



Hillcrest Business Association  
 Board of Directors Meeting  
 Public Meeting ~ June 11, 2013, 5pm  
 Joyce Beers Center, 1230 Cleveland Ave., San Diego CA 92103

Agenda

<b>Call to order and introductions</b>	G. Younger	2 minutes
<b>Public comment</b> (1 minute per speaker)		3 minutes
<b>Reports:</b>		
1. President's report	G. Younger	5 minutes
2. Executive Director's report	B. Nicholls	5 minutes
<b>Consent items</b> (action):	G. Younger	2 minutes
1. Approval of minutes (May 2013) <sup>1</sup>		
2. Approval of organizational financials (April 2013) <sup>2</sup>		
<b>Executive Committee items:</b>		
1. New board and officer appointments (action)	B. Nicholls	5 minutes
2. Presentation concerning Uptown Community Plan transportation element (action)	W. Chambers	10 minutes
3. Request to fly Leather Pride flag (action)	B. Nicholls	10 minutes
4. Creation of sustainability "Green" committee (action)	G. Younger	10 minutes
<b>Beautification items</b>		
1. Light string purchase and install for Park Blvd. businesses (action)	C. Moreno	10 minutes
2. Contribute to installation of electricity to Normal Street median (action)		10 minutes
<b>Marketing Committee items</b>		
1. Contract to create online member database (action)	E. Reynoso	5 minutes
<b>Special Events Committee items</b>		
1. Committee update (information)	J. Hale	5 minutes
<b>Ad Hoc Flag Committee items</b>		
1. Committee update (information)	J. Hale	5 minutes

Attachments:

1. May 2013 minutes

2. April 2013 financials



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BOARD OF DIRECTORS MEETING MINUTES

Tuesday, May 14, 2013  
Joyce Beers Community Center  
1220 Cleveland Ave., San Diego, CA 92103

**Board members in attendance:** Michael Brennan, Ron Baranov, Johnathan Hale, Pete Katz, Robert Lane, Cecelia Moreno, Alonzo Ortiz, Nicholas Papantonakis, and Dalour Younan

**Board members absent:** Sean Cute, Jillian DiCola, Eddie Reynoso, and Glenn Younger

**Others in attendance:** Anthony Bernal, Lieutenant Freeman, Captain Mills, Office David Surwilo, Jason Weiss,

**Staff in attendance:** Mary Joseph, Benjamin Nicholls, Lisa Weir

**Public comment**

- A. Bernal stated that Council President Gloria stated that the costs for permitting sidewalk café's have been reduced to \$2,000 per permit and said that Friday, May 17 is Bike to Work Day.
- D. Surwilo introduced Captain Mills and Lieutenant Freeman, both of whom discussed the presence of the SDPD in Hillcrest.
- M. Brennan stated that May is "Bike Month" and mini CiclosDias will occur.
- J. Weiss gave updates from the office of Assemblymember Toni Atkins.

**Executive Directors report**

- B. Nicholls distributed the HBA's activities for the month of April and a memorandum that outlines a proposal for considering moving towards a Mainstreet organization model. He also stated that staff has been working on the Hillcrest Pride Flag monument and that the design will be revealed this Thursday, May 16 at 5:30 p.m. at the LGBT Center.

**Action items**

- J. Hale presented the consent agenda, which included the April 2013 Board of Directors' meeting minutes and the February and March 2013 financials.
  - Motion to approve the April 2013 Board of Directors' meeting minutes and the February and March 2013 financials. R. Baranov / P. Katz. 9/0/0. The motion passed unanimously.
- B. Nicholls presented a draft of the Employee Manual. He stated that the manual was reviewed in committee in February and March and that a human resources firm and the HBA lawyer reviewed it last month, and the Board received draft last month.
  - Motion to approve the Employee Manual as presented. R. Baranov / P. Katz. 6/0/3. C. Moreno, A. Ortiz, and N. Papantonakis abstained. The motion passed.
- B. Nicholls presented the FY14 budget. He stated that it has been reviewed by committees, staff and was presented last month.



