

Post date:	
Initial:	



Hillcrest Business Association
Board of Directors Meeting
 Public Meeting ~ April 9, 2019, 5pm
 Joyce Beers Community Center
 1230 Cleveland Ave., San Diego, CA 92103

Agenda

- | | | |
|--|-----------------|------------|
| 1. Call to order and introductions | T. Daiber-Hirst | 2 minutes |
| 2. Public comment (2 minutes per speaker) (information) | | 8 minutes |
| 3. President’s report (information) | T. Daiber-Hirst | 5 minutes |
| 4. Executive Director’s report (information) | B. Nicholls | 5 minutes |
| 5. Consent agenda (action) | R. Bedrosian | 5 minutes |
| a. Approval of financials from February 2019 ¹ | | |
| b. Approval of minutes from March 2019 ² | | |
| 6. Executive Committee items | T. Daiber-Hirst | 10 minutes |
| a. Adjourn to Closed Session: Conference with Legal Counsel
– Anticipated Litigation Significant exposure to litigation pursuant to § 54956.9(b): (One potential case) (action) | | |
| b. Adjourn to Open Session: Report on closed session (information) | | |
| c. FY2020 MAD budget (action) ³ | | |
| 7. Beautification Committee items | T. Daiber-Hirst | 10 minutes |
| a. Update concerning Pride Historical Monument repair (information) | | |
| b. Donation concerning Hillcrest Rainbow Crosswalks (action) | | |
| 8. Special Event Committee items | R. Bedrosian | 10 minutes |
| a. Report on Taste of Hillcrest (information) | | |
| b. Report concerning economic impact of Hillcrest Farmers Market (information) | | |
| 9. Marketing Committee items | B. Casey | 5 minutes |
| a. Presentation of new HBA member facing website (information) | | |

Post date:	
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Adjourn

Attachments:

1. Financials from February 2019
 2. Minutes from March 2019
 3. Proposed FY20 MAD Budget .
-

2019 Standing Committees:

- Beautification (T. Daiber-Hirst)
- Executive (T. Daiber-Hirst)
- Special Events (R. Bedrosian)
- Marketing (B. Casey)

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of February 28, 2019

Feb 28, 19

ASSETS

Current Assets

Checking/Savings

10035 · Comerica - Checking 115,466.94

10045 · PayPal 656.20

Total Checking/Savings 116,123.14

Accounts Receivable

12000 · Accounts Receivable 15,000.00

Total Accounts Receivable 15,000.00

Other Current Assets

10115 · SBEP City Fees & Services 3,779.10

10125 · MAD Receivable 20,689.99

10135 · City Fest Prepaid/Receivable 11,608.45

10145 · Farmers Market Receivable 8,565.24

10155 · Prepaid Expense 4,013.58

10170 · NightmareonNormal Prepaid/Rcvbl 3,830.61

10175 · Commission for Arts Grant Rcvbl 23,193.00

10190 · Tech. Assistance/Acctg. Rcvbl. 2,630.00

Total Other Current Assets 78,309.97

Total Current Assets 209,433.11

Fixed Assets

10200 · Office Furniture & Equipment 21,364.81

10220 · Accumulated Depreciation -21,364.81

Total Fixed Assets 0.00

TOTAL ASSETS 209,433.11

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

20215 · BID Assessment -8,361.99

20225 · SBEP Advance 9,204.24

20230 · Sales Tax Payable 14.00

20240 · Deferred Revenue 2,000.00

21000 · Payroll Liabilities

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of February 28, 2019

	<u>Feb 28, 19</u>
FUTA Payable	107.67
Vacation Payable	2,648.73
Total 21000 · Payroll Liabilities	<u>2,756.40</u>
Total Other Current Liabilities	<u>5,612.65</u>
Total Current Liabilities	<u>5,612.65</u>
Total Liabilities	5,612.65
Equity	
31100 · Unrestricted Net Assets	195,256.71
Net Income	8,563.75
Total Equity	<u>203,820.46</u>
TOTAL LIABILITIES & EQUITY	<u>209,433.11</u>

