



DATE: August 13, 2008

TO: Honorable Mayor and City Council Members
Chairman and Members, Community Development Commission

FROM: Economic and Community Development Department

SUBJECT: **APPROVAL OF A PROFESSIONAL SERVICES AGREEMENT IN THE
TOTAL AMOUNT OF \$350,000 WITH MAINSTREET OCEANSIDE FOR
FISCAL YEARS 2008-2009 AND 2009-2010**

SYNOPSIS

Staff recommends that the City Council and Community Development Commission approve a two-year Professional Services Agreement with MainStreet Oceanside in the total amount of \$350,000; \$190,000 for FY08-09 and \$160,000 for FY09-10, for services that assist in the commercial revitalization of the downtown area and authorize the Executive Director/City Manager to execute the Agreement.

BACKGROUND

The MainStreet Oceanside (MSO) program began in 2000. The original funding request by MainStreet was proposed to be a declining amount as the MainStreet organization stabilized and their revenues increased. However, it is unusual for a MainStreet program to be self-sustaining and it is not anticipated that it will be. Since that time MainStreet has provided many vital functions for the City and the funding has increased.

The last Agreement approved by the City Council and Community Development Commission was \$50,000 for fiscal year 2005-2006, \$100,000 in 2006-07 and \$100,000 in 2007-08 that was to be divided equally between the administration of the organization, lease payments, the management of events and financial assistance for the July 4th fireworks.

In March 2007, the City Council approved an Amendment to add a one-time amount of \$55,873 for one year of operating expenses for the Sunset Market to allow it to be established, and \$44,127 for hard costs for the Sunset Market such as electrical.

In March 2008, the City Council approved spending of up to \$100,000 for July 4th activities. That action approved an Amendment of \$50,000 to the MainStreet contract for costs associated with the July 4th activities on The Strand for 2008 only. The remaining \$50,000 was approved to pay for items the City would need to assist with the 4th of July like additional security, portable restrooms, additional trash receptacles and waste disposal, power washing sidewalks and fencing. The \$100,000 amount did not include the \$49,500 for the tugboat and fireworks display.

ANALYSIS

MainStreet's primary role is to preserve the downtown; to act as a liaison between the City and the downtown business community; to promote the downtown to residents and visitors; to provide seminars and other opportunities for the downtown businesses; and to conduct special events in the downtown for the benefit of the downtown businesses, residents and the City.

2005-06, 2006-07 and 2007-08 Accomplishments

The Work Plan and accompanying accomplishments for the last three contract years are included as Attachment 1. A summary of some of the highlights provided by MSO includes:

Arts Alive: With over 200 people in attendance and 40 banners on view in the downtown.

The Developers Forum: With over 400 people in attendance, this is a strong public relations event for the downtown and received local newspaper coverage. For this reason it was selected to receive City money in the proposed budget.

Antiques on Mission, fall: With over 30,000 people in attendance and 100 antiques booths this is the stronger of the two annual antique shows.

Antiques on Mission, spring: With over 25,000 people in attendance and 72 antiques booths, this is not as strong a show as the fall show and there has been a decision to discontinue the spring event in 2009.

The Freedom Days Parade: With over 10,000 people in attendance, and 100 parade groups, this is an annual community event. As it is a break-even/low-revenue event that uses a lot of volunteer time by MainStreet, it was selected to receive City money in the proposed budget.

O'Fest: With approximately 200,000 people at the beaches and downtown for the 4th of July, this program was discontinued for the 2008 Fourth of July program. MainStreet Oceanside was netting between \$80,000 and \$110,000 from this event in years past; however, the number of booths was significantly reduced in 2007 and MSO only netted approximately \$36,000. The loss of revenue from this event has significantly impacted the MainStreet Oceanside operations and cash flow. At this point in time it is unknown what the net revenues will be from the newly reinvented July 4th activities on The Strand. The City will receive a full accounting of all of the costs and revenues associated with the 2008 July 4th event. A report to City Council from the Police Department discussing the July 4th activities will be forthcoming.

The proposed budget does not have any funding for July 4th over the next two years. Should the annual 4th of July City activities be revised in scope, this element of the budget would need to be reviewed and revised accordingly.

Dia de los Muertos: With over 50,000 people in attendance, 90 food and retail booths and 20 commemorative booths, chalk cemetery, children's area and gallery.

Saturday for Giving: With over 300 people in attendance, this event took much staff time to produce and had no financial gain, therefore, the event has been canceled for 2008.

Tree Lighting Ceremony: Approximately 200 people watched the tree lighting, held on the evening of the Sunset Market. The ceremony and tree provided holiday ambiance throughout the season. The Redevelopment Agency paid for the tree and its installation. The same tree will be used for several years to come.

Morning Farmers Market: From 2,000 weekly visitors in the winter to 4,000 weekly in the summer, and 60 booths, this has become an Oceanside staple community event. This program is contracted out and a fee paid by MainStreet to the contract market company. This is a cost center for MainStreet.

Sunset Market: With up to 10,000 people weekly in attendance in the summer months and 3,000 people weekly in the winter months, this market has been very successful and was given an award. This market has become a social hub of the community on Thursday evenings and delivers mainly arts and crafts, some produce and flowers, food booths and entertainment.

Beach Services: With approximately 10 booths providing services to beachgoers, this pilot program has proved most successful in the summer months with approximately 100,500 guests served. In the winter months there is far less traffic on The Strand to sustain permanent structures or vendors. This pilot program was conceived as a pushcart-type business to provide high-season services. There have been some expectations that the program was more than this, and the program has not yet proven itself. No funding from the City is planned to be given for this program.

2008-09 and 2009-10 Fiscal Years

The Workplan for the 2008-09 and 2009-10 fiscal years includes the following special events: Developers Forum, Antiques on Mission in the fall, the Freedom Days Parade, July 4th activities on The Strand in 2008 (which does not include any funding for the fireworks), Dia de los Muertos, and the tree-lighting ceremony. Other programs include the morning Farmers Market, the Sunset Market, Beach Services and the Pier Sign promotions.

The marketing plan includes a variety of advertisements in local papers, visitors guide, discovery map, a customized Web site, spots on KOCT and other public relations and marketing opportunities. Administrative and internal communication functions include the monthly MSO meeting with members, City staff and local businesses as well as a new program called the Oceanside Police Department Connection. The 2008-2010 Workplan is referenced in Attachment 2.

Over the 2008-09 Fiscal Year, MainStreet will be undergoing an organizational change to its programs and staffing. The MainStreet Board of Directors has made a decision to

move the organization in a new direction, away from organizing large special events into providing more direct assistance and support to the downtown businesses. Several special events have been deleted from their 2008-10 Workplan including: O'fest, Arts Alive, Antiques on Mission in the spring and Saturday for Giving. Additionally, two part-time positions were eliminated.

The MSO Board has also decided to use Mr. Heim, a part-time contract employee to MainStreet, to primarily manage large special events. A regional search for a new Executive Director for MainStreet operations will begin soon.

The proposed City budget for MainStreet activities in FY 2008-09 is \$190,000 and for FY 2009-10 is \$160,000. The City's base contract amount in FY 2007-08 was \$100,000. The proposed \$190,000 for FY 2008-09 includes \$30,000 as a one-time addition to the base contract to assist the organization in the transition of their Workplan and structure and help MSO continue in their functions. The additional \$60,000 is to assist MSO with the increased number and complexity of events and programs that are being managed by MainStreet. Below is a summary of the City funding received over the years.

<u>Fiscal Year</u>	<u>City Funding Amount</u>
00-01	\$100,000
01-02	\$100,000
02-03	\$ 90,000
03-04	\$ 80,000
04-05	\$ 50,000
05-06	\$ 50,000
06-07	\$100,000
07-08	\$100,000
07-08 Amendment 1	\$100,000 (Evening Market)
07-08 Amendment 2	\$ 50,000 (July 4 activities on The Strand; does not include the fireworks for this event)

The salary line in the FY 2008-09 and FY 2009-10 proposed budgets (Attachment 3) includes workers' compensation and the employer portion of payroll taxes, and has wages increasing 3 percent in the second fiscal year. The amounts attributed to salaries, office and warehouse space for each special event are subsets of the overall budget. As special events are only one component of the overall MainStreet activities, the dollars for salaries and rent of office and warehouse space on the separate event budgets do not equal the total salary and rental expense as salaries, and rents are also needed for the operations of the MainStreet organization.

In the summer of 2006, the MSO Board had 1,350 square feet at 214 N. Coast Highway. MainStreet believed that they did not have enough office, warehouse or meeting space. In March 2007, MSO signed a lease for 704 Mission Avenue and moved into 5,500 square feet which includes office and warehouse space, and meeting space to accommodate MainStreet monthly meetings, board meetings, and various other meetings. MSO negotiated a rent structure that included incentives for the first

two years of the lease where the lease amount was approximately \$.74 per square foot in years one and two; increasing to approximately \$1.13 per square foot in year three; then stabilizing in years four through seven at around \$1.20 per square foot. The lease is a triple net lease which means that MSO must also pay property taxes, insurance and building maintenance making the FY 2008-09 monthly rental cost around \$5,283 per month. These costs are built into the annual rent figures in the 2008-09 and 2009-10 Fiscal Year budgets.

