

DRAFT FBID ANNUAL REPORT – 2023-2024



Saturday, Oct. 7th
10:00 AM - 4:00 PM

Redwood Village
735 S. Fortuna Blvd.

**~Family-friendly Activities~
~ Food ~ Music ~**

ADMISSION FREE TO THE PUBLIC

Live band, face painting, cotton candy, shaved ice,
demonstrations by Redwood Village businesses and much more!

Visit the Fortuna businesses in Redwood Village
while having fun in the parking lot.
**Join the Business Improvement District for fun activities
during the Apple Harvest Festival.**

The BID is looking for vendors, if interested please reach out.
Visit friendlyfortuna.com or call (707) 725-9261 for more information.

1. Proposed Changes in the Boundaries of FBID or in any Benefit Zones

There are no proposed changes to the boundaries of the zones.

2. Improvements and Activities to be Provided

Beginning on December 5, 2022, the FBID Administrator completed the following tasks for FBID as a new department of the City of Fortuna.

- The BID Administrator began the role of staff support to the BID Advisory Committee while staffing the committee meetings and supporting the new roles of each committee member.
- Created web page on City website with twelve sub-categories to include a calendar, past and upcoming events, information on the People Mover, and the FBID laws and rules and disaster assistance resources
- Created Excel spreadsheet with all necessary information to operate FBID, such as a calendar of events, new ideas, phone numbers, advertising list and opportunities, decorations in stock and opportunities for new décor, list of musical talent, general duties, list of meetings to attend, detailed information about each even and more
- Created bylaws for FBID
- Created a draft of minutes and an agenda to mirror the City's documents to use at each meeting for consistency in documentation
- Started a Facebook, Instagram, and TikTok page
- Updated the old website to direct the public to the new page
- Knocked on business doors in Downtown, Redwood Village, and Strongs Creek to introduce the new city department staff and to gather members for the Advisory Committee, two committee commitments came of the door knocking
- The Advisory Committee members were appointed in January 2023 and meetings began monthly at City Hall
- Introduced FBID staff at Monday Club meetings for various Fortuna business organizations
- Began reaching out to advertising avenues to collect budget data as well as introduce FBID staff
- Created a quarterly newsletter for past and upcoming events, as well as introducing the new FBID Administrator position and keeping people informed on what FBID is doing
- Attended the Al Gray Lighted Parade and the Kid's Free Movie as well as assisted with the Small and Home-based Business Marketplace to gather information for operating such events in 2023
- Created a PowerPoint to explain what FBID is to the public and to the Advisory Committee
- Presented logo contest results for the Advisory Committee to implement a logo for FBID
- Created business categories for Fortuna businesses for infographics and a Google map for ease of locating a Fortuna business

- Supporting Fortuna Rotary with Art & Wine in the Park to promote Fortuna businesses as vendors
- Organized storage unit to include creating a banner inventory as well as contacted banner makers for quotes to have new banners created
- Imported email list into Outlook to notify Fortuna businesses of FBID tasks and events occurring
- Implemented 28 Days of Kindness to promote Fortuna businesses on social media
- Created a list of open buildings for lease and sale for inquiring businesses that would like to begin a business in Fortuna
- Updated budget to reflect data from annual events and created a projected budget for next fiscal year
- Submitted Fortuna Chamber of Commerce Newsletter write-up to promote FBID
- Submitted write-up for wedding magazine for FBID, River Lodge and Monday Club to promote Fortuna business interactions during local events
- Created templates of Sponsorship forms, business scavenger hunts and business contact information to disperse to consumers and businesses
- Created list of properties available for lease or sale to support new businesses beginning their business in Fortuna
- Created a draft of infographics of various business categories to share with visitors and residents to know what businesses provide what goods or services

Beginning in December 2022, draft logos, bylaws, agenda, minutes, and sponsorship forms were created and later adopted and implemented by the BID. There are many resources implemented on the website to include a calendar of events, past events, upcoming events, People Mover rental information, the rules and regulations that the BID adheres to, and other resources. A newsletter was also created and was sent out to Fortuna businesses to keep the community informed of what the BID has been doing and exciting things that are to come.

The BID was pleased to have finalized a logo that will be used to brand the BID's efforts. The logo incorporates the trees and river that Fortuna is so fond of. The BID and the City of Fortuna also finalized the design for banners that have begun being displayed on the poles in Downtown Fortuna and on the poles in Rohner Park.

The 28 Days of Kindness spent the month of February showcasing Fortuna businesses on social media to show consumers what is available for showing love to loved ones and friends.

