



County of Santa Cruz

REDEVELOPMENT AGENCY

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TOM BURNS, AGENCY ADMINISTRATOR

March 7, 2002

Agenda: March 19, 2002

Board of Supervisors
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

ADMINISTRATIVE AND ANNUAL REPORT FOR THE SOQUEL VILLAGE PARKING AND BUSINESS IMPROVEMENT AREA

Dear Members of the Board:

In December of 1989, your Board established the Soquel Village Parking and Business Improvement Area (SVPBIA) to provide funding for business improvement activities and for maintenance and operation of public parking facilities. Since that time, each year your Board has reviewed the annual report, activities, and proposed assessments for the improvement area and acted on recommendations to provide for the various business improvement and parking maintenance activities. In 1997, business and property owners voted to discontinue the business assessment. Therefore, no assessment for business improvement activities is proposed; only a proposed parking maintenance and operation charge is before your Board at this time.

The annual adoption of parking maintenance and operation charges is a two step process requiring two public hearings. The first hearing was scheduled previously for today's agenda and includes presentation of the Annual Report and the proposed assessment charges. After taking public testimony] your Board will then consider a resolution announcing your intent to establish the parking maintenance and operation charges for the 2002-2003 fiscal year. The resolution will be mailed to all of the parking area participants and be published in the newspaper. The final hearing for the parking maintenance and operation charges is scheduled for April 23, 2002 at which time your Board will take final action to approve the parking charges for the 2002-2003 fiscal year.

Administration of the Parking and Business Improvement Area

The administration of the SVPBIA has continued to be provided by the Redevelopment Agency. The two main activities of the improvement area — business improvements and

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parking maintenance and operations — are summarized below and discussed in greater detail in the Annual Report, Attachment I .

As noted, assessments are no longer collected for business improvements, and as a result, there are only minimal funds available for related activities. The Advisory Board has determined that with these remaining funds the seasonal display of holiday banners in the Village area can be continued for approximately four or five more years.

The SVPBIA continues to collect assessments for parking maintenance and operations, at this time maintaining a total of 151 parking spaces in public parking lots and 15 on-street spaces for the benefit of customers and clients of Soquel businesses. The number of spaces was recently increased due to the completion of the Daubenbiss Parking Lot, located near the corner of Soquel Drive and Daubenbiss Avenue. Since the establishment of the improvement area, more than \$1,500,000 of Redevelopment funds have been spent to acquire and construct public parking facilities in Soquel Village.

The maintenance and operational activities for the public parking spaces include landscape and irrigation maintenance, litter control, expanded trash receptacle collection and parking enforcement. Services associated with maintenance and parking enforcement are provided through professional service contracts. General repairs such as patching of potholes and replacement of parking signs are accomplished through the Department of Public Works or through outside contractors.

The proposed parking improvement budget assumes a continuation of existing maintenance and operation activities with a small increase anticipated in parking maintenance and operations costs. The budget for 2002-2003 also provides additional funds for future deferred maintenance costs. The proposed budget for parking maintenance and operations is described in detail in the Annual Report, Attachment 1.

Annual Report

The annual general membership meeting of the Soquel Village Parking and Business Improvement Area was held on February 13, 2002. The Annual Report, including the proposed budget and assessments for the 2002-2003 fiscal year, was discussed at that time. The Annual Report has been prepared by the SVPBIA Advisory Board in conformance with Chapter 9.42 of the Santa Cruz County Code and State Parking and Business Improvement Area law. This report summarizes the activities of both the parking and business improvement area and provides a recommendation regarding proposed budgets and assessments for the 2002-2003 fiscal year.

Proposed Parking Maintenance and Operation Charaes

The parking improvement budget for the 2002-2003 fiscal year, which is recommended by

the SVPBIA Advisory Board, assumes a similar level of operation and maintenance activities as last year with higher anticipated costs. At the recommendation of the Advisory Board, the proposed budget is based on an approximate 10% increase in parking fees over last years assessment. The assessment charges for parking maintenance and operation for the 2002-2003 fiscal year are included in the Resolution of Intention, Attachment 2, Exhibit A.