As a way to provide additional revenue, MainStreet is working on securing corporate sponsorships for the events they produce and discussions are underway with several large sponsors that would assist with specific MSO events. If sponsorships are received, MainStreet will report that income on both the Fiscal Year budget and event-specific budget documents. MSO applied for County grant funds in FY 2007-08 but did not receive any funding. They will apply again this year.

The proposed City funding level of \$350,000 over two fiscal years is allocated to pay for approximately one-half of the core administrative expenses of the organization including one-half of the salary for the Executive Director, the Event Coordinator, Office Manager and the Sunset Market Manager for a total of \$90,800. In addition, the contract pays for around one-third of the rent, all of the utilities and telephone and a portion of the office expense in an amount of \$33,737. The funding will also pay \$26,599 for the majority of the projected marketing and advertising expenses, as well as the Developers Forum and the Freedom Days Parade, as they are deemed important to the City and do not pay their way.

The agreement requires MainStreet to submit a quarterly written report describing their activities in relation to the Workplan, a quarterly income and expenditure statement by event and an annual audit. The funds will be paid quarterly. The budget information is included as Attachment 3.

This is a two-year contract with a proposed \$160,000 for the second fiscal year, and the City retains the right to modify or rescind the contract. Should there be a special event or program that the City requests MainStreet to conduct, the contract will need to be amended accordingly. Should the 4th of July events undergo a significant change that either increases or diminishes MainStreet's responsibility, would also require a change to the contract. This proposed budget will allow MainStreet to provide their core functions but is not as great as they requested.

FISCAL IMPACT

Funds to support the Professional Services Agreement for MainStreet Oceanside are available from Redevelopment funds (591.309406.5241) in the amount of \$190,000 for FY 2008-09 and \$160,000 for FY 2009-10.

INSURANCE REQUIREMENTS

The City's standard insurance requirements are met. MainStreet Oceanside has provided proof of insurance for Workers' Compensation, General Liability and Property Damage, the Farmers' Market, and Directors and Officers coverage. All policies name the City as additional insured. Proof of insurance for the various special events will be provided as required for each individual event.

COMMISSION/COMMITTEE REPORT

The Redevelopment Advisory Committee heard this item at its July 23, 2008, meeting but will wait to finalize the recommendation at its August 13, 2008 meeting.

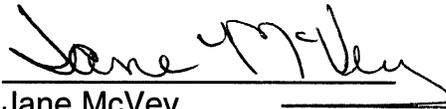
CITY ATTORNEY ANALYSIS

The referenced documents have been reviewed by the City Attorney and approved as to form.

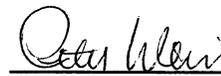
RECOMMENDATION

Staff recommends that the City Council and Community Development Commission approve a two-year Professional Services Agreement with MainStreet Oceanside in the total amount of \$350,000; \$190,000 for FY2008-09 and \$160,000 for FY2009-10 for services that assist in the commercial revitalization of the downtown area and authorize the Executive Director/City Manager to execute the Agreement.

PREPARED BY:


Jane McVey
Economic & Community Development Director

SUBMITTED BY:


Peter Weiss
City Manager/Executive Director

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager
Kathy Baker, Redevelopment Manager
Teri Ferro, Finance Director



ATTACHMENTS/EXHIBITS:

- 1. Previous Work Plan and Accomplishments
- 2. Proposed 2008-2010 Work Plan
- 3. Proposed FY2008-09 and FY2009-10 Budget
- 4. Professional Services Agreement

CITY OF OCEANSIDE

PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT is made and entered into this 13 day of August, 2008, by and between Community Development Commission of the CITY OF OCEANSIDE, a municipal corporation, hereinafter designated as "CITY", and MAINSTREET OCEANSIDE, INC., hereinafter designated as "CONSULTANT."

NOW THEREFORE, THE PARTIES MUTUALLY AGREE AS FOLLOWS:

1. **SCOPE OF WORK.** The project is more particularly described as follows:
A detailed Scope of Work is more particularly described in the attached Work Plan as Exhibit "A." which is incorporated herein by reference. Generally, through the MainStreet program, the CONSULTANT shall assist in the revitalization of the commercial downtown district through the development and implementation of strategies that bring people into the downtown district, the promotion of a pedestrian friendly community, and enhancement of the appearance of the downtown district, the retention of existing businesses and recruitment of new businesses in the downtown district.
2. **INDEPENDENT CONTRACTOR.** CONSULTANT'S relationship to the CITY shall be that of an independent contractor. CONSULTANT shall have no authority, express or implied, to act on behalf of the CITY as an agent, or to bind the CITY to any obligation whatsoever. CONSULTANT shall be solely responsible for the performance of any of its employees, agents, or subcontractors under this Agreement. CONSULTANT shall report to the CITY any and all employees, agents, and consultants performing work in connection with this program. Such reporting shall not include volunteers, however, CONSULTANT shall be solely responsible for action of the volunteers consistent with the above.
3. **WORKERS' COMPENSATION.** Pursuant to Labor Code section 1861, the CONSULTANT hereby certifies that the CONSULTANT is aware of the provisions of Section 3700 of the Labor Code which require every employer to be insured against liability for Workers' Compensation or to undertake self-insurance in accordance with the provisions of that Code, and the CONSULTANT will comply with such provisions, and provide certification of such compliance as a part of this Agreement.
4. **LIABILITY INSURANCE.**
 - 4.1. CONSULTANT shall, throughout the duration of this Agreement maintain comprehensive general liability and property damage insurance, or commercial

general liability insurance, covering all operations of CONSULTANT, its agents and employees, performed in connection with this Agreement including but not limited to premises and automobile.

4.2 CONSULTANT shall maintain liability insurance in the following minimum limits:

Comprehensive General Liability Insurance
(bodily injury and property damage)

Combined Single Limit Per Occurrence	\$ 1,000,000
General Aggregate	\$ 2,000,000*

Commercial General Liability Insurance
(bodily injury and property damage)

General limit per occurrence	\$ 1,000,000
General limit project specific aggregate	\$ 2,000,000

<u>Automobile Liability Insurance</u>	\$ 1,000,000
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*General aggregate per year, or part thereof, with respect to losses or other acts or omissions of CONSULTANT under this Agreement.

4.3 If coverage is provided through a Commercial General Liability Insurance policy, a minimum of 50% of each of the aggregate limits shall remain available at all times. If over 50% of any aggregate limit has been paid or reserved, the CITY may require additional coverage to be purchased by the CONSULTANT to restore the required limits. The CONSULTANT shall also notify the Redevelopment Manager promptly of all losses or claims over \$25,000 resulting from work performed under this contract, or any loss or claim against the CONSULTANT resulting from any of the CONSULTANT'S work.

4.4 All insurance companies affording coverage to the CONSULTANT for the purposes of this Section shall add the City of Oceanside as "additional insured" under the designated insurance policy for all work performed under this agreement. Insurance coverage provided to the City as additional insured shall be primary insurance and other insurance maintained by the City of Oceanside, its officers, agents, and employees shall be excess only and not contributing with insurance provided pursuant to this Section.

4.5 All insurance companies affording coverage to the CONSULTANT pursuant to this agreement shall be insurance organizations admitted by the Insurance Commissioner of the State of California to transact business of insurance in the state or be rated as

A-X or higher by A.M. Best or otherwise approved by the City.

- 4.6 All insurance companies affording coverage shall provide thirty (30) days written notice to the CITY should the policy be cancelled before the expiration date. For the purposes of this notice requirement, any material change in the policy prior to the expiration shall be considered a cancellation.
- 4.7 CONSULTANT shall provide evidence of compliance with the insurance requirements listed above by providing a Certificate of Insurance and applicable endorsements, in a form satisfactory to the City Attorney, concurrently with the submittal of this Agreement.
- 4.8 CONSULTANT shall provide a substitute Certificate of Insurance no later than thirty (30) days prior to the policy expiration date. Failure by the CONSULTANT to provide such a substitution and extend the policy expiration date shall be considered a default by CONSULTANT and may subject the CONSULTANT to a suspension or termination of work under the Agreement.
- 4.9 Maintenance of insurance by the CONSULTANT as specified in this Agreement shall in no way be interpreted as relieving the CONSULTANT of any responsibility whatsoever and the CONSULTANT may carry, at its own expense, such additional insurance as it deems necessary.
5. **CONSULTANT'S INDEMNIFICATION OF CITY.** CONSULTANT shall indemnify and hold harmless the CITY and its officers, agents and employees against all claims for damages to persons or property arising out of the negligent acts, errors or omissions or wrongful acts or conduct of the CONSULTANT, or its employees, agents, subcontractors, or others in connection with the execution of the work covered by this Agreement, except for those claims arising from the willful misconduct, sole negligence or active negligence of the CITY, its officers, agents, or employees. CONSULTANT'S indemnification shall include any and all costs, expenses, attorneys' fees, expert fees and liability assessed against or incurred by the CITY, its officers, agents, or employees in defending against such claims or lawsuits, whether the same proceed to judgment or not. Further, CONSULTANT at its own expense shall, upon written request by the CITY, defend any such suit or action brought against the CITY, its officers, agents, or employees resulting or arising from the conduct, tortious acts or omissions of the CONSULTANT.

