

June 12, 2006

Dear Honorable Mayor
and City Councilmembers:

Oppose Agenda Item #31

I received an email yesterday that Item#31 was on your agenda.

In 1987, the Chamber organized area businesses to establish the "Del Paso BIA," better known now as the Uptown Business Improvement District. Since inception the Chamber in partnership with the City, has been a trusted administrator of these funds providing monthly financial statements, audited stewardship, in strict compliance with enabling City legislation.

The Uptown Business Improvement District (Del Paso BIA) is a 49-block neighborhood where business owners (roughly 420) assess themselves to make their community cleaner, safer and more vibrant. Services provided include enhanced cleanup of the area, marketing for 2nd Saturday, branding and supports community based events that draw visitors / customers to the retail corridors of Arden Way, El Camino Avenue and Del Paso Boulevard.

No member of the BIA has appeared before either the Chamber Board or the Del Paso Blvd Partnership Board with any complaint, or request that the administration of these funds be changed.

The Chamber remains the best suited organization to administer the district. **Because we are more efficient:** Chamber overhead is 60% less than the PBID's. **Because we are more representative:** we represent all of the BIA area, whereas the PBID only represents half. **Because we are more inclusive:** anyone in the BIA is able to serve on our Board to make decisions in how their assessment is spent, the PBID would exclude those outside the narrow bounds of Del Paso Boulevard. **Because we have experience** and a proven track record: 19 years as administrator of BIA, and 83 years in this community.

Let's be clear, the Chamber was pleased to support the formation of the PBID (including my personal involvement) based on the concept that more hands, many heads and a chorus is more effective than a single voice for this business community. The PBID Management Plan encourages working with the Chamber, and notes the positive influence of the Chamber in the community. I still hold out hope that the two organizations can get to a strong working collaborative relationship as Marty Tuttle (PBID Chairman) and I sat down and discussed.

So, if there is NO logical reason to change administration of the funds...why is this on the Council Agenda? It's a political money grab. It's a cannibalization of local resources in North Sacramento. It's a start on the wrong foot.

You've made the right decision for 19 years...the Chamber is the best administrator of these funds. I encourage you to reject this item, put it to a vote of the BIA assessee's or delay for 30 days so we can communicate with said assessee's (upon City's compliance with our Public Records Act request).

Yours in Service,

Franklin Burris
President