- Motion to approve the FY14 budget. P. Katz / N. Papantonakis. 9/0/0. The motion passed unanimously.
- J. Hale stated that CiclosDias will fall on the same date as Hillcrest CityFest. A discussion occurred about the significance of the date change for CiclosDias.
  - Motion to withdraw a full letter of support for CiclasDias and instead support the event in concept but not the date as scheduled. P. Katz / R. Lane. 6/1/2. The motion passed. E. Reynoso and A. Ortiz abstained. The motion passed.
- J. Hale presented the agreement with San Diego Pride for the Pride of Hillcrest Block Party.
  - Motion to approve the agreement. P. Katz / D. Younan. 9/0/0. The motion passed unanimously.
- J. Hale stated that the Special Events Committee wants to hold the Hillcrest Hoedown on Normal Street and suggested hosting the event on Saturday, October 19. The group decided to move this item to next month.
- B. Nicholls stated that the Beautification Committee wants to replace dilapidated tree grates and install new grates.
  - Motion to approve the expenditure. P. Katz / N. Papantonakis. 9/0/0. The motion passed unanimously.

#### Information items

- J. Hale updated the group on the funding and the process of lighting the Hillcrest Pride Flag.
- L. Weir updated the group on the Marketing Committee's last meeting. She stated that the group had selected a contractor they are interested in moving forward with for a member Online Directory and that Marketing is working on a 'New Member Business Welcome Packet'. She also welcomed Marketing's new Chair, E. Reynoso as the new leader of the Marketing Committee.

The meeting adjourned at 6:12 p.m.

**HBIA**  
**Balance Sheet**  
As of April 30, 2013

	<b>Apr 30, 13</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
10020 - CHASE - Checking	0.85
10025 - CA. Bank & Trust	34,445.16
10035 - Comerica - Checking	195,327.53
10040 - CHASE - Money Market	
General	80,660.50
<b>Total 10040 - CHASE - Money Market</b>	<b>80,660.50</b>
<b>Total Checking/Savings</b>	310,434.04
<b>Accounts Receivable</b>	
12000 - Accounts Receivable	27,980.41
<b>Total Accounts Receivable</b>	<b>27,980.41</b>
<b>Other Current Assets</b>	
10125 - MAD Receivable	13,198.39
10145 - Farmers Market Receivable	4,197.19
10155 - Prepaid Expense	3,201.71
10160 - Prepaid CityFest	500.00
10165 - Workers Compensation Deposit	842.00
<b>Total Other Current Assets</b>	<b>21,939.29</b>
<b>Total Current Assets</b>	360,353.74
<b>Fixed Assets</b>	
10200 - Office Furniture & Equipment	13,139.00
10220 - Accumulated Depreciation	-12,792.40
<b>Total Fixed Assets</b>	<b>346.60</b>
<b>TOTAL ASSETS</b>	<b>360,700.34</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	

**HBIA**  
**Balance Sheet**  
As of April 30, 2013

	<u>Apr 30, 13</u>
<b>Other Current Liabilities</b>	
20225 · SBEP Advance	4,952.31
20235 · City Fest Deferred Revenue	13,540.00
20240 · Deferred Revenue	7,000.00
21000 · Payroll Liabilities	
Vacation Payable	<u>3,681.33</u>
<b>Total 21000 · Payroll Liabilities</b>	<u>3,681.33</u>
<b>Total Other Current Liabilities</b>	<u>29,173.64</u>
<b>Total Current Liabilities</b>	<u>29,173.64</u>
<b>Total Liabilities</b>	29,173.64
<b>Equity</b>	
31100 · Unrestricted Net Assets	376,719.27
Net Income	<u>-45,192.57</u>
<b>Total Equity</b>	<u>331,526.70</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>360,700.34</u></u>

