

COUNCIL ACTION
EXECUTIVE SUMMARY
FOR
PUBLIC SAFETY AND NEIGHBORHOOD SERVICES COMMITTEE
MEETING OF APRIL 7, 2010

DATE REPORT ISSUED: March 30, 2010
ATTENTION: Council President and City Council
ORIGINATING DEPARTMENT: City Planning and Community Investment
SUBJECT: FY 2011 Business Improvement District Budgets - Annual
Appropriation Process
COUNCIL DISTRICT(S): 1, 2, 3, 7, 8
STAFF CONTACT: Alicia Martinez-Higgs 236-6488/
Meredith Dibden Brown 236-6485

REQUESTED ACTIONS:

At the first Council date (Requested April 26/27):

1. Approve the FY2011 Budget reports for each specified Business Improvement District [BID].
2. Declare the Council's intention to levy and collect annual assessments from businesses within each specified BID, and set May 18, 2010 as the noticed public hearing date.

At the second Council date (Requested the noticed public hearing date May 18, 2010):

1. Confirm the FY2011 Budget Reports for each specified BID and levy the annual assessments for those BID's.
2. Authorize the Mayor to execute the FY2011 BID Operating Agreements with the non-profit associations for the specified BID's.

STAFF RECOMMENDATION: Adopt the requested actions.

BACKGROUND: The California Streets and Highways Code authorizes the City to establish Business Improvement Districts (BID's), to levy and collect an assessment from businesses within the BID's, and to apply these assessments toward improvements and activities that benefit the businesses within their respective BID's. BID funded activities, programs and improvements range from farmers markets to business promotions to installing benches and cleaning sidewalks. By pooling private resources, business owners in BIDs collectively pay for activities which they could not afford on an individual basis.

BIDs strengthen the small business community, create new jobs, attract new businesses, and revitalize older commercial neighborhoods across the City. In San Diego, BIDs have been initiated through the efforts of businesses in the respective communities. The City then established each of the BIDs by adopting an ordinance which details the street ranges to be included in the BID, the categorization of the types of businesses within each BID, and some cases the size of the businesses as determined by the number of employees. The assessment levels, as determined by these factors, are also detailed in each ordinance.

Under State law, each year, the Budget Reports for the BIDs must be submitted to the City Council for approval. In addition, the City Council must annually authorize the levying of the assessments as established in the respective ordinances and hold a noticed public hearing on the matter. Once authorized the BID assessments are collected by the City Treasurer at the same time and in the same manner as the City's business tax.

The City collects approximately \$1.3 million annually in BID assessments from approximately 12,000 businesses; these funds are accounted for separately in the City's accounting system and are provided to the non-profit business associations (whose memberships include the businesses in the respective BID's) under an operating agreement. Generally, funds are remitted to the non-profit associations on a reimbursement basis to manage BID programs in the respective BID's, though working capital advances are permitted under certain circumstances. State law also provides that the Budget Reports shall identify any surplus or deficit revenues to be carried over from a previous fiscal year. These funds are identified in the Budget Reports as Estimated Unexpended Assessments to be carried forward and Estimated Outstanding Operating Advances. In approving the Budget Reports the City Council appropriates the assessments to be collected and the prior year surplus funds.

Economic Development Division staff monitors the performance of the BID Associations through review of reimbursement requests, newsletters, meeting minutes, feedback from other City staff/council representatives, attendance at BID meetings, and/or site visits. The Agreement with the BID Associations requires the completion of annual audits or financial statements which must be submitted to the City. We have received audits or financial statements from each of the organizations for which we are submitting the Budget Reports, except for Mission Hills BID and Old Town San Diego Chamber of Commerce. The FY2010 Budget Reports for Mission Hills and Old Town BIDs were confirmed on December 8, 2009 by Resolution No. R-305545 and the assessments started to be billed later that month. However, the time taken to complete the budget process for these two BIDs meant that the start time for the FY2009 audits was delayed. Both organizations have engaged a CPA firm and have initiated the Audit process. We anticipate receiving the draft reports by April 26, 2010 in time for the meeting at which Council will consider approving the FY2011 Budget Reports. We are not submitting a Budget Report for the Diamond BID for FY2011 due to a lack of activity by the Diamond CDC.

FISCAL CONSIDERATIONS: The City does not retain any of the assessments for administrative or other purposes but undertakes the associated administration with existing budgeted staff. All of the assessments are remitted to the BID funds and therefore, there is zero net fiscal impact to the General Fund.

EQUAL OPPORTUNITY CONTRACTING INFORMATION (IF APPLICABLE): This agreement is subject to the City's Equal Opportunity Contracting (San Diego Ordinance No. 18173, Section 22.2701 through 22.2708) and Non-Discrimination in Contracting Ordinance (San Diego Municipal Code Sections 22.3501 through 22.3517).

PREVIOUS COUNCIL and/or COMMITTEE ACTION: R-304938(May 26, 2009) and R-304873 (May 5, 2009) approving the FY2010 Budget Reports for, and authorized the levying of assessments on businesses within, the following BID's: Adams Avenue, City Heights, College Area, Downtown, El Cajon Boulevard Central, El Cajon Boulevard Gateway, Gaslamp, Hillcrest, Little Italy, North Park, Ocean Beach, Pacific Beach, and San Ysidro.

R-305501 (December 8, 2009) and R-305412 (November 16, 2009) authorizing the FY2010 Budget Reports for, and authorizing the levying of assessments on businesses within, the following BID's: Mission Hills and Old Town.

O-19881 (July 7, 2009), R-305027 (June 23, 2009) and R-304830 (April 27, 2009) establishing the East Village BID and approving the FY2010 Budget Report and authorizing the levying of assessments on businesses within the East Village BID.

R-305545 and R-305546 (January 8, 2010) appointed an Advisory Board for the La Jolla BID and authorized City staff to administer with input from the La Jolla business owners the FY2010 La Jolla Business Improvement District program.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: The non-profit associations that manage the BID's, holds regular meetings and publishes regular newsletters which are distributed to the businesses within the respective BID's. Organizational budgets and work plans are developed by the respective boards and approved at their meetings.

KEY STAKEHOLDERS AND PROJECTED IMPACTS: Businesses within the respective BIDS are the key stakeholders and beneficiaries of community improvements and business marketing and development. Residents and property owners may also benefit from public improvements and enhanced business services.

William Anderson, FAICP
CP&CI Department Director

Jay M. Goldstone
Chief Operating Officer

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Adams Avenue Business Improvement District

Fund 200005

Ordinance: O-19749 adopted May 14, 2008 amending Ordinance
No. O-18087 adopted July 11, 1994 which amended
Ordinance No. O-16479 adopted July 29, 1985

Advisory Board Adams Avenue Business Association, Inc.
4649 Hawley Boulevard San Diego CA 92116

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$3,200
Estimated Assessments to be collected in the Fiscal Year:	\$41,800
Total Appropriation:	\$45,000

Proposed Activities/Expenditures FY2010

Personnel	\$18,000
Maintenance	\$3,000
Operating	\$17,760
Marketing	\$3,240
Contingency	\$3,000
Total Budgeted Expenditures:	\$45,000
 Estimated Contribution from Association Activities:	 \$453,800

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$155	\$70	\$60
B	\$135	\$50	\$40

Assessment Categories

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels.	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Adams Avenue Business Improvement District

Fund 200005

Category	General Description	X = Exclusions
B	Primarily service providers, utility, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
30th Street			4600-4799
32nd Street			4600-4799
33rd Street			4600-4799
34th Street			4600-4799
35th Street			4600-4799
36th Street			4600-4799
39th Street			4600-4799
42nd Street			4600-4799
Adams Avenue		3466-3999	
Adams Avenue		4000-4248	
Adams Avenue	3350-3465	2400-3349	
Arizona Street			4600-4799
Bancroft Street			4600-4799
Biona Drive			4600-4799
Boundary Street			4600-4799
Cherokee Street			4600-4799
East Mountain View Drive			4600-4799
Edgeware Road			4600-4799
Felton Street			4600-4799
Hamilton Street			4600-4799
Hawley Boulevard			4733-4799
Hawley Boulevard			4600-4699
Hawley Boulevard	4700-4732 even		4701-4731 odd
Idaho Street			4600-4799
Iowa Street			4600-4799
Kansas Street			4600-4799
Kensington Drive			4600-4799
Mansfield Street			4600-4799
Marlborough Drive			4600-4799
Ohio Street			4600-4799
Oregon Street			4600-4799
Park Place			4100-4199
Terrace Drive			4600-4799
Utah Street			4600-4799
Vista Street			4600-4726
West Mountain View Drive			4600-4799
Wilson Street			4600-4799

**Adams Avenue Business Association
Adams Avenue BID Budget
FY 2011**

Ordinary Income/Expense

Income

40020 · BID	45,000.00
Total Income	<u>45,000.00</u>

Expense

50020 · Personnel

50038 · Workers Compensation	250.00
50037 · Health Insurance	2,000.00
50035 · State Payroll Taxes	100.00
50034 · Federal Payroll Taxes	1,500.00
50027 · Office Staffing	14,150.00
Total 50020 · Personnel	<u>18,000.00</u>

52010 · Maintenance

52020 · Contract Labor	3,000.00
Total 52010 · Maintenance	<u>3,000.00</u>

50040 Operating

50110 · Insurance	7,400.00
50120 · Office Supplies	900.00
50125 · Accounting	5,000.00
50080 · Rent	2,400.00
50090 · Telephone	1,000.00
50070 · Postage and Delivery	1,060.00
Total 50040 Operating	<u>17,760.00</u>

51510 · Marketing

51530 · Website	420.00
51525 · Meeting Expenses	550.00
51545 · Newsletter	1,170.00
51515 · Printing and Reproduction	1,100.00
Total 51510 · Marketing	<u>3,240.00</u>

Contingency	<u>3,000.00</u>
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Total Expense	<u>45,000.00</u>
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Net Ordinary Income	<u>0.00</u>
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Net Income	<u><u>0.00</u></u>
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Adams Avenue Business Improvement District FY 2011 Budget Narrative

Personnel

The BID funding supports the personnel and operations of the Adams Avenue Business Association to carry out the terms of the contract by helping to pay for the following:

- Staff salaries, benefits and taxes
 - Staff planning and coordination of Monthly Board meetings (noticed and held in accordance with the Brown Act) and four (4) monthly Committee Meetings.
 - Staff time for preparation of accurate and required monthly reporting and documentation of BID activities
 - Staff time for ensuring contract compliance

Maintenance:

BID funding supports the maintenance and design efforts of the Adams Avenue maintenance Assessment District

- The Adams Avenue BID receives \$3,000 in additional annual assessments from the businesses in Zone 1 (addresses 3350-3465 Adams Avenue) to support the Adams Avenue Maintenance Assessment District (MAD). This pays for additional services offered to those businesses that the MAD would not otherwise be able to offer such as trash can maintenance and sidewalk sweeping.

Operating

BID funding helps to maintain the office space, general operations and office expenses for the professional operation of the Adams Avenue Business Association's BID Office

- Purchase of office supplies and postage
- Insurances: Directors' & Officers, General Liability, Workers Compensation
- Rent & Telephone: Maintain Office and Meeting Location, phone and internet connections.
- Maintain Financial Records, Bookkeeping, Bill Paying, Annual Audits and Tax Preparation

Marketing

The Adams Avenue BID funding helps to promote the businesses and the district through:

- Maintaining an online presence through a weekly e-mail newsletter, Website, Blog, Facebook page all managed and updated by staff.
- Staff coordinates the Designing, Printing & Mail Invitations to Quarterly Business Member Mixers
- Host Annual Business Member Meeting, Monthly Board Meetings and four (4) Monthly Committee Meetings and Quarterly Business Member Mixers
- Write, Design, Print and Mail 750 copies of Annual Report to the Business Members
- Coordination and facilitation of one-on-one or workshop training sessions to assist the needs of the member businesses.

Notes/ Comments and Contributions From Other Sources

In addition to managing the BID, the Adams Avenue Business Association (AABA) also manages the Adams Avenue Maintenance Assessment District (MAD) and hosts three (3) annual major marketing special events; The Roots Fest on Adams (April), The Taste of Adams (June) and the Adams Avenue Street Fair (September). These events are held to promote the business district, as community events and to financially support the other projects and programs of the AABA. The financial position of the AABA rests mainly on the special events as they raise approximately 65% of the revenues that flow through the AABA annually.

The AABA has been building a network of small business resources over the past few years in order to better support the over 600 small business members of the AABA. Throughout the FY 2011, the AABA will be continuing to develop a workshop series for small businesses as well as programming these resources in to the Business Member Mixers. The AABA has been working with the small business members one-on-one to bring the needed help and support to retain existing businesses in the district. Additionally, the new business attraction efforts have begun to show successes by working with the property owners and real estate professionals to help promote and attract new businesses to available commercial spaces.

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

City Heights Business Improvement District

Fund 200007

Ordinance: O-16918 adopted August 3, 1987

Advisory Board City Heights Business Association
 4305 University Avenue, San Diego CA 92105
 Suite 540

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$3,000
Estimated Assessments to be collected in the Fiscal Year:	\$60,000
Total Appropriation:	\$63,000

Proposed Activities/Expenditures FY2010

Personnel	\$48,895
Operating	\$12,705
Outreach/Promotion	\$1,400
Total Budgeted Expenditures:	\$63,000
 Estimated Contribution from Association Activities:	 \$320,000

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$70	\$60	
B	\$50	\$40	

Assessment Categories

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.	

Street Ranges and Zones

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

City Heights Business Improvement District

Fund 200007

Street	Zone 1	Zone 2	Zone 3
33rd Street		3800-4099	
34th Street		3800-4099	
35th Street		3800-4099	
36th Street		3800-4099	
37th Street		3800-4099	
38th Street		3800-4099	
39th Street		3800-4099	
40th Street		3800-4099	
41st Street		3800-4099	
42nd Street		3800-4099	
43rd Street		3800-4099	
44th Street		3800-4099	
45th Street		3800-4099	
46th Street		3800-4099	
47th Street		3800-4099	
48th Street		3800-4099	
Central Avenue		3800-4099	
Chamoune Avenue		3800-4099	
Cherokee Avenue		3800-4099	
Euclid Avenue		3800-4099	
Fairmount Avenue		3800-4099	
Highland Avenue		3800-4099	
Marlborough Avenue		3800-4099	
Menlo Avenue		3800-4099	
Swift Avenue		3800-4099	
University Avenue	3300-4799		
Van Dyke Avenue		3800-4099	
Wilson Avenue		3800-4099	

City Heights Business Association
Profit & Loss Budget Overview
 July 2010 through June 2011

	Jul '10 - Jun 11
Ordinary Income/Expense	
Income	
40020 · BID	63,000.00
Total Income	63,000.00
Expense	
50020 · Personnel	
50027 · Executive Director	36,038.00
50029 · Administrative Assistant	7,618.00
50031 · Fica/R Expense	3,340.00
50032 · Sui Expense	1,787.00
50033 · Futa Tax Expense	112.00
Total 50020 · Personnel	48,895.00
50040 · Operating	
50045 · Rent - Office	1,668.00
50050 · Telephone/Fax/Cell/Internet	300.00
50060 · Mtngs/Conf/Dues/Subscriptions	800.00
50065 · Printing/Photocopying	100.00
50070 · Insurance	
50071 · Insurance-Workers Comp	150.00
50072 · Insurance - General Liability	65.00
50073 · Insurance -Directors & Officers	140.00
Total 50070 · Insurance	355.00
50075 · Postage	200.00
50081 · Audit	450.00
50082 · Accounting Services	750.00
50084 · Professional Services	0.00
50090 · Board & Staff Training/Retreat	600.00
50095 · Travel/Mileage/Auto Expense	150.00
50120 · Contingency	6,982.00
50150 · Office Supplies/Equipment	350.00
Total 50040 · Operating	12,705.00
51510 · Outreach/Promotion	
51525 · Marketing/Newsletter	400.00
51530 · Business Mixers	1,000.00
Total 51510 · Outreach/Promotion	1,400.00
Total Expense	63,000.00
Net Ordinary Income	0.00
Net Income	0.00

City Heights BID

Budget Narrative

Personnel and Operating

Personnel and Operating expenses support the functioning of the Association including:

- Staff salary/wage, benefits, taxes and insurance
- Maintaining office (and meeting space) and paying for utilities
- Monthly board meetings noticed and held in accordance with the Brown Act (meeting schedule attached)
- Monthly committee meetings (list committees) noticed and held in accordance with the Brown Act (meeting schedule attached)
- Bookkeeping, bill-paying, and management of cash flow
- Preparation of required reports and reimbursement requests
- Staff training, primarily online training which are more cost effective such as Lynda.com and Safari Books online
- Meetings and conferences (these vary from year to year)
- Publications, subscriptions, and dues such as the BID Council membership and subscriptions to periodicals such as the Wall Street Journal

Outreach Promotion

The association's outreach and promotion activities include:

- Planning and implementation of quarterly business mixers at various business locations
- Design and printing of quarterly newsletter
- Web site development and maintenance
- Telephone and in-person business counseling and technical assistance services

Special Projects and Events

- Collaboration on community events such as the Cinco de Mayo con Orgullo and the Dia de los Muertos

Notes/Comments and Contribution for Other Sources

- Association also oversees the operation of the City Heights Maintenance Assessment District, which augments the BID activities by \$320,000.
- The association also solicits funds from other sources to support special events and activities not allowed under the MAD or BID contracts.

