

Post date:	
Initial:	




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Hillcrest Business Association  
**Board of Directors Meeting**  
 Public Meeting ~ June 13, 2017, 4pm  
 Joyce Beers Community Center  
 1230 Cleveland Ave., San Diego CA 92103

Agenda

- |  |             |            |
|--|-------------|------------|
| 1. Call to order and introductions   | T. Daiber   | 2 minutes  |
| 2. Public comment (2 minutes per speaker) (information)  |             | 8 minutes  |
| 3. President's report (information)  | T. Daiber   | 5 minutes  |
| 4. Executive Director's report (information)   | B. Nicholls | 5 minutes  |
| 5. Consent agenda (action)   | M. Roland   |            |
| a. Approval of minutes (May 2017) <sup>1</sup>   |             |            |
| b. Approval of financials (April 2017) <sup>2</sup>  |             |            |
| 6. Endorsement of Linda Saltzman, Manager, Bread and Cie for UCPD board representing Hillcrest businesses (action) | M. Roland   | 10 minutes |
| 7. Update concerning SDOG v. City of San Diego Et al. (information)  | B. Nicholls | 10 minutes |
| 8. Approval of HBA FY18 Annual Budget <sup>3</sup>   | B. Nicholls | 10 minutes |
| 9. Adjourn   |             |            |

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Attachments:

1. Board minutes May, 2017
2. Board financial documents April, 2017

3. FY2018 Budget

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

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2017 Ad hoc committees:

- EMAD ad-hoc committee (M. Roland)
  - Normal Street Greenway (M. Brennan)
  - Security (P. Katz)
  - 1000 University Ave. Block (J. Jackson)
  - Washington Street Action Team (Younan)
  - Budget (M. Roland)
  - Beautification (C. Moreno)
  - Website (open)
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Attachments:

1. Board minutes May, 2017
2. Board financial documents April, 2017

3. FY2018 Budget



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May 9, 2017

## Minutes

### Board in attendance:

Tami Daiber, Larry Malone, Dalour Younan, Cecilia Moreno, Jeff Jackson, Ryan Bedrosian, Paul Smith, Jessica Baro, Bryan Lovering, Michael Brennan

### Staff in attendance:

Benjamin Nicholls and Marisa Romero

### Public in attendance

Russ Havens of Biz X, Brittney Bailey

- The meeting was called to order by T. Daiber.
- R. Havens introduced himself and company services to the Board.
- J. Baro requested to start a sub-committee for the west end businesses and focus on neighborhood promotions to drive traffic into their end of town.
- C. Moreno suggested that the HBA revitalize the Beautification Committee and review current landscaping projects with the Hillcrest contractors.
- B Bailey gave reports collected by Chris Wards office including homeless rates, Mayors 2018 budget, and information on the Economic Convention on May 9, 2017 to discuss budget cuts
- T. Daiber gave Presidents report on the HBA security program. She stated that MAD services east of the 163 highway will have to cease due to overspending of budgets. The HBA can only service areas paying into those improvement fees.
- B. Lovering requested the final report on the City reimbursement for FY 16.
- B. Nicholls stated that HBA must control spending more effectively until funding for EMAD is put in place.
- B. Nicholls gave Executive Directors Report regarding the new hire of UCPD Executive Direct. Gerrie Tressle has been a former ED for the Mission Hills and Ocean Beach BID. Gerrie will start on June 1<sup>st</sup>.
- B. Nicholls announced that Pride Block Party and Cityfest planning has begun.
- B.Nicholls reported that the Fabulous Hillcrest will be redesigned by HBA Marketing Director and the marketing committee, lead by Brian Casey of Mankind, will help advise the marketing plan and redesign. .