**HBIA**  
**Profit & Loss Budget vs. Actual**  
 July 2012 through April 2013

				<b>TOTAL</b>		
	<b>Apr 13</b>	<b>Budget</b>	<b>Variance</b>	<b>Jul '12 - Apr 13</b>	<b>Budget</b>	<b>Variance</b>
<b>Income</b>						
40010 - City Fest Income	11,153.74			154,854.94	130,000.00	24,854.94
40020 - Farmers Market	15,662.53	13,334.00	2,328.53	160,883.40	133,340.00	27,543.40
40030 - SBEP	2,489.84	2,358.00	131.84	17,596.69	16,716.00	880.69
40040 - MAD	3,213.99	6,580.00	-3,366.01	69,973.37	77,651.00	-7,677.63
40045 - MAD Reserve	0.00	2,081.00	-2,081.00	0.00	21,334.00	-21,334.00
40050 - BID	9,132.71	8,052.00	1,080.71	103,392.85	97,946.00	5,446.85
40055 - BID Carry Forward	0.00	2,333.00	-2,333.00	2,869.81	23,330.00	-20,460.19
40070 - Hillcrest Map	0.00			975.00	4,300.00	-3,325.00
40080 - Newsletter/Advertising	0.00	85.00	-85.00	0.00	850.00	-850.00
40090 - Mardi Gras	0.00	0.00	0.00	-850.00	78,900.00	-79,750.00
40110 - Taste	6,053.00	14,750.00	-8,697.00	7,053.00	19,750.00	-12,697.00
40115 - Taste 'N Tinis	0.00			19,339.67	17,000.00	2,339.67
40120 - Interest	10.58	100.00	-89.42	116.87	1,000.00	-883.13
40125 - Amazing High Heel Race	2,000.00	2,000.00	0.00	4,000.00	4,000.00	0.00
40135 - Hillcrest Hoedown	0.00			32,829.92	38,700.00	-5,870.08
40140 - Banner Space	500.00	667.00	-167.00	5,952.00	6,670.00	-718.00
40145 - Pride Flag	0.00			7,750.00		
40155 - Pride of Hillcrest	0.00			126,783.14		
40180 - Other Income	0.00	167.00	-167.00	1,507.00	1,670.00	-163.00
<b>Total Income</b>	<b>50,216.39</b>	<b>52,507.00</b>	<b>-2,290.61</b>	<b>715,027.66</b>	<b>673,157.00</b>	<b>41,870.66</b>
<b>Expense</b>						
<b>50000 - Personnel</b>						
50005 - Salaries	13,833.35	13,490.00	343.35	136,189.83	129,330.00	6,859.83
50025 - Employer Taxes - Federal	1,058.25	1,587.00	-528.75	10,670.52	15,366.00	-4,695.48
50030 - Employer Taxes - State	0.00	91.00	-91.00	1,302.00	2,491.00	-1,189.00
50035 - Health Insurance	934.93	788.00	146.93	7,623.30	7,880.00	-256.70
50040 - Workers Comp Insurance	548.85	193.00	355.85	1,598.28	1,930.00	-331.72
<b>Total 50000 - Personnel</b>	<b>16,375.38</b>	<b>16,149.00</b>	<b>226.38</b>	<b>157,383.93</b>	<b>156,997.00</b>	<b>386.93</b>
<b>50045 - Operating</b>						
50050 - Rent Office Space	723.00	726.00	-3.00	7,953.00	7,260.00	693.00
50055 - Storage	275.00	150.00	125.00	2,470.00	1,500.00	970.00
50060 - Accounting	1,841.70	1,834.00	7.70	18,390.90	18,340.00	50.90

