Association to promote, maintain and beautify the business district. The goal of these efforts is to attract more customers to the Elmwood commercial district, which would promote local businesses and indirectly also benefit the City through increased sales tax and other business-based revenues. Formation of the new BID will require some ongoing staff time in the Office of Economic Development for administration and to conduct the annual renewal of the assessment, and in the Finance Department to collect BID revenues, deposit and account for them in a special fund, and remit them to the Elmwood Merchants Association. The level of staff effort should be similar to what both units of the City devoted to the recently-expired Elmwood Theater Business Improvement Area.

Please note that the BID organizing committee (the Elmwood District Steering Committee, hereafter “the Steering Committee”) has asked the City to lend \$60,000 to the Elmwood Merchants Association to cover the cost of immediate BID priorities in the first year, with the loan to be repaid over fifteen years through a portion of the proceeds

of the assessment. (See request in the Elmwood District Steering Committee letter of September 5, 2013, Attachment 2.) Staff will make a recommendation on the loan request later after the Elmwood BID is established.

It should also be noted that the proposed assessment formula assesses the City of Berkeley \$1,000 per year for operating a parking lot within the boundaries of the proposed BID. The principle of assessing City property is of course, well established in State BID law and the City pays much larger assessments to BIDs in Downtown Berkeley and the Telegraph area.

### CURRENT SITUATION AND ITS EFFECTS

On September 5, 2013, the Elmwood District Steering Committee wrote to the City Council asking it to approve a Resolution of Intention to form a new BID that would finance a package of services and improvements benefitting the business district. (See Attachment 2) The letter specifies the desired services and improvements and recommends a “method and basis” for financing them, a formula for assessing Elmwood businesses through a surcharge to the City business license tax. Economic development staff assisted the Steering Committee to develop the program of services and improvements and the assessment formula in an intensive month-and-a-half process that began the day after the City Council terminated the former BID in the Elmwood District, the Elmwood Theater Business Improvement Area, July 16, 2013<sup>1</sup>. (As a general rule, two BIDs cannot service the same area so termination of the Elmwood Theater BID, which had completed its legal mandate to repay a loan that had allowed a merchant-based non-profit, the Elmwood Theater Foundation, to purchase the Elmwood movie theater, was a precondition for forming the new BID.)

On July 17, 2012, the Elmwood Merchants Association had written to the City Council to request that the City assign economic development staff to assist it to form a new Elmwood BID to improve and promote the business district after the Elmwood Theater BID expired in May, 2013. (See Attachment 3) On the same date, David Salk, President of the Elmwood Theater Foundation and a longstanding merchant, made the same request in testimony to the City Council at the final public hearing to renew the Elmwood Theater BID assessment. Both requests noted that the new BID should allow financial support for the movie theater if needed, though the main purpose would be to support general district improvements and activities chosen by the merchant community.

### BACKGROUND

On July 17, 2013, a group of Elmwood merchants had an initial meeting with Economic Development staff for an overview of the BID formation process under the State *Parking and Business Improvement Area Law of 1989*, Streets and Highways Code para.36500-36551. (The names and businesses of the participants in the “Elmwood District

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<sup>1</sup> Elmwood Advisory Board, *Terminate the Elmwood Theater Business Improvement Area and its Advisory Board (“Elmwood Advisory Board”) and Allocate Surplus Revenues*, July 16, 2013. Resolution No. 66,277-N.S. terminated the Area and the Advisory Board.

Steering Committee” are listed in the letter of September 5, 2013, to the City Council that summarizes its work and requests action to form a BID, Attachment 2.) The merchants preferred to form a BID under this law rather than State legislation that authorizes property-based BIDs<sup>2</sup> because the latter empowers property owners to make all the fundamental decisions (e.g., whether to form the BID, what revenues should be used for, etc.) Except for a few merchants who own their own buildings, in the Elmwood district most of the active support for a new BID comes from merchant tenants, not property owners. The *Parking and Business Improvement Area Law of 1989* authorizes merchant-based BIDs that are usually administered as a surcharge to City business licenses. The City Council may establish a BID at the request of businesses in a district to finance “activities” and “improvements” desired by that district. The Council initiates the process by approving a Resolution of Intention that states the basic parameters of the proposed BID: its boundaries, what the revenue would be used for, and the formula for the assessment in enough detail that the proposed business assessees can estimate how much they will be paying. The Resolution of Intention also includes the date of a Public Hearing (in this case, November 19, 2013), where the City Council will consider all views of affected parties, orally or in writing, for or against the new BID. The City mails the Resolution of Intention to all those who are proposed to pay the assessment. If it receives protests at the public hearing from businesses representing a majority of the proposed assessment, the City Council cannot approve the proposed BID. If there is no majority protest, the City Council may enact the new BID.

At subsequent meetings of the steering committee and at a general meeting on August 15 to which all merchants had been invited, the merchants discussed the most fundamental questions about any BID: 1) what are the major needs of the business district that the BID should fund; 2) based in part on that evaluation, how much money should it attempt to raise; and 3) what would be a fair way of assessing the various businesses to raise funds for these purposes?

1. The steering committee did an on-line survey of merchants that showed strong support for projects that would beautify the Elmwood, special events, a new web site and somewhat lower but still majority support for holiday decorations and public relations/marketing. (See Attachment 4) The proposed budget for the first 5 years of the BID (Attachment 5) is based on the survey results and discussions within the committee and at the general membership meeting. Please note that the budget proposes expenditures in the first years that exceed the amount that the assessment is estimated to raise, approximately \$35,000 per year. Because the steering committee wants to undertake a number of special projects at the beginning of the BID (e.g, installation of planters and benches, purchase of decorative solar-powered lights), it is asking the City to loan it \$60,000 to be repaid over 15 years from a portion of the proceeds of the assessment.
2. The steering committee thought that merchants would agree to an assessment that would raise approximately \$35,000 per year but a larger amount would

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<sup>2</sup> *Property and Business Improvement District Law of 1994, Streets and Highways Code*, para. 36600- 36671.

create controversy. This is based on experience in attempting to collect voluntary merchant dues as well as experience with the previous Elmwood theater assessment.

3. The method and basis for assessing businesses to pay for BID services is usually the most difficult and controversial issue in the BID formation process. At the general membership meeting on August 15, the merchants asked economic development staff to analyze three alternatives: 1) a base fee of \$150 per business plus one thousandth of the business's gross receipts (i.e., .001 x gross receipts) as disclosed on the business license renewal form; 2) one half of each businesses' business license tax payment (which itself is based on gross receipts); and 3) a flat fee by type of business but that, in some classifications, requires higher-grossing businesses to pay more. Suppressing all information that could identify the individual businesses, economic development staff created a spreadsheet that compared what all business would pay under the alternative assessment formulae. (See Attachment 6) The first version of the spreadsheet showed that alternative one yielded nearly double the targeted amount of revenue (\$30,000) so staff modified it to a base fee of \$150 plus fifty cents per thousand dollars of gross receipts (i.e, \$150 + (.0005 x gross receipts). The steering committee gave merchants the spreadsheet that compared assessment payments resulting from the alternative formulae and asked merchants to say which formula they preferred. (See Attachment 7.) Nearly all of them preferred the flat rate fee based on business category. It is a version of that formula which is proposed for the assessment rates:

- Hair and nail salons \$250 per year
- Other personal and household services \$200 per year
- Retail, including jewelers and groceries:
  - Gross receipts below \$350,000 \$250. per year
  - Gross receipts \$350,000-\$999,999 \$350 per year
  - Gross receipts above \$1,000.000 \$500 per year
- Entertainment & Recreation \$450 per year
- Professionals
  - Gross receipts below \$100,000 \$300 per year
  - Gross receipts above \$100,000 \$400 per year
- Restaurants \$500 per year
- Parking lot operators \$1,000 per year
- Financial Institutions \$2,500 per year

In Exhibit B to the Resolution of Intention staff has provided formal definitions for these businesses types in terms of City of Berkeley business license classification code and the North American Standard Industrial Classification System (NAICS).