The BID and the Fortuna Chamber of Commerce hosted the Small and Home-based Business Marketplace where Fortuna businesses that have five or fewer employees and home-based businesses showcased their services and products they have to offer. It was held in the Fortuna River Lodge on March 18th from 10:00am until 3:00pm. There were over 20 vendors that spoke and presented their business to the over 200 visitors that attended the marketplace. A Special Workshop was also held on May 17th to discuss Fortuna events and banners to be displayed around the city. Feedback from the community as well as new events ideas were presented to the BID that will be discussed during the monthly Advisory Committee meetings, so please continue to provide these ideas for Fortuna events.

The BID supported the Fortuna Garden Club when they hosted their Daffodil Festival on March 25th and 26th. The festival is one of only three in the state.

The BID supported Art & Wine in the Park on June 11th at Fortuna Rohner Park from 12pm until 4pm, which was hosted by Fortuna Rotary. The BID assisted with securing vendors and wine for the event as well as promoting the event.

The Fortuna Rodeo, hosted by the Fortuna Rodeo Association, took place from July 10th through July 16th. The BID hosted Rodeo week activities at Redwood Village on July 11th from 6pm to 8pm. It was an exciting evening as it has been some time since Redwood Village was a part of the week of activities during Rodeo. The event was well attended and volunteers and vendors made it possible for people of all ages to participate in fun activities. In attendance was Fortuna Fire Department, Sprinkles Concessions, HealthSport Gymnastics, LostCoast Face Painting, The Local Kick Club, JSK 5.0, Redwood Shriner's, MadMetals, Dominick's Tacos, Humboldt HippyCup, Martin Flashman and Bob Ebenstein to provide music and Locha's Mexican Restaurant. Thank you to Juan at Locha's for setting up the blocked off space as well.

The BID supported and promoted Hops in Humboldt, Sip of Summer and the Apple Harvest Festival. Hops in Humboldt took place on August 26th at Rohner Park. Sip of Summer, which is hosted by Wild Souls Ranch, was on September 23rd from 1pm to 5pm at Rohner Park.

The Apple Harvest Festival was held at five stops in Fortuna with the People Mover that transported participants to each stop. The event was on October 7th from 10am to 4pm. The BID hosted activities at Redwood Village Shopping Center. There were 17 vendors and three music acts for the community to enjoy.

On December 8th, 2023 the BID hosted the Al Gray Lighted Parade. The route was changed to begin on Main Street and end on Main Street. The route made a loop on Fortuna Blvd. for all the community to enjoy the 33 entries. The BID held the safety briefing and the awards ceremony in 1122 Main Street and provided food and drinks to entries and the community. On December 9th, 2023 the BID hosted the Kid's Free Movie. The event was held at the Fortuna Fireman's Pavilion and there were 18 children in attendance. During November and December Shop Fortuna for the Holidays took place at 25 businesses in Fortuna. The contest consisted of businesses providing patrons with a slip of paper to provide contact information. The event provided ten winners with gifts and gift cards from Fortuna businesses. There were over 100 entries.

Social media has been utilized by the BID to check in with our community and to promote events, specials, interviews of owners and staff, and give recognition to newly opened businesses. Social media sites that were created are Facebook, City of Fortuna BID, Instagram, City_of_Fortuna_BID, and TikTok, city_of_fortuna_bid. The BID posted videos and posts about the city's businesses. The BID asked businesses about upcoming events and activities for promotion and advertising to promote on social media.

3. Estimate of the Cost of Providing the Improvements and the Activities

The amount collected through the assessments of Fortuna businesses is roughly \$62,000. The City matches the amount with a contribution of \$50,000.

Adopted Budget for Fiscal Year 2023-24 by Fortuna City Council:

<u>Fund History</u>	<u>2023-24</u>
<u>Fund 250</u>	<u>Adopted</u>
Beginning Available Fund Balance	<u>\$ 56,383</u>
<u>Revenues:</u>	
City Wide Assessment Fee	36,000
Downtown Assessment Fee	12,000
Redwood Village Assessment	9,000
Strong's Creek Plaza Assessment	5,000
Transfer from Other Fund	50,000
	<u>112,000</u>
<u>Operating Expenditures:</u>	
Salaries and Benefits	40,111
Service and Supplies	69,000
Capital Outlay	-
	<u>109,111</u>
Net Annual Activity	<u>2,889</u>

FBID Detailed Budget for Fiscal Year 2023-24

	Annual
REVENUE	
FBID Assessments	
Citywide	\$18,000.00
Downtown	\$20,000.00
Redwood Village	\$14,000.00
Strongs Creek Plaza	\$7,500.00
Matching Revenue City	\$50,000.00
Special Events	
Home Based Business Expo	\$1,000.00
Lighted Parade	\$1,000.00
LipSync Sponsorships	\$500.00
Kids Free Movies Sponsorships	\$500.00
Business Marketplace Vendor Apps	\$1,000.00
Total Income	\$123,500.00
EXPENSES	
Salaries	
Executive Director (\$24 @ 29hr/wk)	\$42,000.00
ED Trainings/ Networking Events	\$1,000.00
PT VALIC	\$1,800.00
Workers Comp (State Farm)	\$600.00