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of February 28, 2019

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
22nd District Agricultural Association	0.00	500.00	0.00	0.00	0.00	500.00
Broadway San Diego	0.00	0.00	0.00	0.00	450.00	450.00
David Larson	0.00	0.00	0.00	0.00	0.00	0.00
Gioia's Room	0.00	0.00	0.00	0.00	0.00	0.00
Hillcrest Ace Hardware	0.00	0.00	0.00	0.00	0.00	0.00
Miller/Coors	0.00	0.00	0.00	3,000.00	5,000.00	8,000.00
Phildaelphia Insurance	0.00	0.00	0.00	0.00	0.00	0.00
Sash Bags	0.00	0.00	0.00	0.00	0.00	0.00
Stoli Group USA	0.00	0.00	0.00	0.00	4,800.00	4,800.00
Urban Mo's	0.00	0.00	0.00	0.00	800.00	800.00
Village Hat Shop	0.00	0.00	0.00	0.00	0.00	0.00
Windemore Court H&A	0.00	0.00	0.00	0.00	450.00	450.00
TOTAL	0.00	500.00	0.00	3,000.00	11,500.00	15,000.00

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2018 through February 2019

	TOTAL					
	Feb 19	Budget	Variance	Jul '18 - Feb 19	Budget	Variance
Income						
40015 · CityFest	0.00			125,850.92	147,000.00	-21,149.08
40020 · Farmers Market	19,923.34	16,917.00	3,006.34	150,885.51	135,336.00	15,549.51
40030 · SBEP	2,229.21	2,000.00	229.21	12,688.76	12,000.00	688.76
40040 · MAD	6,538.90	7,517.00	-978.10	55,260.70	60,136.00	-4,875.30
40050 · BID	8,361.99	9,311.00	-949.01	65,863.00	70,588.00	-4,725.00
40070 · Hillcrest Map	0.00	250.00	-250.00	0.00	2,000.00	-2,000.00
40085 · Technical Assistance/Acctg.	650.00	500.00	150.00	3,900.00	3,000.00	900.00
40090 · Mardi Gras	2,045.00	15,000.00	-12,955.00	2,180.00	20,000.00	-17,820.00
40100 · Nightmare on Normal Street	0.00			43,997.07	45,000.00	-1,002.93
40115 · Taste 'N Tinis	0.00			21,875.35	16,000.00	5,875.35
40140 · Banner Space	500.00	210.00	290.00	500.00	1,680.00	-1,180.00
40145 · Pride Flag	5,616.50			5,616.50		
40155 · Pride of Hillcrest/Block Party	0.00			67,208.14	75,000.00	-7,791.86
40180 · Other Income	0.00	52.00	-52.00	800.30	416.00	384.30
40190 · Hillcrest Security Subscription	0.00	225.00	-225.00	14,576.11	1,800.00	12,776.11
40195 · Hillcrest Steam Cleaning	0.00	750.00	-750.00	7,253.16	6,000.00	1,253.16
Total Income	45,864.94	52,732.00	-6,867.06	578,455.52	595,956.00	-17,500.48
Expense						
50000 · Personnel						
50005 · Salaries	13,335.99	12,145.00	1,190.99	105,517.94	93,560.00	11,957.94
50025 · Employer Taxes - Federal	1,051.24	1,793.00	-741.76	8,260.25	13,984.00	-5,723.75
50030 · Employer Taxes - State	320.64	227.00	93.64	1,943.98	1,776.00	167.98
50035 · Health Insurance	0.00	827.00	-827.00	9,823.89	6,616.00	3,207.89
50040 · Workers Comp Insurance	0.00	144.00	-144.00	685.19	1,152.00	-466.81
Total 50000 · Personnel	14,707.87	15,136.00	-428.13	126,231.25	117,088.00	9,143.25
50045 · Operating						
50050 · Rent Office Space	840.00	803.00	37.00	7,981.79	6,424.00	1,557.79
50055 · Storage	0.00			3,251.52		
50060 · Accounting	1,843.50	1,971.00	-127.50	14,741.00	15,168.00	-427.00
50065 · Audit	0.00			6,848.00	7,500.00	-652.00
50070 · Equipment Purchase	0.00	175.00	-175.00	13,419.29	1,400.00	12,019.29
50075 · Intern/Consultant	0.00	1,000.00	-1,000.00	0.00	8,000.00	-8,000.00