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

College Area Business Improvement District

Fund 200014

Ordinance: O-18539 adopted June 29, 1998 amending Ordinance
No. O-18263 adopted February 20, 1996

Advisory Board College Area Economic Development Corporation
4704 College Avenue San Diego CA 92115

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$2,000
Estimated Assessments to be collected in the Fiscal Year:	\$67,000
Total Appropriation:	\$69,000

Proposed Activities/Expenditures FY2010

Business	\$44,150
Promotion	\$5,400
Design	\$1,000
Other Events	\$6,700
Payroll Expense	\$1,750
Contingency	\$10,000
Total Budgeted Expenditures:	\$69,000
 Estimated Contribution from Association Activities:	 \$715,000

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$500	\$300	
B	\$180	\$120	
C	\$100	\$80	
D	\$90	\$60	
E	\$80	\$60	
F	\$60	\$60	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

College Area Business Improvement District

Fund 200014

Assessment Categories

Category	General Description	X = Exclusions
A	Primarily large retailers, department stores, theatres, financial institutions and recreation or entertainment centers.	
B	Primarily small or specialty retailers, food and beverage establishments, beauty salons, nursery, floral, electronics and nightclubs.	
C	Primarily medical, professional or repair services, auto-related businesses.	
D	Construction, manufacturing, wholesale, hotels and motels, appliances and private learning institutions.	
E	Benevolent associations, non-profits and utility companies.	
F	Owner operated sole proprietor with no employees providing personal services.	
X	Apartment Buildings, government offices and public schools.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
70th Street		4800-5000	
Acorn Street	6138-6185		
Adams Avenue	6000-6100		
Campanile Drive		5000-5780	
College Avenue	4400-4800	4801-5198	
College Way	4527-4566		
El Cajon Boulevard		7101-7400	
El Cajon Boulevard	5800-7100	5468-5799	
Hardy Avenue		5700-5900	
Lindo Paseo		5700-5850	
Montezuma Place		5000-5700	
Montezuma Road		5500-6700	

11:57 AM
 02/24/10
 Accrual Basis

**College Area Business District
 Profit & Loss Budget Overview
 July 2010 through June 2011**

	Jul '10 - Jun 11
Ordinary Income/Expense	
Income	
40020 · BID REIMBURSEMENT	69,000.00
Total Income	69,000.00
Expense	
50000 · BUSINESS	
50005 · TRAVEL/AUTO EXPENSES	590.00
50015 · EXECUTIVE DIRECTOR	18,000.00
50020 · OFFICE STAFFING	15,210.00
50030 · HEALTH INSURANCE	1,000.00
50045 · ELECTION EXPENSE	0.00
50060 · PRINTING	3,000.00
50065 · GEN'L INSURANCE	1,000.00
50070 · POSTAGE	1,500.00
50075 · PROFESSIONAL SERVICES	
50078 · AUDITOR	1,700.00
Total 50075 · PROFESSIONAL SERVICES	1,700.00
50115 · OFFICE FEES & OTHER TAXES	0.00
50130 · OFFICE EXPENSE	
50131 · OFFICE SUPPLIES	1,000.00
50132 · OFFICE CLEANING	150.00
Total 50130 · OFFICE EXPENSE	1,150.00
50140 · GENERAL BOARD MEETINGS	1,000.00
Total 50000 · BUSINESS	44,150.00
51000 · PROMOTION	
51010 · WEB SITE	2,400.00
51025 · WORKSHOPS	0.00
51030 · PROMO SPECIAL PROJECTS	0.00
51050 · BUSINESS MIXER	3,000.00
Total 51000 · PROMOTION	5,400.00
52000 · DESIGN	
52020 · DESIGN SPECIAL PROJECTS	1,000.00
Total 52000 · DESIGN	1,000.00
54000 · EVENT EXPENSES	
54600 · OTHER EVENTS	
54605 · ROLANDO ST FAIR	1,700.00
54610 · FALL FEST	1,000.00
54615 · HH80	0.00
54620 · WINTER SEASON CELEB	4,000.00
Total 54600 · OTHER EVENTS	6,700.00
Total 54000 · EVENT EXPENSES	6,700.00
Total Expense	57,250.00
Net Ordinary Income	11,750.00
Other Income/Expense	
Other Expense	
70000 · OTHER EXPENSE	
70010 · PAYROLL EXPENSES	1,750.00
70020 · CONTINGENCY	10,000.00
Total 70000 · OTHER EXPENSE	11,750.00
Total Other Expense	11,750.00
Net Other Income	-11,750.00
Net Income	0.00

College Area Business Improvement District Annual Budget Narrative

Business

Business expenses support the functioning of the Association including:

- Staff salary/wage, benefits, taxes and insurance;
- Maintaining office (and meeting space)and paying for utilities;
- Monthly board meetings noticed and held in accordance with the Brown Act (meeting schedule attached);
- Monthly committee meetings (list committees) noticed and held in accordance with the Brown Act (meeting schedule attached);
- Bookkeeping, bill-paying, and management of cash flow;
- Preparation of required reports and reimbursement requests for College Area Business Improvement District;
- Coordination of special events such as the Boulevard BOO! Parade & Carnival on El Cajon Blvd.;
- Coordination of quarterly business mixers at various business locations in the College Area Business Improvement District (schedule attached).

Promotion

The association's promotion activities include:

- Continuing a successful cooperative advertising program whereby member businesses have the opportunity to pay for 15 second ad which runs with a general ad for the BID or to pay for inclusion in a print ad featuring upcoming BID events.
- Monthly newsletter distributed to 500+ member businesses highlighting new businesses, local meeting schedules, upcoming events, member workshops and District accomplishments.
- Design new set of banners for season/ event / neighborhood to be displayed on 141 street poles. Or rotate display of seasonal banners featuring Boulevard BOO! Parade & Carnival, Rolando Street Fair, local neighborhoods including Rolando, El Cerrito, La Mesa Colony, and Aztec Gardens. Coordination with KPBS and SDSU for their annual event marketing via Street Poles.
- BID Website includes:
 - calendar with meeting times;
 - event schedules;
 - contact information for community groups and City;
 - our agendas, meeting minutes, and financials;
 - history on the College Area;
 - online Business Director;
 - online District Business Vacancies (interactive);
 - links to BOO! Parade Website.
 - www.collegeareabid.com
- BOO Parade Website highlights this event with:
 - Pictures of past events;

- interactive forms for Vendors to apply and pay for booth space;
- interactive form for parade participants to apply;
- sponsor information (logos of sponsors & links to their websites);
- parade maps and parking locations;
- street closure notices; and entertainment (performance) schedule.
- www.booparade.com

Special Events

The association's special event activities include:

- Assist Rolando Community Council (RCC) in product of the Rolando Street Fair in March. This includes the:
 - design, print, and installation of 30 street pole banners;
 - newsletter articles, distribution of Vendor Applications;
 - BID Council Equipment Availability & delivery/set-up costs;
 - Staff participation in RCC's Street Fair Committee; and management of a BID Booth at the event.
 - The BID booth includes information on the District's businesses and free art projects for kids encouraging a "green" community.
- Produce the Fall Fest Business Expo at SDSU to introduce new students to the local businesses. Twenty-Five (25) local businesses are invited to attend and share their information, flyers, etc with students. The BID sets up permitting, equipment, and markets the event on behalf of the businesses.
- Produce the Boulevard BOO! Parade & Carnival (partial funding by BID) including over 100 participants, 40+ vendors (some local businesses), 15 sponsors (most local businesses), and approximately 10,000 visitors to the College Area. This is a year-long process. The committee is comprised of BID members as well as representatives from local residential community groups.
- Produce the Winter Season Celebration:
 - annual tree lighting ceremony that includes donation collections for charities;
 - art work from four local elementary schools;
 - performances by students from those schools;
 - free tastings by local restaurants.

Design Special Projects

- The College Area BID works in collaboration with the College Heights MAD for the following projects:
 - commercial neighborhood revitalization through quarterly sidewalk cleaning;
 - planting and maintenance of sidewalk trees (100+ planted in FY09);
 - installation and maintenance of historic signage (Historic Highway 80);
 - trash can maintenance and trash removal (70+ cans on El Cajon Blvd);
 - hanging flower baskets (25 scheduled for installation in FY10);
 - Graffiti abatement 5 days a week; Monthly sidewalk weed abatement;
 - and maintenance of the landscape medians on El Cajon Blvd.
- Where there is the BID District does not overlap with the MAD District, the Design Committee oversees these types of activities. These funds are utilized periodically at the

main intersection of College Ave. and Montezuma Rd. for beautification, general cleaning, and maintenance.

Notes/Comments and Contributions from Other Sources

- The College Area Economic Development Corporation (CAEDC) also oversees the operation of the College Heights Maintenance Assessment District. A brief description of those activities is listed under “Beautification” above.
- The CAEDC applies for a City TOT grant (Creative Communities San Diego) annually to benefit the Boulevard BOO! Parade & Carnival
- The CAEDC applies for a Count TOT grant (Community Enhancement Program) annually to benefit the Boulevard BOO! Parade & Carnival
- The CAEDC collects sponsorship donations to fund the BOO! Parade & Carnival; most of the event income is from this source.
- All of these programs may include reimbursement of staff costs, operational costs, outreach costs, etc.

FY2011 Calendar*

July

7 th	Design Committee	12pm	CAEDC Office
9 th	EMAD/Economic Restructuring Committee	10:30am	CAEDC Office
10 th	Parade Committee	8am	Cutter's Point
12 th	Executive Committee	12pm	CAEDC Office
14 th	Promotion Committee	12pm	CAEDC Office
21 st	Board of Directors Meeting	12-1:30pm	CAEDC Office
TBA	Business Mixer	6pm-8pm	TBA

August

DARK – No Meetings Scheduled

September

1 st	Design Committee	12pm	CAEDC Office
3 rd	Parade Committee	8am	Cutter's Point
8 th	Promotion Committee	12pm	CAEDC Office
10 th	EMAD/Economic Restructuring Committee	10:30am	CAEDC Office
13 th	Executive Committee	12pm	CAEDC Office
15 th	Board of Directors Meeting	12-1:30pm	CAEDC Office
17 th	Parade Committee	8am	Cutter's Point

October

1 st	Parade Committee	8am	Cutter's Point
6 th	Design Committee	12pm	CAEDC Office
8 th	EMAD/Economic Restructuring Committee	10:30am	CAEDC Office
11 th	Executive Committee	12pm	CAEDC Office
13 th	Promotion Committee	12pm	CAEDC Office
20 th	Board of Directors Meeting	12-1:30pm	CAEDC Office
TBA	Business Mixer	6pm-8pm	TBA

November

3 rd	Design Committee	12pm	CAEDC Office
8 th	Executive Committee	12pm	CAEDC Office
10 th	Promotion Committee	12pm	CAEDC Office
12 th	EMAD/Economic Restructuring Committee	10:30am	CAEDC Office
17 th	Board of Directors Meeting	12-1:30pm	CAEDC Office

* Dates/Times are as regularly scheduled. These may be changed at the discretion of the Board of Directors and/or committees of the CAEDC, and will be notified well in advance.

FY2011 Calendar (Continued)*

December

1 st	Design Committee	12pm	CAEDC Office
8 th	Promotion Committee	12pm	CAEDC Office
10 th	EMAD/Economic Restructuring Committee	10:30am	CAEDC Office
13 th	Executive Committee	12pm	CAEDC Office
15 th	Board of Directors Meeting	12-1:30pm	CAEDC Office

January

5 th	Design Committee	12pm	CAEDC Office
10 th	Executive Committee	12pm	CAEDC Office
12 th	Promotion Committee	12pm	CAEDC Office
14 th	EMAD/Economic Restructuring Committee	10:30am	CAEDC Office
19 th	Board of Directors Meeting	12-1:30pm	CAEDC Office
TBA	Annual Business Mixer	6pm-8pm	TBA

February

2 nd	Design Committee	12pm	CAEDC Office
9 th	Promotion Committee	12pm	CAEDC Office
11 th	EMAD/Economic Restructuring Committee	10:30am	CAEDC Office
14 th	Executive Committee	12pm	CAEDC Office
16 th	Board of Directors Meeting	12-1:30pm	CAEDC Office

March

2 nd	Design Committee	12pm	CAEDC Office
4 th	Parade Committee	8am	Cutter's Point
9 th	Promotion Committee	12pm	CAEDC Office
11 th	EMAD/Economic Restructuring Committee	10:30am	CAEDC Office
14 th	Executive Committee	12pm	CAEDC Office
16 th	Board of Directors Meeting	12-1:30pm	CAEDC Office

April

1 st	Parade Committee	8am	Cutter's Point
6 th	Design Committee	12pm	CAEDC Office
8 th	EMAD/Economic Restructuring Committee	10:30am	CAEDC Office
11 th	Executive Committee	12pm	CAEDC Office
13 th	Promotion Committee	12pm	CAEDC Office
20 th	Board of Directors Meeting	12-1:30pm	CAEDC Office
TBA	Spring BID Mixer	TBA	

* Dates/Times are as regularly scheduled. These may be changed at the discretion of the Board of Directors and/or committees of the CAEDC, and will be notified well in advance.

FY2011 Calendar (Continued)*

May

4 th	Design Committee	12pm	CAEDC Office
6 th	Parade Committee	8am	Cutter's Point
9 th	Executive Committee	12pm	CAEDC Office
11 th	Promotion Committee	12pm	CAEDC Office
13 th	EMAD/Economic Restructuring Committee	10:30am	CAEDC Office
18 th	Board of Directors Meeting	12-1:30pm	CAEDC Office
TBA	Board Retreat	TBA	

June

1 st	Design Committee	12pm	CAEDC Office
3 rd	Parade Committee	8am	Cutter's Point
8 th	Promotion Committee	12pm	CAEDC Office
10 th	EMAD/Economic Restructuring Committee	10:30am	CAEDC Office
13 th	Executive Committee	12pm	CAEDC Office
15 th	Board of Directors Meeting	12-1:30pm	CAEDC Office

* Dates/Times are as regularly scheduled. These may be changed at the discretion of the Board of Directors and/or committees of the CAEDC, and will be notified well in advance.

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Downtown Business Improvement Area

Fund 200003

Ordinance: O-10774 adopted February 1, 1972 amending
Ordinance No. O-10450 adopted December 1, 1970

Advisory Board Downtown San Diego Partnership, Inc.
401 B Street Suite 100 San Diego CA 92101

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$2,000
Estimated Assessments to be collected in the Fiscal Year:	\$100,000
Total Appropriation:	\$102,000

Proposed Activities/Expenditures FY2010

Personnel	\$34,000
Operating	\$44,000
Outreach Publication	\$10,000
Special Projects/Events	\$9,000
Contingency	\$5,000
Total Budgeted Expenditures:	\$102,000
 Estimated Contribution from Association Activities:	 \$72,000

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$0		
B	2 x BTCF not to exceed [\$50 plus \$4 per employee]		
C	1 x BTCF not to exceed [\$25 plus \$2 per employee]		

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Downtown Business Improvement Area

Fund 200003

Assessment Categories

Category	General Description	X = Exclusions
A	Manufacturing, wholesale, and public utilities.	
B	Primarily retail, amusement, auto-related, barber and beauty salons, hotels, motels, parking structures, office buildings, laundry-related, resale, shoe repair and photography related.	
C	Those businesses not included in Categories A or B.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
10th Avenue	900-1399		
1st Avenue	900-1399		
2nd Avenue	900-1399		
3rd Avenue	900-1399		
4th Avenue	900-1399		
5th Avenue	900-1399		
6th Avenue	900-1399		
7th Avenue	900-1399		
8th Avenue	900-1399		
9th Avenue	900-1399		
A Street	100-999		
Ash Street	100-999		
B Street	100-999		
Broadway	100-999		
Broadway Cr	001-9999		
C Street	100-999		
E Street	100-999		
Horton Plaza	199		
Westgate Plaza	221		

Downtown San Diego Partnership

Downtown Improvement Area

Proposed Expenditures for FY2011

Personnel (Salaries, Wages, Fringe, Taxes)

G/L Account	\$ Amount
6063 - Salaries & Wages	\$ 34,000.00

Office/Operational Costs (Rent, Supplies, Insurance, Utilities, Office Equipment)

G/L Account	\$ Amount
6061 - Rent	\$ 44,000.00

Outreach Publications (Business Mixers, Networking, Web Design and Hosting, Marketing Materials, Advertising, etc.)

G/L Account	\$ Amount
6056 - Office Expense	\$ 10,000.00

Events/Special Events (Farmers' Markets, Street Fair, Restaurant Walks, etc.)

G/L Account	\$ Amount
6200 - Special Events Expense	\$ 9,000.00

Contingency

G/L Account	\$ Amount
6054 - Contingency	\$ 5,000.00

Total of Proposed Expenditures

\$ 102,000.00

Annual Budget Narrative
Downtown San Diego Partnership
(based on BIDC P&L Expense Categories)

Personnel and Operating

Personnel and Operating expenses support the functioning of the Association including:

- Staff salary/wage, benefits, taxes and insurance
- maintaining office (and meeting space)and paying for utilities
- bookkeeping, bill-paying, and management of cash flow
- preparation of required reports and reimbursement requests for the Downtown San Diego Partnership
- coordination and facilitation of business seminars to educate businesses about tax credits specific to downtown
- coordination of special events such as Taste of Downtown.
- coordination of quarterly business mixers at various business locations within BID

Outreach Publication

The association's outreach and promotion activities include:

- Working in conjunction with Cal Tax Group to host quarterly business workshops on the Enterprise Zone. Businesses within our BID fall within San Diego's Enterprise Zone and are eligible to apply for various tax credits. We have already held 3 events and we are planning additional seminars.
- Update and re-printing of 890 business directory/maps to be distributed by the Downtown San Diego Partnership
- Banners in downtown displayed on 165 poles which display 330 banners. Our banners feature Comic Con, Rock N Roll Marathon, San Diego Symphony, Balboa Park, San Diego Hospice, San Diego Padres, and City College.
- Create and distribute the Downtown Directory of Social Services, providing information for the community on access to a variety of social services
- The Arts and Culture committee distributes an Art map to over 1,000 people
- Our monthly newsletter provides the downtown community with information about events, quality of life issues, and City and County decisions that impact downtown. We also highlight new businesses in the downtown area.

Special Projects and Events

- Produce Art event to be held in September, which features photographic arts, fine arts, performing arts, and more. Art San Diego will be held at this time and we will be coordinating with them to enhance arts and culture in San Diego. Expected attendance is more than 5,000 from our local region and across the country. This will benefit business by attracting additional people downtown to dine, play, and stay with our local businesses. This is also an opportunity to showcase the vast art businesses that are located downtown.
- Produce Downtown for the Holidays in the months of November and December. This is typically a slow time for downtown restaurants, retailers, and hotels and we would like to create an event to draw people from all over the region and state to downtown San Diego. We have formed a collaborative group to plan special events, tree lightings, downtown lighting program, and much more to create a vibrant downtown during the holiday season. A calendar of events will be produced that includes events in every neighborhood of downtown. This will help our local businesses with increased foot traffic in their neighborhood as the events will be throughout downtown.
- Enhance web site by adding resource listings by category such as hotels, restaurants, and entertainment venues. We will also include events that are happening in downtown San Diego.
- Continue commercial neighborhood revitalization through sidewalk cleaning, planting of trees, enhanced lighting, and new trash cans.
- Continue working on quality of life issues with government agencies on issues such as news rack ordinances, panhandling ordinances, permanent and temporary homeless shelters, and the continued revitalization of downtown.

Notes/Comments and Contribution for Other Sources

- Association also oversees the operation of a Property Based Improvement District, also known as Clean and Safe. This program augments the BID by providing enhanced maintenance and safety services for the BID area. Income received from PBID is \$72,000 for the year for managing the program.

