



HISTORIC • UPTOWN • SUSANVILLE  
Uniting Our Past With Our Future ASSOC.

# ANNUAL REPORT

**MARCH 15, 2009**

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## **ANNUAL REPORT**

### **March 15, 2009**

#### **MISSION STATEMENT:**

The mission of the Historic Uptown Susanville Association is economic enhancement, historic preservation and commercial revitalization---to keep business in the district, attract new businesses and promote the district to the local and tourist markets.

#### **PURPOSE:**

The Historic Uptown Susanville Association was created for the purpose of:

1. General promotion of business activities in the district including annual promotional programs, aggressive image-building campaigns, shop-at-home campaigns and promotion of tourism.
2. Acquisition, construction, or maintenance of parking facilities for the benefit of the district.
3. Beautification of any public areas within the district.
4. Promotion of public events which take place within the district.

**NON-PROFIT:**

Historic U.S.A. is a 501(c) 6 non-profit corporation with Articles of Incorporation filed with the State of California as amended on February 22, 1993.

**H.U.S.A. ASSESSMENT STATISTICS:**

H.U.S.A. statistics are compiled from assessments from the district as defined on the area map. (see appendix A) Historic Uptown Susanville Association's assessment status as of March 15, 2009 is as follows:

<u>TYPE</u>	<u>UNITS</u>	<u>ZONE</u>	
Retail	24	A - 22	B - 2
Lodging & Restaurants	7	A - 4	B - 3
Service	38	A - 13	B - 25
Professional	26	A - 7	B - 19
Financial	6	A - 12	B - 4
<b>TOTAL ASSESSEES</b>	<b>101</b>		

**TOTAL POTENTIAL ANNUAL ASSESSMENT  
INCOME: \$21,250.00**

## ASSESSMENTS:

Assessments are not optional. All business owners in the designated district are billed on a quarterly basis through the City of Susanville. Any new business established within the Area shall not be required to pay an assessment hereunder for the first six months following its commencement of business. The assessment on such new business shall be prorated, omitting any charges for the first six months it was in operation. This shall not be deemed to apply to an existing business that has changed ownership or location within the District. All assessment payments are to be made to the City of Susanville. There is a 2% collection fee paid to the City of Susanville for their collection efforts. H.U.S.A. has been working closely with City staff to try and make sure we obtain accurate accounting of businesses arriving and departing our district so we may maintain an effective means of statistic and collection management.

### ANNUAL ASSESSMENT FORMULA MATRIX

	<u>ZONE A</u>	<u>ZONE B</u>
<u>TYPE</u>	<u>ANNUAL</u>	<u>ANNUAL</u>
Type 1- Retail	\$350.00	\$250.00
Type 2- Lodging & Restaurants	\$275.00	\$200.00
Type 3- Service	\$225.00	\$150.00
Type 4- Professional	\$175.00	\$100.00
Type 5- Financial	\$275.00	\$250.00

## **OBJECTIVES/ACCOMPLISHMENTS:**

### 2008/2009 Objectives/Accomplishments:

1. Sponsor Safe and Sane Halloween and Fall Crafters Festival in addition to providing support for the Magical Country Christmas and Main Street Cruise.

The Safe and Sane Halloween event went off without a hitch but inclement weather put a damper on the Fall Crafters Festival. The event still continued but with little support from the public. Next fall's event will be held in September instead of October to avoid colder temperatures. H.U.S.A. was able to contribute \$1,000.00 to the Magical Country Christmas event and \$500.00 to the Main Street Cruise.

2. Continue working with the City of Susanville Finance Department regarding the assessment and collection of dues.

This was accomplished until City Council suspended assessments in June of 2008. Assessments have been suspended since that date.

3. Maintain current assessment list as well as provide welcome packets. The welcome packets have helped educate new businesses as to assessment areas and fees.

This was accomplished until City Council suspended assessments in June of 2008. Assessments have been suspended since that date.

4. Continue working with the City of Susanville to complete Phase II and Phase III of the Lassen Street One Way Project. Currently this project is on hold pending completion of research by Craig Platt of the Public Works Department.

The project was not completed due to the fact that the City Public Works Department/Caltrans designated S. Roop Street as one-way leading South eliminating the possibility of S. Lassen Street becoming a one-way street leading south.

5. Develop long-term plans for off-Main Street parking, including Main Street signage directing out-of-area patrons to the parking in accordance with the City's 2002 Economic Development Strategic Plan.

