

STAFF REPORT



ITEM NO. 29

CITY OF OCEANSIDE

DATE: September 13, 2006

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

FROM: Economic Development and Redevelopment Department

SUBJECT: APPROVAL OF A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF OCEANSIDE AND MAINSTREET OCEANSIDE FOR FISCAL YEARS 2005-2008 TO PROVIDE FUNDING IN THE AMOUNT OF \$250,000 FOR SERVICES TO ASSIST IN THE COMMERCIAL REVITALIZATION OF THE DOWNTOWN AREA

SYNOPSIS

Staff recommends that the City Council and Community Development Commission approve a three-year professional services agreement with MainStreet Oceanside in the total amount of \$250,000 for services to assist in the commercial revitalization of the downtown area, create a City Council-appointed oversight committee to review the work plan on an annual basis, and authorize the City Manager to execute the agreement.

BACKGROUND

In February 2000, the Downtown Business Association (DBA) presented the MainStreet program concept to the City Council. The purpose of the program was to assist in commercial revitalization and is based on building an effective volunteer organization guided by State and National Main Street principles. In March 2000, the City Council adopted a resolution supporting the DBA's submission to the California Main Street Program to seek certification for the City of Oceanside as one of a select group of 37 demonstration cities in the State.

In March 2000, the City Council adopted a resolution in support of MainStreet Oceanside's new program and agreed to provide funding for five years. That commitment period ended in July 2005.

The new program sought to create a unified image, develop strategies that bring people to the district, enhance the appearance of the district, retain and strengthen existing businesses, and recruit new businesses. The MainStreet program was to supplement the City's contribution through sponsorships, grant writing, special events, donations, and membership dues. The previous agreement was for a five-year period, in which the City's

contribution was for \$420,000, and was to be reduced as MainStreet Oceanside matured. MainStreet has continued to grow and has been managing special events for the downtown, such as Antiques on Mission, the 4th of July parade, O'fest, Dia de los Muertos, the Phantom Gallery and the weekly Farmers' Market. MainStreet has also been utilized to distribute information to the merchants and property owners regarding ongoing construction and projects within the Redevelopment Project Area, both by personal visits and through their monthly meetings and newsletters.

In 2001, MainStreet created the Main Street Foundation, Inc., for the purpose of community-based educational and cultural investment in the downtown district. MainStreet's Foundation applied for and was granted 501(c)3 charitable status and the organization routinely applies for and has received various public and private grants for some of its activities. To date, MainStreet has raised \$61,500 through this effort. The Main Street Foundation supports and operates its Phantom Gallery, as well as the Arts Alive banner project.

Unfortunately, not all of these activities generate adequate funding to fully support MainStreet at this time; however, there are many funding opportunities to be created that may allow for MainStreet to be self-sufficient in the future.

ANALYSIS

The professional services agreement outlines the proposed compensation to MainStreet over the next year. The agreement requires MainStreet to submit a quarterly written report describing their activities in relation to the scope of work, along with a request for a 25 percent partial payment of the annual total. In addition, a work plan has been established for work performed in 2005-2006, and for 2006-2007 and 2007-2008. The agreement can be modified each year and the compensation structured according to the level of services being provided for each year. The City will have the right to modify or terminate the payment amount in any quarter throughout the duration of the agreement or the work plan.

Currently the largest income-generating event that MainStreet sponsors is the 4th of July O'fest event. The bulk of the income is generated from vendor booth fees and the carnival. With various construction projects now underway, space for vendor booths is becoming limited, thus reducing the income generated by this event. The carnival had previously been placed on the vacant lot where the Oceanside Pier Resort is currently under construction.

The next largest income generator is the Farmers' Market. MainStreet and the City have discussed the possibility of expanding the size of the market and explore the addition of an evening market, both of which would increase their revenue. The creation of an evening market would require the City to find a farmers' group available for this time slot and there are start-up costs associated with the creation of an evening market; however, ultimately this would generate income to fund MainStreet.

Earlier this year, the City Council approved an agreement with MainStreet to manage the beach vending program. This program had significant start-up cost; however, with time could become a reliable source of income for MainStreet.

Other funding opportunities include advertising on a directional sign that the City and MainStreet are currently working on. This sign will allow MainStreet to market spaces on the map and to have a location to announce upcoming events.

The band shell at the beach is in need of some improvements, which the City will be exploring over the next couple of years. Once these improvements are complete, MainStreet will be working toward establishing a regular concert series at the band shell, which could prove to be an income generator through sponsors, ticket sales and vendor booth fees.

MainStreet and the City have been evaluating the creation of a Business Improvement District (BID) within the downtown for about two years. The Redevelopment Agency paid for a consultant to work with MainStreet to establish a draft area and complete an initial survey of the property owners. Most cities with an urban downtown have established BIDs which fund and support "clean and safe" services, such as keeping sidewalks and curbs clean, trash and graffiti removal, holiday decorations, visitor kiosks and neighborhood patrolling. MainStreet is prepared to assist with the second, or formation, phase of this project. If MainStreet were to serve as the BID manager, this could be yet another source of revenue for the MainStreet organization.

In order for the organization to continue to be successful and accomplish many of the tasks that the City and MainStreet have agreed to, additional funding is needed for these efforts. Many cities across the nation provide funding for their MainStreet organizations to be successful, depending on what level of service they expect.

Ultimately, there may be sufficient funds through a variety of programs, as described above, to fund the MainStreet organization; however, until these programs are in place, the City may need to continue to financially support Main Street's efforts.

MainStreet has already proven its commitment to the objectives of the downtown and has been very successful at promoting special events. Each year the special events have grown exponentially.

The purpose of the agreement and the work plan is to formalize the relationship with the City by tying City funding to reportable performance standards. A City Council-appointed oversight committee will review the work plan on an annual basis. Funding for fiscal year 2005-2006 would be for all of the activities already completed. The funding for 2006-07 and 2007-08 shall be divided equally between the administration of the organization, lease payments, the management of events and financial assistance for the July 4th fireworks and is outlined in the work plan.

FISCAL IMPACT

The funding commitment to MainStreet Oceanside would be \$50,000 for FY 2005-2006 and \$100,000 each for FY 2006-2007 and 2007-2008. Funding has been allocated from the General Fund Non-departmental fund in the amount of \$50,000 for FY 2005-2006 and the remainder of the funding will come out of Redevelopment funds (tax increment revenue) for FY 2006-2008. Bond proceeds may not be used for this purpose.

INSURANCE REQUIREMENTS

The City's standard insurance requirements will be 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 May 15, 2006 meeting. Several questions arose but the committee recommended approval. Subsequent to that, additional questions were raised; therefore, additional information regarding Main Street's budget, number of employees, and the organization's accomplishments, are in the attached documents: Questions and Responses; MainStreet Executive Summary; Financial Statements for year ending June 30, 2005; and the Profit and Loss statement.

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 three-year professional services agreement with MainStreet Oceanside in the total amount of \$250,000 for services to assist in the commercial revitalization of the downtown area, create a City Council appointed oversight committee to review the work plan on an annual basis, and authorize the City Manager to execute the agreement.

PREPARED BY:


Kathy Baker
Redevelopment Manager

SUBMITTED BY:


Barry E. Martin
Interim City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Assistant to the City Manager
Jane McVey, Economic Development & Redevelopment Director



ATTACHMENTS/EXHIBITS:

1. Professional Services Agreement
2. MainStreet Work Plan
3. Questions and Responses
4. About California Downtown Association
5. MainStreet Executive Summary
6. Financial Statements for year ending June 30, 2005
7. Profit and Loss Statement
8. Wages and Salary graph

CITY OF OCEANSIDE

PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT is made and entered into this ____ day of _____, 2006, by and between the CITY OF OCEANSIDE, a municipal corporation, hereinafter designated as "CITY", and MAIN STREET OCEANSIDE, INC., hereinafter designated as "CONSULTANT."

NOW THEREFORE, THE PARTIES MUTUALLY AGREE AS FOLLOWS:

- 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." Generally, through the Main Street 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.
- 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.
- 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, tortuous 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 \$50,000 for fiscal year 2005-2006, \$100,000 for fiscal year 2006-2007 and \$100,000 for fiscal year 2007-2008, for a total contract price of \$250,000.

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.

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 approval by the Redevelopment Manager prior to performing any work, which results in incidental expenses to CITY.

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 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 shall be deemed a "city officer or employee," and this section shall be interpreted in accordance with Government Code Section 1090. In the event that the CONSULTANT becomes financially interested in any other contract which may create a conflict with this agreement, that other contract shall be void. The CONSULTANT shall indemnify and hold harmless the CITY, under Section 5

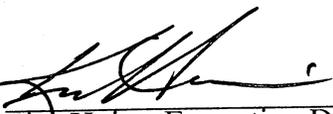
above, for any claims for damages resulting from the CONSULTANTS'S violation of this Section.

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.

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 _____ 2006.

MAIN STREET OCEANSIDE, INC.