The Advisory Board and Redevelopment Agency staff have discussed the existing fund balance and deferred maintenance fund as well as projections of future revenues and expenses. This analysis indicates that increased revenues are needed to maintain a healthy fund balance for next fiscal year. The Advisory Board therefore recommended that previous years' 20 percent reduction in parking deficit fees, which was rolled back to 10 percent in the 2000-2002 fiscal years, will need to be reduced again in 2002-2003 to the 1997-1998 assessment fee level of \$75.00. Discussions regarding this important topic are expected to be included in the Advisory Board's agendas during 2002-2003. Changes that have occurred are the result of the increased parking deficit fee, changes in square footage, and a net increase in the number of businesses in the area. The assessment fee formula and factors have remained the same.

An integral part of the budget process has been to ensure an adequate deferred maintenance fund. In consideration of anticipated increases in maintenance costs, the 2001-2002 fiscal year contribution to the deferred maintenance fund was increased to \$3,000. The Advisory Board recommended that it remain the same for the 2002-2003 fiscal year to provide for anticipated long-term maintenance needs. The deferred maintenance budget is provided in the Annual Report, Attachment 1.

New Advisory Board Members

In accordance with Chapter 9.42 of Santa Cruz County Code, the SVPBIA Advisory Board was established to advise your Board on matters related to the Parking and Business Improvement Area. Advisory Board members serve four years terms and membership is limited to business owners paying SVPBIA assessments.

Three new Advisory Board members were appointed by your Board in April of 2001. They are long standing Soquel Village business owners Tish Miller of Flower Mill Florist of Soquel, Lee Charter of Designs in Glass and Gary Ransone, Attorney.

Conclusions and Recommendations

This report summarizes the activities of the Soquel Village Parking and Business Improvement Area for the 2001-2002 fiscal year. The annual report of the Soquel Village Parking and Business Improvement Area Advisory Board also provides recommendations regarding the proposed budget and the recommended parking maintenance and operation charges for this coming fiscal year.

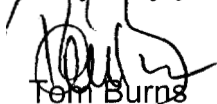
Your Board must first conduct a public hearing on the proposed assessment charges for

the 2002-2003 fiscal year included as Attachment 2, Exhibit A. At the conclusion of the public hearing, your Board would act on the Annual report, and then adopt the Resolution of Intention to Establish Parking Improvement Charges for the 2002-2003 fiscal year, included as Attachment 2. The resolution also confirms earlier Board actions to set a final public hearing on the parking improvement charges for Tuesday, April 23, 2002 sometime after 9:00 A.M. and to direct that the required legal notices be provided to the participants in the improvement area and to the public by the Clerk of the Board.

It is therefore RECOMMENDED that your Board take the following actions to establish assessment charges for the 2002-2003 fiscal year:

1. Conduct a public hearing on the proposed Soquel Village Parking and Business Improvement Area assessment charges for the 2002-2003 fiscal year;
2. Accept and file the Annual Report of the Soquel Village Parking and Business Improvement Area Advisory Board (Attachment 1);
3. Adopt the Resolution of Intention to Establish Parking Improvement Charges for the 2001-2002 Fiscal Year (Attachment 2);
4. Direct the Clerk of the Board to publish the legal notice of the Resolution of Intention to Establish Parking Improvement Charges for the 2002-2003 fiscal year; and
5. Direct the Redevelopment Agency to provide the participants in the improvement area with legal notice of the Resolution of Intention to Establish Parking Improvement Charges for the 2002-2003 fiscal year.

Very truly yours,



Tom Burns

Redevelopment Agency Administrator
TB:rmcb

RECOMMENDED:



Susan A. Mauriello
County Administrative Officer

- Attachment 1: Annual Report of the Soquel Village Parking and Business Improvement Area Advisory Board
- Attachment 2: Proposed Resolution of Intention to establish Parking Maintenance and Operation charges for the 2002-2003 Fiscal Year

Board of Supervisors
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cc: Soquel Village Parking and Business Improvement Area Advisory Board
County Counsel
DPW
RDA