The boundaries of the proposed BID are coterminous with the Elmwood Commercial C-E) Zoning District as described in the Resolution of Intention and the attached map (Exhibit A).

Government Code section 54954.6 requires the Council to conduct at least one public meeting to allow public testimony regarding the proposed new assessment prior to and in addition to, the public hearing required by the Parking and Business Improvement Area Law of 1989. In this case, the public meeting will be held on November 12, 2013. The referenced Government Code section allows Joint Notice of both the public meeting and the public hearing. This will be accomplished by mailing the Resolution of Intention to all business owners in the area proposed to be assessed.

#### RATIONALE FOR RECOMMENDATION

Formation of the proposed BID has been requested by the Elmwood Merchants Association and will provide revenue to this organization for services and activities that benefit businesses in the district.

#### ALTERNATIVE ACTIONS CONSIDERED

As discussed above, the merchants considered various alternative services and activities to finance through the BID. They also considered several alternative formulas for the assessment. Those recommended here are those that seemed to enjoy the greatest consensus in the merchant community

#### CONTACT PERSON

David Fogarty, Economic Development Project Coordinator, 981-7534  
Michael J. Caplan, Economic Development Manager, 981-2490

#### Attachments:

- 1: Resolution
  - Exhibit A: Map of the proposed District boundaries
  - Exhibit B: Assessment Formula
- 2: Letter of September 5, 2013, from Elmwood District Steering Committee to the City Council on Creation of a Business Improvement District for the Elmwood District
- 3: Letter of July 17, 2012, from the Elmwood Merchants Association requesting assistance from the Office of Economic Development to form a new BID in the Elmwood commercial district
- 4: On-line survey results about what type of projects the new BID should support and how they should be financed
- 5: Five Year Budget for Proposed Elmwood BID
- 6: Spreadsheet on assessment method options
- 7: Survey of merchant opinion on BID assessment methods

RESOLUTION NO. ##,###-N.S.

RESOLUTION OF INTENTION TO ESTABLISH AN ELMWOOD BUSINESS IMPROVEMENT DISTRICT; NOTICE OF PUBLIC MEETING AND PUBLIC HEARING

WHEREAS, merchants in the Elmwood Commercial District have requested that the City of Berkeley initiate proceedings to establish a Business Improvement District; and

WHEREAS, Business Improvements Districts in several districts of the City of Berkeley, including previously in the Elmwood Commercial District itself, have provided improvements and activities that have greatly benefitted businesses and properties in the affected areas, as well as the general public.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that

- (a) Pursuant to the Parking and Business Improvement Area Law of 1989, Streets and Highways Code Sections 36522 *et. seq.*, the City of Berkeley proposes to establish a parking and business improvement area that would be coterminous with the Elmwood (C-E) Zoning District: addresses numbered from 2629 to 2648 on Ashby Avenue, 2832 to 2999 on College Avenue, 2642 to 2708 on Russell Street and 2701 Webster as shown on the map attached as Exhibit A.
- (b) This area shall be known as the Elmwood Business Improvement District (hereafter the "area" or the "district").
- (c) Special assessments levied on businesses in the area are proposed to fund maintenance, improvement and beautification of public areas in the district; marketing of the district by a new website and promotion in all forms of media; design services needed to create the marketing materials and enhance the image of the district; installation of possible seasonal banners and decorations; sponsorship of events and hiring of musicians and other entertainment; possible hiring of security; possible allocations to support the merchant-owned nonprofit Elmwood theater; and hiring of any administrative assistance needed to implement the preceding improvements and services.
- (d) Except when funds are otherwise available, an assessment will be levied annually on businesses within the district to pay for all improvements and activities within it.
- (e) The method and basis for the assessment is as described in Exhibit B.
- (f) New businesses will not pay an assessment with their initial business license application but only when their license is renewed.
- (g) Pursuant to Government Code Section 54954.6, the Berkeley City Council will hold a public meeting on the creation of the proposed Elmwood Business Improvement District and the proposed levy of assessments on November 12, 2013 in the Council Chambers 2134 Martin Luther King Jr. Way, Berkeley, California, 94704. The public meeting will begin no earlier than 7 pm. The Council will also hold a public hearing on the creation of the proposed Elmwood Business Improvement District and the proposed levy of assessments on Tuesday, November 19, 2013 in the Council Chambers, 2134 Martin Luther King

Jr. Way, Berkeley California, 94704. The Public Hearing will begin no earlier than 7 pm.

- (h) At the hearing the testimony of all interested persons for or against the establishment of the area, the extent of the area, or the furnishing of specified types of improvements or activities will be heard. A protest may be made orally or in writing by any interested person and may be against the establishment of the area, the extent of the area, or the furnishing of specified types of improvements or activities. Each written protest shall contain a description of the business in which the person subscribing the protest is interested, sufficient to identify the business. If the person subscribing the protest is not shown of the official records of the City as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. If written or oral protests are received from the owners of businesses in the proposed area which will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, the City Council will not create the Elmwood Business Improvement District or levy the assessments.
- (i) Owners of businesses who wish to protest the proposed assessment may do so orally at the public hearing on November 19, 2013, or in writing to City Clerk, City of Berkeley, 2180 Milvia, Berkeley, CA 94704. Written protests submitted directly to the City Clerk prior to the public hearing must be submitted to the City Clerk's Office at 2180 Milvia Street, First Floor, Berkeley, no later than 3:00 p.m. on November 19, 2013.
- (j) Owners wanting further information on the proposed assessment may call David Fogarty at 510-981-7534, [dfogarty@cityofberkeley.info](mailto:dfogarty@cityofberkeley.info), or write to him at Office of Economic Development, City of Berkeley, Berkeley, CA 94704.