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

East Village Business Improvement District

Fund 200615

Ordinance: O-19881 adopted July 7, 2009

Advisory Board East Village Association, Inc.
 1202 Market Street San Diego CA 92101

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$42,000
Estimated Assessments to be collected in the Fiscal Year:	\$140,000
Total Appropriation:	\$182,000

Proposed Activities/Expenditures FY2010

Contingency	\$57,908
Contract Services	\$54,600
Operations	\$10,992
Special Events	\$20,004
Total Budgeted Expenditures:	\$182,000
 Estimated Contribution from Association Activities:	 \$0

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$250		
B	\$350		
C	\$350 + \$5 per 14th employee/unit* and above - not to exceed \$600		

Assessment Categories

Category	General Description	X = Exclusions
A	Businesses with 0 to 12 employees or units* (*Hotels/Motels/Time Shares units)	
B	Businesses with 13 employees/units* (*Hotels/Motels/Time Shares units)	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

East Village Business Improvement District

Fund 200615

Category	General Description	X = Exclusions
C	Businesses with 14 or more employees/units* (*Hotels/Motels/Time Shares units)	
X	City College Tech Incubator Businesses, Taxi, Pedicab, Limousine, Personal Service Booth Rentals, Non-Profits, Apartment Buildings	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
10th Ave	200-899		
11th Ave	0-1399		
12th Ave	0-1399		
13th Ave	0-1099		
13th Street S	0-99		
14th Ave	0-1099		
15th Ave	0-1099		
16th Ave	0-1299		
16th Street S	1099 (even numbers onl		
17th Ave	0-1299		
7th Ave	300-899		
8th Ave	400-899		
9th Ave	400-899		
A Street	1000-1199		
B Street	1000-1699		
Broadway	1000-1699		
C Street	1000-1699		
Commercial Street	1200-1799		
E Street	1000-1699		
F Street	700-1699		
G Street	700-1699		
Imperial Ave	700-1799		
Island Ave	700-1799		
J Street	700-1799		
K Street	700-1699		
L Street	700-1599		
Market Street	700-1799		
National Ave	1300-1599		
Newton Ave	1300-1599		
Park Blvd	0-1799		
Russ Blvd	1100-1699		
Tony Gwynn Drive	-299 (odd numbers only		

11:53 AM
03/12/10
Cash Basis

East Village Association, Inc.
Profit & Loss Budget Overview
July 2010 through June 2011

	<u>Jul '10 - Jun 11</u>
Income	
BID Assessments	140,000.00
Carryforward	42,000.00
Total Income	<u>182,000.00</u>
Expense	
Contingency	57,908.00
Contract Services	
Audit	3,000.00
Legal & Accounting	2,604.00
Outside Consultant Services	48,996.00
Total Contract Services	<u>54,600.00</u>
Mailings/Web/Database	6,996.00
Marketing/Promotion	26,496.00
Meetings/Mixers	5,004.00
Operations	
Insurance	3,600.00
Office Supplies	1,200.00
Printing	3,996.00
Seminars & Training	996.00
Telephone, Telecommunications	1,200.00
Total Operations	<u>10,992.00</u>
Special Events	<u>20,004.00</u>
Total Expense	<u>182,000.00</u>
Net Income	<u><u>0.00</u></u>

East Village Business Improvement District FY 2010-2011 Budget Narrative

Income – BID Assessments

Contingency

- Funds for unexpected events or emergencies.

Contract Services Expense

Contract Services expenses support the functioning of the Association including:

- Consultant to serve as part time Executive Director
- Monthly board meetings notice and held in accordance with the Brown Act
- Meetings are held on the first Thursdays of each month
- Monthly subcommittee meetings noticed and held in accordance with the Brown Act.
Presently two subcommittees:
 1. Finance committee meets quarterly and on as-needed basis
 2. East Village BID CCDC Budget Committee meets monthly with CCDC staff
- Professional audit services
- Professional legal and accounting services
- Outside consultant services that may coordinate weekly/monthly farmers market to be held in East Village Green West Block
- Coordination of special events such as “Taste of East Village”
- Coordination of bi-monthly/quarterly business mixers at various locations in East Village

Mailings, Website, Database and Marketing/Promotion Expense

The association’s community outreach activities include:

- Mailing notices of special events
- Updating web site using WordPress, a social media blog. This will be enhanced with e-commerce components for registration to special events and seminars
- Creation and updating of social media tools: Facebook, Twitter and LinkedIn
- Creation and coordination of East Village “Business Buddy” mentoring program
- Develop and send press releases to targeted media list
- Research creation of video to use as a marketing tool. Also post on YouTube.

Meetings/Mixers Expense

- Produce annual meeting and election of board members in first quarter
- Work with CCDC on recommendations for parks in East Village
- Identify areas for improving service levels from the Clean and Safe program
- Work with BID Council Foundation on various programs
- Conduct bi-monthly or quarterly mixers for East Village businesses

Operations Expense

- Insurance – keeping required insurance up-to-date
- Office Supplies
- Printing – business cards, stationery and other collateral
- Seminars and Training – attend seminars and training related to the mission of East Village BID
- Telephone and Telecommunications

Special Events Expense

- Present a Farmers Market, time frame to be determined (weekly or monthly)
- Present a showcase of East Village Business e.g. “Taste of East Village”
- Research feasibility of doing other special events to promote East Village

<p>FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION</p> <p>El Cajon Boulevard Central Business Improvement District</p> <p>Fund 200013</p>

Ordinance: O-16919 adopted August 3, 1987

Advisory Board El Cajon Boulevard Business Improvement Association
 3727 El Cajon Boulevard San Diego CA 92105

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$8,400
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$5,600
Estimated Assessments to be collected in the Fiscal Year:	\$73,500
Total Appropriation:	\$87,500

Proposed Activities/Expenditures FY2010

Personnel	\$39,277
Operating	\$21,798
Consultants	\$22,400
Outreach Publications	\$1,400
Special Events	\$1,400
Design & Improvements	\$525
Contingency	\$700
Total Budgeted Expenditures:	\$87,500
 Estimated Contribution from Association Activities:	 \$61,425

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$90	\$75	
B	\$75	\$60	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION
El Cajon Boulevard Central Business Improvement District
Fund 200013

Assessment Categories

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels, dance, exercise or health studios, and resale businesses.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
33rd Street		4200-4399	
34th Street		4200-4399	
35th Street		4200-4399	
36th Street		4200-4399	
37th Street		4200-4399	
38th Street		4200-4399	
39th Street		4200-4399	
40th Street		4200-4399	
41st Street		4200-4399	
42nd Street		4200-4399	
43rd Street		4200-4399	
44th Street		4200-4399	
45th Street		4200-4399	
46th Street		4200-4399	
47th Street		4200-4399	
48th Street		4300-4499	
49th Street		4300-4499	
51st Street		4300-4499	
52nd Street		4300-4499	
54th Street		4300-4499	
Alta Dena Avenue		4300-4499	
Central Avenue		4200-4399	
Chamoune Avenue		4200-4399	
Cherokee Avenue		4200-4399	
Copeland Avenue		4200-4399	
Dawson Avenue		4300-4499	
Dayton Street		4300-4499	
El Cajon Boulevard	3300-5399		
Estrella Avenue		4300-4499	
Euclid Avenue		4300-4499	
Fairmount Avenue		4200-4399	
Felton Street		4200-4399	
Highland Avenue		4200-4399	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION
El Cajon Boulevard Central Business Improvement District
Fund 200013

Street	Zone 1	Zone 2	Zone 3
Marcellena Road		4300-4499	
Marlborough Avenue		4200-4399	
McClintock Street		4200-4399	
Menlo Avenue		4200-4399	
Swift Avenue		4200-4399	
Van Dyke Avenue		4200-4399	
Wilson Avenue		4200-4399	
Winona Avenue		4300-4499	

EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION
 BID Budget - FY 2011



<u>Personnel</u>	<u>Total District</u>	<u>Central</u>	<u>Gateway</u>
50025 · Staffing			
50026 · Marketing Assistant	\$ 18,000.00	\$ 12,600.00	\$ 5,400.00
50028 · Business Manager	\$ 20,000.00	\$ 14,000.00	\$ 6,000.00
50029 · Data Manager	\$ 8,000.00	\$ 5,600.00	\$ 2,400.00
50030 · Payroll Tax Expense	\$ 5,170.00	\$ 3,619.00	\$ 1,551.00
50035 · Health Insurance	\$ 4,740.00	\$ 3,318.00	\$ 1,422.00
50140 · Payroll Prep Fee	\$ 200.00	\$ 140.00	\$ 60.00
Total 50025 · Staffing	\$ 56,110.00	\$ 39,277.00	\$ 16,833.00
 <u>Operating</u>			
50010 · Organization - Operating			
50020 · Rent - Office	\$ 11,800.00	\$ 8,260.00	\$ 3,540.00
50022 · Rent - Utilities	\$ 800.00	\$ 560.00	\$ 240.00
50023 · Janitorial Services	\$ 780.00	\$ 546.00	\$ 234.00
50050 · Telephone & Internet	\$ 4,200.00	\$ 2,940.00	\$ 1,260.00
50060 · Dues-Subscriptions-Conferences	\$ 1,000.00	\$ 700.00	\$ 300.00
50065 · Printing	\$ 500.00	\$ 350.00	\$ 150.00
50070 · Insurance			
50071 · Insurance-Workers Comp	\$ 750.00	\$ 525.00	\$ 225.00
50072 · Insurance - General Liability	\$ 600.00	\$ 420.00	\$ 180.00
50073 · Insurance - Directors & Officers	\$ 1,000.00	\$ 700.00	\$ 300.00
50080 · Professional Services			
50081 · Audit - Tax Return	\$ 3,200.00	\$ 2,240.00	\$ 960.00
50082 · Accounting	\$ 2,400.00	\$ 1,680.00	\$ 720.00
50085 · Donations	\$ 200.00	\$ 140.00	\$ 60.00
50100 · Eqpt - Repairs/Maint/Software	\$ 750.00	\$ 525.00	\$ 225.00
50105 · Furniture and Equipment	\$ 250.00	\$ 175.00	\$ 75.00
50130 · Social - Hospitality	\$ 1,660.00	\$ 1,162.00	\$ 498.00
50140 · Bank Charges	\$ 20.00	\$ 14.00	\$ 6.00
50145 · Miscellaneous - Operating	\$ 80.00	\$ 56.00	\$ 24.00
50150 · Office Supplies	\$ 1,000.00	\$ 700.00	\$ 300.00
50175 · Postage	\$ 150.00	\$ 105.00	\$ 45.00
Total 50010 · Organization - Operating	\$ 31,140.00	\$ 21,798.00	\$ 9,342.00
 <u>Consulting Services</u>			
52001 · Consultants	\$ 32,000.00	\$ 22,400.00	\$ 9,600.00
 <u>Outreach Publications</u>			
51510 · Promotions - Outreach	\$ 2,000.00	\$ 1,400.00	\$ 600.00
 <u>Special Events</u>			
51565 · Special Proj-Events-Promotions	\$ 2,000.00	\$ 1,400.00	\$ 600.00
 <u>Design & Improvements</u>			
52010 · Design	\$ 750.00	\$ 525.00	\$ 225.00
 <u>Contingency</u>			
9998 · Contingency	\$ 1,000.00	\$ 700.00	\$ 300.00
TOTAL BUDGET	\$ 125,000.00	\$ 87,500.00	\$ 37,500.00

the **BOULEVARD**

EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

El Cajon Boulevard Business Improvement Association Annual Budget Narrative FY 2011

Personnel and Operating

Personnel and Operating expenses support the functioning of the Association including:

- Staff salary/wage, benefits, payroll taxes and insurance (health and workers compensation)
- Maintain office and meeting space- paying monthly rent and utilities.
- Monthly board meetings noticed and held in accordance with the Brown Act:
 - Monthly Board of Directors meeting (third Thursday of the month)
 - Monthly Executive Officers meeting (first Wednesday of the month)
- Monthly committee meetings- noticed and held in accordance with the Brown Act.
 - Design (second Wednesday of the month)
 - Promotions (third Monday of the month)
 - Economic Restructuring (third Wednesday of the month)
 - Community Parking District (fourth Wednesday of the month)
- Monthly bookkeeping, bill-paying and management of cash flow. This includes monthly reports to the Board of Directors and coordination with accounting and audit consultants.
- Preparation of required reports and monthly reimbursement requests for City of San Diego reimbursements, to include: Office of Small Business – BID Reimbursements, Small Business Enhancement Program reimbursements, Community Development Block Grant reports/reimbursements and Community Parking District reimbursements.
- Preparation of stewardship reports on grants from outside public and private agencies.
- Coordinate and facilitate business trainings to educate businesses about business programs available from government and private organizations. This includes benefits available from Enterprise Zone, Workforce Partnership, SCORE, The Internal Revenue Service, Accion and other programs as they become available.
- Staff coordination of special events such as Santa on the Boulevard and the Taste of University Heights, and partner with other community groups throughout the year to host events within the business district.
- Staff coordinates seasonal business mixers at various locations throughout the district.
- Staff prepares monthly e-newsletters, quarterly newsletters and an annual report that are sent to our constituents and business members.

- Expand and maintain the GIS (Geographic Information System) of community assets and development opportunities in the district.
- Manage interns that help develop various promotional projects such as events, business directories, online content and promotional videos.
- Maintain the district's website, theboulevard.org. This includes adding current events, business resources, project updates, historical resources and organization activities. An online business directory is also hosted on the website. The organization also maintains a web 2.0 presence; including social networking, a blog and photo listings.

Consulting Services

- Hire Land Use consultant for support of urban design, economic restructuring, promotions and general organizational activities.

Outreach and Promotion

- Oversee funding from the County Community Enhancement grant to implement art and history related projects.
- Continue to work in partnership with the Historic Highway 80 Corporation to promote the route throughout the business district with visual signage, e-newsletters, events and artistic initiatives
- Work in partnership with the San Diego County Fair and local businesses and schools to promote local initiatives through a promotional banner program.
- Hosts seasonal business mixers to highlight the organization's promotional initiatives.
- Promote local businesses through the use of written spotlights, and become familiar with each business, one by one, to develop new friends and partners and document the history, diversity and evolution of the business members, which are the backbone of the business improvement district.
- Produce a monthly e-newsletter to highlight restaurant spotlights, arts initiative and other positive news that relates to El Cajon Boulevard.
- Work in partnership with the San Diego Future Foundation on technology initiatives that benefit and promote local businesses.

Special Projects and Events

- Work in partnership with the University Heights CDC to plan the Taste of University Heights and Arts Event in which includes the participation of several restaurants on El Cajon Boulevard between Park Blvd and Texas Street.
- Host our annual event called Santa on the Boulevard at the Lafayette Hotel. Over 150 children attend the event to receive their free picture with Santa Claus.

- Work in partnership with the Little Saigon Foundation to highlight the Vietnamese business cluster along El Cajon Boulevard. This includes producing two signature events in coordination with the Little Saigon Foundation- Lunar New Year and Black April.

Design and Improvements

- Oversee the two Mid-City Landscape Maintenance zones that are within the Boulevard BIAs boundaries. Work with City Parks and Recreation department on maintenance and enhancement issues.
- Attend North Park Landscape Maintenance District meetings to advocate for projects and services on the El Cajon Boulevard portion of the district.
- Identify locations and facilitate the planting of street trees on El Cajon Boulevard and its side streets.
- Continue the holiday bridge lighting project along the 805 freeway.
- Repair and upgrade median and other special lighting projects along El Cajon Boulevard.
- Coordinate with SDG&E and City staff on utility undergrounding projects in the district. Significant cost savings in lighting projects have been gained from this collaboration.
- Continue to indentify and advocate for the installation of ornamental lighting in the district using Landscape Maintenance District and CDBG funding.
- Continue to monitor and expand the pilot recycling program on an as-needed basis. There are currently 10 recycling cans.
- Administer the street banner district along El Cajon Boulevard. There are currently 150 banners in the program. This includes coordination with other organizations that have contracted for the use of banner poles in the district.
- Attend City Heights and North Park PAC meeting to advocate for infrastructure improvement and redevelopment projects along El Cajon Boulevard. The organization is focused on gaining resources to implement projects outlined in a City-funded sidewalk replacement study.
- Continue to market the City of San Diego's Storefront Improvement Program to member businesses and assist in the application process.
- Work with the development community to facilitate infill projects in the district. Promote development site and business attraction opportunities through networking and publicity strategies.
- Expand the district's address signage program to make storefront addresses more visible with the utilization of a unified theme.
- Hire artists to paint and maintain utility boxes that promote the history and contemporary themes of El Cajon Boulevard.