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SOQUEL VILLAGE PARKING AND BUSINESS IMPROVEMENT AREA ANNUAL REPORT

I. BACKGROUND

On December 5, 1989, at the request of business and property owners in Soquel Village, the Board of Supervisors established the Soquel Village Parking and Business Improvement Area for the purpose of providing business improvements as well as the maintenance and operation of public parking facilities. The improvement area was created as a partnership with the Redevelopment Agency to provide funds to remedy inadequate and unsafe parking and circulation conditions in Soquel Village. Since the establishment of the improvement area, more than one million dollars (\$1,000,000) of Redevelopment funds have been spent to acquire and construct public parking facilities in Soquel Village. Currently, the improvement area manages 151 off-street public parking spaces and 15 on-street spaces.

Two benefit zones were established as a **part** of the improvement area. The business improvement benefit zone (“Benefit Zone **A**”) includes approximately 200 businesses in the commercial area of Soquel Village. Under the provisions of Proposition 218, an election on the continuation of the business assessment was held in 1997. A majority of business and property owners who voted in the election opted to discontinue the associated assessment. As a result, there is currently no assessment for business improvement activities in the Village.

The second benefit zone for parking maintenance and operations (“Benefit Zone **B**”) includes approximately 115 businesses. It is centered around the core commercial area of the Village, within the four quadrants formed at the intersection of Soquel Drive and Porter Street, where significant parking and circulation problems have been identified. Parking charges are determined in this area based on a formula which takes into account the parking needs associated with the particular type of business, the individual business’ parking space deficit, the proximity of the business to public parking facilities, and other factors. The charges collected from the parking benefit zone fund the maintenance and operation of public parking facilities that benefit Soquel businesses and their clientele.

II. BUSINESS IMPROVEMENT BENEFIT ZONE A

The Redevelopment Agency’s contract with the Soquel Village Business Association to provide business improvement services expired on June 30, 1997. Since that time, there has been no source of ongoing revenue and business association activities have been reduced significantly. The ending fund balance for fiscal year 2000-2001 was \$7,145. At their February 16, 2002 meeting, the Advisory Board recommended providing funds for the continued holiday display of banners in the Village area and anticipated that unless additional activities are approved for funding, the holiday banners activity would continue

for approximately four or five more years out of the fund balance. The recommended business improvement district budget, which provides on-going banner services, is included as part of Exhibit A.

There has been ongoing discussion among Advisory Board members as well as other Village business owners regarding the need to re-establish a means for addressing business issues other than those related to parking, such as business promotions, trash collection, traffic concerns and the effect that large business development in the surrounding areas may have on the Village. Leading business owners are now in the process of recruiting members to form a private business association to address these important Village issues.

III. PARKING IMPROVEMENT BENEFIT ZONE B

Activities and Recommended Budget

Parking improvement activities consist of the maintenance and operation of 151 off-street and 15 on-street, free public parking spaces. In November of 1998, the Redevelopment Agency completed construction of the parking lot adjacent to Daubenbiss Avenue, near the intersection of Soquel Drive, providing lighting, landscaping, an additional 13 new parking spaces, and access to the new parking facilities from both Daubenbiss Avenue and Porter Street. The 2002-2003 budget recommends a slight increase in parking maintenance and operations costs for all parking facilities, as indicated on Exhibit A.

Long Term Budget Projections

The Advisory Board and general business membership have worked diligently to meet the needs of the Soquel Village Parking and Business Improvement District while keeping assessments minimal for individual Soquel businesses.

For this year to meet the projected overall increases in maintenance expenses and to maintain adequate fund balances, the Advisory Board recommended that the remaining 10% reduction in assessment fees, from previous levels, end this year. This will result in an approximately 10% increase in assessment fees for most businesses back to their 1997-1998 levels.

An administrative goal for the improvement area has been to establish adequate deferred maintenance funding. Last year the deferred maintenance set aside from the fund balance was increased from \$2,083 to \$3,000 to meet expected increases in future maintenance expenses. The Advisory Board recommended that \$3,000 be set aside again for the 2002-2003 fiscal year as indicated on Exhibit A.