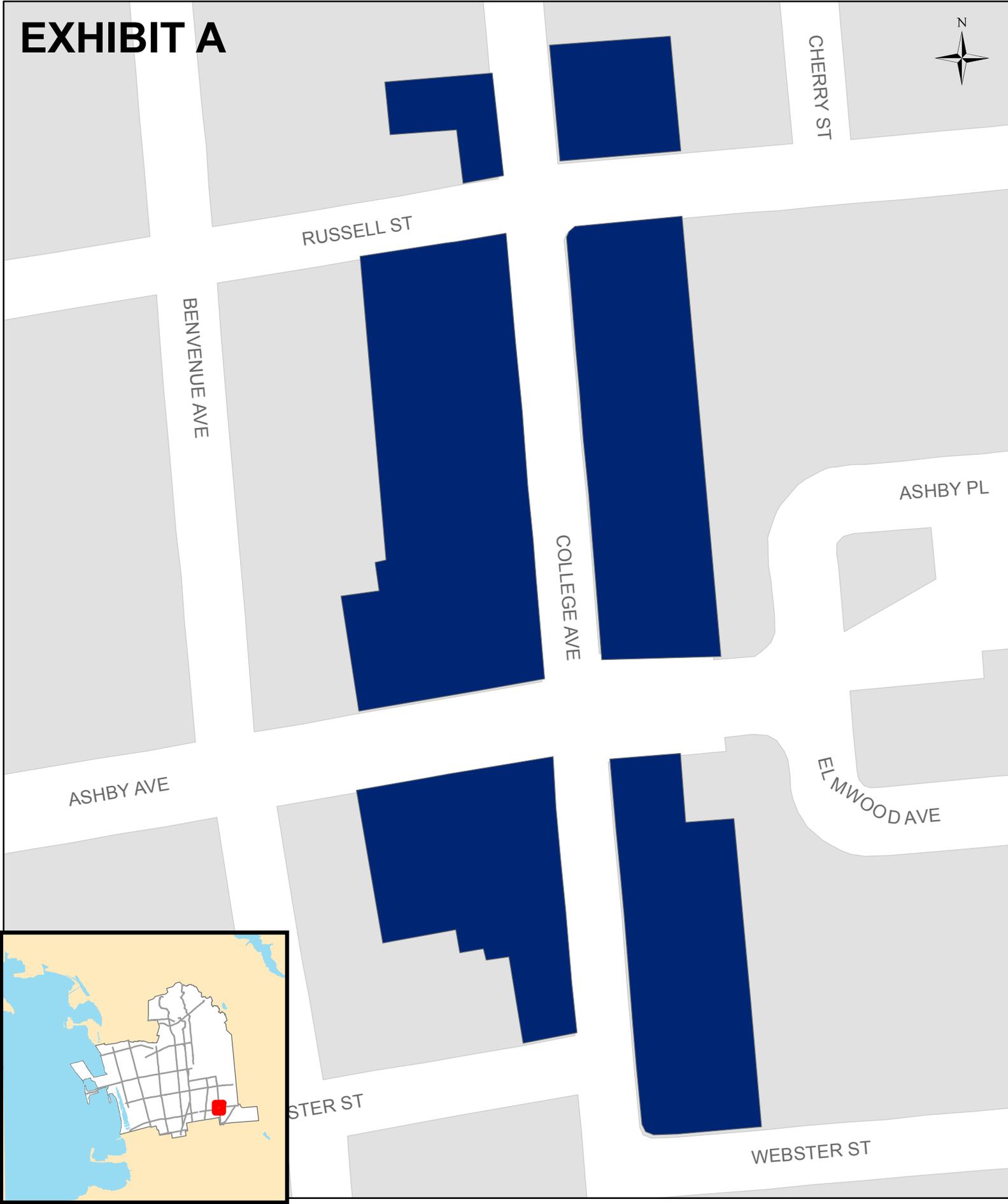
BE IT FURTHER RESOLVED that the City Clerk will mail a complete copy of this Resolution of Intention by first class mail to each business owner in the area within seven days of the City Council's adoption of it.

#### Exhibits

A: Map of the proposed Elmwood Business Improvement District

B: Assessment formula

# EXHIBIT A



## PROPOSED ELMWOOD BUSINESS IMPROVEMENT DISTRICT



September 10, 2013

## Business Classifications and Assessment Rates

Classifications	Rates
Retail including jewelers and groceries but not restaurants (Tax Codes R, M and G but without NAICS 722, Food Services and Drinking Places) <ul style="list-style-type: none"> <li>• Gross receipts under \$350,000</li> <li>• Gross receipts \$350,000=\$999,000</li> <li>• Gross receipts \$1,000,000</li> </ul>	\$250.00 per year \$350.00 per year \$500.00 per year
Restaurants, including all businesses that prepare and serve food at the request of customers (NAICS 722)	\$500.00 per year
Professionals including offices of real estate brokers (Tax Code P) <ul style="list-style-type: none"> <li>• Gross receipts under \$100,000</li> <li>• Gross receipts over \$100,000</li> </ul>	\$300.00 per year \$400.00 per year
Entertainment and Recreation (Tax Code E)	\$450.00 per year
Business, Personal and Repair Services (Tax Code B) except Hair, Nail and Skin Cares Services (NAICS 81211)	\$200.00 per year
Hair, Nail and Skin Care Services (NAICS 81211)	\$250.00 per year
Parking lot operators	\$1,000.00 per year
Financial Institutions	\$2,500.00 per year

Any business that is classified as a nonprofit (Tax Code N) for business license purposes, shall nevertheless pay the assessment at the rate that corresponds to its North American Standard Industrial Classification.

ATTACHMENT 2

September 5, 2013

To: Members of the Berkeley City Council

From: Elmwood District Steering Committee



Re: Creation of a Business Improvement District for the Elmwood District

Dear Council members,

The Elmwood Merchants Association would like the City Council to approve a Resolution of Intention to establish a new Business Improvement District (BID) for the Elmwood C-E Zoning District. The new Elmwood BID would finance the following improvements and services (see attached budget):

- Beautification of the Elmwood (addition of new planters and/or benches)
- Graphic design services to update the Elmwood's logo & marketing materials
- Creation and maintenance of a new Elmwood web site
- Print and online advertising
- Print and social media marketing
- Holiday decorations and entertainment
- Administrative assistance to implement the preceding improvements and services

Some of our members worry that, when our merchant association has some money to spend on maintenance and beautification, city staff will be tempted to cut back on the very moderate amount of landscape maintenance that they perform in the Elmwood parking lot and other public areas. We therefore expect the City to provide a normal package of services to our district even after our BID is established. We would like to meet with city staff over the next few months to specify a baseline service package so the merchants will know that they are paying only for enhanced services above the baseline level. In addition, we expect that the City will continue to allocate \$2,500 in "special event" funding that we have received for many years.

A majority of merchants have agreed on the following annual assessment method, based on Business Category:

- Services = \$200.00

- Salons = \$250.00
- Retail, including jewelers and groceries:
  - Gross receipts below \$350,000 = \$250.00
  - Gross receipts between \$350,000 - \$1,000,000 = \$350.00
  - Gross receipts above \$1,000,000 = \$500.00
- Entertainment & Recreation: \$450.00
- Professionals:
  - Gross receipts below \$100,000 = \$300.00
  - Gross receipts above \$100,000 = \$400.00
- Restaurants: \$500.00
- Parking Lot Operators: \$1,000
- Financial Institutions: \$2,500

New businesses will be assessed at the time of their first business license renewal.

In order to achieve many of our goals during the first year of our BID, as has been discussed with some Council members, we request a loan in the amount of \$60,000 from the City of Berkeley, to be repaid over a period of 15 years through annual disbursements to the City through the BID. We request an interest rate of 5%.

Thank you very much for your attention to this matter.

Best regards,

 9/15/13

Maureen O'Neil Garcia, Owner, The Treehouse Green Gifts  
Ann Leyhe, Owner, Mrs. Dalloway's  
Claudia Hunka, Owner, Your Basic Bird  
David Salk, Owner, The Focal Point  
Christina Begley, Owner, Collector  
Jon Moriarty, Owner, 14 Karats  
Jason & Melissa Wayman, Owners, Elements  
Lynn Nice, Owner, Labels  
Anita Coulter, Owner, Trickster  
Charlene Reis, Owner, The Summer Kitchen  
Garbis Baghdassarian, Owner, La Mediterranee  
Melissa Hatheway, Manager, Rialto Cinemas Elmwood

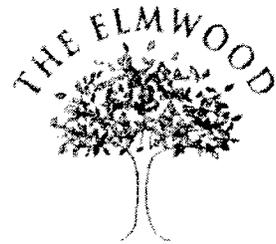
cc. David Fogarty, Economic Development Project Coordinator, City of Berkeley  
Office of Economic Development

July 17, 2012

To: Members of the Berkeley City Council

From: The Elmwood Merchants Association

Re: City Council Meeting Agenda Item: Business Improvement  
District for the Elmwood Commercial District (7/17/12 Meeting)



The Elmwood merchants are extremely proud of the completion of the Elmwood Theater Business Improvement District (BID) in 2013; we would like to celebrate the successful repayment of loan funds as well as the constructive partnership the Elmwood Theater Advisory Board has had with the City of Berkeley, notably the Office of Economic Development (OED).