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- B. Nicholls reported that the over the past month the HBA has worked with media affiliates to show the positive progress on Hillcrest Farmers Market, ADA lawsuits and homeless issues. Utive Repor
  - Consent agenda items were voted in favor of approval of April minutes and March financials. B. Lovering motioned. R. Bedrosian second the vote. 10/0/0
  - B. Nicholls gave reported that the Flag Committee met and made some changes to the flag policy. Policy changes include vendor must provide a \$150 cashier check deposit, the lowering of the flag can be proclaimed by President of USA, LGBT Community Center or Board President of the HBA. R.. Bedrosian motioned. J. Baro second the motion.
  - B. Nicholls gave a report on the HBA FY18 budget. Changes to the budget include removing HBA services from areas not paying MAD fees. If EMAD passes the businesses can again receive services.
  - B. Nicholls showed graph reports on security program vs. budget spending.
  - Board of Directors table the vote until the budget committee can review project.
  - B. Nicholls gave an update on the Pride Block Party and partnership with SD Pride. Planning is being executed and the Stone Wall Rally will return to the Pride Flag.
  - B. Nicholls gave a report on the EMAD timeline planning. We have met with the City of San Diego concerning moving forward with the assessment engineer's report. HBA expect that to be complete in six weeks (by week of June 13). 3 steps: Assessment engineer report, petition (30% weighted vote), docketed at City Hall (50% weighted). HBA will begin the petition process at that point and we expect that to tak six weeks (Complete by late July) Finally, HBA is expecting to go to city hall in August and begin balloting after that.

Meeting adjourned.

**Hillcrest Business Improvement Association, Inc.**

**A/R Aging Summary**

	As of April 30, 2017					TOTAL
	Current	1 - 30	31 - 60	61 - 90	> 90	
<b>Busalacchi's A Modo Mio</b>	0.00	0.00	0.00	0.00	1,000.00	1,000.00
<b>Campari America</b>	0.00	0.00	0.00	0.00	3,500.00	3,500.00
<b>Cody's Home+Gift</b>	0.00	0.00	0.00	0.00	200.00	200.00
<b>Comerica Bank</b>	0.00	0.00	0.00	0.00	1,500.00	1,500.00
<b>Heineken USA</b>	0.00	0.00	0.00	0.00	3,000.00	3,000.00
<b>Jagermeister</b>	0.00	0.00	0.00	1,000.00	0.00	1,000.00
<b>Phildaelphia Insurance</b>	0.00	7,864.65	0.00	0.00	425.00	8,289.65
<b>Richs Nightclub</b>	0.00	0.00	0.00	0.00	600.00	600.00
<b>San Diego Pride</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Scripps Health</b>	0.00	0.00	0.00	0.00	3,000.00	3,000.00
<b>UCSD</b>	0.00	0.00	0.00	0.00	2,000.00	2,000.00
<b>Wonderful and Wild</b>	0.00	0.00	0.00	0.00	200.00	200.00
<b>TOTAL</b>	<b>0.00</b>	<b>7,864.65</b>	<b>0.00</b>	<b>1,000.00</b>	<b>15,425.00</b>	<b>24,289.65</b>

**Hillcrest Business Improvement Association, Inc.**

**Balance Sheet**

As of April 30, 2017

Apr 30, 17

**ASSETS**

**Current Assets**

**Checking/Savings**

10035 · Comerica - Checking 63,855.79

10045 · PayPal 656.20

**Total Checking/Savings** 64,511.99

**Accounts Receivable**

12000 · Accounts Receivable 24,289.65

**Total Accounts Receivable** 24,289.65

**Other Current Assets**

10110 · Block Party Prepaid/Rcvbl. 9,294.80

10125 · MAD Receivable 26,598.13

10145 · Farmers Market Receivable 7,745.13

10150 · TOT City & County Receivable 5,000.00

10155 · Prepaid Expense 6,963.16

10175 · Commission for Arts Grant Rcvbl 22,833.00

10190 · Tech. Assistance/Acctg. Rcvbl. 2,168.00

**Total Other Current Assets** 80,602.22

**Total Current Assets** 169,403.86

**Fixed Assets**

10200 · Office Furniture & Equipment 21,364.81

10220 · Accumulated Depreciation -16,258.40

**Total Fixed Assets** 5,106.41

**TOTAL ASSETS** 174,510.27

**LIABILITIES & EQUITY**

**Liabilities**

**Current Liabilities**

**Other Current Liabilities**

20225 · SBEP Advance 3,215.85

20230 · Sales Tax Payable 48.00

20235 · City Fest Deferred Revenue 6,418.00

20255 · Pride Block Party Deferred 230.00

21000 · Payroll Liabilities

Vacation Payable 5,036.62

**Hillcrest Business Improvement Association, Inc.**

**Balance Sheet**

**As of April 30, 2017**

	<u>Apr 30, 17</u>
Total 21000 · Payroll Liabilities	5,036.62
Total Other Current Liabilities	14,948.47
Total Current Liabilities	14,948.47
Total Liabilities	14,948.47
Equity	
31100 · Unrestricted Net Assets	167,008.33
Net Income	-7,446.53
Total Equity	159,561.80
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>174,510.27</u></b>