CONSULTANT'S indemnification of CITY shall not be limited by any prior or subsequent declaration by the CONSULTANT.

6. **COMPENSATION.** CONSULTANT'S compensation for all work performed in accordance with this Agreement, shall not exceed \$190,000 for fiscal year 2008-

2009, \$160,000 for fiscal year 2009-2010, for a total contract price of \$350,000. CONSULTANT shall be paid in accordance with the CONSULTANT'S funding request, which is attached as "Exhibit B" and incorporated herein by reference.

CONSULTANT shall submit a quarterly written report describing its activities in relation to the Scope of Work along with a request for a 25% partial payment of the annual total for the applicable fiscal year. An independent audit shall be completed annually and submitted to the City by January 1, for the previous fiscal year completed. CONSULTANT shall pay for the annual audit. The audit should document whether the CITY/CDC funds are being expended consistent with Exhibit "B".

No work shall be performed by CONSULTANT in excess of the total contract price without prior written approval of the Redevelopment Manager. CONSULTANT shall obtain written approval by the Redevelopment Manager prior to performing any work, which results in incidental expenses to CITY.

The parties recognize that the funds provided pursuant to this Agreement are from City redevelopment funds, and that the amount of funds available to the City's Redevelopment Fund is subject to the finalization of the State budget and other City funding resources. Thus, notwithstanding the preceding paragraph, the amount of funds provided pursuant to this section may be subject to reduction as set forth in Section 12.

7. **ENTIRE AGREEMENT.** This Agreement comprises the entire integrated understanding between CITY and CONSULTANT concerning the work to be performed for this project and supersedes all prior negotiations, representations, or agreements.
8. **INTERPRETATION OF THE AGREEMENT.** The interpretation, validity and enforcement of the Agreement shall be governed by and construed under the laws of the State of California. The Agreement does not limit any other rights or remedies available to CITY.

The CONSULTANT shall be responsible for complying with all local, state, and federal laws whether or not said laws are expressly stated or referred to herein.

Should any provision herein be found or deemed to be invalid, the Agreement shall be construed as not containing such provision, and all other provisions, which are otherwise lawful, shall remain in full force and effect, and to this end the provisions of this Agreement are severable.

9. **AGREEMENT MODIFICATION.** This Agreement may not be modified orally or in any manner other than by an agreement in writing signed by the parties hereto.
10. **NO CONFLICT OF INTEREST.** The CONSULTANT, its Board of Directors and employees shall not be financially interested in any other contract which may create a conflict with the scope of work for this Agreement. For the limited purposes of interpreting this section, the CONSULTANT, its Board of Directors and employees shall be deemed “city officers or employees,” and this section shall be interpreted in accordance with Government Code Section 1090.

In the event that the CONSULTANT, its Board of Directors and employees becomes financially interested in any other contract which may create a conflict with this Agreement, that other contract shall be void, in addition to any other remedy provided by law. The CONSULTANT, shall indemnify and hold harmless the CITY, under Section 5 above, for any claims for damages resulting from the CONSULTANTS’S violation of this Section.

11. **SIGNATURES.** The individuals executing this Agreement represent and warrant that they have the right, power, legal capacity and authority to enter into and to execute this Agreement on behalf of the respective legal entities of the CONSULTANT and the CITY.
12. **TERMINATION FOR CONVENIENCE.** The Executive Director of the CDC may terminate this Agreement for any reason, including but not limited to, the fact that insufficient revenues are available to fund the Agreement, in the sole discretion of the Executive Director. Any such termination shall be effective thirty days after written notice of the termination by the Executive Director.
13. **RE-OPENER.** This Agreement shall be subject to re-opener by the City as set forth herein.
 - A. Based on changes in federal and state law impacting the CITY’s continued ability to provide the funds set forth in this Agreement.
 - B. Events that subject the CITY to a “significant reduction” in the funding available to its redevelopment fund. A significant reduction in Redevelopment Fund revenues is defined as any loss of revenue sufficient to require a reduction in CITY programs, projects or services.
 - C. The CITY shall not re-open this Agreement more than once per year for the purposes set forth in Subsection B above. Should this Agreement be re-opened by the CITY, not less than ninety (90) days notice shall be provided to CONTRACTOR advising them that the CITY has or expects to suffer a significant revenue loss and indicating how much the City Manager proposes

to reduce payments to CONTRACTOR. During the ninety (90) days prior to the implementation of the decrease in payments to CONTRACTOR, the parties shall negotiate in good faith to arrive at a new agreement regarding the particular services that may be reduced in accordance with the proposed reduction in payments. The parties agree that any reduction in funding to CONTRACTOR may result in a commensurate reduction in CONTRACTOR's obligations under this Agreement.

- D. The City Manager may delegate to the Economic and Community Development Director the authority to re-open this Agreement for the purposes set forth in this Section and to effectuate any funding reductions or changes required in accordance with the terms of this Agreement.

IN WITNESS WHEREOF the parties hereto for themselves, their heirs, executors, administrators, successors, and assigns do hereby agree to the full performance of the covenants herein contained and have caused this Professional Services Agreement to be executed by setting hereunto their signatures this _____ day of _____ 2008.

MAIN STREET OCEANSIDE, INC.

CITY OF OCEANSIDE

By:  7/9/08
Kim Helm, Executive Director

By: _____
Peter Weiss
City Manager/Executive Director

By: _____

APPROVED AS TO FORM:


City Attorney/Agency Council
Can Sel

33-0923965
Employer ID No.

NOTARY ACKNOWLEDGMENTS OF CONSULTANT MUST BE ATTACHED.

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of SAN DIEGO

On July 9, 2008 before me, HOLLY J. TROBAUGH, NOTARY
Date Here Insert Name and Title of the Officer

personally appeared Kim Heim
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Place Notary Seal Above

Signature Holly J. Trobaugh
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Professional Services Agreement

Document Date: August 13, 2008 Number of Pages: 6

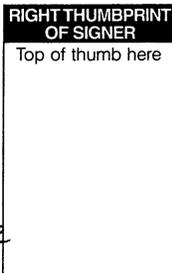
Signer(s) Other Than Named Above: Peter Weiss

Capacity(ies) Claimed by Signer(s)

Signer's Name: Kim Heim

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: Executive
DIRECTOR

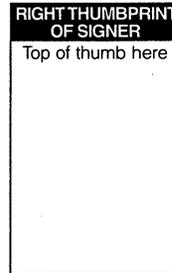
Signer Is Representing: MAN Street OceanSide



Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____

Signer Is Representing: _____



MainStreet Oceanside 2005, 2006 & 2007 Goal Report

GOAL

1. **Organize special events and programmed events appealing to the entire community.**
 - a. Stage Freedom Days Parade on July 4th weekend.
 - i. The Freedom Days Parades were held on July 2, 2005, July 1, 2006, June 30, 2007 and June 28, 2008.
 - b. Stage Arts Alive Banner & Fundraising Dinner Program.
 - i. The Arts Alive Banner Program was held each year. The unique art banners were displayed on the light poles from the beginning of February until the beginning of May each year. Every May the banners were sold at auction with the proceeds being split evenly between the artist and MainStreet.
 - c. Stage weekly morning Farmers' Market.
 - i. The Morning Farmer's Market was held 153 times this contract period.
 - d. Further develop and implement the Beach Services Program.
 - i. Main Street increased the vendors in the program from 5 to 11 during the contract period. Initial vending was located near the amphitheater, vendors are now located from the Pier Plaza area down to Tyson Street Park.
 - ii. Vendors for the 2008 Summer Season are: Asylum Surf; Surfin Fire; Wheel Fun Rentals; Cafecito; Dad's NY Hot Dogs; Kokomo's Beach Café; L'Limone; Nutty Bavarian; Oh My Gosh Donuts; Skweezrz NY Italian Ices; Surf & Sea Hawaiian Shaved Ice

Event Facts and Figures

Developer's Forum	½ day Presentation	3/23/2007 & 3/13/2008
Attendance: Available seating limited to 400. Sold-out 2007 & 2008 (ticketed event)		
Arts Alive Banner Auction & Fundraising Dinner		5/12/2007 & 5/16/2008
Attendance: Available seating limited to 200. (Ticketed event)		
Antiques on Mission (Spring)	1-day event	5/13/2007 & 5/11/2008
Attendance: 25,000 - 30,000		
Freedom Days Parade	3 hour event	7/2/05, 7/1/2006, 6/30/2007 & 6/28/2008
Attendance: 5,000 - 10,000		
OFest Summer Beach Festival	1-day event	7/3-4/2005, 7/3-4/2006, & 7/3-4/2007
Attendance: 125,000 – 150,000		
Antiques on Mission (Fall)	1-day event	9/25/2005, 9/10/2006 & 9/9/2007
Attendance: 25,000 – 30,000		
Dia De Los Muertos	1-day event	10/30/2005, 10/29/2006, & 10/28/2007
Attendance: 50,000 – 55,000		
Farmer's Market	Every Thursday	9am-1pm
Attendance weekly (high season): 3,000 - 4,000 Attendance annually: 175,000		

MainStreet Oceanside 2005, 2006 & 2007 Goal Report

Sunset Market	Every Thursday	Jan-Mar 4-8pm ; Apr-Dec 5-9pm
Attendance weekly (varies by season): 3,000 - 10,000		

Goal

2. **Assist in retaining and recruiting retailers.**
 - a. Make monthly contacts and solicit potential new businesses to downtown.
 - i. From 2005 to 2007 MainStreet met with over 35 prospective businesses.
 - b. Provide contact information and lease opportunities to new businesses prospects.
 - i. Downtown vacancy rates are at a high level. Current efforts are being directed at preserving existing businesses.