Expenditures totaling \$3,000 from deferred maintenance reserves are proposed for the 2002-2003 fiscal year to provide needed maintenance of parking lot asphalt surfaces and parking

space striping. Given the existing fund balance and the projected revenues from future parking assessments, it appears that adequate levels of funding are available for long term operation and maintenance of the public parking facilities.

Assessment Recommendations

The current maintenance and operation program for public parking in Soquel consists of adequate but minimal levels of facility maintenance and parking enforcement efforts. The proposed parking improvement budget, detailed in Exhibit A, assumes a continuation of existing maintenance and operation activities with likely increased costs.

To cover anticipated cost increases, the Advisory Board recommended that the parking deficit fee be increased from \$67.50 to \$75.00, and that the parking district assessment be increased by about 10% from \$18,157 to \$20,637 for the 2002-2003 fiscal year. Assessment fees will return to their higher 1997-1998 levels resulting in increased fees for most individual businesses of about 10%. Fees may be adjusted slightly based on the assessment formula as it applies to specific use codes such as retail, restaurant, and warehouse. The total amount of revenue from parking assessments may also be affected by minor changes resulting in new businesses and vacancies prior to final adoption of the 2002-2003 fiscal year assessments by the Board of Supervisors,

IV. CONCLUSION

The proposed 2002-2003 fiscal year budgets for the Soquel Village Parking and Business Improvement Area are consistent with the purposes for which the improvement area was established. All of the revenues of the improvement area come from assessments of the participating businesses. There are no other sources of revenues to the Soquel Village Parking and Business Improvement Area.

Exhibit A

SOQUEL VILLAGE PARKING AND BUSINESS IMPROVEMENT AREA
PARKING MAINENANCE AND OPERATION BUDGET

	FY 00-01 ACTUAL	FY 01-02 BUDGET	FY 01-02 E/A	FY 02-03 PROPOSED
RESERVES				
Beginning operating reserve	\$50,790	\$48,559	\$57,622	\$54,972
Beginning deferred maintenance reserve	<u>\$12,781</u>	<u>\$8,863</u>	<u>\$9,282</u>	<u>\$9,282</u>
Beginning Total Reserves:	\$63,571	\$57,422	\$66,904	\$64,254
 OPERATING BUDGET				
Beginning operating reserve	\$50,790	\$48,559	\$57,622	\$54,972
Revenues (assessment fees and interest)	\$22,267	\$20,000	\$20,000	\$22,500
Parking lot operating costs	(\$17,385)	(\$19,500)	(\$19,000)	(\$22,000)
Legal notice publications	(\$1,050)	(\$1,000)	(\$650)	(\$1,000)
Annual deferred maintenance contribution	<u>\$3,000</u>	<u>(\$3,000)</u>	<u>(\$3,000)</u>	<u>(\$3,000)</u>
Ending Operating Reserve:	\$57,622	\$45,059	\$54,972	\$51,472
 DEFERRED MAINTENANCE BUDGET				
Beginning deferred maintenance reserve	\$12,781	\$8,863	\$9,282	\$9,282
Annual deferred maintenance contribution	\$3,000	\$3,000	\$3,000	\$3,000
Annual deferred maintenance expense	<u>(\$6,499)</u>	<u>(\$3,000)</u>	<u>(\$3,000)</u>	<u>(\$3,000)</u>
ewe:	\$9,282	\$8,863	\$9,282	\$9,282

BUSINESS IMPROVEMENT BUDGET

	FY 00-01 ACTUAL	FY 01-02 BUDGET	FY 01-02 E/A	FY 02-03 PROPOSED
REVENUES				
Beginning fund balance	\$8,219	\$8,289	\$7,145	\$5,865
Assessments	(\$50)		\$0	\$0
Interest	<u>\$476</u>	<u>\$150</u>	<u>\$220</u>	<u>\$150</u>
Total Revenue Available:	\$8,645	\$8,439	\$7,365	\$6,015
 EXPENDITURES				
Banner maintenance	(\$1,500)	(\$1,850)	(\$1,500)	(\$1,850)
Contingencies	\$0	\$0	\$0	\$0
Total Expenditures:	<u>(\$1,500)</u>	<u>(\$1,850)</u>	<u>(\$1,500)</u>	<u>(\$1,850)</u>
'Available Fund Balance:	\$7,145	\$6,589	\$5,865	\$4,165

