

Updated 10/30/2017

# PDA Possibilities

**Background-** With Lisa Crummett resigning we were faced with hiring a new Marketing Director/Events Coordinator. This process precipitated the realization that Lisa had been paid at an under market rate. In order to fill the position we realized that we would have to pay this position approximately 20% more. This, in and of itself, had a dramatic effect on our budget. We entered this year knowing that we were evaluating our ability to maintain and grow into our added expenses.

**Current situation-** Recently it became evident that we must consider alternatives to how we move forward. We must re-envision PDA's future and look at a new and different way of running our organization. The Executive Board as well as an independent group of concerned merchants met separately in developing their individual plans on how to move forward. When shared our individual thoughts, it quickly became evident that our plans were strikingly similar. After collaborating on our individual plans here is the combined recommendation that we bring forward for the PDA Board of Directors and general members consideration.

## Events

**Brew Fest** - Contract with an outside event coordinator such as Beers in Sac who has experience running festivals related to beer. We will retain some control over breweries and vendors. Revenue from this event should exceed our current revenue if we also include the full expense of our event coordinator into the previous budget.

**Oktoberfest** - Contract with an outside event coordinator such as Beers in Sac who has experience running festivals related to beer. We will retain some control over breweries and vendors. Revenue from this event should exceed our current revenue if we also included the full expense of our event coordinator into the previous budget.

**Antique Fair and Craft Fair**- With this new model these two events will be supported by PDA under our event insurance policy. Each event will be open for an individual or group to coordinate and run. The lead person will need to negotiate with the city on dates and locations for the respective event. They will also need to work with the sitting PDA Board to garner its support. These negotiations must be done by middle of February to be added to community calendars.

**Flowers Baskets on Main**- Consider partnering with Community Pride to take over this program. We have dedicated funds of approximately \$5,000 that we can provide for seed money to help the transition of this project.

**Art and Wine**- There are quite a few moving parts to this event and it would be prudent to hire an event planner. This will be a Board discussion as we move forward. As an example we have explore partnering with EDWA (wine association) and they are eager to explore a relationship

around this event. Brews in Sac have also expressed interest in providing a proposal to run this event.

**Girls Night Out-** We recommend keeping girls night in house and making it a merchant run event. Hiring an event coordinator for this event could be problematic in that GNO does not produce sufficient profit for a paid event coordinator.

**Festival of Lights-** We will keep Festival of Lights in house and continue running the program as a Board. Depending on realized revenue we may be able to hire an event coordinator to assist.

## **Administration**

(The below paragraph was updated 10/30/2017)

Previously we were in discussions with the chamber for office staff services. The chamber was generously willing to assist with bookkeeping services for a nominal fee. We decided we would need more than bookkeeping services and are looking into hiring a part time person. This position would be responsible for phone, mail, social and web page responses or coordination as well as various other tasks as necessary.

### **By-Laws-**

There is some cleanup that needs to be done with our by-laws as well as some changes to reflect our current reality. We also recommend that we reduce the size of the Board to between 9 and 12 members.

### **Revenue opportunities-**

With a cursory review of potential revenue from Brew Fest, Oktoberfest, Art and Wine and the money derived from the business license tax, it appears that we should be in the position to support Festival of Lights and a part time employee.

### **Communication**

We must build a robust email list of merchants. This is the most efficient and dare I say “modern” way to communicate important information regarding PDA news. This would also be an excellent way to get feedback via online surveys to help guide the Board in vital decision-making processes.

The Executive Board of Directors believe this is a prudent and fiscally responsible direction for PDA. This new direction will allow us to reimagine what PDA can be for the merchant’s downtown.

# Plan B (projected revenue with new model)

Revenue Events net revenue		ave weekly hours			
revenue from Brew Fest and Oktoberfest is: 30% of ticket sales 50% of event	Brew Fest	17000		15	
	Oktoberfest	5000			
	Art & Wine	3500			
	Girl's Night Out	500			
	Bus. Lic. Fee	11350			
	Christmas	-2000			
<b>total revenue</b>		<b>\$ 35,350.00</b>			
Expenses		Hr rate		hours/yr	
	payroll+ 15% taxes	16146	\$18	780	
	fixed cost	16283			
<b>total Expenses</b>		<b>\$ 32,429.00</b>			
ttl revenue		35350			
total exp		32429			
<b>net profit/loss</b>		<b>\$ 2,921.00</b>			

  

expense	monthly	annual
storage	125	1500
phone	80	960
Website	200	2400
bookkeep	200	2400
Directors ins		1619
Event Ins		500
Printing		1200
Constant Contact	167	2004
Davie Wiser		500
Office Supplies		1200
Misl expense		2000
<b>total fixed cost</b>		<b>\$ 16,283.00</b>