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2018 through February 2019

	TOTAL					
	Feb 19	Budget	Variance	Jul '18 - Feb 19	Budget	Variance
50080 · Bank & Credit Card Charges	0.00	50.00	-50.00	419.90	400.00	19.90
50085 · Repair/Maintenance/Cleaning	240.00	233.00	7.00	3,874.80	1,864.00	2,010.80
50090 · Office Supplies	74.40	267.00	-192.60	3,357.37	2,136.00	1,221.37
50095 · Postage and Delivery	0.00	29.00	-29.00	302.94	232.00	70.94
50100 · Printing/Photocopy	257.97	109.00	148.97	2,478.49	872.00	1,606.49
50110 · Dues/Subscriptions	0.00	84.00	-84.00	75.00	672.00	-597.00
50115 · Staff Development	1,316.10	100.00	1,216.10	2,291.71	800.00	1,491.71
50120 · Meetings	120.00	292.00	-172.00	1,000.07	2,336.00	-1,335.93
50125 · Legal	-308.00	625.00	-933.00	3,030.00	5,000.00	-1,970.00
50130 · Telephone & Internet	461.28	625.00	-163.72	5,541.18	5,000.00	541.18
50135 · Parking/Mileage	0.00	200.00	-200.00	67.89	1,600.00	-1,532.11
50140 · Depreciation	0.00	25.00	-25.00	0.00	200.00	-200.00
50150 · Technical Assistance.	0.00	200.00	-200.00	0.00	1,200.00	-1,200.00
50330 · D & O / Liability Insurance	2,047.90	550.00	1,497.90	6,061.40	7,300.00	-1,238.60
Total 50045 · Operating	6,893.15	7,338.00	-444.85	74,742.35	68,104.00	6,638.35
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	427.27			89,838.66	96,000.00	-6,161.34
51525 · Promotion/Marketing/Campaigns	1,653.05	1,292.00	361.05	20,618.98	10,336.00	10,282.98
51526 · Taste	0.00	0.00	0.00	1,000.00	0.00	1,000.00
51527 · Taste 'N Tinis	411.07			12,183.45	10,000.00	2,183.45
51530 · Banners	980.00	375.00	605.00	3,856.00	3,000.00	856.00
51535 · Web Site Communications	0.00	125.00	-125.00	913.98	1,000.00	-86.02
51540 · Business Mixers/Open House	643.29	417.00	226.29	1,804.83	2,036.00	-231.17
51545 · Newsletter	2,538.69	1,025.00	1,513.69	4,617.74	2,675.00	1,942.74
51555 · Farmer's Market	2,833.85	1,250.00	1,583.85	8,837.09	10,000.00	-1,162.91
51565 · Hillcrest Map	0.00	250.00	-250.00	7,413.20	2,000.00	5,413.20
51575 · Pride Flag Project	1,900.00			5,383.21		
51800 · Pride of Hillcrest/Block Party	0.00			50,918.44	65,000.00	-14,081.56
51870 · Mardi Gras	3,000.00	20,000.00	-17,000.00	3,340.00	20,000.00	-16,660.00
51880 · Nightmare on Normal	1,975.40			40,623.27	35,000.00	5,623.27
Total 51000 · Neighborhood/Outreach Promotion	16,362.62	24,734.00	-8,371.38	251,348.85	257,047.00	-5,698.15
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	1,480.62	67.00	1,413.62	2,169.85	536.00	1,633.85