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2016 through April 2017

	TOTAL					
	Apr 17	Budget	Variance	Jul '16 - Apr 17	Budget	Variance
<b>Income</b>						
40015 · CityFest	0.00	0.00	0.00	147,666.25	160,000.00	-12,333.75
40020 · Farmers Market	17,912.00	17,500.00	412.00	172,181.22	175,000.00	-2,818.78
40030 · SBEP	3,462.35	2,153.00	1,309.35	18,996.15	17,694.00	1,302.15
40040 · MAD	6,785.68	9,075.00	-2,289.32	77,354.57	75,284.00	2,070.57
40050 · BID	7,816.59	8,402.00	-585.41	82,379.76	87,760.00	-5,380.24
40075 · Beer Crawl	0.00	0.00	0.00	0.00	5,000.00	-5,000.00
40080 · Newsletter/Advertising	0.00	0.00	0.00	0.00	1,000.00	-1,000.00
40085 · Technical Assistance/Acctg.	1,168.00	300.00	868.00	3,868.00	2,400.00	1,468.00
40090 · Mardi Gras	150.55	0.00	150.55	32,122.36	50,000.00	-17,877.64
40100 · Nightmare on Normal Street	0.00	0.00	0.00	49,741.97	50,000.00	-258.03
40110 · Taste	24,634.30	15,375.00	9,259.30	33,342.30	41,000.00	-7,657.70
40115 · Taste 'N Tinis	0.00	0.00	0.00	18,208.05	18,000.00	208.05
40140 · Banner Space	0.00	208.00	-208.00	12,500.00	2,080.00	10,420.00
40145 · Pride Flag	0.00			1,261.40		
40155 · Pride of Hillcrest/Block Party	0.00	0.00	0.00	88,639.65	110,000.00	-21,360.35
40160 · Hillcrest Map.	0.00	250.00	-250.00	0.00	2,500.00	-2,500.00
40180 · Other Income	7,864.65	133.00	7,731.65	19,845.65	1,330.00	18,515.65
<b>Total Income</b>	<b>69,794.12</b>	<b>53,396.00</b>	<b>16,398.12</b>	<b>758,107.33</b>	<b>799,048.00</b>	<b>-40,940.67</b>
<b>Expense</b>						
<b>50000 · Personnel</b>						
50005 · Salaries	14,421.30	14,523.00	-101.70	149,479.79	141,230.00	8,249.79
50025 · Employer Taxes - Federal	1,103.24	1,786.00	-682.76	12,107.21	17,554.00	-5,446.79
50030 · Employer Taxes - State	0.00	0.00	0.00	1,725.08	4,399.00	-2,673.92
50035 · Health Insurance	311.34	841.00	-529.66	12,396.80	8,410.00	3,986.80
50040 · Workers Comp Insurance	0.00	144.00	-144.00	3,128.80	1,440.00	1,688.80
<b>Total 50000 · Personnel</b>	<b>15,835.88</b>	<b>17,294.00</b>	<b>-1,458.12</b>	<b>178,837.68</b>	<b>173,033.00</b>	<b>5,804.68</b>
<b>50045 · Operating</b>						
50050 · Rent Office Space	1,000.80	803.00	197.80	9,892.80	8,030.00	1,862.80
50060 · Accounting	1,843.50	1,891.00	-47.50	18,429.75	18,310.00	119.75
50065 · Audit	0.00	0.00	0.00	6,750.00	12,000.00	-5,250.00
50070 · Equipment Purchase	0.00	175.00	-175.00	4,750.82	1,750.00	3,000.82
50075 · Intern/Consultant	0.00	832.00	-832.00	0.00	8,320.00	-8,320.00



