Willow Glen Community Benefit Improvement District

Annual Report for Fiscal Year July 2012- June 2013

By the Willow Glen Business Association

1. Community Benefit Improvement District

The Willow Glen Community Benefit Improvement District (CBID) was established in December 2008 as a special benefit assessment district (District) that conveys special benefits to the properties located within the District Boundaries. Due to the economic climate the implementation of the CBID was deferred until January 1, 2010. No changes are proposed to the District's boundaries, benefit zones, or classification of properties for fiscal year 2012-13. The CBID encompasses the core of downtown Willow Glen, which consists of Lincoln Avenue between Minnesota Avenue and Broadway Avenue on the east and between Minnesota Avenue and Lester Avenue on the west; and some properties on Willow Street, Brace Avenue and Minnesota Avenue.

2. Improvements and Activities to be provided in FY 2012-2013

The Willow Glen Business Association (WGBA) has completed a full year of providing services. We have been pleased with the contractors which delivered services and they have been renewed. We have allocated WGBA personnel cost to each component of the CBID operations. This allocation is based upon the overall revenue and personnel expense of WGBA.

The programs for FY 12-13 will focus on sidewalk operations, landscaping, street décor, parking, business directory kiosk development and installation, and marketing/public relations.

The proposed programs/projects are as follows:

Sidewalk Operations, Beautification and Order:

Sidewalk Maintenance: removal of refuse; cleaning of decorative planters, benches, newspaper racks and crosswalk portals; removal of unauthorized postings, attachments, refuse and graffiti; power scrubbing; manual scrubbing; and sidewalk cleaning. The vendor that handles sidewalk operations also interacts daily with the public and businesses.

Sidewalk Maintenance Frequency:

- 8 hrs/day, 6 days a week – Benefit Zone 1
- 4 hrs/day, 4 days a week – Benefit Zone 2

Powerwashing: An additional 4 power washings per year

Landscaping: planter boxes will be upgraded with fresh plantings; monthly maintenance of the new plantings is scheduled, including the additional of seasonal plants, as needed

Storage: storage is secured for street cleaning equipment and waste services for street refuse

Parking: rental of a portion of the Bank of America parking lot for public parking will continue

Street Lighting and Décor: development, installation, and maintenance of seasonal banners along the street and other promotional and beautification oriented lighting and décor.

District Identify and Streetscape Improvements – Marketing/Promotions:

A Strategic Marketing Committee of the Board has been formed to create an overall branding and marketing campaign for downtown Willow Glen, which will include updates and improvements to the www.willowglen.org website. The Committee will create a new logo to represent the current and historic image of Willow Glen.

Monthly promotions and events will continue to include but not be limited to: Summer Sale, Halloween, Holiday events and promotions, Valentine's Day, Earth Day, Mother's Day, a Wine Walk and Ladies Night Out

Administration

Marketing/PR Strategy – The Strategic Marketing Committee of the Board will develop an overall strategy to market downtown Willow Glen as a destination and to improve commerce on Lincoln Avenue.

C&R

We have established a 3% reserve for future unknown emergency services.

3. Estimate of Costs for Improvements and Activities in FY 2012-2013

The estimated cost for improvements and activities for FY 2012-13 is $217,347.

The table below summarizes the total estimated costs for providing the services to meet the needs of the District in FY 2012-13:

Improvements & Activities	**Estimated Costs**
Sidewalk Operations & Beautification	$ 173,878
District Identity & Streetscape	$ 10,868
Contingency & Reserve	$ 6,520
Admin	$ 26,081
Total	$ 217,347

The assessments will be increased by a CPI of 3.2% (Based upon the last published rate for the San Francisco Bay Area dated February 2012) The CPI increase will be realized in the second CBID payment indicated on the budget. The projected CBID fees for FY 2011-12 is $217,347. We have prepared our budget based upon anticipated cash collections from the City for the fiscal year.

The attached District budget provides detailed estimates of revenues and expenses as approved by the WGBA Board of Directors at its public meeting on May 8, 2012.

4. Method and Basis of Levying FY 2012-13 Assessments

The methodology for levying District assessments will remain the same for FY 2012-13. Service benefits are distributed to two benefit zones through a frequency method and percent of costs based on benefits derived.

Assessments are calculated on building square footage plus linear feet of street frontage plus lot square footage. The table below reflects the .73% CPI increase.

Property Variable	**Zone 1**	**Zone 2**
Building Sq. Foot annual cost	$0.116	$0.071
Linear Feet annual cost	$8.679	$5.412
Lot or parcel size annual cost	$0.061	$0.061
Single Family Res. Unit Parcels Cost (building square footage only)	$0.306	$0.306

5. Amount of surplus Revenue to be carried over from previous fiscal year.

Currently, there is no projection of surplus on June 30, 2012.