



# 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

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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.

	FY 23/24		FY 24/25		FY 25/26	FY 25/26	FY 25/26	Notes
	Actual		Adopted Budget		Assessment Budget	TOT Budget	Total Budget	
<b>Beginning Fund Balance</b>	\$	44,242	\$	32,486	\$	18,000	\$	18,000
<b>Revenues</b>								
Member Assessment		53,854		53,370		55,000		55,000
Associate Assessment				0				0
Assessment Revenues - Trade		0		0				0
Late Fees		0		0				0
TOT Revenue		36,761		37,000		0	35,000	35,000
Sip N' Stroll		41,704		54,000		54,000		54,000
Cookie Walk				2,500		5,000		5,000
Interest Revenue		1,936		100		100		100
<b>Total Revenues</b>	\$	134,254	\$	146,970	\$	114,100	\$	35,000
<b>Total Source of Funds</b>	\$	178,496	\$	179,456	\$	132,100	\$	35,000
<b>Expenditures</b>								
Charitable Donations				6,000		6,000		6,000
CDS Direct Distribution		3,028		4,000		4,000		4,000
Doubtful Accounts		8,376		5,000		3,000		3,000
Insurance		0		2,000		2,000		2,000
Office Supplies		418		1,000		500		500
Storage Unit		1,836		1,700		2,000		2,000
Renewal		636		800		800		800
<b>Total Administration</b>	\$	14,293	\$	20,500	\$	18,300	\$	-
City Accounting Services	\$	4,200	\$	4,200	\$	4,200	\$	4,200
City Public Works		3,000		3,000		3,000		3,000
<b>Total City Services</b>	\$	7,200	\$	7,200	\$	7,200	\$	-
Ambassador		\$6,600		\$7,200		\$6,000		\$6,000
Communications Manager		25,500		18,000		36,000		36,000
Directories Printing		74		2,000		4,500		4,500
VSC TV Partnership		9,407		0		25,000		25,000
VSC Map		700		400		0		0
Insurance		1,435		2,000				0
Miscellaneous Print		2,990		0				0
Miscellaneous Advertising				15,000		0		0
Miscellaneous Marketing						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
Video Photo Production				6,000		3,000		3,000
Village Enhancement		13,340		16,000		0	14,000	14,000
<b>Total Marketing</b>	\$	69,496	\$	77,200	\$	86,000	\$	14,000
Holiday & Events		\$474		\$15,000		\$0	\$4,000	\$4,000
Palm Tree Lights				0		0		0
Sip N' Stroll - Cookie Walk		54,547		36,000		36,000		36,000
<b>Total Special Events</b>	\$	55,021	\$	51,000	\$	36,000	\$	4,000
<b>Total Expenditures</b>	\$	146,011	\$	155,900	\$	147,500	\$	18,000
<b>Ending Fund Balance</b>	\$	32,486	\$	23,556			\$	1,600