This objective was not accomplished due to the fact that 1.) Sufficient funds were not available nor were available lots for purchase, 2.) It was determined that signage on Main Street would not be allowed by Caltrans.

6. Continue researching grants and the feasibility of a parking structure.

H.U.S.A. discontinued researching the feasibility of the parking structure due to limited resources of property and funds. Funds that were allocated for Parking were transferred to the Special Project fund.

7. Work with the City of Susanville, Caltrans, LMUD and Frontier for installation of temporary seasonal event banners over Main Street.

Information has been directed to City Staff for approval.

8. Work with Caltrans to create a “Welcome to Historic Susanville” sign on the retaining wall coming into the district.

Discussion has taken place with Caltrans. We are awaiting further discussion and decision from Caltrans.

9. Work with City of Susanville, Caltrans and Waste Management regarding repair/replacement of garbage receptacles.

All plans and specifications were submitted and approved by the City of Susanville on 2/19/09. Receptacles have been ordered and will be installed upon receipt.

10. Work with Caltrans regarding the repair/replacement of the benches in the district.

All existing benches in the district were repaired. Plans and specifications for new benches were submitted and approved by the City of Susanville on 2/19/09. Benches have been ordered and will be installed upon receipt. Existing benches, if they remain intact when removed will be placed in Zone B of the district.

11. To re-direct funds previously allocated for Parking to the Special Project fund. This is due to the fact that there currently are no affordable properties for sale in the District. It is H.U.S.A.’S goal to attempt to make tangible upgrades and improvements within the Uptown area including period trash receptacles and benches and street banners depicting events, etc.

Funds were moved from the Parking fund to the Special Project fund, the benches and trash receptacles were purchased and we are awaiting delivery.

Any other objectives submitted in the 2008 Annual Report and not met was due to the uncertainty of the future of the Historic Uptown Susanville District.

#### 2009/2010 Objectives:

1. Improve communication with H.U.S.A. assessees and the City Council via newsletter, email, newspaper and radio for agendas, minutes, events, newsworthy items, special meetings, etc.
2. Proposal for H.U.S.A. to take on the responsibility of assessment billing and collections of same to relieve the City of Susanville's financial impact and propose to the City Council a change from quarterly billing to annual billing and appoint a designated agent for collections.
3. Study the possibilities of hiring an Event Coordinator for the Annual Safe and Sane event, Fall Crafter's Festival, etc.
4. Revise and simplify the current By-Laws.
5. Develop a proposal for an Information Kiosk to be submitted to the City of Susanville for approval.
6. Evaluate and recommend re-structuring of the current billing matrix.

7. Complete Phase II of the replacement of benches and trash receptacles in the district. Estimated cost of \$5,685.00 plus shipping for a total of approximately \$7,000.00.
8. Develop a proposal for a Courtyard/Park within the district to be submitted to the City of Susanville for approval.
9. Complete the purchase of Event Banners to be placed at the three entrances to the City of Susanville.
10. Coordinate with the City of Susanville and Caltrans to install or replace the across Main Street guidewires for use in holding banners, Christmas lights, etc. and purchase banners for same.

The objectives described above are in anticipation of the re-establishment of the H.U.S.A. District assessments on July 1, 2009.

#### **CONCLUSION:**

The central business district of any community projects the image and reflects the health of that community to not only the local citizens but to visitors also. Our uptown district is the front door of Susanville and it is imperative that it be economically healthy and visually welcoming. H.U.S.A. is working to achieve this end.

HISTORIC UPTOWN SUSANVILLE ASSOCIATION  
 PROPOSED BUDGET  
 FOR FISCAL YEAR JULY 1, 2009 – JUNE 30, 2010

INCOME

Assessment Income	\$21,250.00
Event Income	\$ 500.00
Cash Account balance forward from prior years	<u>\$12,500.00</u>
 Total Income	 \$34,250.00

EXPENDITURES

Operating Expense:

Advertising & Promotional Insurance	\$ 500.00
E & O Insurance	\$ 1,300.00
Liability Insurance	\$ 600.00
Internet Expense	\$ 600.00
Office Expense	\$ 200.00
Postage	\$ 75.00
Newsletters	<u>\$ 300.00</u>
 Total Operating Expense	 \$ 3,575.00

Discretionary Expense:

Events:

Safe & Sane Event :	
Entertainment	\$ 250.00
Gift Certificates	\$ 200.00
Advertising	\$ 200.00
Clean-up	\$ 100.00

Fall Crafters' Festival:	
Entertainment	\$ 250.00
Equipment Rental	\$ 500.00
Clean up	\$ 100.00
Main Street Cruise:	
Donation	\$ 1,000.00
Magical Country Christmas:	
Donation	\$ 2,000.00
Special Projects:	
Benches & Trash Receptacles	\$ 7,000.00
Informational Kiosk/Courtyard Project	\$17,650.00
Event Banners	<u>\$ 5,000.00</u>
Total Discretionary Expense	\$ 34,250.00

03/04/09  
 Accrual Basis

## Historic Uptown Susanville Association Profit & Loss YTD Comparison July 1, 2008 through March 4, 2009

	Jul 1, '08 - Mar 4, 09	Jul 1, '08 - Mar 4, 09
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
Assessment Income	704.37	704.37
<b>Event Income</b>		
Booth Rentals	560.00	560.00
Event Income - Other	20.00	20.00
<b>Total Event Income</b>	580.00	580.00
<b>Total Income</b>	1,284.37	1,284.37
<b>Expense</b>		
Advertising	957.87	957.87
<b>Events</b>		
Donations Made	1,500.00	1,500.00
Entertainment	260.00	260.00
Equipment Rental	171.60	171.60
Supplies	9.65	9.65
Events - Other	75.00	75.00
<b>Total Events</b>	2,016.25	2,016.25
<b>Insurance</b>		
D & O Insurance	1,219.00	1,219.00
Liability	548.00	548.00
<b>Total Insurance</b>	1,767.00	1,767.00
Materials	68.00	68.00
Office Expense	84.73	84.73
Outside Services	145.62	145.62
Postage	58.00	58.00
Special Projects	18,901.10	18,901.10
<b>Total Expense</b>	23,998.57	23,998.57
<b>Net Ordinary Income</b>	-22,714.20	-22,714.20
<b>Other Income/Expense</b>		
Other Income		
Interest Income	31.90	31.90
<b>Total Other Income</b>	31.90	31.90
<b>Net Other Income</b>	31.90	31.90
<b>Net Income</b>	-22,682.30	-22,682.30

**Historic Uptown Susanville Association**  
**Balance Sheet**  
As of March 4, 2009

03/04/09  
Accrual Basis

	Mar 4, 09
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
BofA Savings	
Administration	-216.00
Discretionary	1,560.00
Events	105.48
Gift Certificates	150.00
Operating Fund	3,359.75
Parking	2,166.00
Special Projects	4,217.00
BofA Savings - Other	52.68
Total BofA Savings	11,394.91
Cash	76.43
Operating Account	1,566.00
Total Checking/Savings	13,037.34
Total Current Assets	13,037.34
<b>TOTAL ASSETS</b>	<b>13,037.34</b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
Opening Bal Equity	8,568.78
Retained Earnings	27,150.86
Net Income	-22,682.30
Total Equity	13,037.34
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>13,037.34</b>

**Historic Uptown Susanville Association**

**Trial Balance**

As of February 28, 2009

03/04/09

Accrual Basis

	Feb 28, 09	
	Debit	Credit
BofA Savings	52.68	
BofA Savings:Administration		216.00
BofA Savings:Christmas Festival Allocation	0.00	
BofA Savings:Christmas Lights Allocation	0.00	
BofA Savings:Discretionary	1,560.00	
BofA Savings:Events	105.48	
BofA Savings:Gift Certificates	150.00	
BofA Savings:Operating Fund	3,359.75	
BofA Savings:Parking	2,166.00	
BofA Savings:Special Projects	4,217.00	
Cash	76.43	
Operating Account	1,566.00	
Transfer Account	0.00	
Christmas Lights	0.00	
Prepaid Booth Rentals	0.00	
Opening Bal Equity		8,568.78
Retained Earnings		27,150.86
Assessment Income		704.37
Event Income		20.00
Event Income:Booth Rentals		560.00
Advertising	957.87	
Events	75.00	
Events:Donations Made	1,500.00	
Events:Entertainment	260.00	
Events:Equipment Rental	171.60	
Events:Supplies	9.65	
Insurance:D & O Insurance	1,219.00	
Insurance:Liability	548.00	
Materials	68.00	
Office Expense	84.73	
Outside Services	145.62	
Postage	58.00	
Special Projects	18,901.10	
Interest Income		31.90
<b>TOTAL</b>	<b><u>37,251.91</u></b>	<b><u>37,251.91</u></b>