**Hillcrest Business Improvement Association, Inc.**

**Profit & Loss Budget vs. Actual**

July 2016 through April 2017

	TOTAL					
	Apr 17	Budget	Variance	Jul '16 - Apr 17	Budget	Variance
50080 · Bank & Credit Card Charges	51.53	50.00	1.53	693.58	500.00	193.58
50085 · Repair/Maintenance/Cleaning	540.00	233.00	307.00	3,335.16	2,330.00	1,005.16
50090 · Office Supplies	0.00	266.00	-266.00	3,663.32	2,660.00	1,003.32
50095 · Postage and Delivery	49.00	29.00	20.00	362.26	290.00	72.26
50100 · Printing/Photocopy	490.28	107.00	383.28	701.45	1,070.00	-368.55
50110 · Dues/Subscriptions	0.00	50.00	-50.00	630.00	900.00	-270.00
50115 · Staff Development	0.00	100.00	-100.00	216.20	1,000.00	-783.80
50120 · Meetings	72.93	291.00	-218.07	4,095.99	2,910.00	1,185.99
50125 · Legal	8,580.73	625.00	7,955.73	22,405.02	6,250.00	16,155.02
50130 · Telephone & Internet	988.02	625.00	363.02	9,895.21	6,250.00	3,645.21
50135 · Parking/Mileage	200.00	199.00	1.00	2,220.50	1,990.00	230.50
50330 · D & O / Liability Insurance	0.00	791.00	-791.00	7,096.60	7,910.00	-813.40
<b>Total 50045 · Operating</b>	<b>13,816.79</b>	<b>7,067.00</b>	<b>6,749.79</b>	<b>95,138.66</b>	<b>82,470.00</b>	<b>12,668.66</b>
<b>51000 · Neighborhood/Outreach Promotion</b>						
51515 · CityFest	0.00	0.00	0.00	96,705.68	100,000.00	-3,294.32
51525 · Promotion/Marketing/Campaigns	70.02	2,083.00	-2,012.98	11,955.48	20,830.00	-8,874.52
51526 · Taste	5,833.71	5,000.00	833.71	5,833.71	12,000.00	-6,166.29
51527 · Taste 'N Tinis	0.00	0.00	0.00	9,474.05	12,000.00	-2,525.95
51530 · Banners	745.10	375.00	370.10	3,225.10	3,750.00	-524.90
51535 · Web Site Communications	44.00	126.00	-82.00	928.38	1,260.00	-331.62
51540 · Business Mixers/Open House	672.00	280.00	392.00	2,004.25	2,220.00	-215.75
51545 · Newsletter	0.00	425.00	-425.00	2,443.86	3,000.00	-556.14
51555 · Farmer's Market	0.00	0.00	0.00	1,045.00	0.00	1,045.00
51556 · Farmer's Market Trolley	0.00	1,292.00	-1,292.00	6,402.50	12,920.00	-6,517.50
51565 · Hillcrest Map	0.00	416.00	-416.00	0.00	4,160.00	-4,160.00
51575 · Pride Flag Project	46.00			4,723.56		
51800 · Pride of Hillcrest/Block Party	0.00	0.00	0.00	84,444.90	75,000.00	9,444.90
51870 · Mardi Gras	135.00	0.00	135.00	42,950.65	35,000.00	7,950.65
51880 · Nightmare on Normal	0.00	0.00	0.00	42,263.67	35,000.00	7,263.67
<b>Total 51000 · Neighborhood/Outreach Promotion</b>	<b>7,545.83</b>	<b>9,997.00</b>	<b>-2,451.17</b>	<b>314,400.79</b>	<b>317,140.00</b>	<b>-2,739.21</b>
<b>53000 · Physical Improvements</b>						
53125 · Hillcrest Sign Utilities/Maint.	50.30	66.00	-15.70	536.92	660.00	-123.08
53130 · Security	3,765.00	6,140.00	-2,375.00	62,309.95	61,400.00	909.95

Hillcrest Business Improvement Association, Inc.