Goal

3. **Implement retail promotions geared to primary target markets.**
 - a. Develop a weekly advertising page in North County Times for the MainStreet Oceanside District.
 - i. The page was developed but was not successful because of a lack of NCT sales force to sell the ads.
 - b. Develop and implement cross marketing and customer incentive programs between downtown merchants, beach vendors and Hotel/Motel association.
 - i. A program was developed and implemented to allow coupons for products or services to be distributed at local hotels.

Goal

4. **Strengthen tourism activities and promotions.**
 - a. Strengthen the relationship between the California Welcome Center and MSO by having regular meetings to share information and work on co-promotions.
 - i. MSO regularly attends and participates in the Oceanside Tourism Council meetings.
 - ii. MSO attends the annual Tourism Summit.

Goal

5. **Strengthen downtown Oceanside's presence on the internet.**
 - a. Develop the MSO website as an internet destination for information on downtown Oceanside.
 - i. Added Beach Vending Services map and vendor information to aid visitors to the beach.
 - ii. Added additional information about the vendors, entertainment and events to the Sunset Market portion of the website.
 - b. Enhance the content of the event calendar to include all downtown events.
 - i. MSO website now includes all known downtown events such as what is playing at both the Sunshine Brooks and Star Theaters', surfing events, amphitheater, and Oceanside Museum of Art events.
 - c. Increase the number of links to outside websites.
 - i. Approximately 75 links to other sites have been added to MSO website. Some of the links are added seasonally for specific events, then taken off once completed.
 - d. Increase visitor levels to the MSO website.
 - i. Visitors to the website from July 2006 to May 2008 were a total of 77,043 averaging 3350 per month; and the number of hits on the website for the same timeframe was 1,863,160.

MainStreet Oceanside 2005, 2006 & 2007 Goal Report

Goal

6. Enhance downtown marketing and public relations.

- a. Assist in the development of a new downtown directional sign and kiosk.
 - i. October 2006 to June 2007 MSO worked with City staff, architects, Wyndham Timeshare resort, and Art Commission to develop plans, pick an art piece and locate the sign.
 - ii. MSO facilitated having the plans check, obtaining the building permits, had the sign fabricated, and worked with Davis Reed, the contractor for the Wyndham project to install the sign, electrical upgrades, and art piece.
- b. Display and distribute posters and collateral materials.
 - i. MSO distributes coupons, menus, posters and other materials given to them by downtown merchants at the MSO office and at both Farmers Markets.
 - ii. MSO displays posters in the office windows for downtown merchants.
 - iii. MSO also distributes poster to merchants for special events.

Goal

7. Develop activities in the downtown to increase midweek and evening shopping.

- a. Define a location for the Sunset Market and implement a plan to start the market in 2007.
 - i. MSO worked with City staff and businesses to define the venue, street closure requirements, and electrical needs which was presented to City Council March 21, 2007.
 - ii. The Sunset Market began operation on August 2, 2007.
 - iii. Sunset Market attendance ranges from 5,000 people in the summer months to 2,500 people during the winter; over 120 booths that serve hot food, packaged foods, retail items, entertainment, children's activities, and farmers market items.

Goal

8. Develop activities to increase off-season visitors to downtown.

- a. Develop a work plan to implement a Holiday Season promotion.
 - i. Saturday for Giving was developed where businesses and individuals could donate food, warm clothing, blankets, and toys.
 1. The 1st Saturday for Giving event was held on December 9, 2006, MSO provided strolling carolers and live performances were provided by the Oceanside Academy of Performing Arts, and Santa Claus was provided by the Regal Theater.
 2. The 2nd Saturday for Giving was held on December 8, 2007, and grew bigger than the first. Most of the entertainment was volunteered or sponsored.
- b. Coordinate with City staff on the selection of holiday ornamentation on Mission Avenue and at the Regal Theater.
 - i. MSO assisted the City with the installation of the holiday tree, and lights along Mission Avenue and monitored the decorations and timers over the holiday season.
- c. Investigate the feasibility of adding Taste of Oceanside to its events.
 - i. This event is being delayed until additional restaurants open in the downtown area.

Goal

9. Track public contact.

- a. Maintain records of phone calls and keep log of visitors to MSO office.
 - i. MSO averaged about 7,530 phone calls to the office and 2,761 visitors per year.
 - ii. One-month before a special event up to 100 visitors come to the office and over 400 calls are received.

MainStreet Oceanside 2005, 2006 & 2007 Goal Report

Goal

10. Strengthen public safety in downtown Oceanside.

- a. Meet with the Downtown Beat Patrol on a monthly basis and communicate by phone as necessary.
 - i. MSO sponsors a monthly meeting called the OPD Connection where downtown businesses can speak directly to the Downtown Beat Patrol officers about their concerns. The first meeting was held in January 2007.
 - ii. MSO weekly contacts the Beat Patrol about issues or concerns that the downtown merchants have.

Goal

11. Strengthen the role of cultural arts in the downtown.

- a. Meet semi-annually with cultural arts groups in the downtown area and provide promotional support on the MSO website and at MSO events.
 - i. The MSO website lists the events occurring at the Oceanside Museum of Art, California Surf Museum, Sunshine Brooks Theatre, Star Theatre, New Vision Theater Company, Oceanside Arts Alliance, Phantom Artists Group, and independent art galleries.
 - ii. Assisted with the Days of Art program put on by OCAF.
 - iii. MSO has met regularly with the Oceanside Arts Commission, Commissioners, and local venues to assist them or exchange information.
- b. Assist with the development of an arts district by promoting Artists Alley.
 - i. Helped artists find affordable studio and exhibition space.
- c. Include art in all MSO promotions.
 - i. Developed artistic and unique signage, banners, kiosks and maps for all special events, advertisements, and programs run by MSO.
 - ii. Arts Alive banners were hung from light poles in the downtown area from February to May in 2006, 2007 and 2008.

Goal

12. Assist in the development of a pedestrian program for downtown.

- a. Work with City staff to promote and implement a Walkable Communities program.
 - i. Assisted with the selection of street tree palate, street furniture, ornamental lighting, and street lights for downtown.
 - ii. Started to look at a new newspaper stand ordinance, placement of newspaper stands, trash cans and bicycle racks in downtown. Project was put on hold by the City.

Goal

13. Increase community involvement in guiding downtown vitality.

- a. To attract members of the broader community to committee and board positions.
 - i. Implement an outreach plan to citywide community groups.
 - ii. Visit a civic or community group once a month and provide a presentation of MSO activities.
 1. More than 16 groups per year were given presentations on Mainstreet activities.

Goal

14. Provide effective management of MainStreet Oceanside.

- a. Developed, maintained and updated the MSO Board and the City quarterly with the accomplishments of the organization.
- b. Conducted a MSO Board retreat in November 2007.

**MainStreet Oceanside
2005, 2006 & 2007 Goal Report**

- c. Maintained accurate financial records and reported quarterly to MSO Board and the City.
- d. An external audit was conducted for the 2006-07 fiscal year.
- e. MSO hired, trained and managed the office staff and held monthly Board and MainStreet meetings.
- f. Moved the MainStreet office to a larger location at 701 Mission Ave, which has abundant office and warehouse space for daily activities and special events.
- g. Participated as a Certified National and California Main Street Community by attending the CAMSA conference and California Downtown Association conference.

**MAINSTREET OCEANSIDE
INCORPORATED**

**2008-2010
WORKPLAN**

MainStreet Oceanside Incorporated 2008-2010 Workplan

The purpose of the organization is to assist in downtown commercial revitalization by building an effective volunteer organization guided by State and National Main Street principles. MainStreet Oceanside's mission is to create a unified image, develop and implement strategies that bring people to the downtown area, enhance the appearance of the area, retain and strengthen existing businesses.

A. MainStreet Oceanside (MSO) Public Relations and Marketing

1. MSO shall develop and implement strategies for the retention and success of existing businesses and recruitment of new businesses.
2. MSO will promote a pedestrian-friendly environment by encouraging business owners to provide attractive signage, window displays, and storefronts. MSO will also observe the district for incidences of poor maintenance and graffiti and report these deficiencies to City Code Enforcement for appropriate action.
3. MSO will manage, maintain and refresh the MSO website on a regular basis and it shall include an up to date calendar of events, membership information and applications for its various activities, programs and events. MSO shall report quarterly the various statistics relating to website traffic.
4. MSO shall advertise, produce notices to the media, and press releases for MSO events and activities as identified in the MSO budget with the goal of increasing media coverage for downtown Oceanside.
5. MSO shall assist the City as requested in disseminating information regarding on-going construction activities in the downtown.
6. MSO will manage and keep current the Informational Sign at the corner of Pier View Way and Pacific Street with approval by the City of Oceanside and report on expenses and revenues earned.
7. MSO shall participate with the Oceanside Tourism Council to promote visitor attendance in the downtown.
8. MSO will assist the OPD Downtown Resource Team with communicating downtown public safety issues to the businesses.

