
Santa Rosa Tourism Business Improvement Area (SRTBIA) Fund Appropriation

City Council – March 31, 2020

Raissa de la Rosa, Economic Development Manager
Planning & Economic Development Department

SRTBIA Special Revenue Fund

- \$284,000 of revenue in excess of the annual Council-approved projected budget has been collected over the course of several years, resulting in a fund balance.
- Staff proposes to appropriate \$200,000 to pursue additional Santa Rosa Tourism Business Improvement Area related programs. \$84,000 will remain in fund balance.

Recommendation

- It is recommended by the Finance and Planning and Economic Development Departments that the Council, by resolution, amend the fiscal year 2019-20 adopted budget to appropriate \$200,000 from fund balance in the Santa Rosa Tourism Business Improvement Area (SRTBIA) Special Revenue fund specifically for Economic Development purposes.