**HBIA**  
**Profit & Loss Budget vs. Actual**  
 July 2012 through April 2013

				<b>TOTAL</b>		
	<u>Apr 13</u>	<u>Budget</u>	<u>Variance</u>	<u>Jul '12 - Apr 13</u>	<u>Budget</u>	<u>Variance</u>
50065 · Audit	0.00			6,000.00	7,500.00	-1,500.00
50070 · Equipment Purchase	0.00			2,701.08	2,700.00	1.08
50075 · Intern/Consultant	255.00	417.00	-162.00	5,215.00	4,170.00	1,045.00
50080 · Bank & Credit Card Charges	89.72	50.00	39.72	377.75	500.00	-122.25
50085 · Repair and Maintenance	508.66	100.00	408.66	1,467.76	1,000.00	467.76
50090 · Office Supplies	145.18	268.00	-122.82	2,136.26	2,680.00	-543.74
50095 · Postage and Delivery	53.58	42.00	11.58	438.30	420.00	18.30
50100 · Printing/Photocopy	164.16	340.00	-175.84	1,906.11	3,400.00	-1,493.89
50120 · Meetings	95.68	252.00	-156.32	2,507.86	2,520.00	-12.14
50125 · Legal	0.00	167.00	-167.00	1,714.20	1,670.00	44.20
50130 · Telephone & Internet	981.98	447.00	534.98	6,346.87	4,470.00	1,876.87
50135 · Parking/Mileage	200.00	200.00	0.00	2,026.00	2,000.00	26.00
50140 · Depreciation	0.00	100.00	-100.00	173.30	1,000.00	-826.70
50330 · D & O / Liability Insurance	0.00	589.00	-589.00	7,823.17	6,090.00	1,733.17
<b>Total 50045 · Operating</b>	<b>5,333.66</b>	<b>5,682.00</b>	<b>-348.34</b>	<b>69,647.56</b>	<b>67,220.00</b>	<b>2,427.56</b>
<b>51000 · Neighborhood/Promotion</b>						
51515 · CityFest	780.00			106,551.69	85,000.00	21,551.69
51525 · Promotion/Marketing	2,050.00	2,033.00	17.00	18,654.47	20,330.00	-1,675.53
51526 · Taste	4,287.13	2,850.00	1,437.13	7,755.88	4,850.00	2,905.88
51527 · Taste 'N Tinis	498.75			12,085.33	15,000.00	-2,914.67
51528 · Amazing High Heel Race	568.00	800.00	-232.00	568.00	1,000.00	-432.00
51530 · Banners	0.00	200.00	-200.00	6,299.95	3,400.00	2,899.95
51535 · Web Site Communications	0.00	67.00	-67.00	1,919.72	870.00	1,049.72
51540 · Business Mixers/Open House	0.00	116.00	-116.00	2,393.28	1,160.00	1,233.28
51545 · Newsletter	0.00	225.00	-225.00	2,312.54	2,250.00	62.54
51555 · Farmer's Market	3,233.86	1,234.00	1,999.86	25,756.06	12,340.00	13,416.06
51565 · Hillcrest Map	0.00			7,484.50	4,300.00	3,184.50
51570 · Hillcrest Hoedown.	0.00			45,232.74	36,500.00	8,732.74
51575 · Pride Flag Project	0.00			41,439.09		
51800 · Pride of Hillcrest	840.00			110,207.69		
51870 · Mardi Gras	0.00	0.00	0.00	6,888.14	48,991.00	-42,102.86
51875 · Mardi Gras Profit Share	0.00	0.00	0.00	0.00	15,000.00	-15,000.00
<b>Total 51000 · Neighborhood/Promotion</b>	<b>12,257.74</b>	<b>7,525.00</b>	<b>4,732.74</b>	<b>395,549.08</b>	<b>250,991.00</b>	<b>144,558.08</b>

**HBIA**  
**Profit & Loss Budget vs. Actual**  
 July 2012 through April 2013

				TOTAL		
	Apr 13	Budget	Variance	Jul '12 - Apr 13	Budget	Variance
<b>53000 - Physical Improvements</b>						
53125 - Hillcrest Sign Utilities/Maint.	48.59	67.00	-18.41	558.16	670.00	-111.84
53130 - Security	3,165.40	3,000.00	165.40	31,654.00	30,000.00	1,654.00
53135 - Street Cleaning	0.00	3,167.00	-3,167.00	34,004.29	40,670.00	-6,665.71
53137 - Pressure Washing	0.00	1,321.00	-1,321.00	17,693.00	22,160.00	-4,467.00
53150 - Dumpsters	154.26	301.00	-146.74	2,986.30	3,010.00	-23.70
53152 - Flower Baskets (Purchase)	0.00	0.00	0.00	12,896.00	26,000.00	-13,104.00
53155 - Tree Trimming & Maintenance	0.00	1,880.00	-1,880.00	24,731.00	19,606.00	5,125.00
53160 - Capital Projects	0.00	2,085.00	-2,085.00	0.00	20,850.00	-20,850.00
53161 - Special Projects	5,953.59	7,100.00	-1,146.41	11,310.98	71,000.00	-59,689.02
53165 - Contingency	507.93	4,314.00	-3,806.07	1,805.93	43,140.00	-41,334.07
<b>Total 53000 - Physical Improvements</b>	<u>9,829.77</u>	<u>23,235.00</u>	<u>-13,405.23</u>	<u>137,639.66</u>	<u>277,106.00</u>	<u>-139,466.34</u>
<b>Total Expense</b>	<u>43,796.55</u>	<u>52,591.00</u>	<u>-8,794.45</u>	<u>760,220.23</u>	<u>752,314.00</u>	<u>7,906.23</u>
	<u><b>6,419.84</b></u>	<u><b>-84.00</b></u>	<u><b>6,503.84</b></u>	<u><b>-45,192.57</b></u>	<u><b>-79,157.00</b></u>	<u><b>33,964.43</b></u>