Office	
AT&T Phone	\$468.00
AT&T Internet	\$642.00
Cell Phone purchase/service	\$504.00
Monday Club Rent	\$2,400.00
Supplies & Equipment	\$1,489.52
Zoom	\$300.00
City Vehicle Fuel/Mileage Reimb.	
	\$500.00
Financial Services	
General Insurance	\$1,000.00
Audit	\$1,000.00
Professional Services	
Attorney	\$1,000.00
Storage Unit	
Sherlock Mini Storage	\$1,320.00
Marketing & Promotion	
Core Area Disbursements	\$27,000.00
Mailchimp	\$720.00
Wix	\$588.00
Pintermedia	\$2,592.00
Special Events/Functions	
Home-based Expo	\$4,000.00
Lighted Parade	\$2,500.00
Kids Free Movies	\$2,500.00
Shop Fortuna for the Holidays	\$1,500.00
LipSync or Music Event	\$4,000.00
CleanTeam	\$1,000.00
Banners	\$10,000.00
Total Expenses	\$112,423.52
Total Revenue	\$123,500.00
Total Expenses	\$112,423.52
Amount Remaining	\$11,076.48

Actual Financials (Year to date) 2023-2024	
	YTD
Revenue	
FBID Assessments	

Citywide	\$38,090.00
Downtown	\$12,582.00
Redwood Village	\$9,463.00
Strongs Creek Plaza	\$5,032.00
Matching Revenue City	\$50,000.00
Special Events	
Home Based Business Expo	\$0.00
Lighted Parade	\$430.00
LipSync Sponsorships	\$0.00
Kids Free Movies Sponsorships	\$0.00
Business Marketplace Vendor Apps	\$0.00
Total Revenue	\$115,597.00
EXPENSES	
Salaries	
Executive Director	\$11,754.00
ED Trainings/ Networking Events	\$0.00
PT VALIC	\$470.00
Workers Comp (State Farm)	\$693.00
Other Benefits	\$170.00
Office	
AT&T Phone	\$468.00
AT&T Internet	\$642.00
Cell Phone purchase/service	\$281.00
Monday Club Rent	\$2,400.00
Supplies & Equipment	\$213.00
Storage Unit	
Sherlock Mini Storage	\$1,260.00
Marketing & Promotion	
Core Area Disbursements	\$10,395.00
Canva	\$30.00
Mailchimp	\$0.00
Wix	\$0.00
Pintermedia	\$0.00
Special Events/Functions	
Home-based Expo	\$3,657.00
Lighted Parade	\$3,219.00
Kids Free Movies	\$1,896.00
Shop Fortuna for the Holidays	\$730.00

LipSync or Music Event	\$0.00
CleanTeam	\$0.00
Banners	\$9,593.00
Total Expenses	\$47,871.00
Total Revenue	\$115,597.00
Total Expenses	\$47,871.00
Surplus/(Deficit)	\$67,726.00
Surplus less City Contribution	\$17,726.00

4. Method and Basis of Levying the Assessment in Sufficient Detail to Allow Each Business Owner to Estimate the Amount of the Assessment

The method of the assessment is consistent with the method specified within the Fortuna Municipal Code and is shown below.