CITY OF OCEANSIDE

By: 

Kim Heim, Executive Director

By: _____
Barry E. Martin
Interim City Manager

By: EXECUTIVE DIRECTOR

APPROVED AS TO FORM:



City Attorney

33-0923965

Employer ID No.

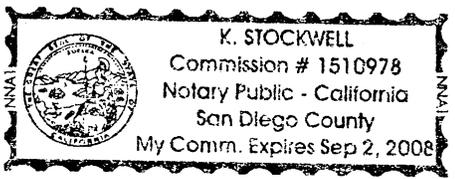
NOTARY ACKNOWLEDGMENTS OF CONSULTANT MUST BE ATTACHED.

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California,
County of San Diego } ss.

On Sept 6, 2006 before me, K Stockwell, Notary Public
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")
personally appeared Charles Kim Heim
Name(s) of Signer(s)

personally known to me
 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.

WITNESS my hand and official seal
[Signature]
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.

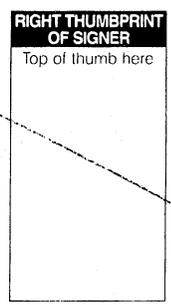
Description of Attached Document

Title or Type of Document: _____
Document Date: _____ Number of Pages: _____
Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer

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

Signer Is Representing: _____



MainStreet Oceanside Workplan For Fiscal Years 2006/2007 and 2007/2008

Task	Action Steps
Organize special events and programmed events appealing to the entire community	<p>Stage Freedom Days Parade on July 4th weekend. Stage Arts Alive Banner Program. Stage weekly morning Farmers' Market. Further develop and implement the Beach Services Program.</p>
Assist in retaining and recruiting retailers.	<p>Make monthly contacts and solicit potential new businesses to the Downtown. Provide contact information and lease opportunities to new business prospects.</p>
Implement retail promotions geared to primary target markets	<p>Develop a weekly advertising page in North County Times for the MainStreet Oceanside district. Develop and implement cross-marketing and customer incentive program between existing downtown merchant base and Hotel/Motel Owners Association with new Beach Services providers.</p>
Strengthen tourism activities and promotions	<p>Strengthen the relationship between the California Welcome Center and MSO by scheduling regular information sharing and co-promotion meetings. Strengthen the visitor information on the MSO website. Promote Heritage Tourism. Investigate ways to highlight the historical aspect of the Downtown for use in promotions.</p>
Strengthen the Downtown's presence on the internet	<p>Develop the MainStreet Oceanside website as an internet destination for information on Downtown Oceanside. Enhance the content of the Event Calendar to include all Downtown events. Increase the number of links to outside websites. Report on visitor levels quarterly.</p>
Enhance downtown marketing and public relations	<p>Provide publicity for downtown events and activities on the MainStreet Oceanside Website. Renovate existing Pier Sign by Spring 2007. Develop downtown sign kiosk program. Complete approval process by March 2007. Display posters and distribute collateral materials from downtown merchants in MSO office and at the Farmers' Market.</p>
Develop activities to increase midweek and evening shopping	<p>Define a location for the Evening Market with the City and prepare a workplan with implementation requirements by January 2007 for April 2007 start date.</p>
Track public contact	<p>Maintain records of phone calls and keep log of visitors to MSO office. Report quarterly.</p>

Task	Action Steps
Develop activities to increase off-season visitors	<p>Develop workplan and implementation requirements for Christmas season promotion</p> <p>Investigate the feasibility of adding smaller scale off-season events to the MSO lineup such as Taste of Oceanside.</p>
Strengthen public safety	<p>Meet monthly with the Downtown Bear Patrol and communicate routinely by telephone regarding public safety concerns occurring in the downtown.</p>
Strengthen the role of cultural arts in the Downtown	<p>Meet at least semi-annually with cultural arts groups (to include Oceanside Arts Commission, Oceanside Museum of Art, Star Theatre Company, New Vision Theatre Company, Oceanside Artists Alliance, Phantom Artists Group, independent art galleries, etc.) in the downtown area and provide promotional support on MSO website and at MSO events.</p> <p>Collaborate with these groups on adopting a brand name for the arts district.</p> <p>Assist with development of an arts district by promoting Artist Alley and helping artists find affordable studio and exhibition space.</p> <p>Include art in all MSO promotions. Develop unique signage, banners, kiosks and maps.</p>
Continue to work with the City's Public Works Department and Redevelopment Agency to study pedestrian program	<p>Continue to support and promote "Walkable Community" program implementation</p> <p>Assist Economic Development and Redevelopment Department with selection and placement of street furniture.</p> <p>Collaborate with the Economic Development and Redevelopment Department on newstreet design and placement standards.</p>
Increase community involvement in guiding Downtown vitality	<p>Attract members of the broader community to committee and board positions.</p> <p>Increase interest in board service by publicizing the governing process in the monthly newsletter and by inviting prospects to attend board meetings as an observer.</p> <p>Implement an outreach plan to citywide community groups.</p> <p>Visit a community or civic group once per month and provide a presentation of MainsStreet Oceanside activities.</p> <p>Improve volunteer appreciation efforts by expanding volunteer support at special events and by hosting an annual Volunteer Appreciation Party.</p>
Develop an annual work plan	<p>Develop, maintain, and update an annual workplan.</p> <p>Conduct an annual Board retreat.</p> <p>Review the Strategic Business Plan annually and update it as needed.</p>

Task	Action Steps
<p>Raise operating funds to augment City revenues</p>	<p>Increase special event income by careful management and oversight of the budget of each event. Increase the footprint and vendor count of the daytime Farmers' Market by 20% in 2007. Develop new events to provide additional event income and replace income from existing special events that are phasing down. Develop ongoing special programs to provide income to the organization (Farmers' Market, Evening Market, Beach Services). Increase the number of members and membership income.</p>
<p>Continue business outreach and advocacy</p>	<p>Provide a downtown office setting available for the general public to access information and resource contacts. Continue to keep Downtown businesses informed of Downtown events by distributing the Event Advisory bulletins Hold monthly MainStreet Morning meetings. Investigate additional business outreach programs.</p>
<p>Report to the City and the general public on a regular basis.</p>	<p>Report activities and financial data to the Economic Development and Redevelopment Department on a quarterly basis. Maintain financial records and make them available to the city and the general public on request. Publish an annual report to educate government officials, merchants, investors and the general public about the activities and goals of MSO. Expand newsletter distribution to all areas of Oceanside.</p>
<p>Publish a regular newsletter and develop an email news bulletin</p>	<p>Continue to publish the newsletter on a regular basis. Increase distribution of the newsletter by 20% per year. Investigate the feasibility of developing a regular email bulletin to supplement the newsletter.</p>
<p>Participate as a Certified National and California Main Street Community</p>	<p>Attend Main Street trainings at least once per year. Maintain memberships and certifications from National Main Street Center, California Main Street Program, California Downtown Association and the California Main Street Alliance. Attend at least one California Downtown Association and California Main Street Association network conference per year.</p>
<p>Maintain adequate staffing levels</p>	<p>Support the current level of programs and events by maintaining the necessary staffing.</p>

Questions and Responses

As the Board and staff of MainStreet Oceanside prepared for a new contract with the City of Oceanside, meetings were held with City Council members and the Redevelopment Advisory Committee. What follows is the MainStreet Oceanside response to some of the questions asked at these meetings.

1. *Who governs MainStreet Oceanside?*

MainStreet Oceanside is governed by a nine member Board of Directors. The Board is diverse and participates at MainStreet Oceanside at a high level. The organization benefits from the many decades of business experience of these Board members. They represent all sectors of the community: business owners, property owners, and general residents who live downtown and in other parts of the city. They meet monthly to guide the staff and set policies for the organization. In addition, they spend two days each year to assess the current status of the organization and set goals for the upcoming year.

The Executive Director of MainStreet Oceanside meets with the City Manager on a monthly basis to discuss the progress and goals of the organization. In addition, the MainStreet Oceanside staff interfaces with many City departments on a regular basis.

2. *Why does the quarterly report to the City lack financial information?*

The report format used over the past three years corresponds to the format of the prior Professional Services Agreement between MainStreet Oceanside and the City. There is no reason why financial information could not be incorporated into future quarterly reports.

3. *Is the MainStreet Oceanside budget available to the general public?*

The previous years' income statement is published annually in our membership brochure and on our website in the "Organization" section. Detailed financial information is discussed at the monthly Board meeting which is open to the public. A schedule of these meetings is published on our website.

In December of 2005, the Board of Directors retained the firm of Sonnenberg & Company, CPAs to perform an independent audit of the organization. The auditor's report, including consolidated financial statements, is included in this packet and is available to the general public upon request.

4. *Didn't the original agreement between the City and MainStreet Oceanside require the organization to become self-sufficient in five years?*

It should be noted that in municipalities where downtown revitalization is a stated goal, Downtown organizations of record generally maintain some type of financial relationship with their city. Nearly all Main Street Associations are

supported financially by their city governments. Of the twenty-nine California Main Street programs, only one receives no financial support from their City (Hanford). Annual city contributions range from \$2,500 (San Luis Obispo – where the organization is staffed by City employees) to \$440,000 (El Cajon).

