

## Memo

To: City Council

From: Jim Malberg, Administrative Services Director

Date: August 27, 2025

Re: Item 9B: Capitola Village and Wharf Business Improvement Area

Assessments for FY 2025-26

Staff wishes to note that the attachment for Item 9B (Capitola Village and Wharf Business Improvement Area Assessments for FY 2025-26) has been revised.

The revised attachment includes additional services listed as Scope of Work that were inadvertently not included with the original attachment.

Reginning the land of the		F	FY 23/24		FY 24/25		FY 25/26		FY 25/26		Y 25/26	
Remote Sayable <th< th=""><th></th><th colspan="2">Actual</th><th colspan="2"></th><th colspan="2"></th><th colspan="2">TOT Budget</th><th colspan="2">Total Budget</th><th>Notes</th></th<>		Actual						TOT Budget		Total Budget		Notes
Member Assessment 53,854 93,379 55,000	Beginning Fund Balance	\$	44,242	\$	32,486	\$	18,000			\$	18,000	
Assectiate Assessmelf Revenues - Trade Late Fees 0 <th< td=""><td>Revenues</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>	Revenues											
Marches	Member Assessment		53,854		53,370		55,000				55,000	
Part	Associate Assessment				0						0	
Part	Assessment Revenues - Trade		0		0						0	
Sipn Sirull 41,704 54,000 56,000 5	Late Fees		0		0						0	
Colicie Walk 1,936 1,036 1,009 1,000	TOT Revenue		36,761		37,000		0		35,000		35,000	
Interest Revenues 1,936 104,00 114,100 3,5000 \$ 1,010   Total Source of Funds 1,274,20 1,743,20 1,314,100 3,5000 \$ 1,010   Experiment 8 6,000 1,000 4,000 4,000 4,000   Experiment 8,376 5,000 4,000 4,000 4,000 5,	Sip N' Stroll		41,704		54,000		54,000				54,000	
Total Revenues \$ 134,254   \$ 146,970   \$ 114,100   \$ 3,5000   \$ 167,100 \$ 149,100   \$ 150,000 \$ 149	Cookie Walk				2,500		5,000				5,000	
Total Source of Funds 8 179,456 8 132,100 8 35,000 8 16,000   Charitable Donations 6,000 6,000 4,000 4,000 4,000 4,000 2,00	Interest Revenue		1,936		100		100				100	
Charitable Donations	<b>Total Revenues</b>	\$	134,254	\$	146,970	\$	114,100	\$	35,000	\$	149,100	
Charitatle Donations 3.028 6,000 6,000 4,000 4,000 4,000 2,000 2,000 3,000 2,000<	<b>Total Source of Funds</b>	\$	178,496	\$	179,456	\$	132,100	\$	35,000	\$	167,100	
Communications   Substitution   Su	Expenditures											
Doubtful Accounts 8,376 5,000 3,000 2,000 <td></td> <td></td> <td></td> <td></td> <td>6,000</td> <td></td> <td>6,000</td> <td></td> <td></td> <td></td> <td></td> <td></td>					6,000		6,000					
Insurance Office Supplies 0 418   1,000   500	CDS Direct Distribution				4,000		4,000				4,000	
Office Supplies 418 1,000 500 500 Copped Work   Renewal 6.36 800 800 800 800 800   Total Administration \$ 14,293 \$ 20,000 \$ 18,300 \$ 18,000 \$ 18,000   City Accounting Services \$ 24,200 \$ 4,200 \$ 24,200 \$ 3,000 \$ 5	Doubtful Accounts		8,376		5,000		3,000				3,000	Scope of Work
Botage Unit 1,836 1,700 2,000 2,000 Sepe of Work   Renewal 635 800 800 800 800   Total Administration \$ 14,293 \$ 20,500 \$ 18,300 \$ 18,300 \$ 20,500 \$ 18,300 \$ 5,000 </td <td>Insurance</td> <td></td> <td>0</td> <td></td> <td>2,000</td> <td></td> <td>2,000</td> <td></td> <td></td> <td></td> <td>2,000</td> <td></td>	Insurance		0		2,000		2,000				2,000	
Renewal Total Administration 636 s 14,293 s 20,500 s 18,300 s 2 s 18,300 s 18,3	Office Supplies		418		1,000		500				500	