Keeping in mind the Elmwood Theater BID's success in restoring the Theater, a treasure that makes the Elmwood a vibrant cultural destination, we seek to create a new Business Improvement District for the Elmwood commercial district in FY 2012-2013, and we request that resources from the Office of Economic Development be made available once again to help us bring this initiative to fruition. We request help from OED to help Elmwood merchants develop a fair method of assessment; BID funds would be allocated for projects that enhance the Elmwood neighborhood, including maintaining the Elmwood Theater, finding better solutions for parking and traffic congestion, holiday events and decorations, neighborhood festivals, and beautification.

Thank you for your consideration of our request for City resources to pursue a Business Improvement District for the Elmwood commercial district. We look forward to another successful partnership with the City of Berkeley, and to furthering the Elmwood's reputation as one of Berkeley's foremost destinations for fine dining, shopping, and entertainment.

Best regards,

The Elmwood Merchants Association

ATTACHMENT 4

Constant Contact Survey Results

Survey Name: Elmwood BID survey  
 Response Status: Partial & Completed  
 Filter: None  
 Aug 15, 2013 2:58:46 PM

1. What type of projects are important to you, that you would like the BID to support? Please rate each option.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Not Important	Somewhat Important	Very Important
Beautification (planters, benches, etc.)	1 7%	1 7%	12 86%
Public relations for the Elmwood	1 8%	6 46%	6 46%
Special Events	1 7%	4 29%	9 64%
New Web Site	3 23%	2 15%	8 62%
Social Media Marketing	3 23%	5 38%	5 38%
Permanent Decorative Lighting on Buildings	4 31%	6 46%	3 23%
Holiday Decorations and/or Entertainment	0 0%	7 50%	7 50%
Holiday Security	4 27%	7 47%	4 27%
Administrative Help to Ensure Successful Projects	2 17%	3 25%	7 58%
Other: (please explain in comment section)	1 33%	0 0%	2 67%
2 Comment(s)			

Comment(s) for:

1 What type of projects are important to you, that you would like the BID to support? Please rate each option.

2 Responses

50 per page Update

Answer	Respondent
Keeping the neighborhood clean is most important. Where would planters and benches be proposed. Maintenance of these important.	
We should hire a web site and social media marketing person, with merchant secretary or other board member access, so that simple changes required in the future can be made by this person. We have no access to our current web-site which has been a problem, a redesign is not going to solve that.	
Quarterly events in the Elmwood.	
Berkeley PD for security	
Keeping the trash picked up (why was the city trash can removed from the south end of College near Tulanin's?) and parking. I am very opposed to raising parking meter rates.	

**2. On what basis do you think merchants should be assessed?**

	Number of Response(s)	Response Ratio
Flat Fee	7	46.6%
Based on Revenue	2	13.3%
Based on Square Footage	0	0.0%
Based on a ratio of revenue to square footage	6	40.0%
Other	0	0.0%
<b>Total</b>	<b>15</b>	<b>100%</b>
2 Comment(s)		

**Comment(s) for:**

**2 On what basis do you think merchants should be assessed?**

2 Responses

10 per page Update

Answer

Respondent

Continue to apply the expiring BID formula in the new BID. Why fix what isn't broken?

Open to best option for this - as a small retail store, would like to see fees based on revenue. At the same time, I'd like to see all merchants have equity in decision making.

**3. How much would you be willing to pay annually, assuming the projects merchants vote to support are funded adequately?**

	Number of Response(s)	Response Ratio
Between \$350.00 - \$450.00	11	73.3%
Between \$450.00 - \$550.00	1	3.6%
Over \$550.00	0	0.0%
Other	3	20.0%
No Responses	0	0.0%
<b>Total</b>	<b>15</b>	<b>100%</b>
4 Comment(s)		

**Comment(s) for:**

**3 How much would you be willing to pay annually, assuming the projects merchants vote to support are funded adequately?**

4 Responses

10 per page + Update

Answer	Respondent
Same as we have been paying. See answer to question 2	
Voting for smaller amount, but open to higher dues if it meant more services.	
I think starting at \$350 is a bit high. Can you show a budget of what you want to do. As I recall, there are more than 100 business in the Elmwood. If you collected \$350 from each one, this would give you \$35,000 to spend. This seems like a lot of money.	
For even the lowest amount being suggested here, I would want real and proven results that benefit the community, the merchants, and my shop.	

## Elmwood BID survey

[Survey Details](#) | [Overall Results](#) | [Individual Results](#)

[Back](#)

### Text answer(s) for:

4 **If you do not support a BID for the Elmwood, please explain why, and what, if anything, would change your decision.**

4 Responses

10 per page Update

Answer	Respondent
past experiences with lighting and other projects have proven to be unsuccessful expenditures Elmwood needs a BID.	
That is a significant amount of money per shop. For that amount, we must make sure it's being used to benefit the neighborhood in a real way. cost	

10 per page Update

### Product Support

Frequently Asked Questions  
Tutorials and Guides  
Support Blog  
Contact Support  
Custom Services

### Learning Resources

Training  
Constant Contact Community  
Hints and Tips  
Local Seminars  
Best Practices Blog  
Live & Recorded Webinars

### Products

Email Marketing  
Online Survey  
EventSpot  
Social Media Marketing

### Tools

Contacts  
Library  
My Settings

### Billing

My Account  
Pricing Chart

### Provide your feedback!

Help us improve [Constant Contact](#)

### Refer a friend

Receive a credit

## Elmwood BID survey

[Survey Details](#) | [Overall Results](#) | [Individual Results](#)

[Back](#)

### Text answer(s) for:

#### 5 Any other questions, comments, or suggestions?

4 Responses

10 per page Update

Answer

Respondent

Better lighting in the back parking lot, and neighborhood.

Steam cleaning of the sidewalks. Cleaning the tree wells

Lets use the BID wisely and avoid doing stupid stuff like the upcoming street festival which will most likely solely benefit its chief proponent - lulu lemon. BID should also be a mechanism for the City to enforce basic rules allowing for clear sidewalks and merchants not having to cleanup after others who are non-supportive of the EMA - see lcici

I have a business office that is not located on the street. I support the idea of a BID, but whether there is a BID or not does not have much of an influence on my business volume.

Thank You for this great survey!

10 per page Update

### Product Support

Frequently Asked Questions  
Tutorials and Guides  
Support Blog  
Contact Support  
Custom Services

### Learning Resources

Training  
Constant Contact Community  
Hints and Tips  
Local Seminars  
Best Practices Blog  
Live & Recorded Webinars

### Products

Email Marketing  
Online Survey  
EventSpot  
Social Media Marketing

### Tools

Contacts  
Library  
My Settings

### Billing

My Account  
Pricing Chart

**Provide your feedback!**  
Help us improve Constant Contact

**Refer a friend**  
Receive a credit

6. If you are interested in being a board member of the "Elmwood Commercial District," please provide the following contact information.  
Thank you!