- 9 MSO will continue to work with the National Main Street network, the California Main Street Alliance (CAMSA) and the California Downtown Association (CDA).

B. The MainStreet office shall promote local community events.

1. MSO shall be responsible for the funding and organizing of the following Community events:

Special Events

- a. Developers Forum
- b. Antiques on Mission (Fall)
- c. Freedom Days Parade
- d. O'fest (2008)
- e. Dia de los Muertos

Markets

- a. Morning Market
- b. Sunset Market

Programs

- a. Pier Sign
- b. Beach Services

2. MSO shall be responsible for the production of a quarterly electronic newsletter to all interested parties within and outside of the MainStreet Oceanside district boundary.
3. MSO shall be responsible as Master Concessionaire for the Beach Vending Program at The Strand in accordance with the professional services agreement with the City.

C. MainStreet Oceanside (MSO) Management

1. MSO will develop, manage and monitor a 2-year Workplan and budgets by event and report quarterly to the MSO Board and the City in the format provided in the staff report.
2. MSO will be an information center for the merchants and the community regarding on-going activities in the downtown.
3. MSO shall organize and conduct a monthly informational meeting for its membership and interested parties.
4. MSO will hire, train, and manage the administration of the organization including paid and volunteer staff.

5. MSO shall assist the City with special projects as requested such as the establishment of a Business Improvement District (BID) for the downtown area.
6. MSO shall keep complete financial records and shall make these records available to the City.

D. MainStreet Oceanside Fund Raising Strategies

1. MSO shall continue to recruit new members.
2. MSO shall continue efforts to recruit major corporate sponsors and will seek out grant funding through local, State and Federal programs, including participation with the City in consideration of forming a Business Improvement District (BID).
3. MSO will continue to investigate and develop ongoing events to supplement MSO revenue.

MainStreet Funding Request FY08-09

<u>INCOME</u>	<u>2008-2009</u>			
	<u>Projected Budget Request</u>	<u>City</u>	<u>MSO</u>	<u>Total</u>
Other Funding				
City of Oceanside	\$190,000	\$190,000	\$0	\$190,000
Membership Dues	\$9,804		\$9,804	\$9,804
Sales	\$3,281		\$3,281	\$3,281
Other Income	\$9,388		\$9,388	\$9,388
Special Events				
Arts Alive	\$0		\$0	\$0
Developers Forum	\$3,425		\$3,425	\$3,425
Antiques on Mission (Spring)	\$0		\$0	\$0
Freedom Days Parade	\$5,400		\$5,400	\$5,400
O'fest	\$13,850		\$13,850	\$13,850
Dia de los Muertos	\$44,360		\$44,360	\$44,360
Antiques on Mission (Fall)	\$11,687		\$11,687	\$11,687
Saturday for Giving	\$0		\$0	\$0
Markets				
Sunset Market	\$118,500		\$118,500	\$118,500
Morning Market	\$38,000		\$38,000	\$38,000
Programs				
Pier Sign	\$11,000		\$11,000	\$11,000
Beach Services	\$53,323		\$53,323	\$53,323
TOTAL INCOME	\$512,018	\$190,000	\$322,018	\$512,018
<u>EXPENSES</u>	<u>2008-2009</u>			
	<u>Projected Budget Request</u>	<u>City</u>	<u>MSO</u>	<u>Total</u>
ADMINISTRATION EXP				
Salaries, wages & taxes				
Executive Director	\$72,800	\$36,400	\$36,400	\$72,800
Event Coordinator	\$39,700	\$19,850	\$19,850	\$39,700
Office Manager	\$33,500	\$16,750	\$16,750	\$33,500
Market Mgr - Sunset Mkt	\$35,600	\$17,800	\$17,800	\$35,600
Asst. Mkt Manager - Sunset Mkt	\$26,800	\$0	\$26,800	\$26,800
Office Assistant - Aide -Reception	\$24,300	\$0	\$24,300	\$24,300
Volunteer Coordinator	\$0	\$0	\$0	\$0
Temporary Consultant	\$8,050	\$0	\$8,050	\$8,050
Payroll Expense	\$1,323	\$0	\$1,323	\$1,323
ADMINISTRATION EXP	\$242,073	\$90,800	\$151,273	\$242,073
OFFICE EXPENSES				
Rents	\$63,400	\$22,835	\$40,565	\$63,400
Repairs & Maint	\$4,338	\$0	\$4,338	\$4,338
Taxes	\$394	\$0	\$394	\$394
Office Expense	\$4,789	\$3,903	\$886	\$4,789
Postage & Delivery	\$1,304	\$0	\$1,304	\$1,304
Acct/Legal/Professional Fees	\$3,650	\$0	\$3,650	\$3,650
Printing & Production	\$1,779	\$0	\$1,779	\$1,779
Utilities & Telephone	\$6,999	\$6,999	\$0	\$6,999
Insurance	\$8,029	\$0	\$8,029	\$8,029
Licenses & Fees	\$4,352	\$0	\$4,352	\$4,352
Misc. / Contingency	\$2,103	\$0	\$2,103	\$2,103
Graphic Design	\$7,856	\$0	\$7,856	\$7,856
Travel & Conferences	\$6,970	\$0	\$6,970	\$6,970
Website Expense	\$2,400	\$0	\$2,400	\$2,400

MainStreet Funding Request FY08-09

Volunteer Expense	\$2,681	\$0	\$2,681	\$2,681
Automobile	\$2,400	\$0	\$2,400	\$2,400
Bank Charges	\$1,259	\$0	\$1,259	\$1,259
Dues & Subscriptions	\$1,301	\$0	\$1,301	\$1,301
Copier	\$4,410	\$0	\$4,410	\$4,410
TOTAL OFFICE EXP	\$130,414	\$33,737	\$96,677	\$130,414
MARKETING				
<u>2008-2009</u>				
	<u>Projected Budget</u>			
Events	<u>Request</u>	<u>City</u>	<u>MSO</u>	<u>Total</u>
Arts Alive	\$0	\$0	\$0	\$0
Developers Forum	\$500	\$500	\$0	\$500
Antiques on Mission (Spring)	\$0	\$0	\$0	\$0
Freedom Days Parade	\$1,000	\$1,000	\$0	\$1,000
O'fest	\$0	\$0	\$0	\$0
Dia de los Muertos	\$3,310	\$3,310	\$0	\$3,310
Antiques on Mission (Fall)	\$2,139	\$2,139	\$0	\$2,139
Saturday for Giving	\$0	\$0	\$0	\$0
Sunset Market	\$11,250	\$11,250	\$0	\$11,250
Morning Farmers Market	\$3,800	\$3,800	\$0	\$3,800
Pier Sign	\$0	\$0	\$0	\$0
Beach Services	\$1,800	\$0	\$1,800	\$1,800
Publications			\$0	\$0
Oceanside Visitors Guide	\$2,800	\$2,800	\$0	\$2,800
Discovery Map	\$1,800	\$1,800	\$0	\$1,800
Oceanside Magazine	\$0	\$0	\$0	\$0
TOTAL MARKETING EXP	\$28,399	\$26,599	\$1,800	\$28,399
EVENTS, PROGRAMS & PROJECT EXPENSES				
<u>2008-2009</u>				
Special Events				
Arts Alive	\$0	\$0	\$0	\$0
Developers Forum	\$4,964	\$4,964	\$0	\$4,964
Antiques on Mission (Spring)	\$0	\$0	\$0	\$0
Freedom Days Parade	\$3,900	\$3,900	\$0	\$3,900
O'fest	\$0	\$0	\$0	\$0
Dia de los Muertos	\$37,675	\$0	\$37,675	\$37,675
Antiques on Mission (Fall)	\$3,956	\$0	\$3,956	\$3,956
Saturday for Giving	\$0	\$0	\$0	\$0
Markets				
Sunset Market	\$46,250	\$0	\$46,250	\$46,250
Morning Market	\$0	\$0	\$0	\$0
Programs				
Pier Sign	\$4,000	\$0	\$4,000	\$4,000
Beach Services	\$6,000	\$0	\$6,000	\$6,000
One-Time Transition Assistance (1)	\$0	\$30,000	\$0	\$0
TOTAL EPP EXPENSES	\$106,745	\$38,864	\$97,881	\$106,745
TOTAL BUDGET EXPENSES	\$507,631	\$190,000	\$347,631	\$507,631
Income Less Expenses	\$4,387	\$0	(\$25,613)	\$4,387

(1) One time amount to assist in the transition of MainStreet's Workplan and structure.