<p>FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION</p> <p>El Cajon Boulevard Gateway Business Improvement District</p> <p>Fund 200004</p>

Ordinance: O-16480 adopted July 29, 1985

Advisory Board El Cajon Boulevard Business Improvement Association
 3727 El Cajon Boulevard San Diego CA 92105

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$3,600
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$2,400
Estimated Assessments to be collected in the Fiscal Year:	\$31,500
Total Appropriation:	\$37,500

Proposed Activities/Expenditures FY2010

Personnel	\$16,833
Operating	\$9,342
Consultants	\$9,600
Outreach Publications	\$600
Special Events	\$600
Design & Improvements	\$225
Contingency	\$300
Total Budgeted Expenditures:	\$37,500
 Estimated Contribution from Association Activities:	 \$26,325

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$90	\$75	
B	\$75	\$60	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION
El Cajon Boulevard Gateway Business Improvement District
Fund 200004

Assessment Categories

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels, dance, exercise or health studios, and resale businesses.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
30th Street		4200-4399	
32nd Street		4200-4399	
Alabama Street		4200-4399	
Arizona Street		4200-4399	
El Cajon Boulevard	1800-3299		
Florida Street		4200-4399	
Georgia Street		4200-4399	
Hamilton Street		4200-4399	
Idaho Street		4200-4399	
Illinois Street		4200-4399	
Iowa Street		4200-4399	
Kansas Street		4200-4399	
Louisiana Street		4200-4399	
Mississippi Street		4200-4399	
Ohio Street		4200-4399	
Oregon Street		4200-4399	
Park Boulevard		4200-4399	
Texas Street		4200-4399	
Utah Street		4200-4399	

EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION
 BID Budget - FY 2011



<u>Personnel</u>	<u>Total District</u>	<u>Central</u>	<u>Gateway</u>
50025 · Staffing			
50026 · Marketing Assistant	\$ 18,000.00	\$ 12,600.00	\$ 5,400.00
50028 · Business Manager	\$ 20,000.00	\$ 14,000.00	\$ 6,000.00
50029 · Data Manager	\$ 8,000.00	\$ 5,600.00	\$ 2,400.00
50030 · Payroll Tax Expense	\$ 5,170.00	\$ 3,619.00	\$ 1,551.00
50035 · Health Insurance	\$ 4,740.00	\$ 3,318.00	\$ 1,422.00
50140 · Payroll Prep Fee	\$ 200.00	\$ 140.00	\$ 60.00
Total 50025 · Staffing	\$ 56,110.00	\$ 39,277.00	\$ 16,833.00
 <u>Operating</u>			
50010 · Organization - Operating			
50020 · Rent - Office	\$ 11,800.00	\$ 8,260.00	\$ 3,540.00
50022 · Rent - Utilities	\$ 800.00	\$ 560.00	\$ 240.00
50023 · Janitorial Services	\$ 780.00	\$ 546.00	\$ 234.00
50050 · Telephone & Internet	\$ 4,200.00	\$ 2,940.00	\$ 1,260.00
50060 · Dues-Subscriptions-Conferences	\$ 1,000.00	\$ 700.00	\$ 300.00
50065 · Printing	\$ 500.00	\$ 350.00	\$ 150.00
50070 · Insurance			
50071 · Insurance-Workers Comp	\$ 750.00	\$ 525.00	\$ 225.00
50072 · Insurance - General Liability	\$ 600.00	\$ 420.00	\$ 180.00
50073 · Insurance - Directors & Officers	\$ 1,000.00	\$ 700.00	\$ 300.00
50080 · Professional Services			
50081 · Audit - Tax Return	\$ 3,200.00	\$ 2,240.00	\$ 960.00
50082 · Accounting	\$ 2,400.00	\$ 1,680.00	\$ 720.00
50085 · Donations	\$ 200.00	\$ 140.00	\$ 60.00
50100 · Eqpt - Repairs/Maint/Software	\$ 750.00	\$ 525.00	\$ 225.00
50105 · Furniture and Equipment	\$ 250.00	\$ 175.00	\$ 75.00
50130 · Social - Hospitality	\$ 1,660.00	\$ 1,162.00	\$ 498.00
50140 · Bank Charges	\$ 20.00	\$ 14.00	\$ 6.00
50145 · Miscellaneous - Operating	\$ 80.00	\$ 56.00	\$ 24.00
50150 · Office Supplies	\$ 1,000.00	\$ 700.00	\$ 300.00
50175 · Postage	\$ 150.00	\$ 105.00	\$ 45.00
Total 50010 · Organization - Operating	\$ 31,140.00	\$ 21,798.00	\$ 9,342.00
 <u>Consulting Services</u>			
52001 · Consultants	\$ 32,000.00	\$ 22,400.00	\$ 9,600.00
 <u>Outreach Publications</u>			
51510 · Promotions - Outreach	\$ 2,000.00	\$ 1,400.00	\$ 600.00
 <u>Special Events</u>			
51565 · Special Proj-Events-Promotions	\$ 2,000.00	\$ 1,400.00	\$ 600.00
 <u>Design & Improvements</u>			
52010 · Design	\$ 750.00	\$ 525.00	\$ 225.00
 <u>Contingency</u>			
9998 · Contingency	\$ 1,000.00	\$ 700.00	\$ 300.00
TOTAL BUDGET	\$ 125,000.00	\$ 87,500.00	\$ 37,500.00

the
BOULEVARD

EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

**El Cajon Boulevard Business Improvement Association
Annual Budget Narrative
FY 2011**

Personnel and Operating

Personnel and Operating expenses support the functioning of the Association including:

- Staff salary/wage, benefits, payroll taxes and insurance (health and workers compensation)
- Maintain office and meeting space- paying monthly rent and utilities:
- Monthly board meetings noticed and held in accordance with the Brown Act:
 - Monthly Board of Directors meeting (third Thursday of the month)
 - Monthly Executive Officers meeting (first Wednesday of the month)
- Monthly committee meetings- noticed and held in accordance with the Brown Act.
 - Design (second Wednesday of the month)
 - Promotions (third Monday of the month)
 - Economic Restructuring (third Wednesday of the month)
 - Community Parking District (fourth Wednesday of the month)
- Monthly bookkeeping, bill-paying and management of cash flow. This includes monthly reports to the Board of Directors and coordination with accounting and audit consultants.
- Preparation of required reports and monthly reimbursement requests for City of San Diego reimbursements, to include: Office of Small Business – BID Reimbursements, Small Business Enhancement Program reimbursements, Community Development Block Grant reports/reimbursements and Community Parking District reimbursements.
- Preparation of stewardship reports on grants from outside public and private agencies.
- Coordinate and facilitate business trainings to educate businesses about business programs available from government and private organizations. This includes benefits available from Enterprise Zone, Workforce Partnership, SCORE, The Internal Revenue Service, Accion and other programs as they become available.
- Staff coordination of special events such as Santa on the Boulevard and the Taste of University Heights, and partner with other community groups throughout the year to host events within the business district.
- Staff coordinates seasonal business mixers at various locations throughout the district.
- Staff prepares monthly e-newsletters, quarterly newsletters and an annual report that are sent to our constituents and business members.

- Expand and maintain the GIS (Geographic Information System) of community assets and development opportunities in the district.
- Manage interns that help develop various promotional projects such as events, business directories, online content and promotional videos.
- Maintain the district's website, theboulevard.org. This includes adding current events, business resources, project updates, historical resources and organization activities. An online business directory is also hosted on the website. The organization also maintains a web 2.0 presence; including social networking, a blog and photo listings.

Consulting Services

- Hire Land Use consultant for support of urban design, economic restructuring, promotions and general organizational activities.

Outreach and Promotion

- Oversee funding from the County Community Enhancement grant to implement art and history related projects.
- Continue to work in partnership with the Historic Highway 80 Corporation to promote the route throughout the business district with visual signage, e-newsletters, events and artistic initiatives
- Work in partnership with the San Diego County Fair and local businesses and schools to promote local initiatives through a promotional banner program.
- Hosts seasonal business mixers to highlight the organization's promotional initiatives.
- Promote local businesses through the use of written spotlights, and become familiar with each business, one by one, to develop new friends and partners and document the history, diversity and evolution of the business members, which are the backbone of the business improvement district.
- Produce a monthly e-newsletter to highlight restaurant spotlights, arts initiative and other positive news that relates to El Cajon Boulevard.
- Work in partnership with the San Diego Future Foundation on technology initiatives that benefit and promote local businesses.

Special Projects and Events

- Work in partnership with the University Heights CDC to plan the Taste of University Heights and Arts Event in which includes the participation of several restaurants on El Cajon Boulevard between Park Blvd and Texas Street.
- Host our annual event called Santa on the Boulevard at the Lafayette Hotel. Over 150 children attend the event to receive their free picture with Santa Claus.

- Work in partnership with the Little Saigon Foundation to highlight the Vietnamese business cluster along El Cajon Boulevard. This includes producing two signature events in coordination with the Little Saigon Foundation- Lunar New Year and Black April.

Design and Improvements

- Oversee the two Mid-City Landscape Maintenance zones that are within the Boulevard BIAs boundaries. Work with City Parks and Recreation department on maintenance and enhancement issues.
- Attend North Park Landscape Maintenance District meetings to advocate for projects and services on the El Cajon Boulevard portion of the district.
- Identify locations and facilitate the planting of street trees on El Cajon Boulevard and its side streets.
- Continue the holiday bridge lighting project along the 805 freeway.
- Repair and upgrade median and other special lighting projects along El Cajon Boulevard.
- Coordinate with SDG&E and City staff on utility undergrounding projects in the district. Significant cost savings in lighting projects have been gained from this collaboration.
- Continue to identify and advocate for the installation of ornamental lighting in the district using Landscape Maintenance District and CDBG funding.
- Continue to monitor and expand the pilot recycling program on an as-needed basis. There are currently 10 recycling cans.
- Administer the street banner district along El Cajon Boulevard. There are currently 150 banners in the program. This includes coordination with other organizations that have contracted for the use of banner poles in the district.
- Attend City Heights and North Park PAC meeting to advocate for infrastructure improvement and redevelopment projects along El Cajon Boulevard. The organization is focused on gaining resources to implement projects outlined in a City-funded sidewalk replacement study.
- Continue to market the City of San Diego's Storefront Improvement Program to member businesses and assist in the application process.
- Work with the development community to facilitate infill projects in the district. Promote development site and business attraction opportunities through networking and publicity strategies.
- Expand the district's address signage program to make storefront addresses more visible with the utilization of a unified theme.
- Hire artists to paint and maintain utility boxes that promote the history and contemporary themes of El Cajon Boulevard.

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Gaslamp Business Improvement District

Fund 200008

Ordinance: O-17664 adopted July 15, 1991 amending Ordinance
No. O-15647 adopted January 4, 1982

Advisory Board Gaslamp Quarter Association, Inc.
614 Fifth Avenue, Suite E San Diego CA 92101

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$10,000
Estimated Assessments to be collected in the Fiscal Year:	\$76,000
Total Appropriation:	\$86,000

Proposed Activities/Expenditures FY2010

Personnel	\$72,000
Office Operational Costs	\$8,000
Marketing & Promotions	\$3,000
Accounting/Audit/ Tax	\$3,000
Total Budgeted Expenditures:	\$86,000
 Estimated Contribution from Association Activities:	 \$346,600

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$0		
B	[\$100 plus \$2 per employee] not to exceed \$250		
C	[\$140 plus \$4 per employee] not to exceed \$250		

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Gaslamp Business Improvement District

Fund 200008

Assessment Categories

Category	General Description	X = Exclusions
A	Non-profits.	
B	Manufacturing, auctioneers, storage facilities, utilities, labs, secretarial or accounting services, film and video production, credit collection, and emergency vehicle operators.	
C	Primarily retail or supply businesses, repair, restaurants, theatres, arcades, services, schools, hotels, motels, and parking lots.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
4th Avenue	500-599 even		
4th Avenue	100-999 odd		
5th Avenue	100-999		
6th Avenue	100-999 even		
Broadway	400-599 odd		
Dr Martin Luther King Way	400-599		
E Street	400-599		
F Street	400-599		
G Street	400-599		
Island Street	325-599		
J Street	400-599		
K Street	400-599		
L Street	400-599		
Market Street	400-599		

Gaslamp Quarter Association
FISCAL YEAR 2011 PROPOSED BUDGET

Cash Basis

		<u>FY11 Budget</u>
Ordinary Income/Expenses		
Income		
300	BID Assessments	\$ 76,000.00
301	BID Income Carryover FY10	\$ 10,000.00
Total Income		\$ 86,000.00
Expense		
500	Personnel	\$ 72,000.00
520	Office Operational Costs	\$ 8,000.00
540	Marketing and Promotion	\$ 3,000.00
596	Accounting/Audit/Tax	\$ 3,000.00
Total Expense*		\$ 86,000.00
Net Ordinary Income		\$0.00

February 24, 2010

**Narrative of Proposed Activities
For FY2011**

To: The Office of Small Business
From: Jeffrey Burg, Chair
RE: GQA 2010-2011 Program of Work

The Gaslamp Business Improvement District is proud of its many accomplishments this past year and we look forward to new opportunities and challenges in FY 2010-2011. Many of our accomplishments are made possible with the support of our volunteer Board, Committees and members.

For many years the Gaslamp Quarter Association has planned and worked diligently to create a positive economic climate for our merchants, an outstanding experience for our guests and a highly desirable community in which to; celebrate, work, and visit. The current global economic climate continues to create an environment that our Association and membership has never before experienced. We recognize that in 2010 – 2011 we will continue to be challenged with trying to keep market share while developing a wider international draw for the district.

Program of Work for 2010-2011

Personnel

The Gaslamp Quarter Association decided long ago that they would invest on the development of a fulltime staff and office rather than one-time contracting with consultants and subcontractors. This has allowed the Gaslamp Quarter Association the flexibility to adjust to changing trends and membership needs. By leveraging the talents of a four member fulltime staff, we have the capabilities to achieve the following and more;

Personnel and Operating expenses support the functioning of the Association including:

- Staff Salary/wage, benefits, taxes and insurance
- Monthly Board meetings noticed and held in accordance with the Brown Act
 - Held the last Wednesday of every month except
 - *August – Dark (no meeting)*
 - *November/December – Combined (first Wednesday of December)*
- Monthly committee meetings noticed and held in accordance with the Brown Act
 - **Land Use & Planning (LUP)** – *Second Tuesday of every month*
 - *The LUP committee is tasked by the GQA Board of Directors with the protection of the entire district as it relates to projects impacting the design and usage of the district's storefronts and public right of right of way, as well as the impact on business, residents and property owners. The LUP committee will use the approved City of San Diego Planned District Ordinance and Design Guidelines to*

govern its direction, review and approval/disapproval of any project presented within or adjacent to the Gaslamp Quarter.

- **Retail & Professional Services – Second Wednesday of every month**
 - *The Retail/G-Pro committee is tasked by the GQA Board of Directors to create, develop and review programs focused on the protection of and the promotion of the unique retail and professional services offerings within the historic Gaslamp Quarter. The committee will present their recommendations to the Board of Directors at their regular monthly meeting for action where warranted. Further the committee is responsible for the submission of new projects for upcoming fiscal year during annual budgeting process of the GQA.*
- **Special Events – Third Thursday of every month**
 - *The Special Event committee is tasked by the GQA Board of Directors with the protection of the entire district as it relates to street closure projects impacting the usage of the public's public right of way, as well as the impact on the businesses, residents and property owners. The Special Event committee will use the current Board approved Special Event Policy to govern its direction, review and endorsement/non-endorsement of any project presented within or adjacent to the Gaslamp Quarter.*
- **Hospitality (Restaurant, Nightclub & Hotel) – Third Tuesday every other month**
 - *The Hospitality committee is tasked by the GQA Board of Directors to create, develop and review programs focused on the protection of and the promotion of the unique dining, entertainment and lodging offerings within the historic Gaslamp Quarter. The committee will present their recommendations to the Board of Directors at their regular monthly meeting for action where warranted. Further the committee is responsible for the submission of new projects for upcoming fiscal year during annual budgeting process of the GQA.*
- Coordination and facilitation of business trainings, design charrettes, community forums, town hall meetings, and presentations
- Member assistance and community impact mitigation for;
 - Shamrock! (St. Patrick's Day)
 - Padres/Petco Opening Day
 - Comic Con
 - Padres Fan Appreciation Weekend
 - Fallback Festival
 - Halloween
 - New Year's Eve

Community Projects and Greater Support expenses support the Association membership through:

- The Downtown Parking Management Group (DPMG)
 - Advisory to Centre City Development Corporation (CCDC) the recognized board overseeing the downtown parking district
 - Developing innovative strategies to best utilize existing parking resources throughout downtown
 - Recommending the use of funding from the parking meters revenue sharing program to procure property, develop designs and build new parking structure to replace resources lost through redevelopment
 - Addressing pedestrian and bicycling access issues while recommending traffic speed lessening strategies

- Researching and developing a comprehensive way-finding program for the downtown area
- Business Improvement District Council
 - Involvement on both the general Council level and the committee level
 - Maintained an executive officer level for seven of the last eight years
- Downtown San Diego Partnership Committee for Arts and Culture
 - Planning Downtown Arts month for September 2010
 - Developing an enhanced downtown Holidays program for 2010
- Paradise in Progress
 - Steering Committee seat
 - Active leadership in community impact mitigation planning
- San Diego ConVis
 - Active membership
 - Active seat on Marketing Committee
 - Active seat on the Group Sales Committee
- Community Partner Outreach
 - San Diego Convention Center
 - San Diego Padres
 - Westfield Shoppingtown – Horton Plaza
 - San Diego Downtown Partnership
 - Centre City Development Corporation (FY2010 Projects)
 - *Gaslamp Square Park*
 - *Redesign of 5th & Market Scramble Intersection*
 - *Gaslamp Quarter Historic Archway refurbish*

Office Operational Costs

The Gaslamp Quarter Association maintains a fulltime office that is committed to represent and support the GQA membership on many civic projects for FY2011. Located in the historic Backesto Building in the very geographical center of the district, the GQA office provides information and support to the member businesses, potential businesses, residents and community as a whole. Through digital and traditional communications methods, the GQA Office is the essential distribution hub for important information on public safety, construction and maintenance impacts, street light repair, public right-of-way management, community event impacts, convention scheduling, etc.

The GQA is fortunate to also include many businesses located outside of our recognized boundaries through our Associate membership program. This program provides a greater level of support and involvement with our member businesses.

Marketing and Promotion

The Gaslamp Quarter Association fulltime staff is also involved in the ongoing marketing and promotion of the district through several programs. They work with member businesses and community partners to create a comprehensive marketing and promotions program that uses public relations, events, advertising and its digital footprint to reach the neighborhood, region, nation and the world.

Marketing and Promotion expenses support the promotion of the Association membership through:

- The in-house coordination, maintenance and updating of the Gaslamp Quarter Digital footprint, to include:
 - The organization's main web-site www.gaslamp.org
 - *Member listing assistance and maintenance*
 - *Content development and management*
 - *Innovation and upgrading*
 - *Link management and oversight*
 - Facebook, Twitter and other social networking sites
 - *District specific and event pages*
 - The organization's digital brochure – G–Mag
 - *Content development and management*
 - *Photo and Video posting oversight*
 - The organization's membership e-newsletter
 - *Content development*
 - The organization's subscriber e-blast program
 - *Content development*
 - *List management and growth*
 - Web-site FY11 Upgrade
 - Enhanced features
 - *Scrolling Video on homepage*
 - *Easier site navigation*
 - *Upgraded member listings*
 - *Greater interactivity*
 - *Better member access*
 - Sustainability
 - *Advertising program*
 - *Membership priorities*
- The in-house coordination of promotional events such as;
 - Fifth Avenue Auto Showcase
 - Blue Christmas
 - Gaslamp Holiday Pet Parade
 - Poinsettia Bowl Battle of the Bands
 - District Holiday Lighting Program
- The in-house design and management of traditional print pieces and distribution;
 - Destination Rack Card
 - Seasonal Rack Cards
 - Quarterly Themed Business Map Tear Sheets
 - *Retailers, hotel concierge, and real estate offices*
 - Event based promotional flyers
 - Traditional and Seasonal Banner programs
- The in-house management and maintenance of the district wide informational kiosk program including business directory and map

The Gaslamp Quarter Association fulltime staff is also involved in the extensive annual event schedule in the Gaslamp Quarter as well as several ongoing and new projects for FY2011. They work in all aspects of the event process that include public safety, traffic management, county health, public transportation, community impacts, alcohol best practices, vendor and supplier solicitation and management, and entertainment development/procurement.