**HBIA**  
**Profit & Loss by Class**  
 July 2012 through April 2013

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>	<u>TOTAL</u>
<b>Income</b>						
<b>40010 - City Fest Income</b>						
Beer & Wine	0.00	28,023.90	0.00	0.00	0.00	28,023.90
Booth	0.00	77,087.70	0.00	0.00	0.00	77,087.70
<b>Grants</b>						
Commission for Arts & Culture	0.00	11,979.00	0.00	0.00	0.00	11,979.00
SBEP City Services	0.00	12,588.84	0.00	0.00	0.00	12,588.84
TOT City & County	0.00	10,000.00	0.00	0.00	0.00	10,000.00
<b>Total Grants</b>	0.00	34,567.84	0.00	0.00	0.00	34,567.84
<b>Sponsorship</b>						
ATM	0.00	175.50	0.00	0.00	0.00	175.50
Coors	0.00	7,000.00	0.00	0.00	0.00	7,000.00
Starbucks	0.00	3,000.00	0.00	0.00	0.00	3,000.00
William Grant & Sons	0.00	5,000.00	0.00	0.00	0.00	5,000.00
<b>Total Sponsorship</b>	0.00	15,175.50	0.00	0.00	0.00	15,175.50
<b>Total 40010 - City Fest Income</b>	0.00	154,854.94	0.00	0.00	0.00	154,854.94
<b>40020 - Farmers Market</b>	160,883.40	0.00	0.00	0.00	0.00	160,883.40
<b>40030 - SBEP</b>	0.00	0.00	0.00	0.00	17,596.69	17,596.69
<b>40040 - MAD</b>	0.00	0.00	0.00	69,973.37	0.00	69,973.37
<b>40050 - BID</b>	0.00	0.00	103,392.85	0.00	0.00	103,392.85
<b>40055 - BID Carry Forward</b>	0.00	0.00	2,869.81	0.00	0.00	2,869.81
<b>40070 - Hillcrest Map</b>	975.00	0.00	0.00	0.00	0.00	975.00
<b>40090 - Mardi Gras</b>	0.00	-850.00	0.00	0.00	0.00	-850.00
<b>40110 - Taste</b>	0.00	7,053.00	0.00	0.00	0.00	7,053.00
<b>40115 - Taste 'N Tinis</b>	0.00	19,339.67	0.00	0.00	0.00	19,339.67
<b>40120 - Interest</b>	116.87	0.00	0.00	0.00	0.00	116.87
<b>40125 - Amazing High Heel Race</b>	0.00	4,000.00	0.00	0.00	0.00	4,000.00
<b>40135 - Hillcrest Hoedown</b>	0.00	32,829.92	0.00	0.00	0.00	32,829.92
<b>40140 - Banner Space</b>	5,452.00	500.00	0.00	0.00	0.00	5,952.00
<b>40145 - Pride Flag</b>	7,750.00	0.00	0.00	0.00	0.00	7,750.00
<b>40155 - Pride of Hillcrest</b>	0.00	126,783.14	0.00	0.00	0.00	126,783.14
<b>40180 - Other Income</b>	1,507.00	0.00	0.00	0.00	0.00	1,507.00
<b>Total Income</b>	<u>176,684.27</u>	<u>344,510.67</u>	<u>106,262.66</u>	<u>69,973.37</u>	<u>17,596.69</u>	<u>715,027.66</u>