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2018 through February 2019

	TOTAL					
	Feb 19	Budget	Variance	Jul '18 - Feb 19	Budget	Variance
53130 · Security	2,682.00	2,803.00	-121.00	19,662.00	22,424.00	-2,762.00
53131 · Security Subscription	6,705.00	148.00	6,557.00	15,502.00	1,184.00	14,318.00
53134 · Steam Cleaning Subscription	0.00	675.00	-675.00	4,802.02	5,400.00	-597.98
53135 · Street Cleaning	0.00	2,400.00	-2,400.00	13,460.54	19,200.00	-5,739.46
53139 · Sidewalk Improvements	3,908.00	4,742.00	-834.00	33,712.00	37,936.00	-4,224.00
53150 · Dumpsters	628.18	380.00	248.18	4,986.00	3,040.00	1,946.00
53155 · Tree & Flower Maintenance	3,371.93	2,865.00	506.93	23,274.91	22,920.00	354.91
53157 · Tree Light Repair	0.00	1,043.00	-1,043.00	0.00	8,344.00	-8,344.00
53165 · Contingency	0.00	1,816.00	-1,816.00	0.00	14,528.00	-14,528.00
Total 53000 · Physical Improvements	18,775.73	16,939.00	1,836.73	117,569.32	135,512.00	-17,942.68
Total Expense	56,739.37	64,147.00	-7,407.63	569,891.77	577,751.00	-7,859.23
	-10,874.43	-11,415.00	540.57	8,563.75	18,205.00	-9,641.25

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2018 through February 2019

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
Income						
40015 · CityFest	0.00	125,850.92	0.00	0.00	0.00	125,850.92
40020 · Farmers Market	0.00	150,885.51	0.00	0.00	0.00	150,885.51
40030 · SBEP	0.00	0.00	0.00	0.00	12,688.76	12,688.76
40040 · MAD	0.00	0.00	0.00	55,260.70	0.00	55,260.70
40050 · BID	0.00	0.00	65,863.00	0.00	0.00	65,863.00
40085 · Technical Assistance/Acctg.	0.00	0.00	0.00	0.00	3,900.00	3,900.00
40090 · Mardi Gras	0.00	2,180.00	0.00	0.00	0.00	2,180.00
40100 · Nightmare on Normal Street	0.00	43,997.07	0.00	0.00	0.00	43,997.07
40115 · Taste 'N Tinis	0.00	21,875.35	0.00	0.00	0.00	21,875.35
40140 · Banner Space	500.00	0.00	0.00	0.00	0.00	500.00
40145 · Pride Flag	5,616.50	0.00	0.00	0.00	0.00	5,616.50
40155 · Pride of Hillcrest/Block Party	0.00	67,208.14	0.00	0.00	0.00	67,208.14
40180 · Other Income	800.30	0.00	0.00	0.00	0.00	800.30
40190 · Hillcrest Security Subscription	14,576.11	0.00	0.00	0.00	0.00	14,576.11
40195 · Hillcrest Steam Cleaning	7,253.16	0.00	0.00	0.00	0.00	7,253.16
Total Income	28,746.07	411,996.99	65,863.00	55,260.70	16,588.76	578,455.52
Expense						
50000 · Personnel						
50005 · Salaries	51,992.27	29,900.20	12,285.06	0.00	11,340.41	105,517.94
50025 · Employer Taxes - Federal	4,035.64	2,328.88	985.74	0.00	909.99	8,260.25
50030 · Employer Taxes - State	601.95	428.99	474.68	0.00	438.36	1,943.98
50035 · Health Insurance	9,823.89	0.00	0.00	0.00	0.00	9,823.89
50040 · Workers Comp Insurance	685.19	0.00	0.00	0.00	0.00	685.19
Total 50000 · Personnel	67,138.94	32,658.07	13,745.48	0.00	12,688.76	126,231.25
50045 · Operating						
50050 · Rent Office Space	7,981.79	0.00	0.00	0.00	0.00	7,981.79
50055 · Storage	3,251.52	0.00	0.00	0.00	0.00	3,251.52
50060 · Accounting	3,529.00	5,328.00	650.00	1,334.00	3,900.00	14,741.00
50065 · Audit	6,848.00	0.00	0.00	0.00	0.00	6,848.00
50070 · Equipment Purchase	13,419.29	0.00	0.00	0.00	0.00	13,419.29
50080 · Bank & Credit Card Charges	419.90	0.00	0.00	0.00	0.00	419.90
50085 · Repair/Maintenance/Cleaning	3,874.80	0.00	0.00	0.00	0.00	3,874.80
50090 · Office Supplies	2,957.84	399.53	0.00	0.00	0.00	3,357.37
50095 · Postage and Delivery	302.94	0.00	0.00	0.00	0.00	302.94
50100 · Printing/Photocopy	2,478.49	0.00	0.00	0.00	0.00	2,478.49
50110 · Dues/Subscriptions	75.00	0.00	0.00	0.00	0.00	75.00
50115 · Staff Development	2,291.71	0.00	0.00	0.00	0.00	2,291.71