Closer to home, the Downtown Encinitas Main Street Association (now in its eighteenth year and one-third the size of Oceanside's district) receives \$50,000 annually from the City of Encinitas. The North Park Main Street Association is funded by \$120,000 from the Redevelopment Agency and supplemented with \$12,000 in BID assessment revenue.

Details are reported in the California Main Street 2005 Report, a copy of which is included in this packet.

5. *Why has MainStreet Oceanside received only \$61,500 in grant money?*

MainStreet Oceanside continues to pursue opportunities to receive grant dollars available to 501(c)6 non-profit organizations. It should be noted, however, that grant money does not provide a significant portion of the budgets of the forty-one downtown associations surveyed by the California Downtown Association. *In fact, only six of these downtown programs reported any grant revenue.*

In some cities, the Main Street Association is permitted to seek Community Development Block Grants. (The Ocean Beach Main Street Association received over \$850,000 in CDBG funds over a three year period.) MainStreet Oceanside is precluded from requesting CDBG grants by City Council policy.

A copy of the California Downtown Association's 2005/2006 Budget and Salary Survey is included in this packet.

6. *Just exactly how many employees does MainStreet Oceanside have? Have salary costs increased faster than the budget has grown?*

MainStreet Oceanside started out with a single employee in 2000. After a long search, the organization hired its first Executive Director in March of 2001. As the organization became increasingly focused on staging special events, an Event Coordinator position was created and filled. In 2005, the Operations Manager position was created by the Board to help steer the growing activities of the organization and help with the creation and management of the Beach Services program.

The Board of Directors of MainStreet Oceanside cautiously adds new staff positions as the needs of the organization continue to grow. The nearly \$300,000 of non-City revenue that MSO earned in the last fiscal year was predominantly due to the efforts of its four person staff.

7. *What is MainStreet Oceanside accomplishing for the City resources they are receiving?*

The agreement between the City and MainStreet Oceanside serves as a blueprint for the accomplishments expected from the organization in return for the City's investment. In addition, MainStreet Oceanside has prepared a five-year Strategic Plan and an Two Year Workplan which is included in this packet. The Workplan details many of the additional activities of the organization that are not funded by the City.

8. *How does MainStreet Oceanside assist the City of Oceanside and in what ways does this ease the burden on City staff?*

Over the years, MainStreet Oceanside has developed a high public profile. As a larger and more diverse group of interested parties has sought information about the Downtown, MainStreet Oceanside's daily activities have grown each year to accommodate them. Our workload has grown to include handling a large number of referrals from numerous City departments including Economic Development and Redevelopment, Parks and Recreation, Harbor and Beaches, Business Licenses, Parking, Code Enforcement, etc.

MainStreet Oceanside serves as the first (and hopefully final) stop when a member of the general public is seeking information on a wide range of Downtown topics:

- Assessing the Downtown in terms of business opportunities
- Information and facts about Downtown's current business activities
- Information about shopping, dining and services available Downtown
- Participation in a parade, special event, cultural activities or fireworks
- Information on Farmer's Market or Beach Services
- Up-to-date information regarding new projects and construction impacts

In addition, MainStreet Oceanside acts proactively to disseminate information to the Downtown business community and the general public on a regular basis.

- In the first five months of 2006, the MSO website hosted 4,494 visitors with over 17,000 page views
- The MainStreet Morning meeting is held on a monthly basis
- An information booth is manned at the weekly Farmers' Market and at all special events
- Event Advisories are published and hand distributed in the Downtown
- The regular newsletter is mailed to all Downtown businesses and property owners

As a non-profit organization structured to create benefits to the Downtown, we believe that lessening the burden of government is one of our key roles.

9. *How will MainStreet Oceanside be accountable for the funds received from the City?*

MainStreet Oceanside has always been highly accountable to the City for the funds that have been received. The organization understands that the agreement with the City is a contract and will fulfill the terms of the contract as signed. Quarterly reports will continue to be submitted and will now include financial information. In addition, the organization will develop additional scopes of work and additional revenue sources independent of City funding.

About California Downtown Association

California's Educational Resource for Downtown and Business District Professionals

Over 30 years ago, the State of California passed landmark legislation allowing the formation of Business Improvement Districts (BID). Soon after, a pioneering group of business district managers recognized the need for an association that would provide a forum for addressing issues unique to business associations in California—the only state at the time that had passed BID legislation. This group, comprised of managers from cities as diverse as Bakersfield, Fresno, Merced, San Jose, Santa Monica and Whittier, came together over a weekend to exchange information. They shared their successes, failures, accomplishments, frustrations and created a new organization, California Downtown Association (CDA).

CDA is committed to the long-term preservation and prosperity of business districts everywhere. Our organization represents thousands of diversified businesses throughout California within its network of downtown associations, cities, chambers of commerce, commercial business districts and industry-related vendors and consultants.

Since 1971, CDA, a membership-based 501(c) 3 nonprofit corporation, has grown from a few scattered cities to one of the strongest business district organizations in the country. This has enabled CDA to successfully lobby in the state legislature on behalf of our members for statewide improvement programs as well as for local funding legislation.

Our membership is diverse, representing main streets, historic downtowns and business districts in the rural communities of the central valley, the foothills of the Sierras, the beach communities along the northern and southern coasts, as well as the downtowns and revitalized districts located in the heart of California's urban centers.

CDA is proud to offer opportunities for education and information for a membership base that includes 30-year veterans of business district revitalization as well as those who are new to the field. California Downtown Association is

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2005 - 2006 Budget and Salary Survey

Including
Downtown and Central Business District
Improvement Associations;
Main Street Programs;
BIDs and PBIDs

CDA Budget Survey 2005 - 2006

We are pleased to present California Downtown Association's first salary and budget survey, delivering on our commitment to being California's primary educational resource for business district revitalization and management professionals. Our response rate among our members who manage downtown/business district organizations was 41 percent. We hope that as we continue to establish this resource the participation of our members increases to 100 percent. But we are confident that the information included in this survey is sufficient statistically to provide a great guide for organizations interested in evaluating their operating budgets and salaries against others of similar size in the state.

The Survey

- 153 surveys were mailed to our members as follows:
- 73 surveys were mailed to CDA members representing independent business district organizations including voluntary associations, BIDs, PBIDs, main streets. Each of these organizations employs an executive director or manager, either full time or part time.
- 80 surveys were sent to CDA members who are city staff. We asked city staff to respond to the survey if they have direct management over a business district organization and provide funding dedicated to the central or downtown business district.
- Of the 73 surveys sent to independent business district organizations, 30 returned completed surveys, representing a 41 percent return rate.
- Of the 80 surveys sent to city departments, 11 were returned, representing a 14 percent response. The low response is not unexpected as few of our member public agencies have full time staff and/or resources specifically dedicated to their downtown district's revitalization and redevelopment.

Survey Charts

In order to maximize the value of the responses, the survey data has been charted, divided by the type of organizations represented and sorted by operating budgets. This allows each organization to examine "like-sized" organizations for valid comparison.

Summary Reports

In the summary reports of the data, the surveys are further split to eliminate skewing of averages by organizations that are not representative of the bulk of responses. Specifically, while the city managed bids are included in the complete survey charts, they are not included in the statistical averaging of operating budgets and salaries, recognizing that funding mechanisms and salaries within a public agency are not generally comparable to an independent business association. Likewise, since only four organizations reported operating budgets above \$500,000 and in fact, the jump from \$500,000 is directly to \$2,200,000 and above, they have been excluded from the calculated averages and stand on their own.

Your comments and suggestions for questions to be included in our next budget and salary survey are welcome, and may be emailed to info@californiadowntown.com

Survey at a Glance

City Population

The city populations included in this survey ranged from 13,00 to 4,700,000. The median size is 55,000. City populations were evenly distributed among the responses with the exception of the four cities reporting populations over 1,000,000. These four responses (13 percent of total) were excluded from the mean calculation to arrive at a more accurate reflection of responses. **The average city population of 87 percent of the participating organizations is 110,450.**

Types of Organizations

The organizational structure of our survey participants is categorized as follows:

- **Voluntary Organizations** (no assessment districts) - Funding mechanisms vary for each organization, but generally include city contributions, income earned from special events and fundraising campaigns and/or membership dues.
- **Business Improvement Districts (BID)**
- **Property based Business Improvement Districts (PBID)**
- **City Managed Districts** –These include several BIDs managed by city staff, as well as districts with no assessment mechanisms in place.

Operating Budgets

Operating budgets of survey respondents with formally organized business district organizations (assessed or voluntary) ranged from \$16,000 to \$4,000,000. The **average operating budget—excluding** the four organizations whose operating budgets are in excess of 2,000,000—is **\$205,957**.

83 percent of participating organizations have operating budgets of less than \$500,000.