**HBIA**  
**Profit & Loss by Class**  
July 2012 through April 2013

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>	<u>TOTAL</u>
<b>Expense</b>						
<b>50000 · Personnel</b>						
50005 · Salaries	60,922.90	29,433.33	29,663.26	0.00	16,170.34	136,189.83
50025 · Employer Taxes - Federal	4,844.91	2,276.84	2,295.11	0.00	1,253.66	10,670.52
50030 · Employer Taxes - State	603.97	258.70	266.64	0.00	172.69	1,302.00
50035 · Health Insurance	6,893.37	729.93	0.00	0.00	0.00	7,623.30
50040 · Workers Comp Insurance	930.29	0.00	667.99	0.00	0.00	1,598.28
<b>Total 50000 · Personnel</b>	<b>74,195.44</b>	<b>32,698.80</b>	<b>32,893.00</b>	<b>0.00</b>	<b>17,596.69</b>	<b>157,383.93</b>
<b>50045 · Operating</b>						
50050 · Rent Office Space	4,208.00	0.00	3,745.00	0.00	0.00	7,953.00
50055 · Storage	2,470.00	0.00	0.00	0.00	0.00	2,470.00
50060 · Accounting	10,684.07	1,649.74	6,057.09	0.00	0.00	18,390.90
50065 · Audit	0.00	0.00	2,625.00	3,375.00	0.00	6,000.00
50070 · Equipment Purchase	2,701.08	0.00	0.00	0.00	0.00	2,701.08
50075 · Intern/Consultant	0.00	5,215.00	0.00	0.00	0.00	5,215.00
50080 · Bank & Credit Card Charges	377.75	0.00	0.00	0.00	0.00	377.75
50085 · Repair and Maintenance	1,467.76	0.00	0.00	0.00	0.00	1,467.76
50090 · Office Supplies	1,834.98	0.00	301.28	0.00	0.00	2,136.26
50095 · Postage and Delivery	438.30	0.00	0.00	0.00	0.00	438.30
50100 · Printing/Photocopy	1,516.75	0.00	389.36	0.00	0.00	1,906.11
50120 · Meetings	2,507.86	0.00	0.00	0.00	0.00	2,507.86
50125 · Legal	1,714.20	0.00	0.00	0.00	0.00	1,714.20
50130 · Telephone & Internet	4,520.03	0.00	1,826.84	0.00	0.00	6,346.87
50135 · Parking/Mileage	2,026.00	0.00	0.00	0.00	0.00	2,026.00
50140 · Depreciation	173.30	0.00	0.00	0.00	0.00	173.30
50330 · D & O / Liability Insurance	5,906.97	0.00	1,916.20	0.00	0.00	7,823.17
<b>Total 50045 · Operating</b>	<b>42,547.05</b>	<b>6,864.74</b>	<b>16,860.77</b>	<b>3,375.00</b>	<b>0.00</b>	<b>69,647.56</b>
<b>51000 · Neighborhood/Promotion</b>						
51525 · Promotion/Marketing	5,089.82	0.00	13,564.65	0.00	0.00	18,654.47
51526 · Taste	0.00	7,755.88	0.00	0.00	0.00	7,755.88
51527 · Taste 'N Tinis	0.00	12,085.33	0.00	0.00	0.00	12,085.33
51528 · Amazing High Heel Race	0.00	568.00	0.00	0.00	0.00	568.00
51530 · Banners	6,299.95	0.00	0.00	0.00	0.00	6,299.95