• Held for banner maintenance in future years

ATTACHMENT 2

BEFORE THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

RESOLUTION NO. _____

On the motion of Supervisor _____ duly seconded by Supervisor _____
the following resolution is adopted:

**RESOLUTION OF INTENTION TO ESTABLISH ANNUAL PARKING MAINTENANCE AND
OPERATION CHARGES FOR ZONE B OF THE SOQUEL VILLAGE PARKING AND
BUSINESS IMPROVEMENT AREA FOR FISCAL YEAR 2002-2003**

WHEREAS, on December 12, 1989, the Board of Supervisors adopted an ordinance, Chapter 9.42 of the Santa Cruz County Code establishing a Parking and Business Improvement Area in Soquel Village under the provisions of the Parking and Business Improvement Area Law of 1979, as amended being Part 6 Division 18 of the Streets and Highways Code §36500 through §36581 of said Streets and Highways Code of the State of California;

WHEREAS Chapter 9.42 of the Santa Cruz County Code provides for parking maintenance and operation charges according to the benefits received from Benefit Zone B of the parking and business improvement area as described in Section 9.42.060;

WHEREAS the annual report of the Advisory Board to the Soquel Village Parking and Business Improvement Area is on file with the Clerk of the Board pursuant to Section 9.42.071;

WHEREAS the proposed improvements and activities of Zone B of the Improvement Area for fiscal year 2002-2003 generally include parking facility maintenance, operation and enforcement;

WHEREAS the annual report provides a full description of the improvements and activities provided for fiscal year 2001-2002, and the proposed charges to be levied upon the businesses within the Area for the fiscal year 2002-2003;

WHEREAS pursuant to State and County Law the required mailed and advertised notice has been provided and a public meeting on the proposed charges has been conducted on March 19, 2002; and

NOW THEREFORE, the Board of Supervisors of Santa Cruz County hereby binds, determines, declares and resolves its intention to establish annual parking maintenance and operation charges for the Soquel Village Parking and Business Improvement Area for fiscal year 2002-2003 as listed in Exhibit A attached hereto and made a part of this resolution by reference; and

FURTHER, the Board of Supervisors hereby resolves to include within those charges, as required by County Code 9.42. 060 (B)(2)(h), an Annual Space Deficit Fee of \$75.00 per parking space; and

FURTHER, the Board of Supervisors hereby sets a second public hearing, at which written and oral testimony will be taken regarding the above actions, for Tuesday, April 23, 2002 on the Board of Supervisors agenda (which begins at 9:00 a.m.) in the Board of Supervisors Chambers. The Clerk of the Board is directed to give the notice on the time, place and date of said hearing as prescribed by law.

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this _____ day _____, 2002, by the following vote:

- AYES:
- NOES:
- ABSENT:

CHAIRPERSON OF THE BOARD OF SUPERVISORS

ATTEST: _____
Clerk of said Board

Approved as to form:

Kim Elizabeth Baskett
County Counsel 3.14.02

Distribution: Auditor-Controller
County Counsel
Treasurer/Tax Collector
Redevelopment Department