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2018 through February 2019

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
50120 · Meetings	1,000.07	0.00	0.00	0.00	0.00	1,000.07
50125 · Legal	3,030.00	0.00	0.00	0.00	0.00	3,030.00
50130 · Telephone & Internet	5,541.18	0.00	0.00	0.00	0.00	5,541.18
50135 · Parking/Mileage	67.89	0.00	0.00	0.00	0.00	67.89
50330 · D & O / Liability Insurance	6,061.40	0.00	0.00	0.00	0.00	6,061.40
Total 50045 · Operating	63,130.82	5,727.53	650.00	1,334.00	3,900.00	74,742.35
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	0.00	89,838.66	0.00	0.00	0.00	89,838.66
51525 · Promotion/Marketing/Campaigns	7,411.71	40.00	13,167.27	0.00	0.00	20,618.98
51526 · Taste	0.00	1,000.00	0.00	0.00	0.00	1,000.00
51527 · Taste 'N Tinis	0.00	12,183.45	0.00	0.00	0.00	12,183.45
51530 · Banners	3,856.00	0.00	0.00	0.00	0.00	3,856.00
51535 · Web Site Communications	913.98	0.00	0.00	0.00	0.00	913.98
51540 · Business Mixers/Open House	542.55	643.29	618.99	0.00	0.00	1,804.83
51545 · Newsletter	1,341.71	0.00	3,276.03	0.00	0.00	4,617.74
51555 · Farmer's Market	26.94	8,810.15	0.00	0.00	0.00	8,837.09
51565 · Hillcrest Map	7,413.20	0.00	0.00	0.00	0.00	7,413.20
51575 · Pride Flag Project	4,149.13	1,234.08	0.00	0.00	0.00	5,383.21
51800 · Pride of Hillcrest/Block Party	18.00	50,900.44	0.00	0.00	0.00	50,918.44
51870 · Mardi Gras	0.00	3,340.00	0.00	0.00	0.00	3,340.00
51880 · Nightmare on Normal	0.00	40,623.27	0.00	0.00	0.00	40,623.27
Total 51000 · Neighborhood/Outreach Promotion	25,673.22	208,613.34	17,062.29	0.00	0.00	251,348.85
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	0.47	0.00	0.00	2,169.38	0.00	2,169.85
53130 · Security	0.00	0.00	0.00	19,662.00	0.00	19,662.00
53131 · Security Subscription	15,502.00	0.00	0.00	0.00	0.00	15,502.00
53134 · Steam Cleaning Subscription	4,802.02	0.00	0.00	0.00	0.00	4,802.02
53135 · Street Cleaning	0.00	0.00	0.00	13,460.54	0.00	13,460.54
53139 · Sidewalk Improvements	1,305.00	0.00	15,935.00	16,472.00	0.00	33,712.00
53150 · Dumpsters	2,238.90	0.00	584.32	2,162.78	0.00	4,986.00
53155 · Tree & Flower Maintenance	5,389.00	0.00	17,885.91	0.00	0.00	23,274.91
Total 53000 · Physical Improvements	29,237.39	0.00	34,405.23	53,926.70	0.00	117,569.32
Total Expense	185,180.37	246,998.94	65,863.00	55,260.70	16,588.76	569,891.77
Net Income	-156,434.30	164,998.05	0.00	0.00	0.00	8,563.75

Post date:	
Initial:	



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ March 12, 2019, 5pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego, CA 92103

Minutes

Board Members in attendance:

John Husler, Tami Daiber-Hirst, Glenn Younger, Tina Shirley, Paul Smith, Jeff Jackson, Charles Kauffman, Brian Casey, Colleen Cavalieri, Ryan Bedrosian, and Jessica Baro

Board Members absent:

Dalour Younan

Staff in attendance:

Benjamin Nicholls, Mary Joseph, Carolyn Osorio

Public in attendance:

Tyler Burch, Dr. Darren Farnesi, antoine Hanna Linda Hanna

- T. Daiber-Hirst called the meeting to order and introductions occurred.
- T. Daiber-Hirst thanked everyone that wrote letters and turned out at the Uptown Planners last month. The huge turn out for the meeting insured that the Normal Street Project will move forward. SANDAG, the City of San Diego, and the Uptown Planners Circulate SD, Bike SD, and the Hillcrest Town Council all have supported the project.
- She thanked everyone that came out last week to the fundraiser at Tacos Libertad to raise money for the Pride Flag Monument repair.
- B. Nicholls mentioned that the Uptown Planners election last week saw the election of a pro-development slate of candidates.
 - Motion: approve the consent agenda including financials from January 2019 and minutes from February 2019 (R. Bedrosian/ G. Younger). All voted in favor.
- T. Daiber-Hirst presented the FY2020 BID budget.
- B. Nicholls reported that the BID budget is part of the overall organizational budget and other parts of the budget will be approved at a later date.
 - Motion: Resolution to enter into contract with City of San Diego to administer Hillcrest BID and Hillcrest Commercial MAD, and approve the FY20 BID budget. (G. Younger/ T. Daiber-Hirst). All votes were cast in favor.

Hillcrest Business Association
3737 Fifth Ave. #202, San Diego, CA 92103
p:(619) 299-3330 f: (619) 299-4230

Post date:	
Initial:	



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- T. Daiber-Hirst reported that the current fundraising for the Pride Monument is at \$8,600 pledged. This includes income and pledges from fundraisers by The Crest Café, Hale Media, Carleton Management, and Taco Libertad. The Tacos Libertad fundraising is currently ongoing.
 - She stated that the monument itself has been shipped back to the fabricator for repair. Two of the four panels were under warranty and will be repaired for free. The two panels that were vandalized will be repaired at cost. We have yet to receive a final bill.
 - B. Nicholls reported that the insurance broker was contacted and they recommended not filing a claim for this damage. The insurance policy is really designed for catastrophic damage rather than superficial damage.
 - R. Bedrosian reported that Mardi Gras was held last week on Tuesday (rather than Saturday as in 2018). He reported the sale of 400 tickets and preliminary finances show that about \$1,600 in profit.
 - B. Casey gave a report on committee formation and upcoming projects.
 - Adjourn.