**HBIA**  
**Profit & Loss by Class**  
 July 2012 through April 2013

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>	<u>TOTAL</u>
51535 · Web Site Communications	1,919.72	0.00	0.00	0.00	0.00	1,919.72
51540 · Business Mixers/Open House	886.52	0.00	1,506.76	0.00	0.00	2,393.28
51545 · Newsletter	0.00	0.00	2,312.54	0.00	0.00	2,312.54
51555 · Farmer's Market	25,756.06	0.00	0.00	0.00	0.00	25,756.06
51565 · Hillcrest Map	7,484.50	0.00	0.00	0.00	0.00	7,484.50
51570 · Hillcrest Hoedown.	0.00	45,232.74	0.00	0.00	0.00	45,232.74
51575 · Pride Flag Project	41,439.09	0.00	0.00	0.00	0.00	41,439.09
51800 · Pride of Hillcrest	0.00	110,207.69	0.00	0.00	0.00	110,207.69
51870 · Mardi Gras	0.00	6,888.14	0.00	0.00	0.00	6,888.14
<b>Total 51000 · Neighborhood/Promotion</b>	<b>88,875.66</b>	<b>182,737.78</b>	<b>17,383.95</b>	<b>0.00</b>	<b>0.00</b>	<b>288,997.39</b>
<b>51520 · City Fest</b>						
Advertising	0.00	6,206.02	0.00	0.00	0.00	6,206.02
Ambulance	0.00	800.00	0.00	0.00	0.00	800.00
BID Crew & Equipment	0.00	3,055.18	0.00	0.00	0.00	3,055.18
City Fees (SDPD/Fire)	0.00	16,027.10	0.00	0.00	0.00	16,027.10
Cleaning Fees	0.00	658.57	0.00	0.00	0.00	658.57
Concessions	0.00	6,156.09	0.00	0.00	0.00	6,156.09
Entertainment	0.00	10,049.00	0.00	0.00	0.00	10,049.00
Equipment Rental	0.00	506.43	0.00	0.00	0.00	506.43
Event Management	0.00	10,545.00	0.00	0.00	0.00	10,545.00
Ice Trailer	0.00	654.50	0.00	0.00	0.00	654.50
Permits	0.00	150.00	0.00	0.00	0.00	150.00
Power	0.00	8,035.96	0.00	0.00	0.00	8,035.96
Promotions	0.00	5,690.02	0.00	0.00	0.00	5,690.02
Radios	0.00	285.00	0.00	0.00	0.00	285.00
Rentals	0.00	150.00	0.00	0.00	0.00	150.00
Safety Equipment	0.00	3,591.30	0.00	0.00	0.00	3,591.30
Security	0.00	6,170.17	0.00	0.00	0.00	6,170.17
Shuttle Services	0.00	1,733.22	0.00	0.00	0.00	1,733.22
Sound & Lights	0.00	10,900.00	0.00	0.00	0.00	10,900.00
Staging	0.00	10,868.43	0.00	0.00	0.00	10,868.43
Supplies/Printing	0.00	806.98	0.00	0.00	0.00	806.98
Toilets/Sinks	0.00	3,512.72	0.00	0.00	0.00	3,512.72
<b>Total 51520 · City Fest</b>	<b>0.00</b>	<b>106,551.69</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>106,551.69</b>

**HBIA**  
**Profit & Loss by Class**  
 July 2012 through April 2013

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>	<u>TOTAL</u>
<b>53000 - Physical Improvements</b>						
53125 - Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	558.16	0.00	558.16
53130 - Security	0.00	0.00	0.00	31,654.00	0.00	31,654.00
53135 - Street Cleaning	6,084.04	0.00	16,604.45	11,315.80	0.00	34,004.29
53137 - Pressure Washing	1,151.36	0.00	8,290.83	8,250.81	0.00	17,693.00
53150 - Dumpsters	324.00	0.00	1,466.10	1,196.20	0.00	2,986.30
53152 - Flower Baskets (Purchase)	10,748.00	0.00	2,148.00	0.00	0.00	12,896.00
53155 - Tree Trimming & Maintenance	492.04	0.00	10,615.56	13,623.40	0.00	24,731.00
53161 - Special Projects	11,310.98	0.00	0.00	0.00	0.00	11,310.98
53165 - Contingency	1,805.93	0.00	0.00	0.00	0.00	1,805.93
<b>Total 53000 - Physical Improvements</b>	<u>31,916.35</u>	<u>0.00</u>	<u>39,124.94</u>	<u>66,598.37</u>	<u>0.00</u>	<u>137,639.66</u>
<b>Total Expense</b>	<u>237,534.50</u>	<u>328,853.01</u>	<u>106,262.66</u>	<u>69,973.37</u>	<u>17,596.69</u>	<u>760,220.23</u>
	<u><b>-60,850.23</b></u>	<u><b>15,657.66</b></u>	<u><b>0.00</b></u>	<u><b>0.00</b></u>	<u><b>0.00</b></u>	<u><b>-45,192.57</b></u>