**Profit & Loss Budget vs. Actual**

July 2016 through April 2017

	TOTAL					
	Apr 17	Budget	Variance	Jul '16 - Apr 17	Budget	Variance
53135 · Street Cleaning	3,908.00	3,666.00	242.00	39,080.00	36,660.00	2,420.00
53137 · Pressure Washing	2,594.50	2,000.00	594.50	22,875.00	20,000.00	2,875.00
53150 · Dumpsters	285.37	375.00	-89.63	3,019.50	3,750.00	-730.50
53155 · Tree & Flower Maintenance	2,182.00	1,834.00	348.00	23,268.00	18,340.00	4,928.00
53156 · Tree Trimming Large Trees	0.00	750.00	-750.00	3,500.00	5,000.00	-1,500.00
53159 · EMAD Expansion	1,180.74	0.00	1,180.74	17,430.74	16,500.00	930.74
53161 · Special Projects	400.00	364.00	36.00	4,833.01	4,098.00	735.01
53165 · Contingency	0.00	2,885.00	-2,885.00	323.61	19,655.00	-19,331.39
<b>Total 53000 · Physical Improvements</b>	<b>14,365.91</b>	<b>18,080.00</b>	<b>-3,714.09</b>	<b>177,176.73</b>	<b>186,063.00</b>	<b>-8,886.27</b>
<b>Total Expense</b>	<b>51,564.41</b>	<b>52,438.00</b>	<b>-873.59</b>	<b>765,553.86</b>	<b>758,706.00</b>	<b>6,847.86</b>
	<b>18,229.71</b>	<b>958.00</b>	<b>17,271.71</b>	<b>-7,446.53</b>	<b>40,342.00</b>	<b>-47,788.53</b>

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2016 through April 2017

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
<b>Income</b>						
40015 · CityFest	0.00	147,666.25	0.00	0.00	0.00	147,666.25
40020 · Farmers Market	172,181.22	0.00	0.00	0.00	0.00	172,181.22
40030 · SBEP	0.00	0.00	0.00	0.00	18,996.15	18,996.15
40040 · MAD	0.00	0.00	0.00	77,354.57	0.00	77,354.57
40050 · BID	0.00	0.00	82,379.76	0.00	0.00	82,379.76
40085 · Technical Assistance/Acctg.	0.00	0.00	0.00	0.00	3,868.00	3,868.00
40090 · Mardi Gras	0.00	32,122.36	0.00	0.00	0.00	32,122.36
40100 · Nightmare on Normal Street	0.00	49,741.97	0.00	0.00	0.00	49,741.97
40110 · Taste	0.00	33,342.30	0.00	0.00	0.00	33,342.30
40115 · Taste 'N Tinis	0.00	18,208.05	0.00	0.00	0.00	18,208.05
40140 · Banner Space	500.00	12,000.00	0.00	0.00	0.00	12,500.00
40145 · Pride Flag	1,261.40	0.00	0.00	0.00	0.00	1,261.40
40155 · Pride of Hillcrest/Block Party	0.00	88,639.65	0.00	0.00	0.00	88,639.65
40180 · Other Income	19,845.65	0.00	0.00	0.00	0.00	19,845.65
<b>Total Income</b>	<b>193,788.27</b>	<b>381,720.58</b>	<b>82,379.76</b>	<b>77,354.57</b>	<b>22,864.15</b>	<b>758,107.33</b>
<b>Expense</b>						
<b>50000 · Personnel</b>						
50005 · Salaries	78,777.65	40,054.11	13,365.00	0.00	17,283.03	149,479.79
50025 · Employer Taxes - Federal	6,596.94	3,090.78	1,062.86	0.00	1,356.63	12,107.21
50030 · Employer Taxes - State	675.49	275.48	417.62	0.00	356.49	1,725.08
50035 · Health Insurance	12,396.80	0.00	0.00	0.00	0.00	12,396.80
50040 · Workers Comp Insurance	3,128.80	0.00	0.00	0.00	0.00	3,128.80
<b>Total 50000 · Personnel</b>	<b>101,575.68</b>	<b>43,420.37</b>	<b>14,845.48</b>	<b>0.00</b>	<b>18,996.15</b>	<b>178,837.68</b>
<b>50045 · Operating</b>						
50050 · Rent Office Space	9,892.80	0.00	0.00	0.00	0.00	9,892.80
50060 · Accounting	8,211.75	6,350.00	0.00	0.00	3,868.00	18,429.75
50065 · Audit	6,750.00	0.00	0.00	0.00	0.00	6,750.00
50070 · Equipment Purchase	4,750.82	0.00	0.00	0.00	0.00	4,750.82
50080 · Bank & Credit Card Charges	693.58	0.00	0.00	0.00	0.00	693.58
50085 · Repair/Maintenance/Cleaning	3,335.16	0.00	0.00	0.00	0.00	3,335.16
50090 · Office Supplies	3,663.32	0.00	0.00	0.00	0.00	3,663.32
50095 · Postage and Delivery	362.26	0.00	0.00	0.00	0.00	362.26
50100 · Printing/Photocopy	701.45	0.00	0.00	0.00	0.00	701.45
50110 · Dues/Subscriptions	630.00	0.00	0.00	0.00	0.00	630.00
50115 · Staff Development	216.20	0.00	0.00	0.00	0.00	216.20
50120 · Meetings	4,095.99	0.00	0.00	0.00	0.00	4,095.99
50125 · Legal	22,405.02	0.00	0.00	0.00	0.00	22,405.02