First Name	10
Last Name	10
Company Name	10
Work Phone	10
Email Address	9

- TREASUREHOUSE
- SUMMER KITCHEN
- LABELS
- ERI PROPERTY MGMT
- RIARTO CINEMAS ELMWOOD
- YOUR BASIC BIRD
- FRED HARVEY LAW
- MRS. DALLOWAY'S

ATTACHMENT 5

ELMWOOD BID POSSIBLE BID-FUNDED PROJECTS						
ITEM CATEGORY	ITEM DESCRIPTION	COST YEAR 1	COST YEAR 2	COST YEAR 3	COST YEAR 4	COST YEAR 5
<b>BEAUTIFI-CATION</b>	PLANT/PLANTER PURCHASES - HANGING AND/OR GROUND? \$3,600 + \$200 maintenance (6 new ground	\$3,600.00	\$200.00	\$200.00	\$200.00	\$200.00
	BENCHES AROUND PLANTERS - #? \$500 x 8	\$4,000.00				
	HANGING PLANTERS (32 PLANTERS FOR 16 LAMPPOSTS)	\$7,000.00				
	LANDSCAPING SERVICE (quarterly)	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00
	JANITORIAL SERVICE? (quarterly) GRAFFITI/KIOSK REHAB	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
	BACK PARKING LOT (1 NEW TREE, UNDERPLANTING S)	\$900.00	\$300.00	\$300.00	\$300.00	\$300.00
<b>ADMINISTRA-TION</b>	PART-TIME TREASURER/ ADMIN /CITY LIAISON (COMBINED WITH WEB/SOCIAL MEDIA BUT COST BROKEN UP BY TASK)(3 HRS/WK @ \$20)	\$2,880.00	\$2,880.00	\$2,880.00	\$2,880.00	\$2,880.00
<b>WEB SITE</b>	CREATION - HIRE WEB DESIGNER <b>COMBINED ADMIN POSITION - how much time to create? 150 hours@ \$20/hr</b>	\$3,000.00				
	CREATION - HIRE PHOTOGRAPHER	\$1,000.00				
	HOSTING FEES \$4.5 (mo) or if a website is done through a self-building platforms 100-150 p/year	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00
	MAINTENANCE - PART-TIME if 3 hrs per week *\$20p/h	\$2,880.00	\$2,880.00	\$2,880.00	\$2,880.00	\$2,880.00

ITEM CATEGORY	ITEM DESCRIPTION	COST YEAR 1	COST YEAR 2	COST YEAR 3	COST YEAR 4	COST YEAR 5
SOCIAL MEDIA	PART-TIME FACEBOOK/ TWITTER INTERN - <b>COMBINE WITH ADMIN POSITION (1 HR/WEEK @\$20)</b>	\$960.00	\$960.00	\$960.00	\$960.00	\$960.00

ITEM CATEGORY	ITEM DESCRIPTION	COST YEAR 1	COST YEAR 2	COST YEAR 3	COST YEAR 4	COST YEAR 5
<b>INSURANCE</b>	STATE FARM	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
<b>HOLIDAYS</b>	LIGHTS - PURCHASE (100 strands of 55 FT solar lights @ \$30 each)	\$3,000.00				
	LIGHTS - INSTALLATION/REMOVAL (MIN \$5000, MAX \$15K)	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00
	DECORATIONS - PURCHASE - TREE?	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
	<b>LIGHTS ON BUILDINGS EXTERIORS? PERMANENT OUTLINE OF STOREFRONTS IN LIGHTS</b>					
	DECORATIONS - INSTALLATION/REMOVAL (NOT NEEDED IF HAVE LIGHTS?)					
	ENTERTAINMENT - SANTA, MUSICANS, ETC. - INVITE SCHOOL GROUPS					
	ADVERTISING					
	SECURITY	\$4,500.00	\$4,500.00	\$4,500.00	\$4,500.00	\$4,500.00
	PARKING SPONSORSHIP @ GARAGE?					
<b>THEATER</b>	REPAIR/UPGRADE FUND	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00
<b>SPECIAL EVENTS - MAJOR - NO? seems like not worth it (i.e. STREET FAIR)</b>	HIRE EVENT COORDINATOR					
	PERMITS					
	SECURITY					
	ADVERTISING					
	DECORATIONS					
	ENTERTAINMENT					
	JANITORIAL					
	INSURANCE					
	TOILETS					
<b>SPECIAL EVENTS - MINOR - HAVE 4 X PER YEAR INSTEAD OF LARGE EVENT (i.e. SIDEWALK SALE, SUMMER NIGHTS OUT)</b>	ENTERTAINMENT	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00
	DECORATIONS (BALLOONS, FLYERS)	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00

ITEM CATEGORY	ITEM DESCRIPTION	COST YEAR 1	COST YEAR 2	COST YEAR 3	COST YEAR 4	COST YEAR 5
	CONSTANT CONTACT OR SIMILAR - 5000-10000 CONTACTS = \$765/YR, 10000 - 25000 contacts = \$1530/YR	\$1,530.00	\$1,530.00	\$1,530.00	\$1,530.00	\$1,530.00
<b>E-MAIL MARKETING</b>						
<b>PRINT ADVERTISING - EAST BAY EXPRESS</b>	Think Indie rate sheet that can be as low as \$100 a month. Also, we're selling extra space in our Best of the East Bay issue. It's our biggest issue of the year and there's a 1/8V for \$225 or \$1/6Q for \$300 if you interested in being place in our Best of Goods and Services section. People voted all through June and the results will be posted July 17 <sup>th</sup> .	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
	Header Ad 300 x 250 pixels \$830/month = \$9960/year					
<b>ONLINE ADVERTISING - BERKELEYSIDE (many options)</b>	Leaderboard(top) 728 x 90 pixels \$830/month = \$9960/year					
	Skyscraper (upper) 160 x 600 pixels \$660/month = \$7920/year					
	Leaderboard (lower) 728 x 90 pixels \$655/month = \$7860/yr					
	Skyscraper (lower) 160 x 600 pixels \$550/month \$6600/yr					
	Featured Ad 180 x 150 pixels \$330/month = \$3960/year					
	High-Rise Ad 160 x 300 pixels \$440/month = \$5280/year	\$5,280.00	\$5,280.00	\$5,280.00	\$5,280.00	\$5,280.00
<b>PRINT MARKETING MATERIALS</b>	BROCHURES/MAPS	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
<b>SIGNAGE</b>	SEASONAL BANNERS?					
	NEW ELMWOOD SIGNS AT 4 ENTRANCES	\$8,000.00				

ITEM CATEGORY	ITEM DESCRIPTION	COST YEAR 1	COST YEAR 2	COST YEAR 3	COST YEAR 4	COST YEAR 5
LIGHTING/ SAFETY	IMPROVED LIGHTING IN BACK PARKING LOT	\$5,000.00				
	BETTER CROSSWALK SIGNAGE (CITY?)					
<b>TOTAL</b>		<b>\$73,180.00</b>	<b>\$38,180.00</b>	<b>\$38,180.00</b>	<b>\$38,180.00</b>	<b>\$38,180.00</b>



**Fogarty, David**

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**To:** Maureen O'Neil Garcia  
**Subject:** RE: Assessment method options

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**From:** Maureen O'Neil Garcia [<mailto:maureen@treehousegreengifts.com>]  
**Sent:** Friday, August 16, 2013 1:00 PM  
**To:** Fogarty, David  
**Cc:** Ann Leyhe; claudia hunka; David Salk; jon Moriarity; charlene reis; Lynn Nice; [christina@collectorartshop.com](mailto:christina@collectorartshop.com)  
Begley; Maureen Dunlap; Melissa Hatheway; Elements; GARBIS BAGHDASSARIAN; anne flexer; [kara@globalexchange.org](mailto:kara@globalexchange.org)  
**Subject:** Assessment method options

Hi, Dave,

Thank you so much for attending last night! You definitely helped to keep us focused. :)

As was discussed at the meeting, I am sending you the 3 assessment methods we came up with last night for you to run the numbers and see if we get close to our \$30K/year goal. The options are:

- Base fee of \$150 plus .1% of gross sales (i think this was the most popular option)
- 50% of current business license fee
- Flat fee based on business type (details would need to be worked out but on a scale similar to the percentages used by the City on business license fees) for example...
  - Services: \$200 (dry cleaners)
  - Salons: \$250
  - Retail: \$350 includes jewelers
  - Entertainment & Recreation (movie theater & yoga- \$350
  - Professionals under \$100,000 GR-\$300, over \$100,000 GR \$400
  - Restaurants: \$450
  - Parking lot operators: \$1000
  - Financial institutions: \$2500

(I just provide the numbers above as an example - if merchants have other suggestions for amounts assessed for different types of businesses, please make them.)