Total Administration \$ 14,293 \$ 20,500 \$ 18,300 \$ - \$ 18,300   City Accounting Services \$ 4,200 \$ 4,200 \$ 4,200 \$ 4,200 \$ 4,200 \$ 2,000 \$ 20,000 </td <td>Storage Unit</td> <td></td> <td>1,836</td> <td></td> <td>1,700</td> <td></td> <td>2,000</td> <td></td> <td></td> <td></td> <td>2,000</td> <td>Scope of Work</td>	Storage Unit		1,836		1,700		2,000				2,000	Scope of Work
City Accounting Services \$ 4,200 \$ 4,200 \$ 4,200 \$ 4,200 \$ 4,200 \$ 4,200 \$ 5,000 \$ 500e of Work   Total City Services \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 5,600 \$ 50,000	Renewal		636		800		800				800	
City Public Works 3,000 3,000 3,000 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 6,000 \$ 6,000 \$ 6,000 \$ 6,000 \$ 6,000 \$ 6,000 \$ 6,000 \$ 6,000 \$ 6,000 \$ 26,000	<b>Total Administration</b>	\$	14,293	\$	20,500	\$	18,300	\$	-	\$	18,300	
Total City Services \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 7,200 \$ 8,600 \$ 86,000 \$ \$ 6,000 \$ 6,000	City Accounting Services	\$	4,200	\$	4,200	\$	4,200			\$	4,200	Scope of Work
Ambassador \$6,600 \$7,200 \$6,000 \$6,000 \$cope of Work   Communications Manager 25,500 18,000 36,000 \$cope of Work   Directories Printing 74 2,000 4,500 \$cope of Work   VSC TV Partnership 9,407 0 25,000 25,000   VSC Map 700 400 0 25,000   Insurance 1,435 2,000 0 5 0   Miscellaneous Print 2,990 0 0 0 0 0   Miscellaneous Marketing 15,000 0 0 0 0 0   Monterey Travel Magazine 1,000 1,500 0 0 0 0 0   Print Explore 2,250 3,000 1,500 1,500 0	City Public Works		3,000		3,000		3,000				3,000	Scope of Work
Communications Manager 25,500 18,000 36,000 Coppe of Work   Directories Printing 74 2,000 4,500 25,000 25,000   VSC TV Partnership 9,407 0 25,000 25,000 25,000   VSC Map 700 400 0 0 0 0   Insurance 1,435 2,000 0 0 0 0   Miscellaneous Print 2,990 0 0 0 0 0   Miscellaneous Advertising 15,000 0 0 0 0 0   Miscellaneous Marketing 600 0	<b>Total City Services</b>	\$	7,200	\$	7,200	\$	7,200	\$	-	\$	7,200	
Directories Printing   74   2,000   4,500   25,000   25,000   VSC TV Partnership   9,407   0   25,000   25,000   VSC Map   700   400   0   0   0   0   0   0   0   0			\$6,600		\$7,200		\$6,000				\$6,000	•
VSC TV Partnership 9,407 0 25,000 25,000   VSC Map 700 400 0 0   Insurance 1,435 2,000 0 0   Miscellaneous Print 2,990 0 0 0   Miscellaneous Advertising 15,000 0 0 0   Miscellaneous Marketing 500 0 0 0 0   Monterey Travel Magazine 600 0 0 0 0 0   Print Explore 1,000 1,500 0 1,500 <td< td=""><td></td><td></td><td>25,500</td><td></td><td>18,000</td><td></td><td>36,000</td><td></td><td></td><td></td><td></td><td>•</td></td<>			25,500		18,000		36,000					•
VSC Map 700 400 0 0   Insurance 1,435 2,000 0 0   Miscellaneous Print 2,990 0 0 0   Miscellaneous Advertising 15,000 0 0 0   Miscellaneous Marketing 500 0 0 0 0   Monterey Travel Magazine 600 0 0 0 0 0   Print Explore 1,000 1,500 0 1,500 0 1,500 0	Directories Printing		74		2,000		4,500				4,500	Scope of Work
Insurance	VSC TV Partnership		9,407		0		25,000				25,000	
Miscellaneous Print 2,990 0 0 0   Miscellaneous Advertising 15,000 0 0   Miscellaneous Marketing 0 0 0   Monterey Travel Magazine 600 0 0   Print Explore 1,000 1,500 0   Social Media Boost 2,250 3,000 1,500 1,500   Website Management 7,199 6,000 3,000 10,000 Scope of Work   Video Photo Production 6,000 3,000 14,000 Scope of Work   Village Enhancement 13,340 16,000 0 14,000 Scope of Work   Total Marketing \$69,496 77,200 \$86,000 \$14,000 \$4,000 Scope of Work   Palm Tree Lights 54,547 36,000 36,000 36,000 36,000   Sip N' Stroll - Cookie Walk 54,547 36,000 36,000 40,000 36,000   Total Expenditures 55,021 515,900 147,500 18,000 40,000	VSC Map		700		400		0				0	