Hillcrest Business Improvement Association, Inc.

**Profit & Loss by Class**

July 2016 through April 2017

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
50130 · Telephone & Internet	9,895.21	0.00	0.00	0.00	0.00	9,895.21
50135 · Parking/Mileage	2,220.50	0.00	0.00	0.00	0.00	2,220.50
50330 · D & O / Liability Insurance	5,764.15	1,332.45	0.00	0.00	0.00	7,096.60
<b>Total 50045 · Operating</b>	<b>83,588.21</b>	<b>7,682.45</b>	<b>0.00</b>	<b>0.00</b>	<b>3,868.00</b>	<b>95,138.66</b>
<b>51000 · Neighborhood/Outreach Promotion</b>						
51515 · CityFest	0.00	96,705.68	0.00	0.00	0.00	96,705.68
51525 · Promotion/Marketing/Campaigns	8,821.06	425.59	2,708.83	0.00	0.00	11,955.48
51526 · Taste	509.93	5,323.78	0.00	0.00	0.00	5,833.71
51527 · Taste 'N Tinis	0.00	9,474.05	0.00	0.00	0.00	9,474.05
51530 · Banners	1,060.00	0.00	2,165.10	0.00	0.00	3,225.10
51535 · Web Site Communications	928.38	0.00	0.00	0.00	0.00	928.38
51540 · Business Mixers/Open House	0.00	668.96	1,335.29	0.00	0.00	2,004.25
51545 · Newsletter	844.96	0.00	1,598.90	0.00	0.00	2,443.86
51555 · Farmer's Market	1,045.00	0.00	0.00	0.00	0.00	1,045.00
51556 · Farmer's Market Trolley	0.00	6,402.50	0.00	0.00	0.00	6,402.50
51575 · Pride Flag Project	4,723.56	0.00	0.00	0.00	0.00	4,723.56
51800 · Pride of Hillcrest/Block Party	0.00	84,444.90	0.00	0.00	0.00	84,444.90
51870 · Mardi Gras	0.00	42,950.65	0.00	0.00	0.00	42,950.65
51880 · Nightmare on Normal	0.00	42,263.67	0.00	0.00	0.00	42,263.67
<b>Total 51000 · Neighborhood/Outreach Promotion</b>	<b>17,932.89</b>	<b>288,659.78</b>	<b>7,808.12</b>	<b>0.00</b>	<b>0.00</b>	<b>314,400.79</b>
<b>53000 · Physical Improvements</b>						
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	536.92	0.00	536.92
53130 · Security	11,276.92	0.00	0.00	51,033.03	0.00	62,309.95
53135 · Street Cleaning	6,149.13	0.00	27,726.39	5,204.48	0.00	39,080.00
53137 · Pressure Washing	430.00	0.00	13,025.72	9,419.28	0.00	22,875.00
53150 · Dumpsters	0.00	0.00	1,604.00	1,415.50	0.00	3,019.50
53155 · Tree & Flower Maintenance	2,034.97	0.00	13,862.67	7,370.36	0.00	23,268.00
53156 · Tree Trimming Large Trees	0.00	0.00	1,125.00	2,375.00	0.00	3,500.00
53159 · EMAD Expansion	17,430.74	0.00	0.00	0.00	0.00	17,430.74
53161 · Special Projects	2,450.63	0.00	2,382.38	0.00	0.00	4,833.01
53165 · Contingency	323.61	0.00	0.00	0.00	0.00	323.61
<b>Total 53000 · Physical Improvements</b>	<b>40,096.00</b>	<b>0.00</b>	<b>59,726.16</b>	<b>77,354.57</b>	<b>0.00</b>	<b>177,176.73</b>
<b>Total Expense</b>	<b>243,192.78</b>	<b>339,762.60</b>	<b>82,379.76</b>	<b>77,354.57</b>	<b>22,864.15</b>	<b>765,553.86</b>
	<b>-49,404.51</b>	<b>41,957.98</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>-7,446.53</b>