Will you attend the 8/27 meeting at 8:30 AM at Mrs. Dalloway's or send your comments prior to the meeting?

Thank you for all your help!

Best,  
Maureen

Maureen O'Neil Garcia  
Owner  
The Treehouse Green Gifts

2935 College Ave  
Berkeley, CA 94705  
T: 510-204-9292  
F: 510-204-9393  
<http://www.treehousegreengifts.com>

Find Us on Facebook! <http://www.facebook.com/pages/The-Treehouse-Green-Gifts/116807438525>

BUSINESS TYPE	BUSINESS LICENSE PAYMENT	BUSINESS GROSS RECEIPT	ALTERNATIVE 1:		ALTERNATIVE 2		ALTERNATIVE 3	
			\$150 + .001 X (ONE THOUSANDTH) GROSS RECEIPTS	0.5 X (ONE HALF) BUSINESS LICENSE PAYMENT	STANDARD PAYMENTS BY TYPE OF BUSINESS			
CLEANERS/HAIR SALONS	\$342.00	\$190,000.00	\$340.00	\$171.00	\$200.00			
	\$507.26	\$250,000.00	\$400.00	\$253.63	\$200.00			
	\$891.71	\$439,863.00	\$589.86	\$445.86	\$250.00			
	\$289.83	\$142,632.79	\$292.63	\$144.92	\$200.00			
CLEANERS/HAIR SALONS	\$235.14	\$116,120.21	\$266.12	\$117.57	\$200.00			
	\$199.07	\$98,252.00	\$248.25	\$99.54	\$250.00			
	\$161.87	\$80,297.00	\$230.30	\$80.94	\$250.00			
	\$323.56	\$160,000.00	\$310.00	\$161.78	\$250.00			
CLEANERS/HAIR SALONS	\$231.00	\$113,369.00	\$263.37	\$115.50	\$250.00			
	\$756.88	\$373,271.00	\$523.27	\$378.44	\$250.00			
	\$464.35	\$257,970.00	\$407.97	\$232.18	\$200.00			
	<b>\$4,402.67</b>	<b>\$2,221,775.00</b>	<b>\$3,871.78</b>	<b>\$2,201.34</b>	<b>\$2,500.00</b>			
ENTERTAINMENT/RECREATION	\$511.00	\$425,000.00	\$575.00	\$255.50	\$350.00			
	\$77.00	\$0.00	\$150.00	\$38.50	\$350.00			
	\$624.14	\$415,421.07	\$565.42	\$312.07	\$350.00			
	<b>\$1,212.14</b>	<b>\$840,421.07</b>	<b>\$1,290.42</b>	<b>\$606.07</b>	<b>\$1,050.00</b>			
PROFESSIONAL/SEMI-PROF	\$216.62	\$59,895.00	\$209.90	\$108.31	\$300.00			
	\$111.47	\$30,965.00	\$180.97	\$55.74	\$300.00			
	\$52.00	\$0.00	\$150.00	\$26.00	\$300.00			
	\$349.57	\$96,825.00	\$246.83	\$174.79	\$300.00			
PROFESSIONAL/SEMI-PROF	\$209.48	\$57,911.53	\$207.91	\$104.74	\$300.00			
	\$436.55	\$108,970.00	\$258.97	\$218.28	\$400.00			
	\$2,356.34	\$654,260.00	\$804.26	\$1,178.17	\$400.00			
	\$1,098.00	\$305,000.00	\$455.00	\$549.00	\$400.00			
PROFESSIONAL/SEMI-PROF	\$658.89	\$164,885.00	\$314.89	\$329.45	\$400.00			
	\$2,787.63	\$774,091.00	\$924.09	\$1,393.82	\$400.00			
	\$1,211.15	\$336,153.21	\$486.15	\$605.58	\$400.00			
PROFESSIONAL/SEMI-PROF	\$52.00	\$12,678.00	\$162.68	\$26.00	\$300.00			
	\$126.28	\$34,800.00	\$184.80	\$63.14	\$300.00			
	\$57.66	\$0.00	\$150.00	\$28.83	\$300.00			
PROFESSIONAL/SEMI-PROF	\$396.00	\$110,000.00	\$260.00	\$198.00	\$400.00			
	\$227.80	\$63,000.00	\$213.00	\$113.90	\$300.00			
	\$2,356.61	\$654,337.13	\$804.34	\$1,178.31	\$400.00			
BANK			\$2,500.00	\$2,500.00	\$2,500.00			
	<b>\$12,704.05</b>	<b>\$3,463,770.87</b>	<b>\$8,513.77</b>	<b>\$8,852.03</b>	<b>\$8,400.00</b>			
RETAIL / RESTAURANT JEWELERS	\$260.39	\$216,158.12	\$366.16	\$130.20	\$350.00			
	\$2,450.26	\$1,457,888.00	\$1,607.89	\$1,225.13	\$350.00			
	\$739.34	\$492,227.51	\$642.23	\$369.67	\$350.00			
	\$152.65	\$112,838.00	\$262.84	\$76.33	\$450.00			