Miscellaneous Advertising 15,000 0 0   Miscellaneous Marketing 0 0 0   Monterey Travel Magazine 600 0 0   Print Explore 1,000 0 1,500   Social Media Boost 2,250 3,000 1,500 1,500   Website Management 7,199 6,000 10,000 10,000 Scope of Work   Video Photo Production 6,000 3,000 14,000 Scope of Work   Village Enhancement 13,340 16,000 0 14,000 Scope of Work   Total Marketing \$ 69,496 77,200 \$ 86,000 \$ 14,000 \$ 100,000   Holiday & Events \$ 474 \$ 15,000 \$ 4,000 \$ 4,000 \$ 50pe of Work   Palm Tree Lights 0 0 \$ 4,000 \$ 40,000 \$ 6000 \$ 6000 \$ 6000 \$ 6000 \$ 6000 \$ 6000 \$ 6000 \$ 6000 \$ 6000 \$ 6000 \$ 6000 \$ 6000 \$ 6000 \$ 6000 \$ 6000 \$ 6000 \$ 6000 <td>Insurance</td> <td></td> <td>1,435</td> <td></td> <td>2,000</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>0</td> <td></td>	Insurance		1,435		2,000						0	
Miscellaneous Marketing 600 0 0   Print Explore 1,000 0 0   Social Media Boost 2,250 3,000 1,500 1,500   Website Management 7,199 6,000 10,000 10,000 Scope of Work   Video Photo Production 6,000 3,000 14,000 3,000 Scope of Work   Village Enhancement 13,340 16,000 0 14,000 100,000 Scope of Work   Total Marketing 6,9496 77,200 86,000 14,000 100,000 Scope of Work   Palm Tree Lights 5474 \$15,000 36,000 \$4,000 \$4,000 Scope of Work   Sip N' Stroll - Cookie Walk 54,547 36,000 36,000 36,000 36,000 36,000 40,000 36,000 40,000 36,000 40,000 36,000 40,000 40,000 40,000 40,000 40,000 40,000 40,000 40,000 40,000 40,000 40,000 40,000 40,000 40,000 40,0	Miscellaneous Print		2,990		0						0	
Monterey Travel Magazine 600 0   Print Explore 1,000 0   Social Media Boost 2,250 3,000 1,500 1,500   Website Management 7,199 6,000 10,000 10,000 Scope of Work   Video Photo Production 6,000 3,000 3,000 Scope of Work   Village Enhancement 13,340 16,000 0 14,000 Scope of Work   Total Marketing \$ 69,496 77,200 \$ 86,000 \$ 14,000 \$ 100,000   Holiday & Events \$474 \$15,000 \$ \$4,000 \$ 4,000 Scope of Work   Palm Tree Lights 0	Miscellaneous Advertising				15,000		0				0	
Print Explore 1,000 0   Social Media Boost 2,250 3,000 1,500 1,500   Website Management 7,199 6,000 10,000 10,000 Scope of Work   Video Photo Production 6,000 3,000 3,000 Scope of Work   Village Enhancement 13,340 16,000 0 14,000 14,000 Scope of Work   Total Marketing \$ 69,496 \$ 77,200 \$ 86,000 \$ 14,000 \$ 100,000 Scope of Work   Palm Tree Lights 0 0 \$ 4,000 \$ 4,000 Scope of Work   Sip N' Stroll - Cookie Walk 54,547 36,000 36,000 \$ 40,000 \$ 40,000   Total Special Events \$ 55,021 \$ 51,000 \$ 36,000 \$ 40,000 \$ 40,000	Miscellaneous Marketing						0				0	
Social Media Boost 2,250 3,000 1,500 1,500   Website Management 7,199 6,000 10,000 10,000 Scope of Work   Video Photo Production 6,000 3,000 3,000 Scope of Work   Village Enhancement 13,340 16,000 0 14,000 14,000 Scope of Work   Total Marketing \$ 69,496 \$ 77,200 \$ 86,000 \$ 14,000 \$ 100,000   Holiday & Events \$ 474 \$ 15,000 \$ \$0 \$ 4,000 \$ 4,000 Scope of Work   Palm Tree Lights 0	Monterey Travel Magazine				600						0	