Size of Operating budgets	
Minimum	\$16,000
Maximum	\$4,000,000
Average*	\$205,957
Median*	\$180,000

* (Excludes four organizations with budgets > 2 million)

Source of Funding

46 percent of responding organizations receive at least 50 percent of their operating budgets from assessment districts, The second largest source of funds is from special events, and for start up organizations, direct funding by the city. As assessment income increases, whether from the establishment of a BID, and especially the establishment of a PBID, there is decreased reliance on funding from special events. While city funding is commonly used as seed money, there are a number of long-established "voluntary" organizations that remain reliant on city funding for their viability. The survey clearly demonstrates the best-funded organizations are the property based assessment districts, especially those in large urban centers.

Executive Director/CEO Salary

Survey participants were asked to report their base salary ranges and as well as salary as a percentage of the organizations operating budget. Starting salaries for full time executive directors/CEOs ranged from \$30,000 to greater than \$90,000 annually. The median salary range for all responding organizations is \$45,000 - \$50,000 annually.

What is most evident when reviewing salary data is that salary averages are more indicative of organizational size and operating budget than the scope of work and broad responsibilities of the managing director! As our members know, the smaller the organization, the more responsibilities the managing director must carry until the organization grows its operating budget sufficiently to add staff.

It follows that organizations with smaller operating budgets, must commit a larger percentage of budget to staff salary, especially if the organization wishes to bring in a more experienced manager. In the smallest organization reporting a full time executive director, salary represented 52 – 63 percent of the operating budget (\$50,000 - \$60,000 out of a \$95,000 budget) while the CEO's salary of the largest reporting organization represents only three percent of the operating budget (three percent of \$4,000,000).

In order to facilitate evaluation of salaries based on like-sized budgets, the charts on the following page summarize salary ranges based on operating budgets under \$200,000 and between \$200,000 and \$500,000. CEO Salaries in organizations with operating budgets greater than \$550,000 exceed \$90,000 annually, with salaries as a percentage of these budgets reportedly ranging from three to six percent.

Average Executive Director/CEO Salary Ranges

Salary Ranges in Organizations with Operating Budgets Under \$200,000	
Lowest	\$30,000 - 35,000
Mean	\$42,000 - 48,200
Median	\$42,500 - 47,500
Highest	\$60,000 - 70,000
Average % of operating budget committed to ED salary: 35%	

Salary Ranges in Organizations with Operating Budgets between \$200,000 & \$550,000	
Lowest	\$40,000 - 45,000
Mean	\$52,666 - 60,583
Median	\$50,000 - 60,000
Highest	\$80,000 - 90,000
Average % of operating budget committed to ED salary: 18%	

Voluntary and Non-Assessed Organizations

Type of Organization	Voluntary 501 (C)(6)	Voluntary 501 (C)(4)	Voluntary	Voluntary
Date Formed	1988	1988	Not Reported	1988
Size of City	1300	24,000	35,000	16,500
Size of Business District				
Physical area	5 Miles	10 Blocks	35 Blocks	27 Blocks
Number of Businesses	300	238	129	380
Number of Properties	200	0	20	0
Number of Businesses Assessed	0	0	0	0
Number of Properties assessed	0	0	0	0
Number of Voluntary Members	95	0	75	160
Budget & Funding				
Total Operating Budget	\$95,000	\$100,000	103,000	\$180,000
Sources of Revenue				
Membership Dues	15	0	2%	25%
Assessment District	0	0	0	0
City Contribution	0%	80%	48%	25%
Special Events	45%	0	23%	40%
Promotions & Advertising	0	0	8%	0
Fundraising	20%	20%	1%	10%
Earned Income	0%	0	0	0
Contracts & Grants	0%	0	10%	0
Other	0%	0	0	0
Executive Director/CEO				
Salary	\$50-60,000	\$30 - 35,000	\$40 - 45,000	\$40-45,000
ED Salary as % of Budget	50%	30%	40%	23%
Benefit Package				
(list)		Cash Bonus		Health
		Rotary Membership		
Does ED receive Comp Time?	No	Yes	Yes	No
How is it calculated?			Time equal to OT hours worked	
Organizational Staffing (In addition to ED)	0	1 PT	0	2 PT/Contractual
Position Titles /Hours and Salary		Assistant Director 20 hrs - \$15 -17		
Certified Main Street Program?	No	Yes	Yes	Yes
Other Organizations	NTHP	NTHP	NTHP	NTHP
		CAMSA	CAMSA	
			Chamber	

NTHP = National Trust for Historic Preservation

CAMSA = California Main Street Alliance

Voluntary and Non-Assessed Organizations

Type of Organization	Voluntary 501 (C)(3)	Voluntary	Voluntary 501 (C)(6)	Voluntary 501 (C) (6)
Date Formed	1996	1993	1999	1964/1981 Incorporated
Size of City	100,000	60,000	178,000	29,000
Size of Business District				
Physical area			84 Blocks	
Number of Businesses	50	347	435	500
Number of Properties		220	670	350
Number of Businesses Assessed	0	0	0	0
Number of Properties assessed	0	0	0	0
Number of Voluntary Members	0	168	86	223
Budget & Funding				
Total Operating Budget	\$192,000	\$220,000	246,000	\$497,000
Sources of Revenue				
Membership Dues	0	9%	3%	9%
Assesment District	0	0	0	0
City Contribution	78%	20%	20%	0
Special Events	4%	70%	73%	90%
Promotions & Advertising	0	0	4%	0
Fundraising	0	0	min	0
Earned Income	0	1%	0%	1%
Contracts & Grants	18%	0	0	0
Other	0	0	0	0
			Part Time Staff only	
			24 hours/week	
Executive Director/CEO Salary	\$50-60,000	\$40-45,000	\$42,000	\$80-90,000
ED Salary as % of Budget	30%	20%	17%	16%
Benefit Package				
(list)		Car Allowance		Health
		Cell Phone		Retirement
				Car Allowance
Does ED receive Comp Time?	No	No		No
How is it calculated?				
Organizational Staffing	3 PT	1 PT	1 FT, 2 PT	1 FT, 3 PT
Position Titles /Hours and Salary	Comm. Safety Coordinator 20 hrs - \$12-15	Art Fair Coordinator 30 hours	1Event Coordinator FT - \$35,000	Assistant FT - \$14 -19
	Ambassador 20 hrs - \$9 -11		Office Manager 32 hrs - \$21,600	Event Coordinator PT - \$14-19
	Admin Assistant 12 hrs- \$12 -15		Dir. Member Services 30 hrs - \$37000	Volunteer Coordinator PT - \$10-15
				Assistant Event Coord PT - \$10-12
Certified Main Street Program?	Yes	No	Yes	No
Other Organizations	NTHP	NTHP	NTHP	NTHP
	CAMSA		CAMSA	CAMSA
	Chamber			

NTHP = National Trust for Historic Preservation

CAMSA = California Main Street Alliance

Voluntary and Non-Assessed Organizations

Type of Organization	501 (C)(3)
Date Formed	
Size of City	27,000
Size of Business District	
Physical area	10 Blocks
Number of Businesses	200
Number of Properties	
Number of Businesses Assessed	0
Number of Properties assessed	0
Number of Voluntary Members	0
Budget & Funding	
Total Operating Budget	\$550,000
Sources of Revenue	
Membership Dues	0
Assesment District	0
City Contribution	18%
Special Events	46%
Promotions & Advertising	0
Fundraising	27%
Earned Income	5%
Contracts & Grants	0
Other	4%
Executive Director/CEO Salary	\$50- 60,000
ED Salary as % of Budget	10%
Benefit Package	
(list)	Health
	Retirement
	401K
Does ED receive Comp Time?	No
How is it calculated?	
Organizational Staffing	1 FT, 4 PT
Position Titles /Hours and Salary	Assistant FT- \$12
	Assistant PT - \$14
	Event Coordinator 16 hrs - \$17
	Weekend Staff 5 hrs - \$10
	Contract Mktng Consultant for Merchants 24 hrs /week
Certified Main Street Program?	Yes
Other Organizations	NTHP
	CAMSA
	Chamber

Business Improvement Districts (BID)

Type of Organization	BIA/BID 501(C)(6)	BIA 501 (C)(3)	BID	BIA/BID
Date Formed	Not reported	Not reported	1989	1986
Size of City	50,000	25000	35,000	10,500
Size of Business District				
Physical area	40 Blocks	5 Blocks	15 Blocks	13 Blocks
Number of Businesses	250	130	250	250
Number of Properties				
Number of Businesses Assessed	250	130	250	250
Number of Properties assessed	0	0	0	0
Number of Voluntary Members	0	100		20
Budget & Funding				
Total Operating Budget	\$95,000.00	\$97,000	\$120,000.00	\$126,000.00
Sources of Revenue				
Membership Dues	0	2%	0	0
Assesment District	61%	12%	80%	40%
City Contribution	13%	68%	0	20%
Special Events	20%	17%	20%	30%
Promotions & Advertising	4%	0	0	5%
Fundraising	2	0	0	2%
Earned Income	0	0	0	3%
Contracts & Grants	0	1%	0	0
Other	0	0	0	0
Executive Director/CEO				Part time ED
Salary	\$30-35,000	\$45-50,000	\$35-40000	\$30-35,000
ED Salary as % of Budget	31%	50%	35%	25%
Benefit Package				
(list)	Health Car Allowance			
Does ED receive Comp Time?	No	No	No	
How is it calculated?				
Organizational Staffing (In addition to ED)				
Position Titles /Hours and Salary	1 PT Admin Assistant 35 hrs - \$10	1 PT Exec. Assistant PT - \$9.50	0	
Certified Main Street Program?	No	No		Yes
Other Organizations		NTHP CAMSA		NTHP CAMSA