Special Projects and Events expenses support the Association membership through:

- Fundraising through event programs to support enhanced marketing and community development projects;
 - Gaslamp Mardi Gras Celebration (30,000 attendees)
 - *Average Annual Contribution (\$120,000)*
 - *Includes SBEP Public Safety fees percentage offset grant*
 - *International Exposure and Attendance*
 - *Dinner package opportunities for members*
 - *Retail ticket outlets in the district*
 - *Featured venue opportunities for members*
 - *Media exposure*
 - *Lodging links*
 - *Enhanced package opportunities for members*
 - *Additional Support*
 - *County of San Diego Community Enhance grant*
 - *City of San Diego Small Business Enhancement Program*
 - Jon Hogue Memorial Golf Tournament (100+ participants)
 - *Average Annual Contribution (\$35,000)*
 - *Community Building*
 - *Supplier inclusion opportunities*
 - KIFM Smooth Jazz Gaslamp Festival (8,000 attendees)
 - *Strong regional fan base of 35+ age demographic*
 - *14 participating member venues*
 - Taste of Gaslamp (2,500 attendees)
 - *Average Annual Contribution (\$35,000)*
 - *Our premiere family event*
 - *50+ participating venues*
 - Lamplighter Awards (500 attendees)
 - *Average Annual Contribution (\$50,000)*
 - *Community Building*
 - *Dinner and Auction*
- Associate Membership Program
 - Assistance to neighboring business owners
 - Greater involvement from suppliers throughout the region in key district promotions and business development programs
- Convention/Event Banner Program
 - Enhancement of convention attendees draw to the district businesses
 - Funds offset maintenance and replacement costs for the annual GQA banner program
- Kiosk Advertising Program
 - Underwritten Pedestrian Way finding System
 - Enhanced membership benefit
- Pedestrian Traffic Study
 - To be Commissioned in FY2011; Scheduled completion Dec 2010
 - Partnership with SDSU MBA Consulting Program
 - Documenting;
 - *Retail trends*
 - *Pedestrian counts (day/night, retail/hospitality, etc.)*
 - *Customer demographics*
 - *Parking & transportation*

Accounting/Audit/Tax

Maintaining a responsible accounting program is a high priority of the GQA. While strictly adhering to our established records keeping, cash management and receivable/payable programs, the GQA reports the financial condition of the organization at every regular meeting of the Board of Directors.

- Bookkeeping, bill-paying, audit support and management of cash flow
- Preparation of required reports and reimbursement requests for;
 - City of San Diego BID Management Agreements
 - City of San Diego Small Business Enhancement Program Grants
 - City of San Diego Arts and Culture Grants
 - County of San Diego Community Enhancement Grants
- Support and preparation of annual audit by an independent CPA
- Preparation and submission of tax forms by another independent CPA firm

The Board of Directors accepts its leadership role in setting a program of work for the year as well as its financial responsibility to wisely use the money entrusted to it. Our annual Board retreat will be held in late July, and has served as an essential tool to determine the overall direction of the Association. All members of the Association are encouraged to take an active role through town halls, committees, task forces and board involvement.

If you have questions regarding this **Program of Work for 2010-2011** or need additional information, please contact Jimmy Parker at (619) 233-5227 or visit us at www.gaslamp.org.

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Hillcrest Business Improvement District

Fund 200017

Ordinance: O-17340 adopted September 11, 1989 amending
Ordinance No. O-16230 adopted June 25, 1984

Advisory Board Hillcrest Business Improvement Association, Inc.
3737 Fifth Ave. San Diego CA 92103

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$3,000
Estimated Assessments to be collected in the Fiscal Year:	\$99,000
Total Appropriation:	\$102,000

Proposed Activities/Expenditures FY2010

Personnel	\$38,976
Operating	\$22,199
Neighborhood Promotions	\$5,620
Physical Improvements	\$32,205
Contingency	\$3,000
Total Budgeted Expenditures:	\$102,000
 Estimated Contribution from Association Activities:	 \$520,400

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$115	\$75	
B	\$75	\$55	
C	\$45	\$30	

Assessment Categories

Category	General Description	X = Exclusions
A	Primarily retail businesses, resale, bars and restaurants, dance, exercise or health studios, financial institutions, theatres, hotels and motels.	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Hillcrest Business Improvement District

Fund 200017

Category	General Description	X = Exclusions
B	Primarily service providers and utility companies.	
C	Primarily services, accountants, secretarial services, hair salons and barbers, wholesale, manufacturing, distribution, non-profits and apartments of 6 or more units.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
10th Avenue	3850-3999	3700-3849	
1st Avenue		3700-4099	
3rd Avenue		4050-4149	
3rd Avenue	3650-4049	3600-3649	
4th Avenue	3700-4049	3400-3699	
4th Avenue		4050-4149	
5th Avenue	3700-4049	3400-3699	
5th Avenue		4050-4149	
6th Avenue	3700-4049	3400-3699	
6th Avenue		4050-4149	
7th Avenue		3950-4099	
7th Avenue	3850-3949	3600-3849	
8th Avenue	3850-3949	3600-3849	
8th Avenue		3950-4099	
9th Avenue		3950-4099	
9th Avenue	3850-3949	3600-3849	
Anderson Place		500-599	
Blaine Avenue		1400-1599	
Brookes Avenue		300-699	
Centre Lane		3900-3999	
Centre Street		3750-3900	
Cleveland Avenue	900-1299	1300-4099	
Essex Street		900-1799	
Evans Place	500-599		
Front Street		3700-4099	
Herbert Street		3700-3899	
Ivy Lane		500-599	
Lewis Street		100-999	
Lewis Street West		100-199	
Normal Street		3900-3999	
Park Boulevard	3750-3999		
Pennsylvania Avenue		650-799	
Pennsylvania Avenue	300-649	100-299	
Pennsylvania Avenue West		100-199	
Richmond Street	3850-4049	3700-3849	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Hillcrest Business Improvement District

Fund 200017

Street	Zone 1	Zone 2	Zone 3
Robinson Avenue	300-649	100-299	
Robinson Avenue	1750-1849		
Robinson Avenue		650-1749	
Robinson Avenue West		100-199	
University Avenue	100-1799		
University Avenue West	100-199		
Upas Street		300-699	
Vermont Street		3800-3899	
Walnut Avenue		300-699	
Washington Street		600-999	
Washington Street	300-599	100-299	
Washington Street West		100-199	

HBIA
Budget vs. Actual Class 410 BID
 July 2009 through June 2010

	Budget
Income	
40050 · BID	99,000.00
Carry forward	3,000.00
Total Income	102,000.00
Expense	
50000 · Personnel	
50005 · Salaries	35,500.00
50025 · Employer Taxes - Federal	2,716.00
50030 · Employer Taxes - State	380.00
50040 · Workers Comp Insurance	380.00
Total 50000 · Personnel	38,976.00
50045 · Operating	
50050 · Rent Office Space	5,119.00
50055 · Storage	
50065 · Audit	3,000.00
50090 · Office Supplies	1,800.00
50095 · Postage and Delivery	
50100 · Printing/Photocopy	4,080.00
50130 · Telephone & Internet	3,262.00
50220 · Insurance	
50330 · Director's & Officers	1,638.00
50335 · Liability	3,300.00
Total 50220 · Insurance	4,938.00
Total 50045 · Operating	22,199.00
51000 · Neighborhood/Promotion	
51525 · Promotion/Marketing	3,620.00
51545 · Newsletter	2,000.00
Total 51000 · Neighborhood/Promotion	5,620.00
53000 · Physical Improvements	
53135 · Street Cleaning	11,905.00
53136 · Banners	8,000.00
53137 · Pressure Washing	5,500.00
53155 · Tree Trimming & Maintenance	6,800.00
Total 53000 · Physical Improvements	32,205.00
53165 · Contingency	3,000.00
Total Expense	102,000.00
Net Income	0.00



BUSINESS ASSOCIATION

MEMORANDUM MESSAGE

To: City of San Diego

From: Ben Nicholls

Date: 2/22/10

Fax:

Phone:

Subject: Hillcrest BID Budget Narrative Number of pages (incl. cover):

For Review

~~!Urgent! ——— Please Discard ——— Confidential~~

Budget notes for Hillcrest Business Improvement District Budget 2010:

1. Salaries: This line item pays for the majority of the salary of the Executive Director's salary. This position oversees the management of the entire organization from implementing special events, managing the office and volunteers, to contract management and communications.

Outcomes:

- Management of over 30 meetings each year including Marketing, Parking, Beautification, Executive, and Board of Directors meetings.
- Implementation of four major annual events attracting thousands of people to the neighborhood including Hillcrest Mardi Gras, CityFest, Taste of Hillcrest, and Hillcrest Taste 'n Tinis.
- Consistent and professional advocacy and representation of the Hillcrest business community at organizations including the Uptown Planners, Uptown Partnership, San Diego City Council meetings and many more.
- Implementation of a wide variety of programs relating to marketing, beautification, and leadership.

2. Operating: This line item pays for a portion of the day to day running of the organization including rent, equipment storage, phones, computers, insurance, and the annual audit. As requested the amount dedicated to rent is \$5,119.

Outcomes:

- Running of an efficient and professional office which is staffed through regular business hours.
- A complete audit of the organization and accounting of BID fees each year.
- Storage of documents and equipment for the organization.
- Liability and D&O insurance for the organization.

3. Neighborhood Promotion: This line item pays for some of the promotions that the organization undertakes including advertising in local newspapers or through fliers and promotions such as shop local programs. This element also pays for our printed member newsletter.

Outcomes:



BUSINESS ASSOCIATION

- Shop local campaigns including Shop Hillcrest for the Holidays and Tuesday Nite Out which attract thousands of shoppers to local stores.
- Four printed newsletters distributed to 1100 recipients each year.
- Over 20 email newsletters distributed to approximately 1200 recipients a year.

4. Physical Improvements: This element pays for many of the physical enhancements through the district including sidewalk pressure washing, tree trimming, and liter pickup.

Outcomes:

- Over thirty blocks of Hillcrest cleaned of trash and large debris every second day.
- Over 90 banners installed throughout the neighborhood to promote local events and the neighborhood. Banners change every two months.
- Over thirty blocks of sidewalk pressure washed (the entire business district) each year.
- Over 200 neighborhood trees and gardens maintained and trimmed throughout the year.

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

La Jolla Business Improvement District

Fund 200012

Ordinance: O-17803 adopted July 14, 1992 amending Ordinance
No. O-17458 adopted April 16, 1990

Advisory Board Rick Wildman, Jennifer Clark, Glen Rasmussen, and Daisy Fitzgerald

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$95,000
Estimated Assessments to be collected in the Fiscal Year:	\$167,000
Total Appropriation:	\$262,000

Proposed Activities/Expenditures FY2010

BID Administration	\$137,150
Promotion	\$31,500
Design	\$70,800
Economic Development	\$4,000
Contingency	\$18,550
Total Budgeted Expenditures:	\$262,000

Estimated Contribution from Association Activities: \$0

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$350	\$300	\$150
B	\$300	\$250	\$100
C	\$65	\$55	\$45

Assessment Categories

Category	General Description	X = Exclusions
A	Primarily retail general, variety and specialty.	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

La Jolla Business Improvement District

Fund 200012

Category	General Description	X = Exclusions
B	Auto rentals, furniture and appliance sales, photo studios, video equipment and rentals, printing, publishing, and audio sales.	
C	Primarily service related, entertainment-related, theatres, parking lots and fitness facilities.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
Bishops Lane			7730-7748
Cave Street			1216-1315
Coast Boulevard	100-1327		
Fay Avenue	7761-7855	7500-7760	
Girard Avenue	7600-8040	7500-7599	7400-7499
Herschel Avenue		730-7399	
Herschel Avenue		7800-7966	7400-7799
Ivanhoe Avenue		7900-7979	
Ivanhoe Avenue		1910-7699	7700-7899
Kline Street		900-1135	709-899
La Jolla Boulevard			7345-7607
Pearl Street			410-1014
Prospect Place	7982		
Prospect Street	781-1445		230-780
Roslyn Lane			1200-1299
Silver Street			705-747
Silverado Street			1100-1296
Silverado Street		901-1099	715-899
Torrey Pines Road			1000-1199
Wall Street		1006-1140	

**PROPOSED BUDGET FOR THE LA JOLLA BUSINESS IMPROVEMENT DISTRICT
FY2011**

Available Funds FY2010:

Estimated Assessments to be collected in the Fiscal Year:	\$167,000
FY10 BID Carry forward:	\$95,000
Total Funds Available:	\$262,000

Expenses:

BID Administration:

Accounting:	\$7000
Bank Charges:	\$500
Computer Equipment:	\$1,000
Dues/Bid Council:	\$300
Election:	\$3,500
Insurance:	\$6,000
License/Permit:	\$1000
Newsletter:	\$1,700
Office:	\$100
Payroll Service:	\$1,000
Payroll Taxes:	\$5,000
Postage:	\$750
Printing:	\$200
Rent:	\$15,000
Supplies:	\$1000
Telephone & Internet:	\$1,500
Utilities:	\$600
Wages:	\$65,000
Admin support/Bookkeeper;	\$26000
Total Administrative:	\$137,150

Promotion:

Destination Marketing:	\$10,000
New Web Design:	\$7,000
Website Maintenance:	\$1,000
Concierge Event:	\$500
Sponsorship for LJ Events: (what's up Girard)	\$1,000
Clean News:	\$12,000
Total Promotion:	\$31,500

Design:

Beautification Project:	\$2,800
Benches/Repair:	\$1,500
Christmas Decoration:	\$9,000
Gateway Sig Logo:	\$1000
Hanging Baskets:	\$35,000
Street Cleaning:	\$12,000
Newsrack Project:	\$6,000
Directional Signage:	\$2,000
Public Right Of Way (PROW):	\$500
Fay Ave project:	\$1000

Total Design: **\$70,800**

Economic Development;

Parking Signs Logo:	\$1,000
BID Publicist:	\$1,000
LJ Entry Signage:	\$2,000

Total Economic Dev: **\$4,000**

Contingency **\$18,550**

Total Expense: **\$262,000**

La Jolla Business Improvement District FY 2011 Budget Narrative

Bid Administration

BID Administration expenses support the functioning of the Association including:

- Staff salary/wage, benefits, taxes and insurance
- Maintaining office (and meeting space)and paying for utilities
- Monthly board meetings noticed and held in accordance with the Brown Act
- Monthly committee meetings noticed and held in accordance with City requirements
- Bookkeeping, bill-paying, and management of cash flow
- Preparation of required reports and reimbursement requests
- Coordination of special events such as Pet Parade and Festival and What's up Girard and possibly other events
- Promote the local business community and generate commercial activity for local businesses.

Promotion

The association's promotion activities include:

- Create and distribute survey (could be combination of print or on-line).
- Create on-line business directory and web page for BID assessed businesses.
- Maintain website.
- Develop and distribute marketing materials promoting the business community, BID special events, and community events which increase awareness of and commercial activity for BID businesses.

Special Projects and Events

The association's Special Projects and Events include:

- Produce Pet Parade and Festival in May.
- Produce What's up Girard event.
- Contract with Décor Plan for Holiday street pole decorations installation and removal and for Seasonal banner displays installation and removal.
- Purchase and installation of up to 256 new hanging baskets.

Notes/Comments and Contribution for Other Sources

Events and activities may generate an undetermined amount of revenue

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Little Italy Business Improvement District

Fund 200009

Ordinance: O-18541 adopted June 29, 1998 amending Ordinance
No. O-18374 adopted January 13, 1997

Advisory Board Little Italy Association of San Diego
1668 Columbia Street San Diego CA 92101

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$0
Estimated Assessments to be collected in the Fiscal Year:	\$86,000
Total Appropriation:	\$86,000

Proposed Activities/Expenditures FY2010

Personnel	\$33,000
Office Operational Costs	\$12,650
Outreach Publications	\$7,700
Consulting Services	\$30,000
Contingency	\$2,650
Total Budgeted Expenditures:	\$86,000

Estimated Contribution from Association Activities: **\$1,101,577**

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$5,000		
B	\$600		
C	\$300		
D	\$200		
E	\$100		
F	\$80		

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Little Italy Business Improvement District

Fund 200009

Assessment Categories

Category	General Description	X = Exclusions
A	Manufacturers with 1,000 or more employees.	
B	Financial Institutions, major theatres, major utilities, hotels and resorts with 100 or more rooms.	
C	Retail oriented businesses which will gain the most direct benefit from increased commercial traffic and hotels motels with 99 rooms or less.	
D	Other retail and services businesses expected to derive a lesser benefit.	
E	Professional service providers.	
F	Manufacturers with less than 1,000 employees, wholesale, construction and non-profits.	
X	Independent contractor beauticians and home based businesses.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
A Street West		200-1200 even	
Ash Street West	200-1200		
Beech Street West	200-1200		
California Street	1400-2500		
Cedar Street West	200-1200		
Columbia Street	1300-2500		
Date Street West	200-1200		
Elm Street West	200-1200		
Fir Street West	400-1200		
Front Street	1300-1700 even		
Grape Street West	500-1200		
Harbor Drive	1400-2500		
Hawthorne Street West	600-1200		
India Street	1300-2500		
Ivy Street West	700-1200		
Juniper Street West	700-1200		
Kalmia Street West	800-1200		
Kettner Boulevard	1320-2500		
Laurel Street West	600-1300 odd		
Pacific Highway	1400-2500		
State Street	1300-2200		
Union Street	1300-1800		

Little Italy Association
FY 11 Projected Budget

Revenue:

BID Assessments	86,000.00
SBEP Grant	17,000.00
	103,000.00

BID Assessment Expenses:

GL#	Category	FY 2011 Budgeted
512115	Personnel (Staff Administration)	33,000.00
512143	Office Operational Cost (Computer service, dues, supplies, postage, printing)	12,650.00
512138	Outreach Publications (Brochure, website)	7,700.00
511059	Special Events	0.00
512110	Design & Improvements	0.00
512159	Cleaning & Maintenance	0.00
512028	Consulting Services (P/R Firm)	30,000.00
512153	Contingency (Misc)	2,650.00
	Subtotal:	86,000.00

SBEP Expenses:

GL#	Category	FY 2011 Budgeted
512115	Personnel (Staff Administration)	17,000.00
	Subtotal:	17,000.00

Total of Expenses: 103,000.00



Little Italy Association (LIA) Annual Budget Narrative

(based on BID P&L Expense Categories – March 2010)

Personnel

Personnel and Operating expenses support the functioning of the Association including:

- Consulting contract;
- Monthly Board meetings noticed and held in accordance with the Brown Act;
- Monthly/as-needed* committee meetings (Org, DISI, SOBO*, CAB* and various other Task Forces) noticed and held in accordance with the Brown Act;
- Bookkeeping, bill-paying, invoicing and management of cash flow;
- Preparation of required reports and reimbursement requests for LIA BID, MAD and Parking District Funds;
- Coordination and oversight of weekly farmers' market held on Date Street every Saturday; and
- Coordination of special events such as Little Italy Festa, Mission Federal ArtWalk, Little Italy Carnevale, Gran Fondo San Diego, Little Italy Christmas Village & Tree Lighting, Taste of Little Italy (Spring and Fall) and many more.