BUSINESS TYPE	BUSINESS LICENSE PAYMENT	BUSINESS GROSS RECEIPT	ALTERNATIVE 1: \$150 + .001 X (ONE THOUSANDTH)		ALTERNATIVE 2 0.5 X (ONE HALF) BUSINESS LICENSE PAYMENT		ALTERNATIVE 3 STANDARD PAYMENTS BY TYPE OF BUSINESS	
			GROSS RECEIPTS		PAYMENT			
RETAIL /	\$52.00	\$24,679.15	\$174.68	\$26.00	\$350.00	\$350.00	\$350.00	\$350.00
RESTAURANT	\$559.00	\$372,673.25	\$522.67	\$279.50	\$450.00	\$450.00	\$450.00	\$450.00
JEWELERS	\$392.63	\$291,395.00	\$441.40	\$196.32	\$350.00	\$350.00	\$350.00	\$350.00
	\$690.92	\$574,936.00	\$724.94	\$345.46	\$350.00	\$350.00	\$350.00	\$350.00
	\$254.39	\$211,160.00	\$361.16	\$127.20	\$350.00	\$350.00	\$350.00	\$350.00
	\$27.00	\$244,000.00	\$394.00	\$13.50	\$350.00	\$350.00	\$350.00	\$350.00
RETAIL /	\$504.00	\$419,193.00	\$569.19	\$252.00	\$350.00	\$350.00	\$350.00	\$350.00
RESTAURANT	\$208.60	\$154,468.00	\$304.47	\$104.30	\$350.00	\$350.00	\$350.00	\$350.00
JEWELERS	\$223.72	\$185,680.00	\$335.68	\$111.86	\$350.00	\$350.00	\$350.00	\$350.00
	\$239.01	\$352,621.00	\$502.62	\$119.51	\$350.00	\$350.00	\$350.00	\$350.00
	\$334.91	\$278,260.00	\$428.26	\$167.46	\$350.00	\$350.00	\$350.00	\$350.00
	\$339.83	\$225,892.31	\$375.89	\$169.92	\$450.00	\$450.00	\$450.00	\$450.00
RETAIL /	\$52.60	\$43,001.00	\$193.00	\$26.30	\$350.00	\$350.00	\$350.00	\$350.00
RESTAURANT	\$794.26	\$535,618.00	\$685.62	\$397.13	\$350.00	\$350.00	\$350.00	\$350.00
JEWELERS	\$492.00	\$410,000.00	\$560.00	\$246.00	\$350.00	\$350.00	\$350.00	\$350.00
	\$1,322.93	\$816,000.00	\$966.00	\$661.47	\$450.00	\$450.00	\$450.00	\$450.00
	\$437.08	\$87,225.00	\$237.23	\$218.54	\$350.00	\$350.00	\$350.00	\$350.00
	\$1,860.54	\$733,144.00	\$883.14	\$930.27	\$350.00	\$350.00	\$350.00	\$350.00
RETAIL /	\$1,601.13	\$316,075.09	\$466.08	\$800.57	\$350.00	\$350.00	\$350.00	\$350.00
RESTAURANT	\$52.00	\$39,522.00	\$189.52	\$26.00	\$350.00	\$350.00	\$350.00	\$350.00
JEWELERS	\$1,424.28	\$948,847.00	\$1,098.85	\$712.14	\$450.00	\$450.00	\$450.00	\$450.00
	\$2,266.96	\$1,888,298.00	\$2,038.30	\$1,133.48	\$350.00	\$350.00	\$350.00	\$350.00
	\$228.00	\$190,000.00	\$340.00	\$114.00	\$350.00	\$350.00	\$350.00	\$350.00
	\$603.86	\$502,380.00	\$652.38	\$301.93	\$350.00	\$350.00	\$350.00	\$350.00
RETAIL /	\$1,719.70	\$1,145,798.00	\$1,295.80	\$859.85	\$450.00	\$450.00	\$450.00	\$450.00
RESTAURANT	\$160.83	\$133,193.00	\$283.19	\$80.42	\$350.00	\$350.00	\$350.00	\$350.00
JEWELERS	\$1,199.01	\$798,679.00	\$948.68	\$599.51	\$450.00	\$450.00	\$450.00	\$450.00
	\$1,752.25	\$1,167,354.00	\$1,317.35	\$876.13	\$450.00	\$450.00	\$450.00	\$450.00
	\$1,905.00	\$1,586,700.00	\$1,736.70	\$952.50	\$350.00	\$350.00	\$350.00	\$350.00
RETAIL /	\$852.00	\$710,000.00	\$860.00	\$426.00	\$450.00	\$450.00	\$450.00	\$450.00
RESTAURANT	\$1,003.00	\$835,000.00	\$985.00	\$501.50	\$350.00	\$350.00	\$350.00	\$350.00
JEWELERS	\$2,941.20	\$2,451,000.00	\$2,601.00	\$1,470.60	\$450.00	\$450.00	\$450.00	\$450.00
	\$423.34	\$351,952.00	\$501.95	\$211.67	\$350.00	\$350.00	\$350.00	\$350.00
	\$64.19	\$52,659.00	\$202.66	\$32.10	\$350.00	\$350.00	\$350.00	\$350.00
RETAIL /	\$4,800.00	\$4,035,000.00	\$4,185.00	\$2,400.00	\$350.00	\$350.00	\$350.00	\$350.00
RESTAURANT	\$1,374.74	\$915,826.00	\$1,065.83	\$687.37	\$450.00	\$450.00	\$450.00	\$450.00
JEWELERS	\$1,500.33	\$1,110,609.00	\$1,260.61	\$750.17	\$350.00	\$350.00	\$350.00	\$350.00
	\$1,994.48	\$1,328,984.43	\$1,478.98	\$997.24	\$450.00	\$450.00	\$450.00	\$450.00
	\$52.00	\$28,000.00	\$178.00	\$26.00	\$450.00	\$450.00	\$450.00	\$450.00
	\$313.92	\$260,768.00	\$410.77	\$156.96	\$350.00	\$350.00	\$350.00	\$350.00
RETAIL /	\$228.14	\$169,000.00	\$319.00	\$114.07	\$350.00	\$350.00	\$350.00	\$350.00
RESTAURANT	\$172.00	\$142,106.00	\$292.11	\$86.00	\$350.00	\$350.00	\$350.00	\$350.00

BUSINESS TYPE	BUSINESS LICENSE PAYMENT	BUSINESS GROSS RECEIPT	ALTERNATIVE 1: \$150 + .001 X (ONE THOUSANDTH) GROSS RECEIPTS			ALTERNATIVE 2: 0.5 X (ONE HALF) BUSINESS LICENSE PAYMENT			ALTERNATIVE 3: STANDARD PAYMENTS BY TYPE OF BUSINESS						
			ALTERNATIVE 1	ALTERNATIVE 2	ALTERNATIVE 3	ALTERNATIVE 1	ALTERNATIVE 2	ALTERNATIVE 3	ALTERNATIVE 1	ALTERNATIVE 2	ALTERNATIVE 3				
JEWELERS	\$2,070.00	\$1,380,000.00	\$1,530.00	\$1,035.00	\$450.00	\$601.12	\$300.56	\$350.00	\$601.12	\$300.56	\$350.00				
	\$1,974.21	\$1,315,480.00	\$1,465.48	\$987.11	\$450.00	\$900.16	\$450.08	\$350.00	\$900.16	\$450.08	\$350.00				
RESTAURANT / JEWELERS	\$994.57	\$735,975.86	\$885.98	\$497.29	\$350.00	\$1,000.00	\$500.00	\$350.00	\$1,000.00	\$500.00	\$350.00				
	\$620.30	\$832,776.00	\$982.78	\$310.15	\$350.00	\$720.36	\$360.18	\$350.00	\$720.36	\$360.18	\$350.00				
	\$728.66	\$600,301.00	\$750.30	\$364.33	\$450.00	\$511.19	\$255.60	\$450.00	\$511.19	\$255.60	\$450.00				
	\$1,372.18	\$340,128.67	\$490.13	\$686.09	\$350.00	\$292.80	\$146.40	\$350.00	\$292.80	\$146.40	\$350.00				
	\$777.79	\$575,402.00	\$725.40	\$388.90	\$350.00	\$409.20	\$204.60	\$350.00	\$409.20	\$204.60	\$350.00				
	\$53,992.96	\$38,838,280.95	\$47,988.28	\$26,996.48	\$23,050.00	TOTAL BUSINESS LICENSE PAYMENT	\$72,311.82	TOTAL GROSS RECEIPTS	\$45,364,247.89	ALTERNATIVE 1	\$61,664.25	ALTERNATIVE 2	\$38,655.91	ALTERNATIVE 3	\$35,000.00