Business Improvement Districts (BID)

Type of Organization	BID 501 (C)(4)	BIA/BID 501 (C)(3)	BIA 501 (C)(6)	BID 501 (C)(6)
Date Formed	1988	Not Reported	1989	2000
	63,000	27,000	450,000	50,000
Size of Business District				
Physical area	32 Blocks		5 Sq. Miles	20 Blocks
Number of Businesses	765	150	900	300
Number of Properties	214			
Number of Businesses Assessed	765	150	900	
Number of Properties assessed	0	0	0	0
Number of Voluntary Members	5	180	22	15
Budget & Funding				
Total Operating Budget	\$165,000.00	\$180,000	\$193,000	\$220,500
Sources of Revenue				
Membership Dues	0	0	1%	0
Assessment District	70%	6%	75%	80%
City Contribution	18%	6%	0	0
Special Events	0	44%	20%	20%
Promotions & Advertising	0	0	2%	0
Fundraising	12%	0	1%	0
Earned Income	0	0	1%	0
Contracts & Grants	0	3%	0	0
Other	0	6% shopping center	0	0
Executive Director/CEO				
Salary	\$50-60,000	\$35-40,000	45-50,000	\$40- 45,000
ED Salary as % of Budget	33%	23%	24%	19%
Benefit Package				
(list)	Health Contribution		Health	Health
	Tuition Assistance		Dental	Simple/Sep/Sarp
			Cash Bonus	Car Allowance
				Cash Bonus
Does ED receive Comp Time?	Yes		Yes	No
How is it calculated?	Equal hours for OT worked		up to 80 hrs = OT hours worked	
Organizational Staffing (In addition to ED)	2 PT	1 FT	2 PT	1 FT
Position Titles /Hours and Salary	Assistant Director 35 hrs - \$10.50	ED Assistant \$27,000	Admin Assistant 10-15 hrs - \$10	Event Coordinator \$25 -30,000
	Assistant 10 hrs - \$8/hr		Litter Weed Abatement 32 hrs - \$7-8	
Certified Main Street Program?	Yes	Yes	No	Yes
Other Organizations	NTHP CAMSA	NTHP Cal Fest		CAMSA

Business Improvement Districts (BID)

Type of Organization	BIA/BID 501 (C)(6)	BID	BID 501 (C)(4)	BID 501 (C)(6)
Date Formed	BIA 1991/BID1985	1999	1975	1983
	1,370,000	98,000	100,000	69,123
Size of Business District				
Physical area	19 Blocks		40 Sq. Blocks	24 Sq. Blocks
Number of Businesses	250	408	450	577
Number of Properties	325		126	
Number of Businesses Assessed	250	408	400	577
Number of Properties assessed	0	0	0	0
Number of Voluntary Members	12	10	0	100
Budget & Funding				
Total Operating Budget	\$257,125	\$275,000	\$308,000	\$335,750
Sources of Revenue				
Membership Dues	0.25%	0	0	6%
Assessment District	5%	20%	9%	17%
City Contribution	54%	20%	11%	17%
Special Events	30%	20%	0	60%
Promotions & Advertising	0%	0	59%	0
Fundraising	0%	40%	17%	0
Earned Income	0.50%	0	0	0
Contracts & Grants	10%	0	0	0
Other	0.25%	0	4% City contract	0
Executive Director/CEO				
Salary	\$50-60,000	50-60,000	\$40-45,000	\$50-60,000
ED Salary as % of Budget	23%	18%	14%	19%
Benefit Package				
(list)	Health	Health	Parking	Health/Dental Contribution
	Dental	Parking		Mileage
	Disability	Cash Bonus		Rotary
				Cell phone allowance
Does ED receive Comp Time?	No	Yes		No, but flex schedule
How is it calculated?		1.5 hours per hour over 45		
Organizational Staffing (In addition to ED)				
	1 FT, 2 PT	1 PT	2 FT, 2 PT	2 PT
Position Titles /Hours and Salary	Assistant Director FT - \$36,000	Office Manager 25 hrs - \$14/hr	Assist. Director FT - \$35-40,000	Office Manager 30 hrs - \$35,000
	Office Assistant 20 hrs - \$10.50		Admin Assistant FT - \$25 -30,000	Event Coordinator 20 hrs - \$15-20,000
	Market Manager 8 hrs/week \$200 + commission		Project Coordinator PT - \$10-12	
Certified Main Street Program?	Yes	No	No	Yes
Other Organizations				
				NTHP CAMSA

Property based Business Improvement Districts (PBID)

Type of Organization	BID/PBID 501 (C)(3)	PBID 501 (C)(6)	BID/PBID	BIA/PBID
Date Formed	1976/2001	1996	1973/1998	1996
Size of City	215,000	3,700,000	500,000	3,700,000
Size of Business District				
Physical area	11 Blocks	36 Blocks	85 Blocks	90 Blocks
Number of Businesses	350		1300	
Number of Properties	300	400	435	1100
Number of Businesses Assessed	350	0	1300	0
Number of Properties assessed	300	440	575	1100
Number of Voluntary Members	10	165	0	0
Budget & Funding				
Total Operating Budget	\$520,000	\$2,292,000	\$2,500,000	\$3,400,000
Sources of Revenue				
Membership Dues	0	0	0	0
Assessment District	72%	100%	100%	90%
City Contribution	0	0	0	0
Special Events	28%	0	0	0
Promotions & Advertising	0	0	0	0
Fundraising	0	0	0	0
Earned Income	0	0	Minimum	Rollover funds & interest
Contracts & Grants	0	0	0	0
Other	0	0	0	0
Executive Director/CEO				
Salary	\$70-80,000	>\$90,000	>\$90,000	>\$90,000
ED Salary as % of Budget	13.40%	6.20%	not reported	3%
Benefit Package				
(list)	Health	Cash Bonus	Health/Dental/life	Health/Dental/Life
	Simple/Sep/Sarp		Disability	Personal Liability
	Parking		401K	Simple/Sep/Sarp
			Parking	Parking/Cash Bonus
Does ED receive Comp Time?	No	No	Days off for weekend & travel	No
How is it calculated?				
Organizational Staffing (In addition to ED)				
	2 FT, 5 PT	1 FT	6 FT, 1 PT, 38 Contract	6 FT
Position Titles /Hours and Salary	2 Office Staff FT - \$10-15/hr	Ops Coordinator FT - \$44,000 + health&dental	Marketing Mgr \$67,000	General Mgr \$70-80,000
	4 Maintenance Crew PT - \$10-12 hr		Economic Mgr \$67,000	Ops Director \$60-70,000
	Event Coordinator PT - \$23,000/year		Events Mgr \$37,500	Marketing Mgr \$35-40,000
			Ops Mgr \$57,0000	Finance Mgr \$40 -45,000
			Exec. Assist \$42,000	Ops Coord \$35-40,000
			Admin Assistant PT - \$12.50/hr	Admin Assist \$20-25,000
			Contract Controller \$1250/mo	
Certified Main Street Program?	No	No	No	No
Other Organizations	IDA	IDA Lamda Alpha	IDA	IDA

Property based Business Improvement Districts (PBID)

Type of Organization	PBID 501 (C)(6)
Date Formed	1997
Size of City	3,700,000
Size of Business District	
Physical area	65 Blocks
Number of Businesses	
Number of Properties	450
Number of Businesses Assessed	0
Number of Properties assessed	450
Number of Voluntary Members	0
Budget & Funding	
Total Operating Budget	\$4,000,000
Sources of Revenue	
Membership Dues	0
Assesment District	95%
City Contribution	0
Special Events	3%
Promotions & Advertising	0
Fundraising	0
Earned Income	2%
Contracts & Grants	0
Other	0
Executive Director/CEO	
Salary	> \$90,000
ED Salary as % of Budget	not reported
Benefit Package	Health/Dental/Life
(list)	Cash bonus
	401K
	Flex Spending Acct.
	Parking/Public Transport Allowance
Does ED receive Comp Time?	No
How is it calculated?	
Organizational Staffing	
(In addition to ED)	15 FT
	COO \$90-
Position Titles /Hours and Salary	120,000
	CFO
	\$100-120,000
	Marketing Director
	\$80-90,000
	VP Econ Dev
	\$95-110,000
	Director Ops
	\$70-80,000
	Marketing Mgr
	\$50-75,000
	MIS Manager
	\$50-65,000
	Supvisor Maint
	\$50-60,000
	Supervisor Safety
	\$45-55,000
Certified Main Street Program?	No
Other Organizations	IDA