	FY17	FY18	110 GENERAL	510 MAD	210 Special Events	BID Detail	Other Govt. Grants
<b>Income</b>							
City Fest	\$ 160,000.00	\$ 147,000.00			\$ 147,000.00		
Farmers Market	\$ 210,000.00	\$ 203,000.00			\$ 203,000.00		
SBEP	\$ 25,000.00	\$ 25,000.00					\$ 25,000.00
MAD	\$ 90,183.00	\$ 90,183.00		\$ 90,183.00			
BID	\$ 105,000.00	\$ 105,000.00				\$ 105,000.00	
Taste	\$ 41,000.00	\$ 36,000.00			\$ 36,000.00		
Taste 'n Tinis	\$ 18,000.00	\$ 16,000.00			\$ 16,000.00		
Nightmare on Normal	\$ 50,000.00	\$ 50,000.00			\$ 50,000.00		
Pride of Hillcrest Blockparty	\$ 110,000.00	\$ 89,000.00			\$ 89,000.00		
Fat Tuesday	\$ 50,000.00	\$ 31,000.00			\$ 31,000.00		
Beer Crawl	\$ 5,000.00	\$ 1,700.00			\$ 1,700.00		
Banner space rental	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00				
Hillcrest Map	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00				
Other Income (Prow/other)	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00				
<b>Total Income</b>	<b>\$ 871,283.00</b>	<b>\$ 800,983.00</b>	<b>\$ 7,100.00</b>	<b>\$ 90,183.00</b>	<b>\$ 573,700.00</b>	<b>\$ 105,000.00</b>	<b>\$ 25,000.00</b>
<b>Expense</b>							
<b>50000 - Personnel</b>	<b>\$ 207,635.00</b>	<b>\$ 207,635.00</b>	<b>\$ 85,635.00</b>	<b>\$ 12,000.00</b>	<b>\$ 70,900.00</b>	<b>\$ 17,100.00</b>	<b>\$ 22,000.00</b>
50005 - Salaries/ Payroll	\$ 180,000.00	\$ 180,000.00	\$ 58,000.00	\$ 12,000.00	\$ 70,900.00	\$ 17,100.00	\$ 22,000.00
50025 - Employer Taxes - Federal	\$ 13,500.00	\$ 13,500.00	\$ 13,500.00				
50030 - Employer Taxes - State	\$ 2,485.00	\$ 2,485.00	\$ 2,485.00				
50035 - Health Insurance	\$ 10,100.00	\$ 10,100.00	\$ 10,100.00				
50040 - Workers Comp Insurance	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00				
<b>50045 - Operating</b>	<b>\$ 96,989.00</b>	<b>\$ 87,489.00</b>	<b>\$ 58,048.00</b>	<b>\$ -</b>	<b>\$ 26,441.00</b>	<b>\$ -</b>	<b>\$ 3,000.00</b>
50050 - Rent Office Space	\$ 9,639.00	\$ 9,639.00	\$ 9,639.00				
50060 - Accounting	\$ 22,100.00	\$ 22,100.00	\$ 11,100.00		\$ 8,000.00		\$ 3,000.00
50065 - Audit/ Tax	\$ 12,000.00	\$ 7,500.00	\$ 7,500.00				
50070 - Equipment Purchase	\$ 2,100.00	\$ 2,100.00	\$ 2,100.00				
50075 - Consultants/Interns	\$ 10,000.00	\$ 5,000.00			\$ 5,000.00		
50080 - Bank & Credit Card Charge	\$ 600.00	\$ 600.00	\$ 600.00				
50085 - Repair / Maintenance / Clea	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00				
50090 - Office Supplies	\$ 3,200.00	\$ 3,200.00	\$ 1,400.00		\$ 1,800.00		
50095 - Postage and Delivery	\$ 350.00	\$ 350.00	\$ 350.00				
50100 - Printing/Photocopy	\$ 1,300.00	\$ 1,300.00	\$ 500.00		\$ 800.00		
50105 - Permits							