BUSINESS TYPE	BUSINESS LICENSE PAYMENT	BUSINESS GROSS RECEIPT	ALTERNATIVE 1: \$150 + .0005 X (FIFTY CENTS PER \$1000) GROSS RECEIPTS	ALTERNATIVE 2 0.5 X (ONE HALF) BUSINESS LICENSE PAYMENT	ALTERNATIVE 3 STANDARD PAYMENTS BY TYPE OF BUSINESS
RETAIL / RESTAURANT JEWELERS	\$52.00	\$24,679.15	\$162.34	\$26.00	\$350.00
	\$559.00	\$372,673.25	\$336.34	\$279.50	\$450.00
	\$392.63	\$291,395.00	\$295.70	\$196.32	\$350.00
	\$690.92	\$574,936.00	\$437.47	\$345.46	\$350.00
	\$254.39	\$211,160.00	\$255.58	\$127.20	\$350.00
	\$27.00	\$244,000.00	\$272.00	\$13.50	\$350.00
	\$504.00	\$419,193.00	\$359.60	\$252.00	\$350.00
RETAIL / RESTAURANT JEWELERS	\$208.60	\$154,468.00	\$227.23	\$104.30	\$350.00
	\$233.72	\$185,680.00	\$242.84	\$111.86	\$350.00
	\$239.01	\$352,621.00	\$326.31	\$119.51	\$350.00
	\$334.91	\$278,260.00	\$289.13	\$167.46	\$350.00
	\$339.83	\$225,892.31	\$262.95	\$169.92	\$450.00
RETAIL / RESTAURANT JEWELERS	\$52.60	\$43,001.00	\$171.50	\$26.30	\$350.00
	\$794.26	\$535,618.00	\$417.81	\$397.13	\$350.00
	\$492.00	\$410,000.00	\$355.00	\$246.00	\$350.00
	\$1,322.93	\$816,000.00	\$558.00	\$661.47	\$450.00
	\$437.08	\$87,225.00	\$193.61	\$218.54	\$350.00
	\$1,860.54	\$733,144.00	\$516.57	\$930.27	\$350.00
RETAIL / RESTAURANT JEWELERS	\$1,601.13	\$316,075.09	\$308.04	\$800.57	\$350.00
	\$52.00	\$39,522.00	\$169.76	\$26.00	\$350.00
	\$1,424.28	\$948,847.00	\$624.42	\$712.14	\$450.00
	\$2,266.96	\$1,888,298.00	\$1,094.15	\$1,133.48	\$350.00
	\$228.00	\$190,000.00	\$245.00	\$114.00	\$350.00
	\$603.86	\$502,380.00	\$401.19	\$301.93	\$350.00
RETAIL / RESTAURANT JEWELERS	\$1,719.70	\$1,145,798.00	\$722.90	\$859.85	\$450.00
	\$160.83	\$133,193.00	\$216.60	\$80.42	\$350.00
	\$1,199.01	\$798,679.00	\$549.34	\$599.51	\$450.00
	\$1,752.25	\$1,167,354.00	\$733.68	\$876.13	\$450.00
	\$1,905.00	\$1,586,700.00	\$943.35	\$952.50	\$350.00
RETAIL / RESTAURANT JEWELERS	\$852.00	\$710,000.00	\$505.00	\$426.00	\$450.00
	\$1,003.00	\$835,000.00	\$567.50	\$501.50	\$350.00
	\$2,941.20	\$2,451,000.00	\$1,375.50	\$1,470.60	\$450.00
	\$423.34	\$351,952.00	\$325.98	\$211.67	\$350.00
	\$64.19	\$52,659.00	\$176.33	\$32.10	\$350.00
RETAIL / RESTAURANT JEWELERS	\$4,800.00	\$4,035,000.00	\$2,167.50	\$2,400.00	\$350.00
	\$1,374.74	\$915,826.00	\$607.91	\$687.37	\$450.00
	\$1,500.33	\$1,110,609.00	\$705.30	\$750.17	\$350.00
	\$1,994.48	\$1,328,984.43	\$814.49	\$997.24	\$450.00
	\$52.00	\$28,000.00	\$164.00	\$26.00	\$450.00
	\$313.92	\$260,768.00	\$280.38	\$156.96	\$350.00
RETAIL / RESTAURANT	\$228.14	\$169,000.00	\$234.50	\$114.07	\$350.00
JEWELERS	\$172.00	\$142,106.00	\$221.05	\$86.00	\$350.00

BUSINESS TYPE	BUSINESS LICENSE PAYMENT	BUSINESS GROSS_RECEIPT	ALTERNATIVE 1: \$150 + .0005 X (FIFTY CENTS PER \$1000) GROSS RECEIPTS		ALTERNATIVE 2 0.5 X (ONE HALF) BUSINESS LICENSE PAYMENT		ALTERNATIVE 3 STANDARD PAYMENTS BY TYPE OF BUSINESS	
			ALTERNATIVE 1	ALTERNATIVE 2	ALTERNATIVE 1	ALTERNATIVE 2	ALTERNATIVE 3	
JEWELERS	\$2,070.00	\$1,380,000.00	\$840.00	\$1,035.00	\$450.00			
	\$601.12	\$500,100.00	\$400.05	\$300.56	\$350.00			
	\$1,974.21	\$1,315,480.00	\$807.74	\$987.11	\$450.00			
RETAIL / RESTAURANT JEWELERS	\$900.16	\$666,037.56	\$483.02	\$450.08	\$350.00			
	\$994.57	\$735,975.86	\$517.99	\$497.29	\$350.00			
	\$1,000.00	\$832,776.00	\$566.39	\$500.00	\$350.00			
	\$620.30	\$459,480.00	\$379.74	\$310.15	\$350.00			
	\$720.36	\$600,301.00	\$450.15	\$360.18	\$350.00			
	\$728.66	\$485,108.00	\$392.55	\$364.33	\$450.00			
	\$511.19	\$340,128.67	\$320.06	\$255.60	\$450.00			
	\$1,372.18	\$1,015,684.00	\$657.84	\$686.09	\$350.00			
	\$292.80	\$244,000.00	\$272.00	\$146.40	\$350.00			
			53042		\$350.00			
	\$777.79	\$575,402.00	\$150.00	\$388.90	\$350.00			
	\$409.20	\$341,000.00	\$437.70	\$204.60	\$350.00			
	\$53,992.96	\$38,838,280.95	\$320.50	\$26,996.48	\$350.00			
			\$28,569.14		\$23,050.00			
TOTAL BUSINESS LICENSE PAYMENT	\$72,311.82	\$45,364,247.89	\$38,982.12	\$38,655.91	\$35,000.00			

ALTERNATIVE 3  
STANDARD PAYMENTS  
BY TYPE OF BUSINESS

ALTERNATIVE 2  
0.5 X (ONE HALF)  
BUSINESS LICENSE  
PAYMENT

ALTERNATIVE 1:  
\$150 + .0005 X  
(FIFTY CENTS PER \$1000)  
GROSS RECEIPTS

BUSINESS  
LICENSE  
PAYMENT

BUSINESS  
GROSS\_RECEIPT

BUSINESS TYPE

2045	WU YAN P & SHUF	\$1,711.77	\$158,257.89	1.08%
		\$1,711.77	\$158,257.89	1.08%

# Overall Survey Results: BID Assessment Method Survey

Which BID assessment method do you prefer?

Answer	0%	100%	Number of Responses	Response Ratio
Alternative 1: Base fee of \$150 + .0005 x Gross Receipts			0	0.0%
Alternative 2: 50% of business license fee			1	5.8%
Alternative 3: Flat fee based on business category			16	94.1%
Other			0	0.0%
No Responses			0	0.0%
<b>Totals</b>			<b>17</b>	<b>100%</b>

+ 2 PAPER = 2  
 + 4 PAPER = 20

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