

Ledger Item	Income	Expense	Variance	Income %	Expense %	Notes
<b>Summary</b>						
<b>Income</b>						
Grants (SBEP)	\$ 24,000			6%		
BA Community Court	\$ 40,000			10%		
BID Reimbursement (Mbr Dues)	\$155,000			39%		
Bank Dues (Member Dues)	\$ 5,500			1%		
Events & Promotion (inc. banners)	\$173,000			43%		
Public Right of Way	\$ 500			0%		
Commissions	\$ 3,000			1%		Where earned?
Interest Income	\$ 200			0%		
<b>Total</b>	<b>\$401,200</b>		<b>\$401,200</b>			
<b>Expenses</b>						
Total Administrative & Organization		\$199,100			52%	
Total Events & Promotion		\$144,500			38%	
Total Cleaning		\$ 25,200			7%	
Total Improvements (Trees)		\$ 10,200			3%	
Other Expenses		\$ 700			0%	
<b>Total</b>		<b>\$379,700</b>	<b>\$379,700</b>			
<b>Net Income</b>			<b>\$ 21,500</b>	<b>5%</b>		

### Administrative Overhead

<b>Administrative</b>						
Auto	\$ 600					
Bank Fees	\$ 1,500					
Broker fee	\$ 300					
Building Repairs	\$ 500					
Insurance - Health	\$ 7,250					For both positions?
Insurance - Liability	\$ 3,600					Does this include Director's insurance?
Insurance - Vehicle	\$ 3,500					Seems high for golf cart used maybe once per month? \$300/mo?
Insurance - Workers Comp	\$ 5,500					Where are other employer contributions?
Janitorial	\$ 500					
Meals	\$ 1,000					
Office Supplies	\$ 4,500					
Outside Services	\$ 150					
Postage & Delivery	\$ 4,000					For newsletter? \$333/mo
Printing & Reproduction	\$ 250					Where newsletter printing? This is a fantastic price?
Rent	\$ 20,000					Why \$22,512 in 07-08 and now reduced?
Tax - Business	\$ 150					
Tax - Federal	\$ 400					
Tax - Sales & Use	\$ 450					
Telephones - Cell/office	\$ 7,000					
Utilities	\$ 6,250					
Payroll Expense						
Admin Support	\$ 35,000					
Cleaning	\$ -					
Executive Director	\$ 60,000					

2008-09 Discover Pacific Beach  
Budget Analysis - J. Hall, enjoyPB.com

4/20/2008  
(updated notes 5/21/08)

Ledger Item	Income	Expense	Variance	% Income	% Expense	Notes
Processing Fee		\$ 1,650				
Sales		\$ -				
Tax		\$ 1,000				
<b>Sub-Total</b>		<b>\$165,050</b>	<b>\$165,050</b>		<b>43%</b>	
<b>Organization</b>						
Accounting		\$ 18,500	\$ 18,500			
Contingency		\$ 2,000	\$ 2,000			
Contributions		\$ 4,000	\$ 4,000			What are these? To PBTC, FOPBSS etc?
Dues & Subscriptions		\$ 500	\$ 500			
Dues & Donations		\$ 350	\$ 350			
Election		\$ 1,500	\$ 1,500			Redundant with postage expense?
Legal		\$ 1,200	\$ 1,200			
Newsletter		\$ 2,500	\$ 2,500			Printing only? Should send electronic?
Professional Fees		\$ 3,500	\$ 3,500			What are these for?
<b>Sub-Total</b>		<b>\$ 34,050</b>	<b>\$ 34,050</b>		<b>9%</b>	
<b>Total Administrative Overhead</b>		<b>\$199,100</b>	<b>\$199,100</b>		<b>52%</b>	

## Events & Promotion

### Corporate Events

Annual Dinner	\$ 12,000	\$ 7,000	\$ 5,000			
<b>Sub-Total</b>	<b>\$ 12,000</b>	<b>\$ 7,000</b>	<b>\$ 5,000</b>			

### General Events

BeachFest	\$ 95,000	\$ 75,000	\$ 20,000			14% increase in income with a 16% decrease in expenses vs. FY 07-08?
Coast Walk	\$ 8,500	\$ 2,000	\$ 6,500			
Heart of PB Rest. Walk	\$ 6,000	\$ 2,000	\$ 4,000			
<b>Sub-Total</b>	<b>\$109,500</b>	<b>\$ 79,000</b>	<b>\$ 30,500</b>	<b>27%</b>	<b>21%</b>	

### Hospitality Events

Golf Tournament	\$ 10,000	\$ 5,000	\$ 5,000			Will this be pledged? Why so in 07-08?
Holiday Parade	\$ 14,000	\$ 14,000	\$ -			DPB should not handle?
<b>Sub-Total</b>	<b>\$ 24,000</b>	<b>\$ 19,000</b>	<b>\$ 5,000</b>	<b>6%</b>	<b>5%</b>	

### Other Special Promotion

Banner Program	\$ 25,000	\$ 10,500	\$ 14,500			
Holiday Decorations	\$ -	\$ 7,000	\$ (7,000)			
Other Promotions	\$ -	\$ 10,000	\$ (10,000)			What is this? Spring Festival or Brazillian event?
PB Map	\$ -	\$ 12,000	\$ (12,000)			Only outside promotion effort?
Business Directory	\$ -	\$ -	\$ -			FY 07-08 dumped over 4,000 copies?
Websites	\$ -	\$ -	\$ -			Websites now free? FY '07-08 spent \$2300+?
Contributions Income	\$ 2,500	\$ -	\$ 2,500			What is this?
<b>Sub-Total</b>	<b>\$ 27,500</b>	<b>\$ 39,500</b>	<b>\$ (12,000)</b>	<b>7%</b>	<b>10%</b>	

<b>Total Events &amp; Promotion</b>	<b>\$173,000</b>	<b>\$144,500</b>	<b>\$ 28,500</b>	<b>43%</b>	<b>38%</b>	Is 25% sales commission included
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Ledger Item	Income	Expense	Variance	% Income	% Expense	Notes
<b>Design &amp; Improvements</b>						
<b>Cleaning, Trash &amp; Litter</b>						
Community Court		\$ 2,000	\$ 2,000			
Litter Pickup		\$ 22,000	\$ 22,000			
Cleaning Supplies		\$ 1,200	\$ 1,200			Includes office cleaning supplies?
<b>Sub-Total</b>		<b>\$ 25,200</b>	<b>\$ 25,200</b>		<b>7%</b>	6% if Community Court not included
<b>Landscaping (improvements)</b>						
Tree maintenance		\$ 10,200	\$ 10,200			Trees in ill-repair aren't they? And we're still watering them? What about grooming?
<b>Sub-Total</b>		<b>\$ 10,200</b>	<b>\$ 10,200</b>		<b>3%</b>	
<b>Total Design &amp; Improvements</b>		<b>\$ 35,400</b>	<b>\$ 35,400</b>		<b>9%</b>	