# HISTORIC UPTOWN SUSANVILLE ASSOCIATION DIRECTORY

03/01/09

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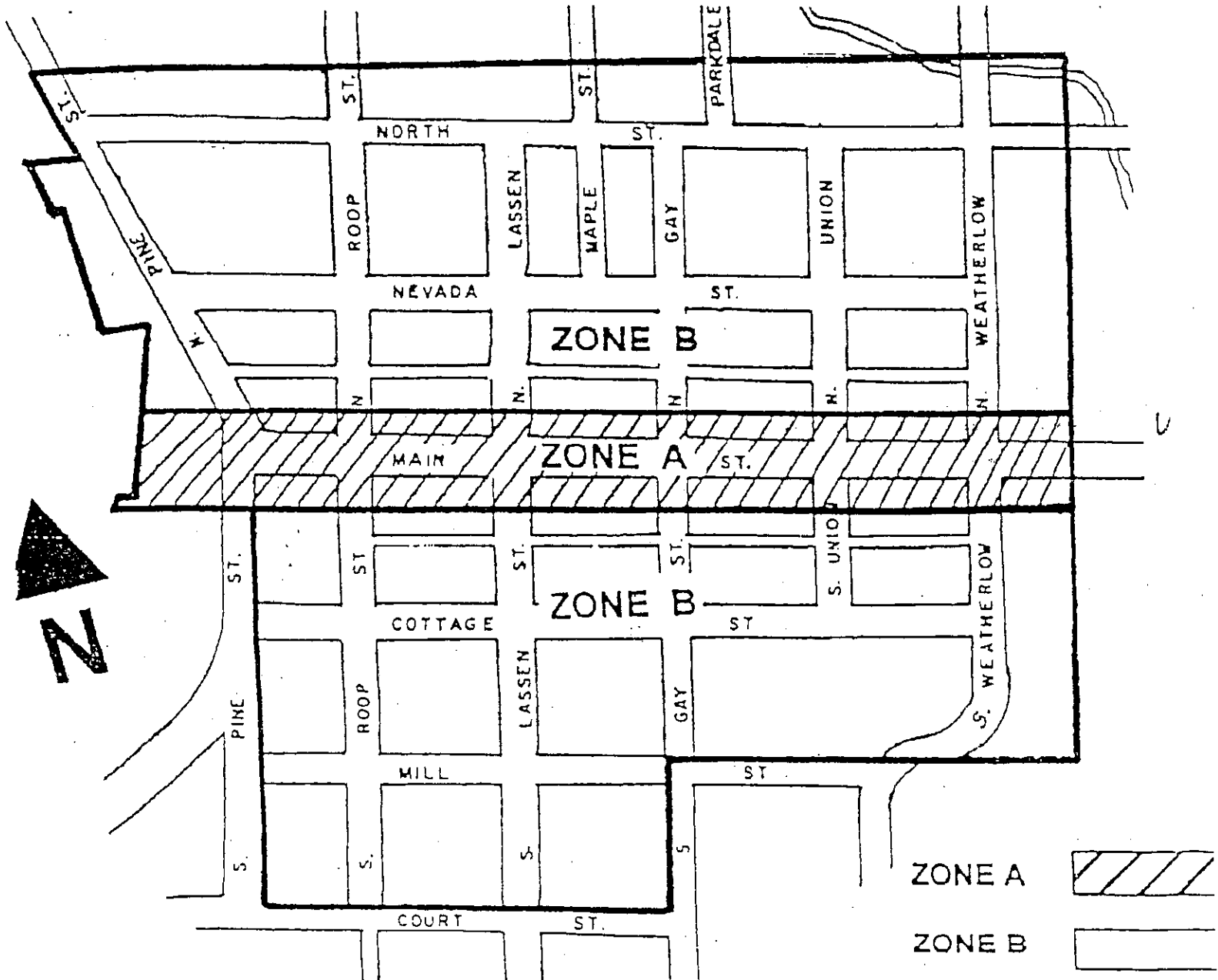
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# APPENDIX A

## HISTORIC UPTOWN SUSANVILLE BUSINESS DISTRICT



DISTRICT BOUNDARY MAP