Exhibit A

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PARKING OPERATION AND MAINTENANCE CHARGE AREA	Total Parking Fee	Space Deficit Fee	General Benefit Fee	Total Parking Fee
\$20,625 with \$75.00 Deficit Fee				
BUSINESS	2001/02	2002/03	2002/03	2002/03
Adams, David Salon	\$128	\$56	\$91	\$147
Adelita's Taqueria	\$77	\$0	\$91	\$91
Advantage Driving School	\$49	\$11	\$45	\$56
Aldos - Rest.	\$579	\$300	\$363	\$663
Aldos - Warehouse	\$65	\$19	\$57	\$76
Alternative Health Care Center	\$49	\$11	\$45	\$56
America Forever Antiques	\$58	\$0	\$68	\$68
Applied Physics Systems	\$10	\$0	\$11	\$11
Ascenium Corp.	\$0	\$0	\$11	\$11
Bagelry, The - Rest.	\$188	\$38	\$182	\$220
Bagelry, The - Warehouse	\$10	\$0	\$11	\$11
Bay Briar Shoppe	\$386	\$343	\$91	\$434
Benedetto, Anna Attorney	\$0	\$69	\$11	\$80
Beyer, Len	\$0	\$0	\$11	\$11
Blue Cross of California Authorized Agent	\$0	\$0	\$23	\$23
Bombshell Skin Body Beauty	\$103	\$71	\$45	\$116
Bouget, Marie and Howes, Stephen J.	\$43	\$27	\$23	\$50
Bridge Studio of Santa Cruz	\$364	\$319	\$91	\$410
Buoye, Kathleen DDS	\$49	\$11	\$45	\$56
Butler, Katherine LMGCT	\$19	\$0	\$23	\$23
Casey Consulting	\$0	\$38	\$23	\$61
Cavin, Thomas F.	\$10	\$0	\$11	\$11
Chapler Communications	\$70	\$56	\$23	\$79
Charter & Company	\$19	\$0	\$23	\$23
Cleary, Tim	\$0	\$0	\$11	\$11
Cohen, Bruce M.	\$10	\$0	\$11	\$11
Corporate Events	\$19	\$0	\$11	\$11
Crooks, Mary Lee Attorney	\$113	\$83	\$45	\$128
Curtis Collectibles	\$347	\$600	\$227	\$827
Cypress Chiropractic	\$58	\$0	\$68	\$68
C.T.W. Tire	\$19	\$0	\$11	\$11
D'Anna's Deli	\$427	\$131	\$363	\$494
DeLaveaga Properties Real Estate	\$63	\$26	\$45	\$71
Designs in Glass/SGO	\$19	\$0	\$23	\$23
Dow, Alan	\$26	\$8	\$11	\$19
Ducote, Keith A., Attorney at Law	\$10	\$0	\$11	\$11
Duran's Upholstry	\$42	\$26	\$23	\$49
Ellen Johnson's Hair & Care	\$0	\$84	\$68	\$152
Evans & O'Brien Mobile Homes	\$95	\$84	\$23	\$107
Evergreen Landscape	\$10	\$0	\$11	\$11
Exchange Solutions	\$0	\$0	\$11	\$11
Faygenholtz, Arthur DC/Fediay, Peter DC	\$33	\$15	\$23	\$38
Firstwave Events	\$58	\$0	\$51	\$51
Fletcher, Hasanna MFT	\$19	\$0	\$23	\$23