Office Operational Cost

- Office/meeting space rental and utilities;
- Printing for Board and committee meetings
- Maintain computers and acquisition of necessary software
- Dues for CONVIS and BID Council
- Postage meter rental and postage costs

Outreach Publications

The association's outreach and promotion activities include:

- Continuing a successful Little Italy Brochure/Walking Map and distribution with Certified Folding Display of 100,000 brochures and maps;
- Continued production of Little Italy merchandise and re-usable bags for the Little Italy Mercato (Farmers' Market);
- Design new set of banners for season/event /neighborhood to be displayed on over 150 poles; and
- Revamp (convert to CMS site), update and maintain the Little Italy website.

Consulting Services

- Contracted with Citrus PR, a public relations firm;

LITTLE ITALY ASSOCIATION OF SAN DIEGO

1668 COLUMBIA STREET ■ SAN DIEGO, CA 92101 ■ 619-233-3898 ■ FAX 619-233-4866
MAIL@LITTLEITALYSD.COM ■ WWW.LITTLEITALYSD.COM

Special Events (self funded)

- Coordinate and produce street fair:
 - I. **Little Italy Mercato** (Every Saturday) – Draws over 3,500 attendees that come out for fresh/organic produce, herbs/spices, unprepared food and unique gifts. To keep the attendees entertained, we have several vignettes of entertainment to set the tempo of the event.
 - II. **Little Italy Festa** (October 2010) – Draws over 120,000 attendees and gains national coverage for its vendors, music, Gesso Italiano (chalk event), Stickball Exhibition Game, Bocce Ball Tournament, Children’s area, and cultural representation; which the largest single-day Italian festival outside of New York.
 - III. **Trick-or-Treat on India Street** (October 2010) – Draws over 1,000 children and their families for a night of family-friendly trick-or-treating on our main commercial corridor.
 - IV. **Little Italy Tree Lighting & Christmas Village** (December 2010) – Draws over 5,000 attendees for a night that kicks-off the holiday season in San Diego’s Little Italy with a tree lighting, vendors and entertainment by Washington Elementary School.
 - V. **Little Italy Carnevale** (February 2011) – Draws over 12,000 attendees for an evening of Venetian inspired masked ball with music, entertainment and a store open house.
 - VI. **Mission Federal ArtWalk** (April 2011) – Draws over 120,000 attendees over 2-days and gains national coverage as one of the largest art festivals on the west coast. With performance art, photography, painting, furniture design and much more.
 - VII. **Taste of Little Italy** (Fall 2010 & Spring 2011) – Draws over 750 ticketholders and many other, that were not able to get tickets, to enjoy the tastes that Little Italy restaurants have to provide. Alongside, we have several vignettes of entertainment for the enjoyment of our attendees.
- Produce and partner with many other smaller one-time events, such as: Little Italy Legends Dedication, Ferragosto, Washington Elementary Walk-A-Thon, etc.
- Revamp website and make it a CMS-based site that will allow staff to update on a more frequent basis at a lower cost. Also, allocate staff time to manage our social media outlets; i.e. Facebook, Twitter, MySpace, etc.
- Staff coordination with the LIA MAD to handle regular pressure washing, maintenance of public right-of way, banner program, plant/water/maintain the trees, corner pots and hanging baskets, etc.
- Create a new logo for branding and merchandising.
- Allocate staff time to work on the PROW Program with new and existing businesses.

Contingency (Misc)

- To allow for any special one-time BID related expenses

Notes/Comments and Contribution for Other Sources

The LIA is a non-profit, 501(c)(3), that administers both the BID and MAD. The LIA MAD intention is to maintain a clean and safe atmosphere in the public right-of-way and create functional public spaces using grant funding or MAD assessments. The LIA BID intention is to promote the businesses in our boundaries via special events, our PR firm, market materials, merchandising and other programs. The LIA Parking District was awarded to the LIA for management/oversight of our parking district and create new/creative ways to establish more surface street parking.

- Some of these programs may include reimbursement of staff costs:
 - I. Maintenance Assessment District – \$750,000
 - II. Community Parking District – \$240,000
 - III. Little Italy Mercato – Approx. \$140,000
 - IV. Department of Conservation – \$100,000
 - V. TOT Grant (FY10) – \$11,577
 - VI. County of San Diego – Varies Per Project
 - VII. Misc. Grant Funding – Varies Per Project
 - VIII. Private Funding for Special Projects – Varies Per Project

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Mission Hills Business Improvement District

Fund 200011

Ordinance: O-17229 adopted January 30, 1990

Advisory Board Mission Hills Business Improvement District
2383 San Diego Ave San Diego CA 92110

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$5,200
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$6,500
Estimated Assessments to be collected in the Fiscal Year:	\$27,000
Total Appropriation:	\$38,700

Proposed Activities/Expenditures FY2010

Personnel & Operating	\$16,470
Promotion Program & Events	\$10,930
Design Program & Special Projects	\$4,100
Contingency	\$2,000
Total Budgeted Expenditures:	\$33,500
Estimated Contribution from Association Activities:	\$24,200

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$90	\$75	
B	\$70	\$60	
C	\$50	\$30	

Assessment Categories

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels.	
B	Bars & taverns, dance, exercise or health studios, farm & garden, hair salons & barbers, and spas.	
C	Bars & taverns, dance, exercise or health studios, farm & garden, hair salons & barbers, and spas.	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Mission Hills Business Improvement District

Fund 200011

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
Albatross Street	3959-4089		
Brant Street	3936-4090		
Dove Street	3911-4026		
Eagle Street	3926-4025		
Falcon Street	3103-4196		
Fort Stockton Drive	818-1112		
Goldfinch Street	3730-4070		
Hawk Street	3914-4019		
Ibis Street	4010-4285		
India Street		3033-3753	
Ingalls Street		4011-4190	
Jackdaw Street		3900-4300	
Lark Street		4016-4067	
Lewis Street West		328-1753	
Palmetto Way		4111-4212	
Randolph Street		4069-4222	
Reynard Way		3003-3680	
Stephens Street		4081-4125	
Sutter Street		1111-1112	
University Avenue West	300-1025		
Washington Street West	228-1794		

Mission Hills BID
FY11 Profit & Loss Budget Overview
 July 2010 through June 2011

Accrual Basis

	BID Reimb	MH	SBEP	TOTAL
	Jul '10 - Jun 11			
Ordinary Income/Expense				
Income				
4 · Contributed support				
4130 · SBEP Funding			17,000.00	17,000.00
4135 · SBEP Outstanding Advance			5,200.00	5,200.00
4510 · SD County Grants		2,000.00		2,000.00
Total 4 · Contributed support		2,000.00	22,200.00	24,200.00
5 · Earned revenues				
5180 · Banner Sponsorship Program		3,000.00		3,000.00
5210 · BID Assessments Carry Over	6,500.00			6,500.00
5220 · BID Assessments	27,000.00			27,000.00
Total 5 · Earned revenues	33,500.00	3,000.00		36,500.00
Total Income	33,500.00	5,000.00	22,200.00	60,700.00
Expense				
7200 · Personnel expenses				
7210 · Executive Director Salary	6,500.00		20,700.00	27,200.00
7250 · Payroll taxes	1,200.00		1,250.00	2,450.00
7255 · Payroll Service	390.00		250.00	640.00
8535 · Worker's Comp Ins	490.00			490.00
Total 7200 · Personnel expenses	8,580.00		22,200.00	30,780.00
8100 · Non-personnel expenses				
8110 · Supplies	200.00			200.00
8130 · Telephone	270.00			270.00
8140 · Postage & shipping	300.00			300.00
Total 8100 · Non-personnel expenses	770.00			770.00
8200 · Occupancy expenses				
8210 · Rent	1,200.00			1,200.00
Total 8200 · Occupancy expenses	1,200.00			1,200.00
8500 · Operational expenses				
8520 · Insurance - D&O	1,140.00			1,140.00
8530 · Insurance - General Liability	1,450.00			1,450.00
8540 · Membership dues	300.00			300.00
Total 8500 · Operational expenses	2,890.00			2,890.00
8600 · Business expenses				
8630 · Accounting/Audit fees	2,000.00			2,000.00
8640 · Election expense	360.00			360.00
8650 · Tax Preparation and Fees	370.00			370.00
8670 · Annual Meeting	300.00			300.00
Total 8600 · Business expenses	3,030.00			3,030.00
8700 · Promotion Program Expenses				
8720 · News Letter Printing	2,200.00			2,200.00
8725 · Business Mixers	400.00	500.00		900.00
8730 · Business Directory	3,380.00			3,380.00
8740 · Advertising	700.00	700.00		1,400.00
8750 · Web Site	400.00			400.00
8770 · Special Event Activities	3,700.00	3,800.00		7,500.00
8780 · Permits	150.00			150.00
Total 8700 · Promotion Program Expenses	10,930.00	5,000.00		15,930.00
8800 · Design				
8710 · Banner Program	4,100.00			4,100.00
Total 8800 · Design	4,100.00			4,100.00
9940 · Contingency provisions	2,000.00			2,000.00
Total Expense	33,500.00	5,000.00	22,200.00	60,700.00
Net Ordinary Income	0.00	0.00	0.00	0.00
Net Income	0.00	0.00	0.00	0.00



BUSINESS IMPROVEMENT DISTRICT

**Mission Hills BID
Annual Budget Narrative
(P&L Expense Categories)**

Personnel and Operating

Personnel and Operating expenses support the functioning of the MHBID include:

- Staff salary/wage, benefits, taxes and insurance
- Maintain office
- Monthly board meetings noticed and held in accordance with the Brown Act (meetings are held the 3rd Wednesday of each month)
- monthly committee activities: (Promotions, Design and Economic Restructuring) noticed and held in accordance with the Brown Act are held in conjunction with the monthly board meetings
- Bookkeeping, bill-paying, and management of cash flow
- Audit and tax preparation
- Preparation of required reports and reimbursement requests for meetings and reimbursements
- Coordination of special events such as Mission Nights held the 3rd Wednesday of the months April through December
- Coordination of quarterly business mixers at various business locations in the MH BID

Promotion Program and Events

The Mission Hills BID outreach and promotion activities include:

- Development by staff in conjunction with consultant for a business workshop to be held semi-annually on these topics – “Recent changes to Business Tax Law”, “ADA and Title 24 – Tips for Small Businesses”.
- Continuing a successful cooperative advertising program whereby member businesses have the opportunity to pay for inserts in the Mission Hills BID Newsletter to other businesses in the community.
- Development and placement of 18 ads in local print media promoting the Mission Nights.
- Update of the Mission Hills business directory/map to be distributed to local businesses and residents.

- Maintain and enhance our web site by adding video to the BID member web link in the business listing. Continue updating the business directory, adding functionality to allow for businesses searches by type. The website is maintained by staff.
- Produce Farmers Market event to be held monthly which feature music, arts/crafts from local participants and estimated to draw 700 attendees which benefits local businesses by increasing foot traffic and sales in the business community.
- Organize and promote the Mission Nights monthly event – April through December

Design Program and Special Projects

- Banner Program - Rotate display of seasonal banners featuring historical homes, historical business architecture (created last year), Shop and Dine in Mission Hills and Holiday Banner.
- Continue commercial neighborhood revitalization through one time sidewalk cleaning, planting of trees, installation of sign(s), coordinate with the Mission Hills MAD for the addition of 5 trash cans and benches, and 4 planter boxes.
- Coordinate with the Mission Hills Garden Club to place an additional 10 flower baskets in the Mission Hills BID area.

Notes/Comments and Contribution for Other Sources

- The Mission Hills BID also oversees the San Diego County Community Enhancement Program Grant to promote the Mission Nights monthly event. This program allows other BID funds to be used for additional promotional activities. The Mission Hills BID has applied for \$35,000 to fund the Mission Nights event and install a cross street banner poles.

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

North Park Business Improvement District

Fund 200006

Ordinance: O-19780 adopted September 11, 2008 amending
Ordinance No. O-16481 adopted July 29, 1985

Advisory Board North Park Organization of Businesses, Inc.
3076 University Avenue San Diego CA 92104

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$5,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$2,500
Estimated Assessments to be collected in the Fiscal Year:	\$70,000
Total Appropriation:	\$77,500

Proposed Activities/Expenditures FY2010

Personnel	\$47,900
Operating	\$28,450
Outreach Publications	\$150
Contingency	\$1,000
Total Budgeted Expenditures:	\$77,500
 Estimated Contribution from Association Activities:	 \$5,000

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$125		
B	\$150		
C	\$250		
D	\$500		

Assessment Categories

Category	General Description	X = Exclusions
A	Businesses with 0 to 2 employees.	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

North Park Business Improvement District

Fund 200006

Category	General Description	X = Exclusions
B	Businesses with 3 to 12 employees.	
C	Businesses with 13 to 25 employees.	
D	Businesses with 26 or more employees.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
29th Street	3800-3899		
30th Street	3300-4199		
31st Street	3800-3899		
32nd Street	3800-3999		
Bancroft Street	3800-3999		
Boundary Street	3800-3999		
Dwight Street	2900-3099		
Granada Street	3800-3899		
Grim Street	3800-3899		
Herman Street	3800-3899		
Illinois Street	3900-3999		
Iowa Street	3900-3999		
Kansas Street	3900-3999		
Lincoln Avenue	2750-3299		
North Park Way	2850-3299		
Ohio Street	3900-3999		
Polk Avenue	2900-3099		
Ray Street	3800-3899		
University Avenue	2004-3299		
Upas Street	2900-3049		
Utah Street	3800-3999		

NORTH PARK MAIN STREET BID Budget - FY 2011



Personnel

50025 · STAFFING PAYROLL

50027 · ASST. DIRECTOR	\$	15,000.00
50026 · EXECUTIVE DIRECTOR	\$	25,800.00
50030 · PAYROLL TAX/IRA EXPENSE	\$	3,500.00
50035 · HEALTH INSURANCE	\$	3,500.00
65600 · PAYROLL PREP FEES	\$	100.00
Total 50025 · STAFFING PAYROLL	\$	47,900.00

Operating

ORGANIZATION

50020 · RENT-OFFICE	\$	18,000.00
50050 · TELEPHONE	\$	1,800.00
50060 · DUES & SUBSCRIPTIONS	\$	300.00
50100 · EQUIPT, REPAIR & MAINTENANCE	\$	150.00
50145 · UTILITIES	\$	800.00
50150 · OFFICE SUPPLIES & EXPENSES	\$	200.00
50155 · COPIER LEASE	\$	200.00
Total ORGANIZATION	\$	21,450.00

50070 · INSURANCE

General Liability Insurance	\$	1,000.00
Directors & Officers Insurance	\$	500.00
Workers Compensation Insurance	\$	500.00
Total 50070 · INSURANCE	\$	2,000.00

61100 · ACCOUNTING

61100 · Bookkeeping & CPA Accounting	\$	5,000.00
Total 61100 · ACCOUNTING	\$	5,000.00

Total Operating \$ 28,450.00

Outreach Publications

50055 · INTERNET	\$	150.00
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Special Events

SPECIAL EVENTS & PROJECTS	\$	-
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Design

52010 · DESIGN	\$	-
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Contingency

53010 · CONTINGENCY RESERVE	\$	1,000.00
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TOTAL BUDGET \$ **77,500.00**



Revitalizing North Park Through Arts, Culture, & Entertainment

**North Park Organization of Businesses, Inc.
(bda North Park Main Street)
Annual Budget Narrative FY2011**

Personnel and Operating

Personnel and Operating expenses support the functioning of the Association including:

- Staff salary/wage, benefits, taxes and insurance.
- Maintaining office, meeting space and paying for utilities.
- Monthly board meetings noticed and held in accordance with the Brown Act. Board meetings take place the second Wednesday from 7:30-9:00 every month.
- Monthly committee meetings noticed and held in accordance with the Brown Act including:
 - Design:** meets the first Tuesday of every month at 5:30pm
 - Promotion:** meets the third Friday of every month at 1:00pm
 - Economic Restructuring:** meets the third Tuesday of every month at Noon
 - Organization:** meets the fourth Wednesday of every month at 1:00pm
 - Budget:** meets two Fridays before monthly Board meeting
- Bookkeeping, bill-paying, and management of cash flow.
- Regular correspondence and assistance with business and property owners.
- Preparation of required reports and reimbursement requests for the following: City Development Block Grant, Creative Communities of San Diego Grant, Neighborhood Reinvestment Program Grant, and County Community Enhancement Grant.
- Coordination and oversight of weekly farmers market held every Thursday from 2:00-6:00PM in the winter and 3:00-7:00PM in the summer in the CVS parking located at University Ave and 32nd St.
- Coordination and facilitation of business trainings and mixers to facilitate increased communication and education among business owners.
- Educate businesses and actively engage owners in special events including the Taste of North Park, the Toyland Parade, and the Festival of the Arts.
- Participation in North Park committees including: Western Division of the SD Police Department, City Attorney's Office, Greater North Park Community Planning Committee (and Urban Design/Project Review Subcommittee and Public Facilities Subcommittee), North Park Redevelopment Project Area Committee (PAC), BID Council (and Executive Committee), North Park Alcohol & Entertainment Working Group, North Park Hospitality Group, North Park Parking Management Working Group, and North Park Community Association, and the North Park Historical Society).

Outreach Promotion

The association's outreach and promotion activities include:

- Writing and publishing quarterly newsletter, the North Park Way, and Annual Reports.
- Sending out a weekly email newsletter with information about new businesses, special events or promotions and general community news.
- Advertising in local newspapers and appear on local television networks for promotion of North Park and upcoming special events.
- Coordinate community activities including cleanups, tours by elected officials, merchant mixers, informational meetings with new businesses, and historic walking tours.
- Development of a comprehensive Community Profile and new and enhanced website to provide detailed information to current and prospective business owners.
- Design new set of banners each year to be displayed on 100 poles throughout the district to promote special events and business members.