		FY19	FY20	FY21					
	FY18	Total	Total	Total	110 GENERAL	510 MAD	210 Special Events	BID Detail	Other Govt. Grants
Income									
City Fest	\$ 147,000.00	\$ 147,000.00	\$ 147,000.00	\$ 147,000.00			\$ 147,000.00		
Farmers Market	\$ 203,000.00	\$ 203,000.00	\$ 203,000.00	\$ 203,000.00			\$ 203,000.00		
SBEP	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00					\$ 25,000.00
MAD	\$ 90,183.00	\$ 90,183.00	\$ 90,183.00	\$ 90,183.00		\$ 90,183.00			
BID	\$ 105,000.00	\$ 105,000.00	\$ 105,000.00	\$ 105,000.00				\$ 105,000.00	
BID carry forward			\$ 11,466.26					11,466.26	
Taste	\$ 36,000.00	\$ 36,000.00	\$ 36,000.00	\$ 36,000.00			\$ 36,000.00		
Taste 'n Tinis	\$ 16,000.00	\$ 16,000.00	\$ 16,000.00	\$ 16,000.00			\$ 16,000.00		
Nightmare on Normal	\$ 50,000.00	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00			\$ 45,000.00		
Pride of Hillcrest Blockparty	\$ 89,000.00	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00			\$ 75,000.00		
Fat Tuesday	\$ 30,000.00	\$ 25,000.00	\$ 31,000.00	\$ 31,000.00			\$ 25,000.00		
Beer Crawl	\$ 1,700.00								
Banner space rental	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00				
Hillcrest map	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00				
Other income PROW		\$ 624.00	\$ 1,248.00	\$ 1,560.00	\$ 624.00				
Other income (steam cleaning)		\$ 9,000.00	\$ 18,000.00	\$ 22,500.00	\$ 9,000.00				
Other income (security)	\$ 1,600.00	\$ 5,400.00	\$ 10,800.00	\$ 16,200.00	\$ 5,400.00				
Total Income	\$ 799,983.00	\$ 787,707.00	\$ 820,197.26	\$ 818,943.00	\$ 20,524.00	\$ 90,183.00	\$ 547,000.00	\$ 116,466.26	\$ 25,000.00
Expense									
50000 · Personnel	\$ 207,635.00	\$ 177,635.00	\$ 193,635.00	\$ 193,635.00	\$ 85,635.00	\$ -	\$ 70,900.00	\$ 17,100.00	\$ 20,000.00
50005 · Salaries/ payroll	\$ 180,000.00	\$ 150,000.00	\$ 166,000.00	\$ 166,000.00	\$ 59,800.00		\$ 70,900.00	15,300.00	\$ 20,000.00
50025 · Employer taxes - federal	\$ 13,500.00	\$ 13,500.00	\$ 13,500.00	\$ 13,500.00	\$ 12,324.00			1,176.00	
50030 · Employer taxes - state	\$ 2,485.00	\$ 2,485.00	\$ 2,485.00	\$ 2,485.00	\$ 2,041.00			444.00	
50035 · Health insurance	\$ 10,100.00	\$ 10,100.00	\$ 10,100.00	\$ 10,100.00	\$ 9,920.00			180.00	
50040 · Workers comp insurance	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00				
50045 · Operating	\$ 87,489.00	\$ 97,443.80	\$ 97,389.00	\$ 97,389.00	\$ 55,580.00	\$ 3,422.80	\$ 33,441.00	\$ -	\$ 5,000.00
50050 · Rent office space	\$ 9,639.00	\$ 9,639.00	\$ 9,639.00	\$ 9,639.00	\$ 9,639.00				
50060 · Accounting	\$ 22,100.00	\$ 25,054.80	\$ 25,000.00	\$ 25,000.00	\$ 8,632.00	\$ 3,422.80	\$ 8,000.00		\$ 5,000.00
50065 · Audit/ tax	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00				
50070 · Equipment purchase	\$ 2,100.00	\$ 2,100.00	\$ 2,100.00	\$ 2,100.00	\$ 2,100.00				
50075 · Consultants/ interns	\$ 5,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00			\$ 12,000.00		
50080 · Bank & credit card charges	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00				
50085 · Repair / maintenance / clea	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00				
50090 · Office supplies	\$ 3,200.00	\$ 3,200.00	\$ 3,200.00	\$ 3,200.00	\$ 1,400.00		\$ 1,800.00		
50095 · Postage and delivery	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00				
50100 · Printing/ photocopy	\$ 1,300.00	\$ 1,300.00	\$ 1,300.00	\$ 1,300.00	\$ 500.00		\$ 800.00		
50105 · Permits									
50110 · Dues/ subscriptions	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00				
50115 · Staff development	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00				
50120 · Meetings	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 2,900.00		\$ 600.00		
50125 · Legal	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00				
50130 · Telephone & internet	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00				