MainStreet Funding Request FY09-10

<u>INCOME</u>	<u>2009-2010</u>			
	<u>Projected Budget Request</u>	<u>City</u>	<u>MSO</u>	<u>Total</u>
Other Funding				
City of Oceanside	\$160,000	\$160,000	\$0	\$160,000
Membership Dues	\$10,800		\$10,800	\$10,800
Sales	\$3,379		\$3,379	\$3,379
Other Income	\$14,056		\$14,056	\$14,056
Special Events				
Developers Forum	\$3,528		\$3,528	\$3,528
Freedom Days Parade	\$5,562		\$5,562	\$5,562
O'fest	\$0	\$0	\$0	\$0
Dia de los Muertos	\$45,691		\$45,691	\$45,691
Antiques on Mission (Fall)	\$12,037		\$12,037	\$12,037
Markets				
Sunset Market	\$145,000		\$145,000	\$145,000
Morning Market	\$39,140		\$39,140	\$39,140
Programs				
Pier Sign	\$24,000		\$24,000	\$24,000
Beach Services	\$74,754		\$74,754	\$74,754
TOTAL INCOME	\$537,947	\$160,000	\$377,947	\$537,947
<u>EXPENSES</u>	<u>2009-2010</u>			
	<u>Projected Budget Request</u>	<u>City</u>	<u>MSO</u>	<u>Total</u>
ADMINISTRATION EXP				
Salaries, wages & taxes				
Executive Director	\$74,984	\$36,400	\$38,584	\$74,984
Event Coordinator	\$40,891	\$19,850	\$21,041	\$40,891
Office Manager	\$34,505	\$16,750	\$17,755	\$34,505
Market Mgr - Sunset Mkt	\$36,668	\$17,800	\$18,868	\$36,668
Asst. Mkt Manager - Sunset Mkt	\$27,604	\$0	\$27,604	\$27,604
Office Assistant - Aide -Reception	\$25,029	\$0	\$25,029	\$25,029
Volunteer Coordinator	\$0	\$0	\$0	\$0
Payroll Expense	\$1,363	\$0	\$1,363	\$1,363
ADMINISTRATION EXP	\$241,044	\$90,800	\$150,244	\$241,044
OFFICE EXPENSES				
Rents	\$81,134	\$22,835	\$58,299	\$81,134
Repairs & Maint	\$4,338	\$0	\$4,338	\$4,338
Taxes	\$394	\$0	\$394	\$394
Office Expense	\$4,789	\$3,903	\$886	\$4,789
Postage & Delivery	\$1,304	\$0	\$1,304	\$1,304
Acct/Legal/Professional Fees	\$3,650	\$0	\$3,650	\$3,650
Printing & Production	\$1,779	\$0	\$1,779	\$1,779
Utilities & Telephone	\$6,999	\$6,999	\$0	\$6,999
Insurance	\$8,029	\$0	\$8,029	\$8,029
Licenses & Fees	\$4,352	\$0	\$4,352	\$4,352
Misc.	\$2,103	\$0	\$2,103	\$2,103
Graphic Design	\$7,856	\$0	\$7,856	\$7,856
Travel & Conferences	\$6,970	\$0	\$6,970	\$6,970
Website Expense	\$2,400	\$0	\$2,400	\$2,400
Volunteer Expense	\$2,681	\$0	\$2,681	\$2,681
Automobile	\$2,400	\$0	\$2,400	\$2,400

MainStreet Funding Request FY09-10

Bank Charges	\$1,259	\$0	\$1,259	\$1,259
Dues & Subscriptions	\$1,301	\$0	\$1,301	\$1,301
Copier	\$4,410	\$0	\$4,410	\$4,410
TOTAL OFFICE EXP	\$148,148	\$33,737	\$114,411	\$148,148
MARKETING	<u>2009-2010</u>			
	<u>Projected Budget</u>			
Events	<u>Request</u>	<u>City</u>	<u>MSO</u>	<u>Total</u>
Developers Forum	\$500	\$500	\$0	\$500
Freedom Days Parade	\$1,000	\$1,000	\$0	\$1,000
Ofest	\$0	\$0	\$0	\$0
Dia de los Muertos	\$3,310	\$3,310	\$0	\$3,310
Antiques on Mission (Fall)	\$2,139	\$2,139	\$0	\$2,139
Sunset Market	\$11,250	\$11,250	\$0	\$11,250
Morning Farmers Market	\$3,800	\$3,800	\$0	\$3,800
Pier Sign	\$0	\$0	\$0	\$0
Beach Services	\$1,800	\$0	\$1,800	\$1,800
Publications				
Oceanside Visitors Guide	\$2,800	\$2,800	\$0	\$2,800
Discovery Map	\$1,800	\$1,800	\$0	\$1,800
Oceanside Magazine	\$0	\$0	\$0	\$0
TOTAL MARKETING EXP	\$28,399	\$26,599	\$1,800	\$28,399
EVENTS, PROGRAMS & PROJECT EXPENSES	<u>2009-2010</u>			
Special Events				
Developers Forum	\$4,964	\$4,964	\$0	\$4,964
Freedom Days Parade	\$3,900	\$3,900	\$0	\$3,900
O'fest	\$0	\$0	\$0	\$0
Dia de los Muertos	\$37,675	\$0	\$37,675	\$37,675
Antiques on Mission (Fall)	\$3,956	\$0	\$3,956	\$3,956
Markets				
Sunset Market	\$46,250	\$0	\$46,250	\$46,250
Morning Market	\$0	\$0	\$0	\$0
Programs				
Pier Sign	\$4,000	\$0	\$4,000	\$4,000
Beach Services	\$6,000	\$0	\$6,000	\$6,000
TOTAL EPP EXPENSES	\$106,745	\$8,864	\$97,881	\$106,745
TOTAL BUDGET EXPENSES	\$524,336	\$160,000	\$364,336	\$524,336
Income Less Expenses	\$13,611	\$0	\$13,611	\$13,611

Developers Forum Budget

	FY08-09 Budget				FY09-10 Budget			
	FY08-09 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference	FY09-10 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference
Income								
Developers Forum	\$3,425	\$0	\$0	\$3,425	\$3,528	\$0	\$0	\$3,528
Total Income	\$3,425	\$0	\$0	\$3,425	\$3,528	\$0	\$0	\$3,528
Administrative Expense								
Executive Director	\$3,240	\$3,240		\$3,240	\$3,240	\$3,240		\$3,240
Event Coordinator	\$2,544	\$2,544		\$2,544	\$2,544	\$2,544		\$2,544
Office Manager	\$1,448	\$1,448		\$1,448	\$1,448	\$1,448		\$1,448
Sunset Market Mgr	\$0	\$0		\$0	\$0	\$0		\$0
Asst. Market Mgr	\$0	\$0		\$0	\$0	\$0		\$0
Office Assistant	\$1,340	\$0		\$1,340	\$1,340	\$0		\$1,340
Office Space Expense				\$0				\$0
Warehouse	\$0	\$0		\$0	\$0	\$0		\$0
Office	\$0	\$0		\$0	\$0	\$0		\$0
Insurance Costs	\$0	\$0		\$0	\$0	\$0		\$0
License & Fees	\$0	\$0		\$0	\$0	\$0		\$0
Other Event Expenses								
Event Venue or Facility Rental	\$500	\$500		\$500	\$500	\$500		\$500
Equipment Rental	\$150	\$150		\$150	\$150	\$150		\$150
Event Materials & Consumables	\$300	\$300		\$300	\$300	\$300		\$300
Security	\$0	\$0		\$0	\$0	\$0		\$0
Traffic Control	\$0	\$0		\$0	\$0	\$0		\$0
Venue Custodial Maint	\$150	\$150		\$150	\$150	\$150		\$150
Entertainment	\$0	\$0		\$0	\$0	\$0		\$0
Food	\$2,500	\$2,500		\$2,500	\$2,500	\$2,500		\$2,500
Casual Labor	\$0	\$0		\$0	\$0	\$0		\$0
Consultant / Contracted Sponsor	\$1,100	\$1,100		\$1,100	\$1,100	\$1,100		\$1,100
Banners, Posters, Community Signage	\$264	\$264		\$264	\$264	\$264		\$264
Advertising & Promotions	\$500	\$500		\$500	\$500	\$500		\$500
Total Expense	\$14,036	\$12,696	\$0	\$14,036	\$14,036	\$12,696	\$0	\$14,036
Net Income (Revenue - Expenses)	(\$10,611)	(\$12,696)	\$0	\$2,085	(\$10,508)	(\$12,696)	\$0	\$2,188