City Managed Downtown Districts

Type of Organization	City/ No Downtown Organization	Managed by RDA	City Managed/ Voluntary DBA	BID
Date Formed			2003	
Size of City	3300	63,800	160000	21,900
Size of Business District				
Physical area	2 Blocks	49 blocks	40 Blocks	12 Blocks
Number of Businesses	10	150+		115
Number of Properties				124
Number of Businesses Assessed				112
Number of Properties assessed				0
Number of Voluntary Members			10	0
Budget & Funding				
Total Operating Budget	\$0	\$0	\$16,000	\$20,000
Sources of Revenue				
Membership Dues			95%	0
Assesment District			5%	100%
City Contribution			0	0
Special Events			0	0
Promotions & Advertising			0	0
Fundraising			0	0
Earned Income			0	0
Contracts & Grants			0	0
Other			0	0
Salary Range of Staff Assigned to District			Not reported	Not reported
What Department Provides Assistance to downtown district?	City Manager's Office	City Manager's Office	RDA Dept	
Title of Responsible Staff Member	City Manager/City Clerk	Assist City Manager	Manager Marketing & Special Projects	
Number of Hours dedicated to downtown	As needed per project	As Needed	40 hrs/week	20 hrs/week
Othe funding or in-kind services provided			Office Space	
List any other Oversight Assistance Provided	Marketing & Fundraising Support	Contribute to weekly local newspaper for discount ads for Downtown Businesses	Liaison to board	
Certified Main Street Program?	No	No	No	No
Other Organizations				

City Managed Downtown Districts

Type of Organization	City Managed BID	City Managed BID	BID 501 (C)(6)	City Community Development Department
Date Formed	/ 2002	1998	1971	
Size of City	42,000	55,000	100,200	96,000
Size of Business District				
Physical area	4 Blocks	3 Blocks	24 Sq. Blocks	30 Blocks
Number of Businesses	185	90	227	850
Number of Properties		0		300
Number of Businesses Assessed		90		800
Number of Properties assessed	185	0	206	0
Number of Voluntary Members		20		15
Budget & Funding				
Total Operating Budget	\$37,000	\$54,000	\$153,535	\$350,000
Sources of Revenue				
Membership Dues	0	16%	0	0
Assesment District	79%	64%	2%	0
City Contribution	0	2%	25%	0
Special Events	20%	0	46%	0
Promotions & Advertising	0	0	27%	0
Fundraising	0	0	0	0
Earned Income	0	0	0	0
Contracts & Grants	1%	0	0	0
Other	0	0	0	Property Tax
Salary Range of Staff Assigned to District	Not reported	15 hrs/week @ 13.50 hr	FT -\$48,500/yr	Manager, \$100 -120,000 Specialist \$55-70,000
What Department Provides Assistance to downtown district?		Redevelopment	Economic Development	Econ. Development & Business Assistance
Title of Responsible Staff Member	BID Project Coord	DBA Coordinator	Main Street Program Coord.	Manager & HED Specialist
Number of Hours dedicated to downtown		15 hrs/week		40 hrs/week
Other funding or in-kind services provided	Photo copying/staff support for projects		Liaison to BOD Financial Oversight	\$50,000 for Programs, \$5,000 for Advertising
List any other Oversight Assistance Provided	Assist w/BID Annual Report Financial Oversight	Billing for BID by Finance Dept.		Assist with BID Annual Report
Certified Main Street Program?	No	No	Yes	No
Other Organizations			NTHP	

City Managed Downtown Districts

Type of Organization	Managed by Town Economic Development	City Managed BID	Community Development Department
Date Formed	PBID - target 7/05	1976	
Size of City	61,000	66,000	156,000
Size of Business District			
Physical area		15 Sq. Blocks	8 Blocks
Number of Businesses	240	320	300
Number of Properties	320	75	150
Number of Businesses Assessed		320	
Number of Properties assessed		0	300
Number of Voluntary Members		0	150
Budget & Funding			
Total Operating Budget	\$400,000	\$400,000	\$650,000
Sources of Revenue			
Membership Dues	0	0	0
Assessment District	1%	16%	0
City Contribution	99%	0	0
Special Events	0	74%	0
Promotions & Advertising	0	8%	0
Fundraising	0	0	0
Earned Income	0	2%	0
Contracts & Grants	0	0	0
Other	0	City provides storage	Property tax
Salary Range of Staff Assigned to District	\$70-90,000	\$37-48,500	20 hrs/week/\$50K
What Department Provides Assistance to downtown district?	Economic Development		Community Development
Title of Responsible Staff Member	Economic Development Manager	Senior Special Programs Coordinator	Community Development Director
Number of Hours dedicated to downtown	4 hrs/week	40 hrs/week	5-10 hrs/week
Other funding or in-kind services provided	Will turn over to board when PBID formed		
List any other Oversight Assistance Provided	Liaison to BOD/ Financial oversight	Liaison to BOD Office Space Assist with Annual Report Financial Oversight	PBID Establishment
Certified Main Street Program?	No	No	No
Other Organizations			IDA CRA CALED League of Cities NTHP APA/AICP



Executive Summary

MainStreet Oceanside Inc.

Established 1999

Corporation

Type Organization: 501 c6 (non-profit / membership format)

Mission: Economic and Business Development, Marketing, Promotion

MainStreet Foundation Inc.

Established 2000

Corporation

Type Organization: 501 c3 (non-profit / charitable)

Mission: Arts, Community Education, Cultural Programs, Historic Preservation

Board of Directors

Mary Ann Thiem

Chair

Greg DeBerry

V. Chair / Treasurer

Eugenia Bizarro

Secretary

Lynne Cook

Dick Bartlett

James Horvath

Jan Borson

Sylvia Spiva

Staff

Kim Heim

Executive Director

Rick Wright

Director of Operations

Cathy Nykiel

Event Coordinator

Kathy Hamman

Office Manager

Reannon Kerwood

Special Projects

Mark & Susanne Bendixen

Market Managers

Volunteer Contributions - 2005

221 Individuals who voluntarily gave 2,028 hours of their time

Annual Budget FY 2004 - 2005

\$ 343,705

Financial Auditors

Sonnenberg & Company, Leonard Sonnenberg

5190 Governor Drive, Suite 201, San Diego, CA 92122

Locations of Operation

Main Office	214 N. Coast Highway
Phantom Gallery	212E N. Coast Highway
Pier Plaza	Strand Way

Programmed Activity

Regular / On-going 2005

Annual Contacts with Public

Coast Highway Office	15700	
Phantom Gallery	3500	
Website	18000	
Oceanside Farmers Market	125000	
Beach Services *	40000	
Total		202200

Annual / Special Events 2005

Arts Alive	12000	
Antiques on Mission	40000	
Freedom Days Parade	5000	
Ofest & Fireworks	125000	
Dia de los Muertos	50000	
Total		232000

Note: (*) projected figures

Community Involvement

State Boards & Commissions

California Main Street Alliance

Local Boards & Commissions

Redevelopment Advisory Committee
Design Review Committee
Project Area Committee
Editorial Advisory Board
Tourism Committee
Arts Commission

Memberships & Affiliations

National & State

National Trust for Historic Preservation
National Main Street Program
California Main Street Program
California Main Street Alliance
California Downtown Association
California Welcome Center

Local

Oceanside Chamber of Commerce
Oceanside Museum of Art
Oceanside Historical Society



Sonnenberg & Company, CPAs

A Professional Corporation

5190 Governor Drive, Suite 201, San Diego, California 92122

Phone: (858) 457-5252 • (800) 464-4HOA • Fax: (858) 457-2211 • (800) 303-4FAX



Leonard C. Sonnenberg, CPA

**Main Street Oceanside, Inc.
Main Street Oceanside Foundation, Inc.
Audited Financial Statements
June 30, 2005**

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Leonard C. Sonnenberg, CPA

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors of
Main Street Oceanside, Inc. and
Main Street Oceanside Foundation, Inc

We have audited the accompanying consolidated statement of financial position of Main Street Oceanside, Inc., and Main Street Oceanside Foundation, Inc. (nonprofit organizations), as of June 30, 2005 and the related consolidated statements of activities, cash flows, and functional expenses, for the year then ended. These financial statements are the responsibility of the Main Street Oceanside, Inc. and Main Street Oceanside Foundation, Inc.'s management. Our responsibility is to express an opinion on these financial statements based on our audit

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the consolidated financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the consolidated financial position of Main Street Oceanside, Inc. and Main Street Oceanside Foundation, Inc. as of June 30, 2005, and the consolidated changes in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Sonnenberg & Company, CPAs

December 7, 2005

Main Street Oceanside, Inc.
Main Street Oceanside Foundation, Inc.
Consolidated Statement of Financial Position
June 30, 2005