50110 - Dues/Subscriptions	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00				
50115 - Staff Development	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00				
50120 - Meetings	\$ 3,500.00	\$ 3,500.00	\$ 2,900.00		\$ 600.00		
50125 - Legal	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00				
50130 - Telephone & Internet	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00				
50135 - Parking/Mileage	\$ 2,400.00	\$ 2,400.00	\$ 1,659.00		\$ 741.00		
50140 - Depreciation	\$ 300.00	\$ 300.00	\$ 300.00				
50220 - Insurance	\$ 9,500.00	\$ 9,500.00			\$ 9,500.00		
<b>51000 - Outreach/Promotion</b>	<b>\$ 326,000.00</b>	<b>\$ 269,700.00</b>	<b>\$ 11,300.00</b>	<b>\$ -</b>	<b>\$ 238,800.00</b>	<b>\$ 19,600.00</b>	<b>\$ -</b>
Promotion/Marketing/Campaigns	\$ 25,000.00	\$ 15,500.00				\$ 15,500.00	
Banners	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00				
Web communications	\$ 1,500.00	\$ 1,500.00	\$ 500.00			\$ 1,000.00	
Hillcrest Map	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00				
Pride of Hillcrest Block Party	\$ 75,000.00	\$ 65,000.00			\$ 65,000.00		
Farmers Market Trolley	\$ 15,500.00	\$ -					
Taste 'n Tinis	\$ 12,000.00	\$ 10,000.00			\$ 10,000.00		
CityFest	\$ 100,000.00	\$ 96,000.00			\$ 96,000.00		
Taste	\$ 12,000.00	\$ 4,700.00			\$ 4,700.00		
Nightmare on Normal Street	\$ 35,000.00	\$ 35,000.00			\$ 35,000.00		
Fat Tuesday	\$ 35,000.00	\$ 27,000.00			\$ 27,000.00		
Business Open House	\$ 2,500.00	\$ 2,500.00			\$ 1,100.00	\$ 1,400.00	
Newsletter	\$ 3,000.00	\$ 3,000.00	\$ 1,300.00			\$ 1,700.00	
<b>53000 - Physical Improvements</b>	<b>\$ 204,061.00</b>	<b>\$ 176,381.00</b>	<b>\$ 29,898.00</b>	<b>\$ 78,183.00</b>	<b>\$ -</b>	<b>\$ 68,300.00</b>	<b>\$ -</b>
Hillcrest Sign Utilities/Maint.	\$ 800.00	\$ 800.00		\$ 800.00			
Security	\$ 73,680.00	\$ 58,000.00	\$ 20,000.00	\$ 38,000.00			
Street Cleaning	\$ 44,000.00	\$ 44,000.00		\$ 14,000.00		\$ 30,000.00	
Pressure washing	\$ 24,000.00	\$ 11,200.00		\$ 11,200.00			
Dumpsters	\$ 4,500.00	\$ 4,500.00		\$ 2,500.00		\$ 2,000.00	
Gardening	\$ 22,000.00	\$ 22,800.00				\$ 22,800.00	
Tree Trimming (large)	\$ 5,000.00	\$ 5,000.00		\$ 2,750.00		\$ 2,250.00	
Special Projects (incl. lighting)	\$ 4,826.00	\$ 4,826.00				\$ 4,826.00	
Contingency	\$ 25,255.00	\$ 25,255.00	\$ 9,898.00	\$ 8,933.00		\$ 6,424.00	
<b>Total Expense</b>	<b>\$ 834,685.00</b>	<b>\$ 741,205.00</b>	<b>\$ 184,881.00</b>	<b>\$ 90,183.00</b>	<b>\$ 336,141.00</b>	<b>\$ 105,000.00</b>	<b>\$ 25,000.00</b>
<b>Total Income</b>	<b>\$ 871,283.00</b>	<b>\$ 800,983.00</b>	<b>\$ (177,781.00)</b>	<b>\$ -</b>	<b>\$ 237,559.00</b>	<b>\$ -</b>	<b>\$ -</b>
Net Income	\$ 36,598.00	\$ 59,778.00					