Atascadero Main Street
Downtown Parking and Business Improvement Area

The California Streets and Highways Code Section 36533 requires the preparation of a report for each fiscal year for which assessments are to be levied and collected to pay the costs of improvements and activities of the Improvement Area. The report may propose changes, including, but not limited to the boundaries of the parking and business improvement area or any benefit zones within the area, the basis and method of levying the assessments, and any changes in the classification of businesses. There are no boundary changes proposed. The boundaries are more specifically described as follows:

From the South corner of Morro Road at the Highway 101 over-crossing then in the generally northwest direction immediately adjacent to Highway 101, to a point, at the intersection of El Camino Real and Rosario Avenue, then easterly along Rosario Avenue, to a point at the intersection of Rosario and Palma Avenue, then easterly along Palma Avenue to the rear lot line of parcels on the east side of Traffic Way, then north along said rear lot lines to include Lot 24 of Block LA, of Atascadero, then northerly along the center line of Traffic Way, to a point, then easterly to include the presently existing National Guard Armory Property. Then to a point easterly to the intersection of West Mall and Santa Ysabel Avenue at the West Mall bridge, then southerly along Santa Ysabel Avenue to a point at the intersection of the southerly leg of Hospital Drive and Santa Ysabel Avenue, then easterly from that point to the extension of proposed Highway 41, then southwesterly to the Morro Road/Highway 101 over-crossing, point of beginning.

The Atascadero Main Street organization is the advisory body and sub-contractor to the City regarding the downtown Parking and Business Improvement Area. Since 2000, the City, Community Redevelopment Agency, Main Street and the community have worked to strengthen the downtown business community, increase the capacity of the Main Street organization and implement the downtown revitalization strategy. Each licensed business in the Improvement Area shall contribute to the assessment. Activities and improvements in the Downtown Parking and Business Improvement Area are funded by the assessment.
The proposed work plan and budget for fiscal year 2007-2008 is as follows:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>BIA Funds requested for 2007-2008</td>
<td>$10,500</td>
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<tr>
<td>Carry over from 2006-2007</td>
<td>$0</td>
</tr>
<tr>
<td>Total Proposed Funding Available</td>
<td>$10,500</td>
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</tbody>
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2007-2008 Proposed Expenditures:

- Signage & Banners: $500
- Membership Directory: $1,500
- Fast Façade Augmentation: $1,500
- Art Coordination: $1,000
- Winter Wonderland: $5,000
- Sweetheart Stroll: $1,000

Total Proposed Expenditures for 2007-08: $10,500

Fund Residual: $0

This report shall be filed with the City Clerk on behalf of the Downtown Parking and Business Improvement area for fiscal year 2007-2008.