OPERATING ASSETS:	
Cash and Cash Equivalents	\$ 131,155
Accounts Receivable	15,075
Prepaid Expenses	<u>1,956</u>
Total Operating Assets	148,186
FIXED ASSETS:	
Artwork	1,002
Furniture and Equipment	9,389
Tenant Improvements	15,306
Less Accumulated Depreciation	<u>(17,417)</u>
Total Fixed Assets	<u>8,280</u>
TOTAL ASSETS	\$ <u>156,466</u>
LIABILITIES:	
Accounts Payable	\$ 4,156
Sales Tax Payable	619
Vendor Security Deposits	<u>16,460</u>
TOTAL LIABILITIES	21,235
NET ASSETS:	
Unrestricted	<u>135,231</u>
TOTAL NET ASSETS	<u>135,231</u>
TOTAL LIABILITIES AND NET ASSETS	\$ <u>156,466</u>

The Accompanying Notes are an Integral Part of the Financial Statements

Main Street Oceanside, Inc.
Main Street Oceanside Foundation, Inc.
Consolidated Statement of Activities
For the Year Ended June 30, 2005

SUPPORT AND OTHER REVENUES:

Special Events	\$ 253,938
Contributions - Noncash	2,802
City Contracts	57,500
Grants	2,500
Sales	4,736
Sales - Artist Phantom Gallery	7,046
Membership Dues	4,727
Other Income	<u>10,221</u>
Total Support and Other Revenues	<u>\$ 343,470</u>

EXPENSES:

Program Services	\$ 376,177
Management and General	<u>17,873</u>
Total Expenses	<u>394,050</u>
Change In Net Assets	(50,580)
Beginning Net Assets	<u>185,811</u>
Ending Net Assets	<u>\$ 135,231</u>

The Accompanying Notes are an Integral Part of the Financial Statements

Main Street Oceanside, Inc.
Main Street Oceanside Foundation, Inc.
Consolidated Statement of Cash Flows
For the Year Ended June 30, 2005

CASH FLOWS FROM OPERATING ACTIVITIES

Change in Net Assets	\$ (50,580)
Adjustments to reconcile change in net assets to	
Net cash provided by operating activities:	
Depreciation	4,000
(Increase) Decrease in assets:	
Accounts Receivable	6,402
Prepaid Expenses	(1,956)
Increase (Decrease) in liabilities:	
Accounts Payable	3,381
Sales Tax Payable	465
Vendor Security Deposits	5,181
Net cash used by operating activities	<u>(33,107)</u>

CASH FLOWS FROM INVESTING ACTIVITIES

Acquisition of Artwork	(1,002)
Acquisition of Equipment	(1,800)
Acquisition of Tenant Improvements	(1,827)
Net cash used by investing activities	<u>(4,629)</u>

Net decrease in Cash (37,736)

BEGINNING CASH 168,891

ENDING CASH \$ 131,155

Supplementary Datas regarding Non-Cash Transaction:

Contributions - Equipment and Artwork \$ 2,802

The Accompanying Notes are an Integral Part of the Financial Statements

Main Street Oceanside, Inc.
Main Street Oceanside Foundation, Inc.
Consolidated Statement of Functional Expenses
For the Year Ended June 30, 2005

EXPENSES	<u>Program Services</u>	<u>Management and General</u>	<u>Total</u>
Salaries and Wages	\$ 42,710	\$ 4,746	\$ 47,456
Payroll Taxes	4,435	493	4,928
Subtotal Personnel	<u>47,146</u>	<u>5,238</u>	<u>52,384</u>
Advertising and Promotion	18,489	-	18,489
Art Material Costs	630	-	630
Automobile	1,400	-	1,400
Bank Charges	2,532	20	2,552
Consulting	17,293	-	17,293
Depreciation	-	4,000	4,000
Event Expenses	181,752	1,645	183,397
Fireworks Fees	39,960	-	39,960
Graphic Design	926	4	930
Insurance	6,141	325	6,466
Licenses & Fees	4,274	-	4,274
Office Expenses	6,092	35	6,127
Postage and Delivery	2,037	-	2,037
Printing and Reproduction	3,550	-	3,550
Professional Fees	4,492	-	4,492
Promotional	39	-	39
Rents	19,046	5,805	24,851
Repairs & Maintenance	380	88	468
Signage	8,080	-	8,080
Taxes and Penalties	81	-	81
Telephone	4,013	-	4,013
Travel and Entertainment	2,205	100	2,305
Utilities	900	613	1,513
Volunteer Expense	2,101	-	2,101
Website Expense	<u>2,618</u>	<u>-</u>	<u>2,618</u>
Total Expenses	<u>\$ 376,177</u>	<u>\$ 17,873</u>	<u>\$ 394,050</u>

The Accompanying Notes are an Integral Part of the Financial Statements

Main Street Oceanside, Inc.
Main Street Oceanside Foundation, Inc.
Notes to Financial Statements
June 30, 2005

Note 1. Organization and Summary of Significant Accounting Policies

Main Street Oceanside, Inc. (The Corporation) is a volunteer driven mutual benefit corporation dedicated to promoting and revitalizing downtown Oceanside, California. Main Street Oceanside Foundation, Inc. (The Foundation) is a public benefit corporation whose purpose is to enhance downtown Oceanside business districts through historic preservation, development of cultural programs, arts, and community education.

Basis of Presentation

The accompanying consolidated financial statements have been prepared in accordance with generally accepted accounting principles and the *AICPA Audit and Accounting Guide for Not-For-Profit Organizations*.

The Organizations report contributions in accordance with Statement of Financial Accounting Standards (SFAS) No. 116, *Accounting for Contributions Received and Contributions Made*. Contributions received are reported according to three classes: unrestricted, temporarily restricted, or permanently restricted support, depending on the existence or nature of any donor restrictions. Contributions are considered available for unrestricted use unless specifically restricted by the donors. It is the Organizations' policy to treat donor-restricted contributions, whose restrictions are met in the same reporting period as unrestricted.

The Organizations present their financial statements in accordance with Statement of Financial Accounting Standards (SFAS) No. 117, *Financial Statements of Not-for-Profit Organizations*. The Organizations are required to report information regarding its financial position and activities according to three classes of net assets: Unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets.

Functional Expenses

The costs of providing various programs and other activities have been summarized on a functional basis in the Statement of Activities and the Statement of Functional Expenses. Certain expenses are allocated based on payroll and other expenses are based on space allocations or other estimates.

Cash and Cash Equivalents

The Organizations considers all unrestricted highly liquid investments purchased with a maturity of three months or less to be cash equivalents. The carrying value of cash equivalents approximates fair value. The cash in bank exceeded the maximum funds insurable by the Federal Deposit Insurance Corporation. The maximum amount insurable held by a banking institution is \$100,000. The Organization does not consider the uninsured amount to be a significant risk in 2005.

Main Street Oceanside, Inc.
Main Street Oceanside Foundation, Inc.
Notes to Financial Statements
June 30, 2005

Note 1. Organization and Summary of Significant Accounting Policies, (continued)

Prepaid Expenses

Prepaid expenses are advance payments for services that will be used in operations in a subsequent period. Prepaid expenses are \$1,956 as of June 30, 2005.

Fixed Assets

Fixed assets are recorded at cost. Donated assets are recorded at their estimated fair value. Equipment acquired under capital leases are stated at the net present value of future minimum lease payments. Depreciation for computer equipment is calculated on a straight-line method using the estimated useful lives of 3-5 years. Tenant improvements are amortized on a straight-line method over the estimated useful life or the life of the lease, whichever is less.

Contributed Goods and Personal Services

Contributed goods are reflected as contributions in the accompanying financial statements at their estimated fair value at the time of contribution. Contributed goods received by the Foundation in the current year were for artwork of \$1,002 and for computer equipment of \$1,800.

Contributed services are recognized in the financial statements when the services received create or enhance non-financial assets, or because the services require specialized skills, are provided by individuals possessing those skills, and would typically need to be purchased if not provided by donation. No contributed services were recorded in the current year.

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures at the date of the financial statements and the reported amounts of revenue and expenses during the reported period. Actual results could differ from those estimates.

Note 2. Income Tax Status

Main Street Oceanside, Inc. is a California not-for profit corporation exempt from federal and state income taxes under Internal Revenue Code Section 501(c)(6) and California State Tax Code 23701(e). Main Street Oceanside Foundation, Inc. is a California not-for profit corporation exempt from federal and state income taxes under Internal Revenue Code Section 501(c)(3) and California State Tax Code 23701(d). Contributions to the Foundation are fully tax deductible.

Main Street Oceanside, Inc.
Main Street Oceanside Foundation, Inc.
Notes to Financial Statements
June 30, 2005

Note 3. Leases

The Organization has an operating lease for a Konica copier expiring August 2008. The Organization traded in this copier for a new copier in September 2005. Therefore, the future minimum lease payments are \$244 for the fiscal year ending June 30, 2006.

The Organization leases office space at 214 North Coast Highway under an operating lease which expires on January 31, 2006. The current monthly rent is \$1,116.28 and a monthly common area maintenance of \$300. The future minimum lease payments are \$6,698. The Organization believes it will sign a new lease for this property in 2006.