50135 - Parking/ mileage	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00	\$ 1,659.00		\$ 741.00		
50140 - Depreciation	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00				
50220 - Insurance	\$ 9,500.00	\$ 9,500.00	\$ 9,500.00	\$ 9,500.00			\$ 9,500.00		
51000 - Outreach/Promotion	\$ 269,700.00	\$ 276,000.00	\$ 286,000.00	\$ 286,000.00	\$ 9,300.00	\$ -	\$ 247,100.00	\$ 19,600.00	\$ -
Promotion/Marketing/Campaigns	\$ 15,500.00	\$ 15,500.00	\$ 15,500.00	\$ 15,500.00				\$ 15,500.00	
Banners	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00				
Web communications	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 500.00			\$ 1,000.00	
Hillcrest map	\$ 5,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00				
Pride of Hillcrest Block Party	\$ 65,000.00	\$ 65,000.00	\$ 65,000.00	\$ 65,000.00			\$ 65,000.00		
Farmers Market promotions	\$ -	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00			\$ 15,000.00		
Taste 'n Tinis	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00			\$ 10,000.00		
CityFest	\$ 96,000.00	\$ 96,000.00	\$ 96,000.00	\$ 96,000.00			\$ 96,000.00		
Taste of Hillcrest	\$ 4,700.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00			\$ 5,000.00		
Nightmare on Normal Street	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00			\$ 35,000.00		
Fat Tuesday	\$ 27,000.00	\$ 20,000.00	\$ 30,000.00	\$ 30,000.00			\$ 20,000.00		
Business open house	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00			\$ 1,100.00	\$ 1,400.00	
Newsletter	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 1,300.00			\$ 1,700.00	
53000 - Physical Improvements	\$ 180,489.00	\$ 208,933.28	\$ 230,344.12	\$ 243,516.12	\$ 51,730.96	\$ 86,760.20	\$ -	\$ 70,100.00	
Hillcrest Sign Utilities/Maint.	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00		\$ 800.00			
Security MAD	\$ 58,000.00	\$ 33,972.00	\$ 33,972.00	\$ 33,972.00	\$ 5,364.00	\$ 33,972.00			
Security Subscription		\$ 5,364.00	\$ 10,728.00	\$ 14,304.00					
Sidewalk improvements	\$ 44,000.00	\$ 56,888.00	\$ 56,888.00	\$ 56,888.00	\$ 6,262.00	\$ 14,000.00		\$ 36,626.00	
Steam cleaning MAD	\$ 25,134.00	\$ 28,797.12	\$ 28,797.12	\$ 28,797.12		\$ 28,455.00			
Steam cleaning subscription		\$ 8,100.00	\$ 13,500.00	\$ 21,600.00	\$ 8,100.00				
Dumpsters	\$ 4,500.00	\$ 4,560.00	\$ 4,560.00	\$ 4,560.00	\$ 2,280.00	\$ 2,280.00			
Tree/ garden/ FB maintenance	\$ 22,800.00								
Tree repair		\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,100.00			\$ 500.00	
Tree maintenace		\$ 10,080.00	\$ 20,160.00	\$ 30,240.00	\$ 10,080.00				
Flower basket maintenance		\$ 24,300.00	\$ 24,300.00	\$ 24,300.00				\$ 24,300.00	
Lighting repair		\$ 8,896.96	\$ 7,784.00	\$ -	\$ 6,646.96			\$ 2,250.00	
Contingency	\$ 25,255.00	\$ 23,575.20	\$ 25,255.00	\$ 25,255.00	\$ 9,898.00	\$ 7,253.20		\$ 6,424.00	
Total Expense	\$ 745,313.00	\$ 760,012.08	\$ 807,368.12	\$ 820,540.12	\$ 202,245.96	\$ 90,183.00	\$ 351,441.00	\$ 105,000.00	\$ 25,000.00
Total Income	\$ 799,983.00	\$ 787,707.00	\$ 820,197.26	\$ 818,943.00	\$ (181,721.96)	\$ -	\$ 195,559.00	\$ 11,466.26	\$ -
Net Income	\$ 54,670.00	\$ 27,694.92	\$ 12,829.14	\$ (1,597.12)					
Units:									
Hillcrest Sign Utilities/Maint. months of lighted sign									
Security: Block faces patrolled									
Sidewalk Improvements: Sidewalks cleaned									
Pressure washing: Block faces cleaned									
Tree repair: new trees planted									
Tree Maintenance: months of single tree maintenance									
Flower Basket maintenance: monthly single flower basket maint.									
Lighting repair: Trees with strings replaced									
		FY 19	FY20	FY21					
Net of Security subscription		\$ 36.00	\$ 72.00	\$ 1,896.00					
Net of Steam cleaning subscription		900	4500	900					