Special Projects and Events

- Produce the North Park Festival of the Arts to be held on the third Sunday every May, which features music, dance, arts, crafts, and food vendors estimated to draw 40,000 attendees. This benefits local businesses by promoting North Park as an arts, culture and entertainment district and drawing in local and regional tourists.
- Produce the Taste of North Park to be held on the first Saturday every October, which features a walking tour of North Park's restaurants and galleries with 40 + participating businesses and estimated 1,500-2,000 attendees. This greatly benefits our businesses by promoting our restaurants, bars, and galleries.
- Produce the Toyland Parade to be held on the first Saturday every December and features local organizations and businesses, marching bands, beauty queens, car clubs etc... and benefits businesses by attracting families and holiday shoppers to the district.
- Continue commercial neighborhood revitalization through the installation of trees, tree grates, and bike racks throughout the district with the help of County funds and City Development Block Grants.

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Ocean Beach Business Improvement District

Fund 200010

Ordinance: O-17248 adopted February 21, 1989

Advisory Board Ocean Beach Merchants Association, Inc.
1868 Bacon Street, Suite A San Diego CA 92107

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$2,000
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$2,000
Estimated Assessments to be collected in the Fiscal Year:	\$26,000
Total Appropriation:	\$30,000

Proposed Activities/Expenditures FY2010

Payroll Expenses	\$26,000
Contingency	\$4,000
Total Budgeted Expenditures:	\$30,000
 Estimated Contribution from Association Activities:	 \$87,775

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$90	\$65	
B	\$70	\$55	

Assessment Categories

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels, dance, exercise or health studios, laundry-related and resale businesses.	
B	Primarily service providers, utility, wholesale, manufacturing, distribution, and non-profits.	

Street Ranges and Zones

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

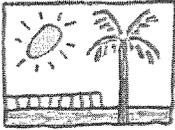
Ocean Beach Business Improvement District

Fund 200010

Street	Zone 1	Zone 2	Zone 3
Abbott Street		1901-1969 odd	
Bacon Street		1821-1976	
Cable Street		1850-1976	
Narragansett Avenue		4783-4819 odd	
Newport Avenue	4800-5099		
Niagara Avenue		4796-5098 even	
Niagara Avenue		4975-5099 odd	
Niagara Avenue		4781-4825 odd	
Santa Monica Avenue		4800-5099	
Sunset Cliffs Boulevard		1769-1976	

Ocean Beach MainStreet Estimated Budget FY2011

	FY2011
Ordinary Income	
Income	
40100 · ASSESSMENT - BID REIMBURSEMENT	30,000.00
Total Income	<u>30,000.00</u>
Expense	
50870 · PAYROLL EXPENSES	26,000.00
Total Payroll Expenses	26,000.00
Contingency Reserve	4,000.00
Total Expense	<u>30,000.00</u>

O C E A N  **B E A C H**
MAINSTREET ASSOCIATION

Use of BID Assessments – FY 2011

BID Assessments for FY 2011 will be used to reimburse OBMA or payroll expenses incurred on behalf of the Ocean Beach Business Improvement District. The funds will be split between two key employee's payroll expenses of the Ocean Beach MainStreet Association.

As noted in the FY 2011 Budget, in the Organization class column \$26,000 is budgeted for Personnel and \$4,000 is budgeted in Contingency.

Ocean Beach Merchants Association
dba: Ocean Beach MainStreet Association
FY2011 Annual Budget Narrative

Personnel and Operating

Personnel expenses support the functioning of the Association including:

- Staff salary/wage, benefits, taxes and insurance
- Maintaining the Business Assistance Office which includes meeting space
- Monthly board meetings noticed and held in accordance with the Brown Act.
All board meetings held the 2nd Thursday of each month.
- Bookkeeping, bill-paying, and management cash flow
- Preparation of required reports and reimbursement requests for the BID, MAD and all other committee meetings
- Coordination and oversight of weekly OB Farmers Market held in the 4900 block of Newport Ave. every Wednesday afternoon
- Coordination and facilitation of business trainings that educate member businesses about financial controls, marketing strategies and legal issues.
- Coordination of special events which include: July 4th Fireworks, OB Jazz Festival, OB Oktoberfest, OB Restaurant Walk, OB Spring Fest, OB Street Fair & Chili Cook-Off Festival
- Coordination of quarterly business mixers at member business locations in the BID.

Outreach Promotion

The Association's outreach and promotion activities include:

- Development by staff in conjunction with the Economic Restructuring committee of business workshops which address small business concerns including bookkeeping, financial controls, employer requirements, ADA issues.
- Continuing a successful cooperative advertising program whereby member businesses receive discounted rates to advertise with local newspapers, magazines and online publications.
- Development and placement of 12 generic ads in the Beacon, full page displays in multiple publications tied into BID special events, holiday inserts in local publication to promote shopping locally.
- Update and re-printing of 23,000 business directories that are hand delivered by volunteers to the immediate 92107 zip code. Copies are also available year round at 5 locations.
- Install and rotate 4 sets of banners depicting the different seasons in twelve locations in the BID area.
- Development & printing of 4 brochures including OB Historical Walking Tour, OB Antiques Walking Tour, OB Restaurants & Entertainment, and OB Community Mural Project Tour. All brochures are available to download on the OBMA website for visitors and residents alike.

- Create content, update and maintain OceanBeachSanDiego.com, the main web site for the Association. The Promotion Committee reviews the web site every month and directs staff to make needed changes and upgrades.
- Create content and oversee social media on Facebook and Twitter

Special Projects and Events

- July 4th Fireworks (July 4th) – Staff produces this event which draws an estimated 40,000 viewers.
- OB Jazz Festival (September) – Staff works with a music partner to produce this event which includes multiple stages featuring jazz, arts/crafts and food vendors. Staff coordinates all meetings. The event draws an estimated 5,000 people.
- OB Oktoberfest (October) – Staff co-produces this event which draws an estimated 6,000 people to the area.
- OB Restaurant Walk (November) – Staff and the ER Committee provide all the up front work to organize this event for the OB Tree Committee.
- OB Spring Fest (April/May) – Staff co-produces this event which draws an estimated 5,000 people.
- OB Street Fair & Chili Cook-Off Festival (June) – Staff produces this event along with the Street Fair Committee which draws an estimated 70,000 people to this one day event. The event offers local businesses a greatly reduced rate to participate in the event with a booth and/or as a sponsor. Arts & crafts booths, food vendors, 5 stages of entertainment, children's wonderland area, beer gardens and skating competition.
- Weekly OB Farmers Market – Staff runs and produces this weekly event which includes a certified market, local music and arts/crafts vendors along with prepared food vendors.

Notes/Comments and Contribution from Other Sources

- Association also oversees the operation of a Maintenance Assessment District in addition to the Business Improvement District. This program may include reimbursement of staff costs.
- Association also receives an SBEP management grant that reimburses part of the Executive Director's salary. No other staff costs are reimbursed by the SBEP grant.
- Association also oversees a CCSD grant that provides a small amount of funding for the OB Street Fair & Chili Cook-Off Festival. This grant provides no reimbursement of staff costs.
- Association also oversees a County Community Enhancement Grant that provides some funding for the 4th of July Fireworks event. This grant provides no reimbursement of staff costs.
- Additional funds are raised through Associate Member dues at \$70 per member. Associate Members are all those businesses outside of the BID
- All other funds raised by the Association are derived from special events and promotional activities as noted in our yearly audits.

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Old Town Business Improvement District

Fund 200018

Ordinance: O-18208 adopted September 11, 1995

Advisory Board Old Town San Diego Chamber of Commerce
 2383 San Diego Ave San Diego CA 92110

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$6,500
Estimated Assessments to be collected in the Fiscal Year:	\$35,000
Total Appropriation:	\$41,500

Proposed Activities/Expenditures FY2010

Personnel & Operating	\$26,315
Economic Restructuring Program	\$50
Promotion Program	\$13,135
Contingency	\$2,000
Total Budgeted Expenditures:	\$41,500
 Estimated Contribution from Association Activities:	 \$88,000

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$200	\$150	
B	\$100	\$75	
C	\$40	\$30	
D1	\$50	\$50	
D2	\$200	\$200	
D3	\$400	\$400	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Old Town Business Improvement District

Fund 200018

Assessment Categories

Category	General Description	X = Exclusions
A	Large retailers and restaurants with 13 employees or more.	
B	Small retailers and restaurants with 12 or fewer employees.	
C	Service providers or non-retail businesses.	
D	Hotels, motels, and apartment buildings. D1 6-20 units. D2 21-65 units. D3 66 or more units.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
Ampudia Street	3950-4000	3800-3949	
Arista Street	3950-4000	3800-3949	
Calhoun Street	2500-3000		
Conde Street	3950-4099	3700-3949	
Conde Street		4100-4200	
Congress Street	2200-3000		
Cosoy Way		4000-4300	
Gaines Street	3900-4300		
Hancock Street		2155-2300	
Harney Street	3850-4099	3800-3949	
Harney Street		4100-4200	
Heritage Park Row		2300-2600	
Hortensia Street		3800-3900	
Jackson Street		2500-2900	
Jefferson Street		2300-2600	
Juan Street	2400-3000		
Kurtz Street		2100-2300	
Linwood Street		2300-2500	
Mason Street		4100-4300	
Mason Street	3950-4099	3900-3949	
Moore Drive		2200-2400	
Noell Street		3600-3700	
Old Town Avenue	3800-4000		
Pacific Highway		4201-4399 odd	
Pacific Highway		4400-4850	
Presidio Drive		2200-2500	
Presidio Point Observation		all numbers	
Rosecrans Street	3900-4300		
San Diego Avenue	2300-4300	1700-2299	
Smith Street		1700-2299	
Sunset Street	2850-3000	2600-2849	
Taylor Street	4000-4105	4106-4500	
Twiggs Street	3800-4099	4100-4200	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Old Town Business Improvement District

Fund 200018

Street	Zone 1	Zone 2	Zone 3
Wallace street	3800-4099	4100-4200	
Whitman Street		2400-2900	
Wright Street		3700-3800	

**Old Town San Diego Chamber of Commerce/BID
FY 2011 Program Budget by Class (Draft)
July 2010 through June 2011**

	<u>BID REIMB</u>	<u>Total CHAMBER</u>	<u>Total SBEP</u>	<u>TOTAL</u>
	<u>Jul '10 - Jun 11</u>			
Ordinary Income/Expense				
Income				
40010 · SPECIAL EVENTS INCOME				
40045 · SATURDAY MARKET		34,000.00		34,000.00
40075 · ART FESTIVAL		54,000.00		54,000.00
Total 40010 · SPECIAL EVENTS INCOME		<u>88,000.00</u>		<u>88,000.00</u>
40020 · BID REIMBURSEMENT				
40025 · BID REIMBURSEMENT CARRYOVER	6,500.00			6,500.00
40020 · BID REIMBURSEMENT - Other	35,000.00			35,000.00
Total 40020 · BID REIMBURSEMENT	<u>41,500.00</u>			<u>41,500.00</u>
40130 · FUND RAISING		16,800.00		16,800.00
41000 · SBEP GRANT (Restricted)			17,000.00	17,000.00
42020 · NEWSLETTER ADVERTISING		300.00		300.00
42040 · WEB SITE REVENUE		400.00		400.00
Total Income	<u>41,500.00</u>	<u>105,500.00</u>	<u>17,000.00</u>	<u>164,000.00</u>
Gross Profit	41,500.00	105,500.00	17,000.00	164,000.00
Expense				
I - PERSONNEL & ORGANIZATION				
50020 · RENT-OFFICE	1,600.00	10,600.00		12,200.00
50025 · STAFFING				
50026 · EXECUTIVE DIRECTOR	7,000.00	14,000.00	17,000.00	38,000.00
50032 · WORKER'S COMP INSURANCE	550.00			550.00
53025 · EXEC DIR - OT CPD ALLOCATION	2,000.00			2,000.00
65600 · PAYROLL EXPENSES	4,275.00			4,275.00
Total 50025 · STAFFING	<u>13,825.00</u>	<u>14,000.00</u>	<u>17,000.00</u>	<u>44,825.00</u>
50045 · ELECTION EXPENSE	700.00	700.00		1,400.00
50050 · TELEPHONE				
50051 · TELEPHONE - OFFICE				
53050 · TELEPHONE - OT CPD ALLOCATI...	200.00			200.00
50051 · TELEPHONE - OFFICE - Other	1,250.00			1,250.00
Total 50051 · TELEPHONE - OFFICE	<u>1,450.00</u>			<u>1,450.00</u>
50053 · TELEPHONE - STAFF		1,200.00		1,200.00
Total 50050 · TELEPHONE	<u>1,450.00</u>	<u>1,200.00</u>		<u>2,650.00</u>
50060 · DUES & SUBSCRIPTIONS	340.00			340.00
50065 · PRINTING				
50155 · COPIER LEASE				
53155 · COPIER COST- OT CPD ALLOCATION	300.00			300.00
50155 · COPIER LEASE - Other	1,350.00	750.00		2,100.00
Total 50155 · COPIER LEASE	<u>1,650.00</u>	<u>750.00</u>		<u>2,400.00</u>
51520 · NEWSLETTER - PRINTING	1,350.00	150.00		1,500.00
Total 50065 · PRINTING	<u>3,000.00</u>	<u>900.00</u>		<u>3,900.00</u>
50070 · GEN'L INSURANCE	1,525.00	800.00		2,325.00
50075 · POSTAGE	575.00	950.00		1,525.00
50080 · PROFESSIONAL SERVICES				
50082 · ACCOUNTING/TAX PREPARATION	1,600.00	1,100.00		2,700.00
Total 50080 · PROFESSIONAL SERVICES	<u>1,600.00</u>	<u>1,100.00</u>		<u>2,700.00</u>
50110 · STORAGE UNIT		2,640.00		2,640.00
50115 · ANNUAL REPORT	80.00			80.00
50120 · ANNUAL MEETING	200.00	100.00		300.00
50135 · COMPUTER SUPPLIES & SOFTWARE		350.00		350.00
50140 · BANK FEES, FIN CH & TAXES	50.00	50.00		100.00
50145 · UTILITIES	1,000.00	1,880.00		2,880.00
50150 · OFFICE SUPPLIES	320.00	1,155.00		1,475.00
52001 · SATURDAY MARKET		2,600.00		2,600.00
52003 · MEETINGS	50.00	100.00		150.00

Old Town San Diego Chamber of Commerce/BID
FY 2011 Program Budget by Class (Draft)
 July 2010 through June 2011

	<u>BID REIMB</u>	<u>Total CHAMBER</u>	<u>Total SBEP</u>	<u>TOTAL</u>
	<u>Jul '10 - Jun 11</u>			
Total I - PERSONNEL & ORGANIZATION	26,315.00	39,125.00	17,000.00	82,440.00
II - ECONOMIC RESTRUCTURING				
51015 · ERC MEETING & TRAVEL	50.00			50.00
Total II - ECONOMIC RESTRUCTURING	50.00			50.00
III - PROMOTION PROGRAMS				
51515 · WEB SITE				
51517 · WEB SITE UPDATES	500.00			500.00
Total 51515 · WEB SITE	500.00			500.00
51525 · ADVERTISING				
51526 · PRINT & OTHER ADVERTISING	4,495.00	6,280.00		10,775.00
51527 · MAILING INFORMATION		2,000.00		2,000.00
Total 51525 · ADVERTISING	4,495.00	8,280.00		12,775.00
51535 · BROCHURES				
51539 · BROCHURE DISTRIBUTION	7,440.00	1,795.00		9,235.00
Total 51535 · BROCHURES	7,440.00	1,795.00		9,235.00
51565 · PROMO SPECIAL EVENTS/PROJECTS				
51572 · BUSINESS MIXERS	700.00			700.00
51582 · ART FESTIVAL		51,000.00		51,000.00
Total 51565 · PROMO SPECIAL EVENTS/PROJE...	700.00	51,000.00		51,700.00
Total III - PROMOTION PROGRAMS	13,135.00	61,075.00		74,210.00
IV - DESIGN				
52015 · BANNER PROGRAM		3,600.00		3,600.00
52020 · STREETSCAPE		700.00		700.00
52035 · DESIGN SPECIAL PROJECTS		1,000.00		1,000.00
Total IV - DESIGN		5,300.00		5,300.00
5405 · OT CONTINGENCY	2,000.00			2,000.00
Total Expense	41,500.00	105,500.00	17,000.00	164,000.00
Net Ordinary Income	0.00	0.00	0.00	0.00
Net Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>



Old Town San Diego Chamber of Commerce

P.O. Box 82686 San Diego, CA 92138 • (619) 291-4903 • (Fax) 291-9383

Old Town Business Improvement District FY11 Annual Budget Narrative

Personnel and Operating

Personnel and Operating expenses support the functioning of the Old Town BID include:

- Staff salary/wage, benefits, taxes and insurance.
- Maintain office and meeting space and paying for utilities.
- Maintain the Old Town Visitors Center.
- Monthly board meetings noticed and held in accordance with the Brown Act (meetings are scheduled for the 3rd Wednesday of each month. Chamber is dark in August and December is an Old Town community organizations combined holiday gathering).
- Monthly committee activities are noticed monthly.
- Promotions Committee – Held the 2nd Thursday of each month at the OT Chamber office.
- Design Committee – Held the 2nd Monday of each month at Casa Guadalajara.
- Bookkeeping, bill-paying, and management of cash flow.
- Audit and tax preparation
- Preparation of required reports and reimbursement requests for meetings and BID related expenses.
- Coordination of quarterly business mixers at various business locations in the OT BID.
- Coordination of special events such as the annual Old Town Art Festival.
- Coordination and oversight of weekly Old Town Saturday Market held on Harney Street. The Saturday Market increases foot traffic to the businesses in that area and provides another event for locals and visitors to attend. Funding from the market augments the BID activities by the Promotions and Design Committees. This program supports the staff costs and office operations.
- Development and placement of ads in local newspapers to promote activities the area.

Economic Restructuring Program

- Economic Restructuring Committee – Meets as needed.
- Old Town Community Parking Advisory Committee. Held the 1st Tuesday of the month at El Fandango Restaurant to address parking issues and needs.