5.40.030 Benefit assessment.

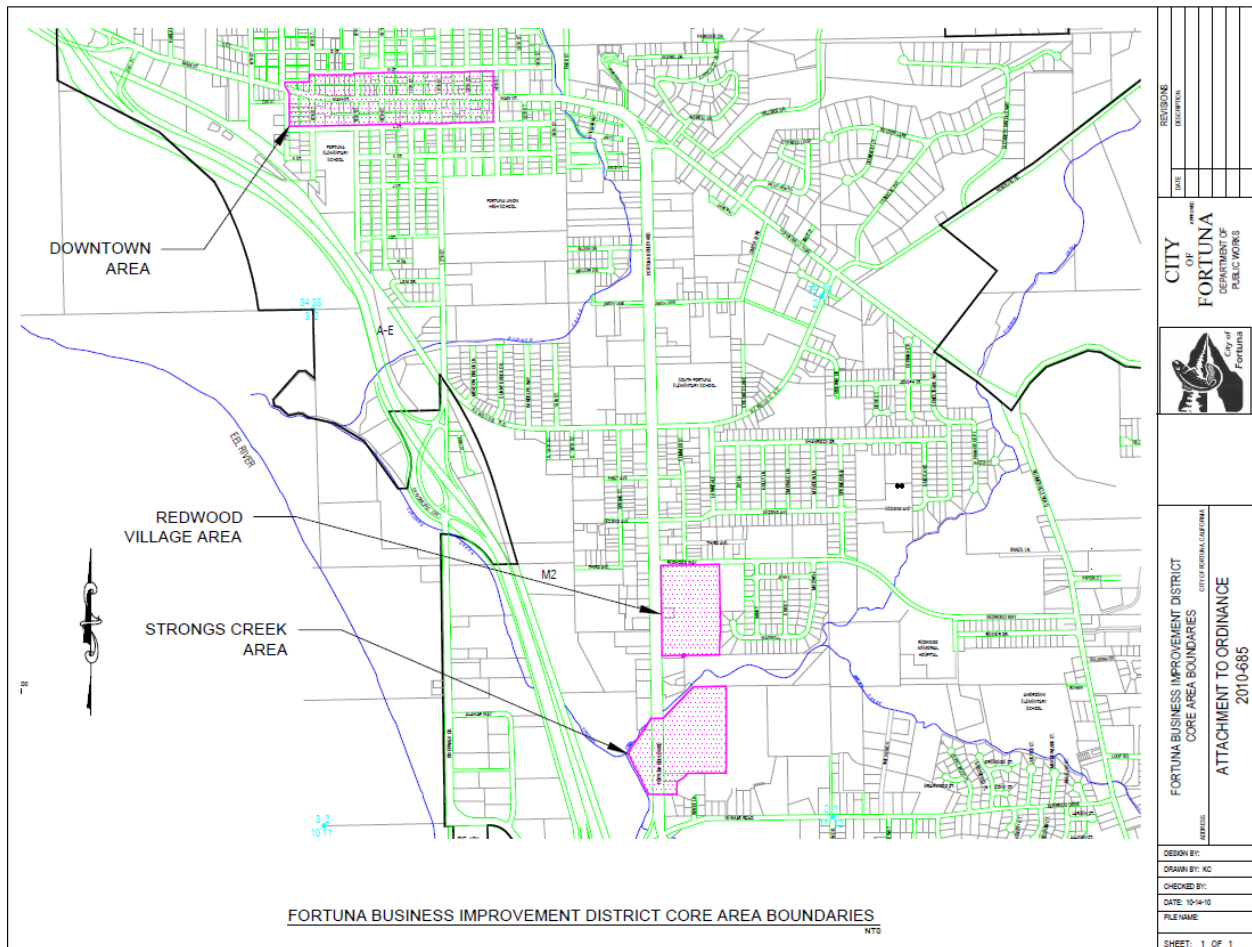
All businesses, trades and professions located within the boundaries shown on Exhibit A attached to the ordinance codified in this chapter and found on file in the office of the city clerk, shall, commencing July 1, 1990, pay a benefit assessment in addition to the city business license fee, in the amounts identified in Exhibit B as amended on March 18, 2002, and attached to the ordinance codified in this chapter and found on file in the office of the city clerk.

The benefit assessment shall be payable annually during each fiscal year, as provided in FMC [5.40.080](#). (Ord. 2002-636 § 2; Ord. 94-595 § 2; Ord. 90-550 § 1(B)).

5.40.080 Collection of benefit assessment.

The benefit assessment authorized by the ordinance codified in this chapter shall be billed by the city as of July 1st of each fiscal year and shall be paid within 30 days thereafter. Each billing shall represent 100 percent of the annual assessment. It shall be unlawful for any person to transact and carry on any business in the city without first having paid the required Fortuna business improvement district assessment. This obligation shall be enforced by the city, pursuant to the provisions of Chapter [1.08](#) FMC. (Ord. 2003-640 § 1; Ord. 2002-636 § 2; Ord. 90-550 § 2).

Exhibit A



5. Amount of Any Surplus or Deficit Revenues to be Carried Over from Previous Fiscal Year.

The amount of money generated by the FBID Assessment to be carried over from the previous fiscal year is \$17,726. The contribution from the City was unused primarily due to savings recognized by lower than expected personnel costs.

The contribution from the City that is remaining after all FBID activities and expenditures to operate have been completed for the year are to return to the City’s General Fund account. If any monies are remaining from the Fortuna business assessments the funds will remain in the FBID account for the next fiscal year’s activities and expenditures. The assessment funds are to be used only for FBID budget, as they are not a tax and cannot be used for general City purposes.

6. Amount of any Contributions to be Made from Sources Other than Assessments Levied

The events FBID hosts are open to collecting participation fees, such as booth fees for a marketplace event and entry fees to participate in the Al Gray Lighted Parade, to name a couple possible revenue building streams. These contributions from vendors assist with offsetting the cost of the event, but the amounts collected do not completely cover the cost of the event. The City contribution of \$50,000 each fiscal year covers FBID activities and events that are not accomplished with the assessment fees alone and was available for use for FBID activities.