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PARKING OPERATION AND MAINTENANCE CHARGE AREA	Total Parking	Space Deficit	General Benefit	Total Parking
\$20.825 with \$75.00 Deficit Fee	Fee	Fee	Fee	Fee
BUSINESS	2001/02	2002/03	2002/03	2002/03
Flower Mill Florist	\$487	\$413	\$136	\$549
Folger & Burt	\$19	\$0	\$23	\$23
Frogley, Colin DC	\$134	\$84	\$68	\$152
Galli Gear Uniforms	\$174	\$150	\$45	\$195
Goff Construction	\$19	\$0	\$23	\$23
Golden Buddha	\$1,586	\$563	\$1,271	\$1,834
Graves, Stephen and Associates	\$53	\$0	\$34	\$34
Hairy Chair Stylists	\$192	\$128	\$91	\$219
Harten-Kroeber, Anita MA	\$10	\$0	\$11	\$11
Hellriser Customs	\$0	\$56	\$91	\$147
House, Wanda Attorney	\$391	\$0	\$45	\$45
International California Mining Journal	\$26	\$8	\$23	\$31
J J's Saloon	\$609	\$162	\$545	\$707
Johnson, Judith Attorney	\$10	\$0	\$11	\$11
Just Realty	\$81	\$69	\$11	\$80
Katis, Joan M, CPA	\$19	\$0	\$11	\$11
Kerrigan, Nancy Attorney	\$113	\$83	\$45	\$128
Lee & Associates	\$77	\$0	\$68	\$68
Lemmer, Thomas DPM	\$77	\$0	\$91	\$91
Matlow, Robert Phd	\$19	\$0	\$23	\$23
Mercedes Preferred	\$405	\$402	\$51	\$453
Ming's Restaurant of Soquel	\$1,106	\$544	\$727	\$1,271
Monterey Bay Investment Corp	\$19	\$0	\$23	\$23
Monterey Bay Resources	\$19	\$0	\$45	\$45
Mower, Linda & Boccignone, Lynae	\$0	\$83	\$45	\$128
Mykland Engineering	\$10	\$0	\$11	\$11
Ngo Studio, Elizabeth	\$10	\$0	\$23	\$23
Octagon Records	\$87	\$0	\$23	\$23
Paper Mill Printers	\$49	\$11	\$45	\$56
Peggy's Answering & Mail Service	\$77	\$0	\$91	\$91
Pepper, Bonnie Bookkeeping	\$0	\$0	\$11	\$11
Play It Again Sports, Retail	\$439	\$188	\$318	\$506
Play It Again Sports, Warehouse	\$39	\$0	\$45	\$45
Priest, R.J. Finishing Studio	\$10	\$0		\$45
Professionals, The	\$33	\$15	\$23	\$38
Pulpan Group, The G.S.	\$0	\$38	\$23	\$61
Pumpkin Patch - Retail	\$208	\$188	\$45	\$233
Pumpkin Patch - Warehouse	\$282	\$281	\$34	\$315
Ransone, Gary Attorney	\$81	\$69	\$11	\$80
Rhapsody Beauty Salon	\$258	\$244	\$45	\$289
Rod Sanford's Traditional Karate	\$227	\$237	\$17	\$254
Rod Sanford's Traditional Karate	\$783	\$763	\$114	\$877
Ryan Family & Sports Chiropractic	\$29		\$23	\$34
Santa Cruz Therapy Association	\$39	700	\$45	\$45
Schaefer Floor Coverings	\$159	\$113	\$68	\$181
		\$0		
		113		

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PARKING OPERATION AND MAINTENANCE CHARGE AREA	Total Parking Fee	Space Deficit Fee	General Benefit Fee	Total Parking Fee
\$20,625 with \$75.00 Deficit Fee				
BUSINESS	2001/02	2002/03	2002/03	2002/03
Seams Sew Right	\$17	\$8	\$11	\$19
Seema Designs	\$33	\$15	\$23	\$38
Senior Benefits Services	\$0	\$0	\$11	\$11
Sir Froggy's Pub	\$245	\$15	\$272	\$287
Sisters Act	\$207	\$101	\$91	\$192
Soquel Lock and Key Corp	\$39	\$0	\$23	\$23
Soquel Speed Wash	\$116	\$0	\$136	\$136
Soquel Tax Service	\$24	\$15	\$11	\$26
Soquel Village Antiques	\$424	\$0	\$499	\$499
Star of Siam	\$513	\$141	\$454	\$595
Sunrise Cafe	\$518	\$233	\$363	\$596
Sunset Realty & DeBernardo Const Co	\$73	\$75	\$23	\$98
Surfside Signs	\$107	\$75	\$45	\$120
Tortilla Flats	\$868	\$450	\$545	\$995
Toy Box Hair Salon, The	\$77	\$0	\$91	\$91
Tuosto Insurance Service	\$0	\$0	\$11	\$11
Ugly Mug	\$1,225	\$675	\$727	\$1,402
Urfer, Donald C & Associates	\$39	\$0	\$45	\$45
Village Diner	\$448	\$155	\$363	\$518
Village Yoga	\$0	\$0	\$91	\$91
Vision Recycling	\$93	\$83	\$23	\$106
Vitcov, Shirley, M.A.	\$10	\$0	\$11	\$11
Wells, J D, Law Offices	\$29	\$0	\$34	\$34
Wood, Barbara MFCC	\$19	\$0	\$11	\$11
Words & Images	\$0	\$11	\$11	\$22
Xerox Corporation	\$10	\$0	\$11	\$11
Zalona, M & Witney, B LMFCC	\$19	\$0	\$23	\$23
Zeke's Market	\$0	\$0	\$136	\$136
Zia Designs	\$29	\$11	\$23	\$34
TOTALS		\$9,392	\$11,223	\$20,615

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