Promotion Program

The Old Town BID's outreach and promotion activities include:

- Development by staff in conjunction with consultant for a business workshop to be held semi-annually on these topics – “Enhancing Your Retail Display”, “ADA and Title 24 – Tips for Small Businesses”.
- Continuing a successful cooperative advertising program whereby member businesses have the opportunity to pay for inserts in the Old Town BID Newsletter, published quarterly) to other businesses in the community.
- Continue to print and distribute 100,000 Old Town brochures annually to the Orange County, LA Area and the Inland Empire. Also at two of California's Visitor Centers.
- Support the Old Town Visitor's Guide with 13 pages of advertisement.
- Mail information in response to visitor requests received either by email from the Old Town web site or by correspondence.
- Maintain and enhance our web site by adding video to the member web link in the business listing. Continue updating the business directory and add provide better functionality to allow for businesses searches by type. Add additional pages to the web site. The website is maintained by staff and host site.
- Reintroduce the production of re-usable shopping bags featuring the Old Town Chamber logo with an insert for the businesses to promote their business and Old Town.

Promotion Special Events

- Produce the Old Town Art Festival event held annually in October, which is juried art festival and feature music, art from local/national/international artists with 90 participants and estimated to draw is 30,000 attendees which benefits the BID local businesses by increasing traffic and creating the awareness of the historic Old Town Community. This activity is funded by the Old Town San Diego Chamber of Commerce to promote Old Town.

Design Events

- Rotate display of seasonal banners featuring the Art Festival, Fiesta Old Town in support of the Old Town community Fiesta Old Town Cinco de Mayo, The Presidio, and Holiday Banner.
- Continue commercial neighborhood revitalization through one time sidewalk cleaning, planting of trees, and update of the Old Town information signs. The Design Committee is planning for the addition of 5 trash cans, benches and planter boxes.

Notes/Comments and Contribution for Other Sources

- The Old Town Chamber of Commerce/BID oversees the San Diego County Community Enhancement Program Grant to promote the Art Festival. This program allows other BID funds to be used for additional promotional activities. The Old Town Chamber of Commerce/BID has applied for \$15,000 to fund the event. Over the past three years we have received \$2,000 each year.
- The Old Town Chamber of Commerce/BID also oversees the City of San Diego Economic Development & Tourism Support Program Grant to promote the Art Festival.

The funding from this program is used primarily for additional promotional advertising. The Old Town Chamber of Commerce/BID has applied for \$28,000 to fund the event.

- The Old Town Chamber of Commerce/BID also partners with the Historic Old Town Community Foundation to produce the Fiesta Old Town Cinco de Mayo which provides approximately \$250,000 of promotional advertising.

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Pacific Beach Business Improvement District

Fund 200016

Ordinance: O-18542 adopted June 29, 1998 amending Ordinance
No. O-18373 adopted January 13, 1997

Advisory Board The Pacific Beach Community Development Corporation
1503 Garnet Ave. San Diego CA 92109

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$4,500
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$13,000
Estimated Assessments to be collected in the Fiscal Year:	\$160,000
Total Appropriation:	\$177,500

Proposed Activities/Expenditures FY2010

Personnel	\$78,500
Operating	\$54,900
Outreach/Publications	\$4,000
Special Events	\$34,000
Design & Improvements	\$3,100
Contingency	\$3,000
Total Budgeted Expenditures:	\$177,500
 Estimated Contribution from Association Activities:	 \$210,800

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$360	\$180	
B	\$240	\$120	
C	\$180	\$90	
D	\$90	\$60	
E	\$360	\$360	
F	\$180	\$180	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Pacific Beach Business Improvement District

Fund 200016

Category	Zone 1	Zone 2	Zone 3
G	\$60	\$60	

Assessment Categories

Category	General Description	X = Exclusions
A	Banks and businesses with 21 or more employees.	
B	Businesses with 13 to 20 employees.	
C	Businesses with 3 to 12 employees.	
D	Businesses with 0 to 2 employees.	
E	Apartments/hotels/motels with 66 or more units.	
F	Apartments/hotels/motels with 21 to 65 units.	
G	Apartments/hotels/motels with 6 to 20 units.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
Balboa Avenue		1900-2799	
Bayard Street		4400-4699	
Bunker Hill Street		2900-3199	
Cass Street		4400-5199	
Damon Avenue		2900-3199	
Dawes Street		4400-4699	
DeSoto Street		4600-4799	
Diamond Street		700-799	
Emerald Street		700-799	
Everts Street		4400-4699	
Fanuel Street		4400-4699	
Felspar Street		700-799	
Garnet Avenue	700-2799		
Grand Avenue		700-2799	
Gresham Street		4400-4699	
Haines Street		4400-4699	
Hornblend Street (businesses only)		700-1599	
Ingraham Street		3400-4699	
Jewell Street		4400-4699	
Kendall Street		4400-4499	
La Playa Avenue (apts/hotels/motels only)		1550-1649	
Lamont Street		4400-4699	
Mission Bay Drive		4200-4599	
Mission Bay Drive		4700-4799	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Pacific Beach Business Improvement District

Fund 200016

Street	Zone 1	Zone 2	Zone 3
Mission Boulevard	4100-5199		
Morrell Street		4400-4699	
Noyes Street		4400-4499	
Ocean Boulevard		4100-4599	
Oliver Avenue		700-799	
Oliver Court		4200-4299	
Olney Street		4400-4499	
Pacific Beach Drive		700-711	
Reed Street		700-799	
Thomas Street		700-799	
Turquoise Street		700-1099	

Discover Pacific Beach
Profit & Loss Budget Overview
 July 2010 through June 2011

	<u>Bid</u>	<u>SBEP</u>
Ordinary Income/Expense		
Income		
4110 · GRANTS		
4120 · SBEP		24,000.00
4200 · CONTRACTS		
4220 · Bid Reimbursement	160,000.00	
Outstanding Operating Advance	4,500.00	
Unexpected Assesments from Prior FY	13,000.00	
Total Income	177,500.00	24,000.00
Staffing		
Staff-Admin Support	28,000.00	12,000.00
Staff-Executive Director	38,000.00	12,000.00
Wages (cleaning)	12,500.00	
Total Staffing	78,500.00	24,000.00
Operating		
6130 · Insurance-Health	3,000.00	
6135 · Insurance-Liability	2,300.00	
6145 · Insurance-Work Comp	2,300.00	
6160 · Office Supplies/Equip	1,500.00	
6180 · Rent	20,000.00	
6185 · Telephone-Cell/Office	4,200.00	
6190 · Utilities-GEW/Sanitation/Refuse	2,200.00	
6205 · Accounting	18,500.00	
6250 · Newsletter	900.00	
Total Operating	54,900.00	
Outreach		
6175 · Printing and Reproduction	3,000.00	
6235 · Election	1,000.00	
Total Outreach	4,000.00	
Special Events	34,000.00	
Design & Improvements		
6315 · Cleaning-Liter pickup	2,000.00	
6320 · Cleaning Materials/Supplies	1,100.00	
Total DESIGN & IMPROVEMENTS	3,100.00	
Contingency		
6220 · Contingency	3,000.00	
Total Expense	177,500.00	24,000.00
Net Ordinary Income	0.00	0.00

Discover Pacific Beach
Annual Budget Narrative
FY 2011

(based on P&L Expense Categories)

Personnel and Operating (Administrative and Organization)

BID expenses to support the following:

- 2 full time staff and 1 part-time maintenance staff to implement programs, maintenance and events in Pacific Beach that support the mission of the organization. Expenses cover salaries, taxes and insurance.
- Staff includes
 - 1 Executive Director that leads office operations/organization, represents the organization in the community and attends monthly community planning meetings and Pacific Beach Town Council meetings, supervises personnel, prepares budgets, reimbursements and generates new programs and events within the community. Executive Director works with Board of Directors and communicates and prepares for 1 monthly meeting and participates with staff on 5 additional monthly committee meetings including: Organization, Promotions, Design and Improvement, BeachFest and Hospitality Task Force.
 - 1 Program Manager to coordinate events and meetings to support the mission of the organization. Staff responsibilities include staffing committees, preparation of organizational communications and marketing materials, maintaining web site, supervising interns and implementing special events. Program Manager also administers Beach Area Community Court program and coordinates monthly sessions with City Attorney's office.
 - 1 part-time maintenance worker. Employee works 3 days per week. Responsibilities include litter removal and trash abatement, graffiti removal, sweeping and cleaning of trash receptacles, minor tree maintenance and general maintenance within the business district.
- Operating (Organization)
 - Expenses include rent and utilities, telephone, insurance, and office supplies/equipment and printing.
 - Bookkeeping, bill paying, audit and cash flow management.
 - Production of annual fund raising dinner that attracts 200 attendees and raises funds for the organization
 - Production of ballots for annual board member elections to est. 1400 BID members.
- Outreach/Publications (Organization)
 - Quarterly printed newsletter to est. 1400 BID members.
 - Web site (www.pacificbeach.org) expenses include hosting and maintenance or organization web site and business directory.
 - Printed business directories and maps of business district and fliers for special events.
 - 4 quarterly business networking mixers at various business locations within the business district.

- Special Events/Promotions
 - Events include 2 annual restaurant walks in the spring and fall that attracts estimated 1500 visitors to district to experience local area restaurants, ner, 4 quarterly business/networking mixers hosted by Pacific beach businesses, 1 annual street festival (Pacific BeachFest) held each fall that attracts 50,000 attendees and includes arts and craft vendors, local musicians, Pacific Beach restaurants and a community sidewalk sale with local merchants. Also included is a spring bocce ball tournament fund raiser and Christmas on Crystal Pier, a Pacific Beach holiday tradition. Other new events are also anticipated in FY 2011.
 - Includes expenses for advertisement of special events in local/regional publications including Beach and Bay Press, Citybeat and Pacific Magazines.
- Design and Improvement
 - Activities include improving the overall physical area of Pacific Beach by maintaining street trees throughout the business district, installing promotional and seasonal banners on over 100 banner poles located throughout the business district and landscaping entry ways in Pacific Beach.
 - Expenses for supplies related to Beach Area Community Court Program.
 - Expenses include cost of cleaning supplies and equipment needed for trash removal and weekly cleaning throughout the business district.
- Association seeks to assist businesses in Pacific Beach by implementing programs to promote the area and attract visitors as well as provide technical assistance to individual businesses.
- Association also oversees the operation of a Creative Communities San Diego and San Diego County Community Enhancement grants for annual BeachFest, a community celebration that attracts over 50,000 visitors to the area. This event supports BID activities by promoting local businesses through a merchant sidewalk sale and local restaurants.
- Association also oversees the operation of a the Beach Area Community Court, a restorative justice program that improves the quality of life in the beach area through education and community service.

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

San Ysidro Business Improvement District

Fund 200020

Ordinance: O-18612 adopted January 11, 1999

Advisory Board San Ysidro Improvement Corporation
318-B E. San Ysidro Blvd. San Ysidro CA 92173

Available Funds FY2011

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2010:	\$0
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$5,000
Estimated Assessments to be collected in the Fiscal Year:	\$155,000
Total Appropriation:	\$160,000

Proposed Activities/Expenditures FY2010

Personnel	\$55,300
Operating	\$31,060
Outreach Promotion	\$14,000
Special Projects & Events	\$5,640
Cleaning & Maintenance	\$40,000
Consulting Services	\$5,000
Contingency	\$9,000
Total Budgeted Expenditures:	\$160,000
 Estimated Contribution from Association Activities:	 \$96,775

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2011

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$1,200	\$1,200	
B	\$360	\$270	
C	\$240	\$180	
D	\$160	\$120	
E	\$120	\$90	

FY2011 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

San Ysidro Business Improvement District

Fund 200020

Assessment Categories

Category	General Description	X = Exclusions
A	Banks, theatres, hotels with 100 or more rooms.	
B	Retail-oriented businesses - food, beverages, drugs, automotive and service stations, miscellaneous retail.	
C	Service related businesses - laundry and cleaning, repair, amusement and recreational.	
D	Professional related - business, personal, medical, health and financial service providers.	
E	Wholesale, construction, manufacturing, agricultural, transportation, and utilities.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
Beyer Boulevard East		2700-3099	
Border Village Road		4250-4699	
Calle Primera		100-199	
Calle Primera West		100-529	
Camino de la Plaza	3700-4800		
Camiones Way		5700-5799	
Louisiana Avenue		100-399	
Olive Drive		100-150	
Park Avenue East		100-199	
San Ysidro Boulevard East	0-799		
San Ysidro Boulevard West	0-930		
Sycamore Road		200-250	
Via de San Ysidro		100-230	
Via Nacional		3000-3999	
Virginia Avenue		100-499	
Willow Road		100-3999	

San Ysidro Business Association

**FY '11 Budget Overview
July 2010 through June 2011**

		BID Assessments	Bank Assessments	SBEP
		FY11		FY11
Income				
40020	BID Assessments- CSD	160,000.00		
40020	BID Assessments- Banks Direct		13,200.00	
41180	SBEP			18,500.00
40040	Special Events/Corp. Sponsors			
40130	Other Government Sources			
70010	Interest Income			
Total Income		160,000.00	13,200.00	18,500.00
Expense				
I - PERSONNEL				
	50025- Payroll	55,300.00	13,200.00	18,500.00
Total I - PERSONNEL		55,300.00	13,200.00	18,500.00
II - OPERATING				
	50013- Travel	800.00		
	50020- Rent & Utilities	12,900.00		
	50045- Board Meetings/Retreat/AGM	1,100.00		
	50050- Telephone	2,000.00		
	50060- Dues & Subscriptions	720.00		
	50070- Insurance	2,800.00		
	50075- Postage & Shipping	100.00		
	50082- Accounting/Audit	6,240.00		
	50150- Office Supplies (inc. equipment)	4,400.00		
	52001- Bank Fees			
Total II	Office Operational Costs	31,060.00		
III- Outreach/Publications				
	51520- Newsltr/Publications	14,000.00		
Total III Outreach/Publications		14,000.00		
IV-Special Projects & Events				
	51510- Promotions	4,640.00		
	51010- Economic Restructuring	500.00		
	52004- Organization	500.00		
	SY Tropical			
	Annual Padres Game			
	Holidays on Border			
Total IV- Special Projects & Events		5,640.00		
V- Cleaning/Maintenance				
	52010- Design	40,000.00		
Total V- Cleaning/Maintenance		40,000.00		
VI- Consulting Services				
	50090- Consulting Services	5,000.00		
Total VI- Consulting Services		5,000.00		
VII- Contingency-- 51002				
		9,000.00		
Total Expense		160,000.00	13,200.00	18,500.00
Net Income				

SAN YSIDRO IMPROVEMENT CORPORATION
DBA San Ysidro Business Association
BUSINESS IMPROVEMENT DISTRICT
BUDGET NARRATIVE FY 2011

I. PERSONNEL and OPERATING

Staff salaries, benefits, taxes, and insurance

Maintain office operation, including such overhead as office rental and utilities

Staffing monthly Board meeting (which meets the 4th Tuesday of the month)

Staffing four monthly committee meetings- Promotions, Design, Economic Restructuring, and Organization

Management of financial operations and contract compliance, including bookkeeping, bill paying, preparation of required financial reports, and BID reimbursement requests

Maintain functional relationships with multiple public and private entities. Main partners include San Ysidro (SY) Community Planning Group, SY Chamber of Commerce, Hearts & Hands, Casa Familiar, Neighborhood Partners Program, SY School District, SY Transportation Collaborative (which SYBA “coordinates), SY Smart Border Coalition, City of San Diego- Office of Small Business, Redevelopment Agency, Planning Department, and Office of Council President Ben Hueso, SANDAG, and Caltrans.

Advocacy for public improvements to attain City standards. Association works closely with San Diego Redevelopment Agency in identifying and funding public improvements, including sidewalks (new and repairs), street lighting, traffic signals, and road repaving throughout San Ysidro. With focus on immediate border area, Association is a charter member of the San Ysidro Smart Border Coalition whose focus is to attain concrete mitigation the negative impacts on San Ysidro of \$600 million reconfiguration of San Ysidro Port of Entry. Main mitigation projects include reconfiguration of Intermodal center as true “Grand Central Station” and construction of a Bridge Deck Plaza (over I-5).

II. OUTREACH PROMOTION

Publication of the annual “San Ysidro Business Directory” which is distributed door-to-door to 11,000 households and businesses

More fully engage business membership by frequent one-on-one personal contact by staff and Board members through “Ambassadors” program (twice monthly), and e-blasts “News You Can Use” (ever other month)

Web site maintenance and preparation other promotional materials including updated SYBA Brochure

Publish quarterly bilingual newsletter

Hold business breakfast socials by clusters of businesses, at least every four months

Give recognition to businesses who participate in litter control program through periodic “Golden Dust Pan” awards

Coordinate thematic workshops for business membership, e.g. ADA compliance, (enhanced) Storefront Improvement Program

Co-sponsor with San Ysidro Chamber of Commerce banner program on 130 light standards, two change outs per year

Undertake new initiative cooperative advertising on two billboards at the border "Shop San Ysidro Where Your Peso Goes Farther"

III. SPECIAL PROJECTS AND EVENTS

Annual "Holidays on the Border" at three small shopping centers, spread over two weekends- Santa on his sleigh, candy for children, raffle for large stocking filled with presents, and music

Annual April "Spring Cleanup," all of San Ysidro

Two "Market Days" featuring local produce, bakery items, and crafts

Annual "Padres" game; take one hundred San Ysidro youth to a ball game on the Trolley

Install public art on twelve utility boxes, expand to additional locations

Annual "San Ysidro Tropical" fundraiser, conducted jointly with San Ysidro Chamber of Commerce

Maintain two "welcoming" signs located on E. San Ysidro Blvd

IV. CLEANING AND MAINTENANCE

Continue litter control project all commercial areas which includes curbs, gutters and sidewalks and reporting of graffiti or defaced street signs, potholes, excessive litter on private property, or other problems; four times per week

Continue landscape maintenance contract at eight distinct locations in business corridor, with most expansive coverage area located near the border ("Friendship Plaza"); weekly service

Monitor adequacy City maintenance services (pot holes, street sweeping, burnt out streetlights)

Plant ten additional trees along business corridor

V. CONSULTING SERVICES:

This is a small reserve fund set up to secure specialized consulting services as the need occurs, as, for example, in association with follow-on planning for the Reconfiguration of the San Ysidro Intermodal Transportation Center.

VI. NOTES/COMMENTS AND CONTRIBUTIONS FROM OTHER SOURCES

Association has contracts with San Diego Redevelopment Agency (SDRA) and SANDAG which provide a portion of staff salaries. SDRA consultant contract is for advocacy purposes improving public infrastructure in San Ysidro; SANDAG grant is for public outreach in preparation for 2050 Regional Transportation Plan.

County of San Diego has provided a small grant for purposes of upgrading office equipment and furnishings.

Miscellaneous fundraising efforts provide funding support for certain events such as annual Padres game and Holidays on Border events, and business breakfast socials.