Freedom Days Parade Budget

	FY08-09 Budget				FY09-10 Budget			
	FY08-09 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference	FY09-10 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference
Income								
Freedom Days Parade	\$5,400	\$0	\$0	\$5,400	\$5,562	\$0	\$0	\$5,562
Total Income	\$5,400	\$0	\$0	\$5,400	\$5,562	\$0	\$0	\$5,562
Administrative Expense								
Executive Director	\$1,944	\$1,944		\$1,944	\$1,944	\$1,944		\$1,944
Event Coordinator	\$6,784	\$6,784		\$6,784	\$6,784	\$6,784		\$6,784
Office Manager	\$3,258	\$3,258		\$3,258	\$3,258	\$3,258		\$3,258
Sunset Market Mgr	\$0	\$0		\$0	\$0	\$0		\$0
Asst. Market Mgr	\$0	\$0		\$0	\$0	\$0		\$0
Office Assistant	\$4,020	\$0		\$4,020	\$4,020	\$0		\$4,020
Office Space Expense				\$0				\$0
Warehouse	\$1,691	\$1,691		\$1,691	\$1,691	\$1,691		\$1,691
Office	\$0	\$0		\$0	\$0	\$0		\$0
Insurance Costs	\$0	\$0		\$0	\$0	\$0		\$0
License & Fees	\$0	\$0		\$0	\$0	\$0		\$0
Other Event Expenses								
Event Venue or Facility Rental	\$0	\$0		\$0	\$0	\$0		\$0
Equipment Rental	\$1,500	\$1,500		\$1,500	\$1,500	\$1,500		\$1,500
Event Materials & Consumables	\$500	\$500		\$500	\$500	\$500		\$500
Security	\$0	\$0		\$0	\$0	\$0		\$0
Traffic Control	\$0	\$0		\$0	\$0	\$0		\$0
Venue Custodial Maint	\$0	\$0		\$0	\$0	\$0		\$0
Entertainment	\$1,250	\$1,250		\$1,250	\$1,250	\$1,250		\$1,250
Food	\$0	\$0		\$0	\$0	\$0		\$0
Casual Labor	\$0	\$0		\$0	\$0	\$0		\$0
Consultant / Contracted Sponsor	\$0	\$0		\$0	\$0	\$0		\$0
Banners, Posters, Community Signage	\$650	\$650		\$650	\$650	\$650		\$650
Advertising & Promotions	\$1,000	\$1,000		\$1,000	\$1,000	\$1,000		\$1,000
Total Expense	\$22,597	\$18,577	\$0	\$22,597	\$22,597	\$18,577	\$0	\$22,597
Net Income (Revenue - Expenses)	(\$17,197)	(\$18,577)	\$0	\$1,380	(\$17,035)	(\$18,577)	\$0	\$1,542

O'Fest Budget

	FY08-09 Budget				FY09-10 Budget			
	FY08-09 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference	FY09-10 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference
Income								
O'Fest	\$13,850	\$0	\$0	\$13,850	\$0	\$0	\$0	\$0
Total Income	\$13,850	\$0	\$0	\$13,850	\$0	\$0	\$0	\$0
Administrative Expense								
Executive Director	\$5,184	\$5,184		\$5,184	\$0			\$0
Event Coordinator	\$10,600	\$10,600		\$10,600	\$0			\$0
Office Manager	\$5,430	\$5,430		\$5,430	\$0			\$0
Sunset Market Mgr	\$0	\$0		\$0	\$0			\$0
Asst. Market Mgr	\$0	\$0		\$0	\$0			\$0
Office Assistant	\$4,020	\$0		\$4,020	\$0			\$0
Office Space Expense				\$0	\$0			\$0
Warehouse	\$1,691	\$0		\$1,691	\$0			\$0
Office	\$0	\$0		\$0	\$0			\$0
Insurance Costs	\$0	\$0		\$0	\$0			\$0
License & Fees	\$0	\$0		\$0	\$0			\$0
Other Event Expenses								
Event Venue or Facility Rental	\$0	\$0		\$0	\$0			\$0
Equipment Rental	\$0	\$0		\$0	\$0			\$0
Event Materials & Consumables	\$0	\$0		\$0	\$0			\$0
Security	\$0	\$0		\$0	\$0			\$0
Traffic Control	\$0	\$0		\$0	\$0			\$0
Venue Custodial Maint	\$0	\$0		\$0	\$0			\$0
Entertainment	\$0	\$0		\$0	\$0			\$0
Food	\$0	\$0		\$0	\$0			\$0
Casual Labor	\$0	\$0		\$0	\$0			\$0
Consultant / Contracted Sponsor	\$0	\$0		\$0	\$0			\$0
Banners, Posters, Community Signage	\$0	\$0		\$0	\$0			\$0
Advertising & Promotions	\$0	\$0		\$0	\$0			\$0
Total Expense (1)	\$26,925	\$21,214	\$0	\$26,925	\$0	\$0	\$0	\$0
Net Income (Revenue - Expenses)	(\$13,075)	(\$21,214)	\$0	\$8,139	\$0	\$0	\$0	\$0

Dia de los Muertos Budget

	FY08-09 Budget				FY09-10 Budget			
	FY08-09 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference	FY09-10 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference
Income								
Dia de los Muertos	\$44,360	\$0	\$0	\$44,360	\$45,691	\$0	\$0	\$45,691
Total Income	\$44,360	\$0	\$0	\$44,360	\$45,691	\$0	\$0	\$45,691
Administrative Expense								
Executive Director	\$5,832	\$0	\$5,832	\$5,832	\$0	\$5,832	\$5,832	
Event Coordinator	\$6,784	\$0	\$6,784	\$6,784	\$0	\$6,784	\$6,784	
Office Manager	\$5,068	\$0	\$5,068	\$5,068	\$0	\$5,068	\$5,068	
Sunset Market Mgr	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Asst. Market Mgr	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Office Assistant	\$4,020	\$0	\$4,020	\$4,020	\$0	\$4,020	\$4,020	
Office Space Expense			\$0	\$0			\$0	
Warehouse	\$2,536	\$0	\$2,536	\$2,536	\$0	\$2,536	\$2,536	
Office	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Insurance Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
License & Fees	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Other Event Expenses								
Event Venue or Facility Rental	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Equipment Rental	\$6,500	\$0	\$6,500	\$6,500	\$0	\$6,500	\$6,500	
Event Materials & Consumables	\$1,825	\$0	\$1,825	\$1,825	\$0	\$1,825	\$1,825	
Security	\$900	\$0	\$900	\$900	\$0	\$900	\$900	
Traffic Control	\$550	\$0	\$550	\$550	\$0	\$550	\$550	
Venue Custodial Maint	\$1,000	\$0	\$1,000	\$1,000	\$0	\$1,000	\$1,000	
Entertainment	\$6,000	\$0	\$6,000	\$6,000	\$0	\$6,000	\$6,000	
Food	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Casual Labor	\$400	\$0	\$400	\$400	\$0	\$400	\$400	
Contract Labor								
Consultant / Contracted Sponsor	\$20,000	\$0	\$20,000	\$20,000	\$0	\$20,000	\$20,000	
Banners, Posters, Community Signage	\$500	\$0	\$500	\$500	\$0	\$500	\$500	
Advertising & Promotions	\$3,310	\$3,310	\$3,310	\$3,310	\$3,310	\$3,310	\$3,310	
Total Expense	\$65,225	\$3,310	\$0	\$65,225	\$65,225	\$3,310	\$0	\$65,225
Net Income (Revenue - Expenses)	(\$20,865)	(\$3,310)	\$0	(\$17,555)	(\$19,534)	(\$3,310)	\$0	(\$19,534)

Antiques on Mission Fall Budget

	FY08-09 Budget				FY09-10 Budget			
	FY08-09 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference	FY09-10 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference
Income								
Antiques on Mission -Fall	\$11,687	\$0	\$0	\$11,687	\$12,037	\$0	\$0	\$0
Total Income	\$11,687	\$0	\$0	\$11,687	\$12,037	\$0	\$0	\$0
Administrative Expense								
Executive Director	\$1,296	\$0		\$1,296	\$1,296	\$0		\$1,296
Event Coordinator	\$2,544	\$0		\$2,544	\$2,544	\$0		\$2,544
Office Manager	\$724	\$0		\$724	\$724	\$0		\$724
Sunset Market Mgr	\$0	\$0		\$0	\$0	\$0		\$0
Asst. Market Mgr	\$0	\$0		\$0	\$0	\$0		\$0
Office Assistant	\$804	\$0		\$804	\$804	\$0		\$804
Office Space Expense								
Warehouse	\$1,268	\$0		\$1,268	\$1,268	\$0		\$1,268
Office	\$0	\$0		\$0	\$0	\$0		\$0
Insurance Costs	\$0	\$0		\$0	\$0	\$0		\$0
License & Fees	\$0	\$0		\$0	\$0	\$0		\$0
Other Event Expenses								
Event Venue or Facility Rental	\$0	\$0		\$0	\$0	\$0		\$0
Equipment Rental	\$582	\$0		\$582	\$582	\$0		\$582
Event Materials & Consumables	\$284	\$0		\$284	\$284	\$0		\$284
Security	\$750	\$0		\$750	\$750	\$0		\$750
Traffic Control	\$1,300	\$0		\$1,300	\$1,300	\$0		\$1,300
Venue Custodial Maint	\$100	\$0		\$100	\$100	\$0		\$100
Entertainment	\$400	\$0		\$400	\$400	\$0		\$400
Food	\$0	\$0		\$0	\$0	\$0		\$0
Casual Labor	\$40	\$0		\$40	\$40	\$0		\$40
Contract Labor/ Consultant / Contracted Sponsor	\$150	\$0		\$150	\$150	\$0		\$150
Banners, Posters, Community Signage	\$350	\$0		\$350	\$350	\$0		\$350
Advertising & Promotions	\$2,139	\$2,139		\$2,139	\$2,139	\$2,139		\$2,139
Total Expense	\$12,731	\$2,139	\$0	\$12,731	\$12,731	\$2,139	\$0	\$12,731
Net Income (Revenue - Expenses)	(\$1,044)	(\$2,139)	\$0	\$1,095	(\$694)	(\$2,139)	\$0	\$1,445