Website Management 7,199 6,000 10,000 10,000 Scope of Work   Video Photo Production 6,000 3,000 3,000 3,000 Scope of Work   Village Enhancement 13,340 16,000 0 14,000 14,000 Scope of Work   Total Marketing \$ 69,496 \$ 77,200 \$ 86,000 \$ 14,000 \$ 100,000   Holiday & Events \$474 \$15,000 \$0 \$4,000 \$cope of Work   Palm Tree Lights 0 0 0 0 0   Sip N' Stroll - Cookie Walk 54,547 36,000 36,000 36,000 36,000   Total Special Events \$ 55,021 \$ 51,000 \$ 36,000 \$ 40,000 \$ 40,000   Total Expenditures \$ 146,011 \$ 155,900 \$ 147,500 \$ 18,000 \$ 165,500	Print Explore				1,000						0	
Video Photo Production 6,000 3,000 3,000 Scope of Work   Village Enhancement 13,340 16,000 0 14,000 14,000 Scope of Work   Total Marketing 69,496 77,200 86,000 14,000 100,000 Scope of Work   Holiday & Events \$474 \$15,000 \$0 \$4,000 \$4,000 Scope of Work   Palm Tree Lights 0 0 0 4,000 \$50,000 \$50,000 \$60,000	Social Media Boost		2,250		3,000		1,500				1,500	
Village Enhancement 13,340 16,000 0 14,000 Scope of Work   Total Marketing \$ 69,496 \$ 77,200 \$ 86,000 \$ 14,000 \$ 100,000   Holiday & Events \$474 \$15,000 \$0 \$4,000 \$4,000 \$cope of Work   Palm Tree Lights 0 <td>Website Management</td> <td></td> <td>7,199</td> <td></td> <td>6,000</td> <td></td> <td>10,000</td> <td></td> <td></td> <td></td> <td>10,000</td> <td>Scope of Work</td>	Website Management		7,199		6,000		10,000				10,000	Scope of Work
Total Marketing \$ 69,496 \$ 77,200 \$ 86,000 \$ 14,000 \$ 100,000   Holiday & Events \$474 \$15,000 \$0 \$4,000 \$cope of Work   Palm Tree Lights 0 0 0 0 0   Sip N' Stroll - Cookie Walk 54,547 36,000 36,000 36,000 36,000   Total Special Events \$ 55,021 \$ 51,000 \$ 36,000 \$ 4,000 \$ 40,000   Total Expenditures \$ 146,011 \$ 155,900 \$ 147,500 \$ 18,000 \$ 165,500	Video Photo Production				6,000		3,000				3,000	Scope of Work
Holiday & Events \$474 \$15,000 \$0 \$4,000 \$cope of Work   Palm Tree Lights 0 0 0 0   Sip N' Stroll - Cookie Walk 54,547 36,000 36,000 36,000   Total Special Events \$55,021 \$51,000 \$36,000 \$4,000 \$40,000   Total Expenditures \$146,011 \$155,900 \$147,500 \$18,000 \$165,500	Village Enhancement		13,340		16,000		0		14,000		14,000	Scope of Work
Palm Tree Lights 0 0 0   Sip N' Stroll - Cookie Walk 54,547 36,000 36,000 36,000   Total Special Events \$ 55,021 \$ 51,000 \$ 36,000 \$ 4,000 \$ 40,000   Total Expenditures \$ 146,011 \$ 155,900 \$ 147,500 \$ 18,000 \$ 165,500	Total Marketing	\$	69,496	\$	77,200	\$	86,000	\$	14,000	\$	100,000	•
Sip N' Stroll - Cookie Walk 54,547 36,000 36,000 36,000   Total Special Events \$ 55,021 \$ 51,000 \$ 36,000 \$ 4,000 \$ 40,000   Total Expenditures \$ 146,011 \$ 155,900 \$ 147,500 \$ 18,000 \$ 165,500	Holiday & Events		\$474		\$15,000		\$0		\$4,000		\$4,000	Scope of Work
Total Special Events \$ 55,021 \$ 51,000 \$ 36,000 \$ 4,000 \$ 40,000   Total Expenditures \$ 146,011 \$ 155,900 \$ 147,500 \$ 18,000 \$ 165,500	Palm Tree Lights				0		0				0	
<b>Total Expenditures</b> \$ 146,011 \$ 155,900 \$ 147,500 \$ 18,000 \$ 165,500	Sip N' Strol1 - Cookie Walk		54,547		36,000		36,000				36,000	
<u> </u>	<b>Total Special Events</b>	\$	55,021	\$	51,000	\$	36,000	\$	4,000	\$	40,000	
Ending Fund Balance \$ 32,486 \$ 23,556 \$ 1,600	Total Expenditures	\$	146,011	\$	155,900	\$	147,500	\$	18,000	\$	165,500	
	<b>Ending Fund Balance</b>	\$	32,486	\$	23,556					\$	1,600	