Sunset Market Budget

	FY08-09 Budget				FY09-10 Budget			
	FY08-09 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference	FY09-10 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference
Income								
Sunset Market	\$118,500	\$0	\$0	\$118,500	\$145,000	\$0	\$0	\$145,000
Total Income	\$118,500	\$0	\$0	\$118,500	\$145,000	\$0	\$0	\$145,000
Administrative Expense								
Executive Director	\$3,240	\$3,240		\$3,240	\$3,240	\$3,240		\$3,240
Event Coordinator	\$424	\$424		\$424	\$424	\$424		\$424
Office Manager	\$5,430	\$5,430		\$5,430	\$5,430	\$5,430		\$5,430
Sunset Market Mgr	\$34,380	\$19,100		\$34,380	\$34,380	\$19,100		\$34,380
Asst. Market Mgr	\$24,120	\$0		\$24,120	\$24,120	\$0		\$24,120
Office Assistant	\$536	\$0		\$536	\$536	\$0		\$536
Office Space Expense								
Warehouse	\$8,453	\$8,453		\$8,453	\$8,453	\$8,453		\$8,453
Office	\$11,261	\$11,261		\$11,261	\$11,261	\$11,261		\$11,261
Insurance Costs	\$0	\$0		\$0	\$0	\$0		\$0
License & Fees	\$0	\$0		\$0	\$0	\$0		\$0
Other Event Expenses								
Event Venue or Facility Rental	\$0	\$0		\$0	\$0	\$0		\$0
Equipment Rental	\$3,200	\$0		\$3,200	\$3,200	\$0		\$3,200
Event Materials & Consumables	\$2,020	\$0		\$2,020	\$2,020	\$0		\$2,020
Security	\$0	\$0		\$0	\$0	\$0		\$0
Traffic Control	\$750	\$0		\$750	\$750	\$0		\$750
Venue Custodial Maint	\$800	\$0		\$800	\$800	\$0		\$800
Entertainment	\$15,500	\$0		\$15,500	\$15,500	\$0		\$15,500
Food	\$0	\$0		\$0	\$0	\$0		\$0
Casual Labor	\$18,580	\$0		\$18,580	\$18,580	\$0		\$18,580
Contract Labor/Consultant /Contracted Sponsor	\$4,200	\$0		\$4,200	\$4,200	\$0		\$4,200
Banners, Posters, Community Signage	\$1,200	\$0		\$1,200	\$1,200	\$0		\$1,200
Advertising & Promotions	\$11,250	\$11,250		\$11,250	\$11,250	\$11,250		\$11,250
Total Expense	\$145,344	\$59,158	\$0	\$145,344	\$145,344	\$59,158	\$0	\$145,344
Net Income (Revenue - Expenses)	(\$26,844)	(\$59,158)	\$0	\$32,314	(\$344)	(\$59,158)	\$0	\$58,814

Morning Market Budget

	FY08-09 Budget				FY09-10 Budget			
	FY08-09 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference	FY09-10 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference
Income								
Morning Market	\$38,000	\$0	\$0	\$38,000	\$39,140	\$0	\$0	\$39,140
Total Income	\$38,000	\$0	\$0	\$38,000	\$39,140	\$0	\$0	\$39,140
Administrative Expense								
Executive Director	\$648	\$0	\$648	\$648	\$648	\$0	\$648	
Event Coordinator	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Office Manager	\$3,620	\$0	\$3,620	\$3,620	\$3,620	\$0	\$3,620	
Sunset Market Mgr	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Asst. Market Mgr	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Office Assistant	\$536	\$0	\$536	\$536	\$536	\$0	\$536	
Office Space Expense								
Warehouse	\$1,057	\$0	\$1,057	\$1,057	\$1,057	\$0	\$1,057	
Office	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Insurance Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
License & Fees	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Other Event Expenses								
Event Venue or Facility Rental	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Equipment Rental	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Event Materials & Consumables	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Security	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Traffic Control	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Venue Custodial Maint	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Entertainment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Food	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Casual Labor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Contract Labor/ Consultant / Contracted Sponsor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Banners, Posters, Community Signage	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Advertising & Promotions	\$3,800	\$3,800	\$3,800	\$3,800	\$3,800	\$3,800	\$3,800	
Total Expense	\$9,661	\$3,800	\$0	\$9,661	\$9,661	\$3,800	\$0	\$9,661
Net Income (Revenue - Expenses)	\$28,339	(\$3,800)	\$0	\$32,139	\$29,479	(\$3,800)	\$0	\$33,279

Pier Sign Budget

	FY08-09 Budget				FY09-10 Budget			
	FY08-09 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference	FY09-10 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference
Income								
Pier Sign	\$11,000	\$0	\$0	\$11,000	\$24,000	\$0	\$0	\$24,000
Total Income	\$11,000	\$0	\$0	\$11,000	\$24,000	\$0	\$0	\$24,000
Administrative Expense								
Executive Director	\$12,960	\$0		\$12,960	\$12,960	\$0		\$12,960
Event Coordinator	\$424	\$0		\$424	\$424	\$0		\$424
Office Manager	\$1,086	\$0		\$1,086	\$1,086	\$0		\$1,086
Sunset Market Mgr	\$0	\$0		\$0	\$0	\$0		\$0
Asst. Market Mgr	\$0	\$0		\$0	\$0	\$0		\$0
Office Assistant	\$268	\$0		\$268	\$268	\$0		\$268
Office Space Expense								
Warehouse	\$0	\$0		\$0	\$0	\$0		\$0
Office	\$0	\$0		\$0	\$0	\$0		\$0
Insurance Costs	\$0	\$0		\$0	\$0	\$0		\$0
License & Fees	\$0	\$0		\$0	\$0	\$0		\$0
Other Event Expenses								
Event Venue or Facility Rental	\$0	\$0		\$0	\$0	\$0		\$0
Equipment Rental	\$0	\$0		\$0	\$0	\$0		\$0
Event Materials & Consumables	\$0	\$0		\$0	\$0	\$0		\$0
Security	\$0	\$0		\$0	\$0	\$0		\$0
Traffic Control	\$0	\$0		\$0	\$0	\$0		\$0
Venue Custodial Maint	\$0	\$0		\$0	\$0	\$0		\$0
Entertainment	\$0	\$0		\$0	\$0	\$0		\$0
Food	\$0	\$0		\$0	\$0	\$0		\$0
Casual Labor	\$0	\$0		\$0	\$0	\$0		\$0
Contract Labor/ Consultant / Contracted Sponsor	\$0	\$0		\$0	\$0	\$0		\$0
Banners, Posters, Community Signage, Graphic Design	\$4,000	\$0		\$4,000	\$4,000	\$0		\$4,000
Advertising & Promotions	\$0	\$0		\$0	\$0	\$0		\$0
Total Expense	\$18,738	\$0	\$0	\$18,738	\$18,738	\$0	\$0	\$18,738
Net Income (Revenue - Expenses)	(\$7,738)	\$0	\$0	(\$7,738)	\$5,262	\$0	\$0	\$5,262

Beach Services Budget

	FY08-09 Budget				FY09-10 Budget			
	FY08-09 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference	FY09-10 Budget	City Funded Amount	Actual Amount (Reporting Line)	Difference
Income								
Beach Services	\$53,323	\$0	\$0	\$53,323	\$74,754	\$0	\$0	\$74,754
Total Income	\$53,323	\$0	\$0	\$53,323	\$74,754	\$0	\$0	\$74,754
Administrative Expense								
Executive Director	\$12,960	\$0	\$0	\$12,960	\$12,960	\$0	\$0	\$12,960
Event Coordinator	\$424	\$0	\$0	\$424	\$424	\$0	\$0	\$424
Office Manager	\$3,620	\$0	\$0	\$3,620	\$3,620	\$0	\$0	\$3,620
Sunset Market Mgr	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Asst. Market Mgr	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Office Assistant	\$268	\$0	\$0	\$268	\$268	\$0	\$0	\$268
Office Space Rental				\$0				\$0
Warehouse	\$1,057	\$0	\$0	\$1,057	\$1,057	\$0	\$0	\$1,057
Office	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Insurance Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
License & Fees	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Event Expenses								
Event Venue or Facility Rental	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Equipment Rental	\$4,388	\$0	\$0	\$4,388	\$4,388	\$0	\$0	\$4,388
Event Materials & Consumables	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Security	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Traffic Control	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Venue Custodial Maint	\$1,362	\$0	\$0	\$1,362	\$1,362	\$0	\$0	\$1,362
Entertainment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Food	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Casual Labor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Contract Labor								
Consultant / Contracted Sponsor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Banners, Posters, Community Signage	\$250	\$0	\$0	\$250	\$250	\$0	\$0	\$250
Advertising & Promotions	\$1,800	\$0	\$0	\$1,800	\$1,800	\$0	\$0	\$1,800
Total Expense	\$26,129	\$0	\$0	\$26,129	\$26,129	\$0	\$0	\$26,129
Net Income (Revenue - Expenses)	\$27,194	\$0	\$0	\$27,194	\$48,625	\$0	\$0	\$48,625