The Organization leases gallery space at 216 North Coast Highway under an operating lease which expires on January 31, 2006. The currently monthly rent is \$540. The future minimum lease payments are \$3,240. The Organization believes it will sign a new lease for this property in 2006.

The Organization leases storage space under an operating lease beginning February 7, 2005 on a month-to-month basis. Currently the rent is \$180 per month.

Note 4. Contract Revenue

The Organization received government contract funding from the City of Oceanside for \$67,500 for the year ended June 30, 2005.

Note 5. Grant Revenue

The Organization receives grant funding from the County of San Diego for Web Site Enhancement in the amount of \$2,500 for the year ended June 30, 2005.

Note 6. Related Party Transactions

The Organization is primarily driven by volunteers, however members of the Board of Directors, employees, and their family members have provided much needed services to the Organization. The following are services paid for to related parties:

Jamestons, owned by board member James Horvath, designed the Organizations website and Pierside Night logo. He was paid a total of \$6,738 for the year ended June 30, 2005.

Paul Blazak provided electrical services and was paid a total of \$4,806 for the year ended June 30, 2005.

Main Street Oceanside, Inc.
Main Street Oceanside Foundation, Inc.
Notes to Financial Statements
June 30, 2005

Note 6. Related Party Transactions (cont.)

Kimyon Heim Company, owned by Executive Director Kim Heim, provided construction services for the Gallery and moving services. The Company was paid a total of \$17,982 for the year ended June 30, 2005.

Blane Bizzaro provided painting services for Arts Alive banners and was paid a total of \$812 for the year ended June 30, 2005.

Rick Wright provided event t-shirts and was paid a total of \$5,429 for the year ended June 30, 2005.

Note 7. Subsequent Event

The Organization entered into a new operating lease for a digital copier in September 2005 which expires in August 2010. The future minimum lease payments for the life of lease are as follows:

2006	\$ 3,411
2007	4,094
2008	4,094
2009	4,094
2010	4,094
Thereafter	<u>682</u>
	\$20,469

**MainStreet Oceanside
 Profit & Loss by Class
 July 2004 through June 2005**

Ordinary Income/Expense	101 CAR Shw	Arts Ave 04 (Arts Alive)	Arts Ave 05 (Arts Alive)	Total Arts Alive	Day-FRMS Mkt	DIA 2005 (DIA)	DIA2004 (DIA)	Total DIA	Fall AQM 2005 (Fall-AQM)	Fall-AQM - Other (Fall-AQM)	Total Fall-AQM
Income											
Banner Sales	0.00	0.00	990.00	990.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
BID Sponsored Study	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Carnival	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
City Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Contributions-Cash	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00	0.00	0.00	0.00
Credit Recovery Fee	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Farmers Market	0.00	0.00	0.00	0.00	19,367.71	0.00	0.00	0.00	0.00	0.00	0.00
FIREWORKS-OFEST JULY 4TH											
BBO for Fireworks	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fireworks Donations	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fireworks donations - sp mail	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fireworks Waterbill donation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
O-Cards- Fireworks	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Group-Ocards	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
O-Cards- Fireworks - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total O-Cards- Fireworks	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
T-shirt fireworks donation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FIREWORKS-OFEST JULY 4TH - Other											
Total FIREWORKS-OFEST JULY 4TH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Membership Dues											
Event Associate Membership	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Membership Dues - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Membership Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Non-City Contract	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Parade for OFest	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Parking Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Pier Sign Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Promoter Reimbursement	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Raffle Sales	1,045.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rebates	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Reimbursable	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Show Fee	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Soft Beverage Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	179.00	0.00	179.00

**MainStreet Oceanside
Profit & Loss by Class
July 2004 through June 2005**

	101 CAR Shw	Arts Alive 04 (Arts Alive)	Arts Alive 05 (Arts Alive)	Total Arts Alive	Day-FRMRS MKT	DIA 2005 (DIA)	DIA2004 (DIA)	Total DIA	Fail AOM 2005 (Fail-AOM)	Fail-AOM - Other (Fail-AOM)	Total Fail-AOM
Cash Over & Short	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Catering-Food Services	0.00	0.00	0.00	0.00	0.00	0.00	585.17	585.17	0.00	0.00	0.00
Cleaning	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Conferences and Seminars	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Consulting	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Day Labor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Depr. & Amort. Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Director Consulting Fee	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Donations	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Equipment Rental and Leases	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Beverages-Beer and Wine	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Beverages-Soft	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Consulting	0.00	0.00	0.00	0.00	0.00	7,200.00	3,870.00	11,070.00	0.00	60.00	60.00
Event-Contract Labor	1,356.16	0.00	0.00	0.00	435.69	0.00	50.00	50.00	0.00	175.00	175.00
Event-Entertainment	450.00	0.00	60.00	60.00	0.00	0.00	4,901.13	4,901.13	0.00	0.00	0.00
Event-Equipment Rental	576.00	0.00	0.00	0.00	0.00	0.00	2,043.21	2,043.21	0.00	682.00	682.00
Event-Food Expense	0.00	0.00	15.99	15.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Insurance	180.48	0.00	180.52	180.52	0.00	0.00	180.48	180.48	180.48	0.00	180.48
Event-Lighting & Electrical	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Parade Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Security	124.00	0.00	0.00	0.00	0.00	0.00	791.00	791.00	0.00	1,278.75	1,278.75
Event-Sound	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Staging	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Supplies	0.00	0.00	0.00	0.00	0.00	0.00	50.05	50.05	0.00	0.00	0.00
Venue Enhancements	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Supplies - Other	2,000.94	0.00	128.96	128.96	0.00	10.72	2,725.08	2,735.80	0.00	204.09	204.09
Total Event-Supplies	2,000.94	0.00	128.96	128.96	0.00	10.72	2,775.13	2,785.85	0.00	204.09	204.09
Event-Tents and Canopies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Trash and Cleaning	0.00	0.00	0.00	0.00	0.00	0.00	500.00	500.00	0.00	0.00	0.00
Event-Vendor Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00	50.00
Event Change Fund	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Finance Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fireworks Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Graphic Design	410.00	0.00	500.00	500.00	0.00	0.00	20.00	20.00	0.00	0.00	0.00
Improvements - Office	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Insurance-SPIP Property	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SLIP/Farmers Market	0.00	0.00	0.00	0.00	2,410.99	0.00	0.00	0.00	0.00	0.00	0.00

**MainStreet Oceanside
Profit & Loss by Class
July 2004 through June 2005**

	101 CAR SHW	Arts Alive 04 (Arts Alive)	Arts Alive 05 (Arts Alive)	Total Arts Alive	Day-FRFRS Mkt	DIA 2005 (DIA)	DIA2004 (DIA)	Total DIA	Fall AOM 2005 (Fall-AOM)	Fall-AOM - Other (Fall-AOM)	Total Fall-AOM
SLIP/General Liability	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Workers Compensation	90.25	0.00	0.00	0.00	0.00	0.00	180.49	180.49	0.00	90.25	90.25
Total Insurance	90.25	0.00	0.00	0.00	2,410.99	0.00	180.49	180.49	0.00	90.25	90.25
Legal Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Licenses and Permits	782.00	0.00	0.00	0.00	1,110.00	320.00	712.00	1,032.00	320.00	250.00	570.00
Meals	0.00	0.00	0.00	0.00	0.00	30.75	0.00	30.75	0.00	0.00	0.00
Meeting Expenses	0.00	0.00	0.00	0.00	0.00	0.00	120.00	120.00	0.00	0.00	0.00
Newsletter Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Office Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Computer Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Small Equipment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Office Supplies - Other	0.00	0.00	0.00	0.00	18.29	0.00	0.00	0.00	0.00	0.00	0.00
Total Office Supplies	0.00	0.00	0.00	0.00	18.29	0.00	0.00	0.00	0.00	0.00	0.00
Outside Consulting	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Penalties & Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Postage	46.00	55.50	202.05	257.55	0.00	74.00	29.89	103.89	0.00	23.00	23.00
Printing	672.50	0.00	137.50	137.50	0.00	0.00	83.94	83.94	0.00	345.37	345.37
Promotion	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Property Taxes-Unsecured	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Refund Expense	0.00	0.00	20.00	20.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Repairs and Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Salary-Office Staff	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Salary-Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Payroll Taxes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Salary-Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Signage	1,683.66	0.00	0.00	0.00	0.00	0.00	843.87	843.87	0.00	184.69	184.69
Telephone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event Call	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Internet Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kim - Cell	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Long Distance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Office Telephone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Telephone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Travel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	200.00	200.00
Utilities	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Volunteer Expenses	0.00	0.00	0.00	0.00	0.00	0.00	183.32	183.32	0.00	0.00	0.00

**MainStreet Oceanside
 Profit & Loss by Class
 July 2004 through June 2005**

	101 CAR Shw	Arts Alive 04 (Arts Alive)	Arts Alive 05 (Arts Alive)	Total Arts Alive	Day-FRMRs Mkt	DIA 2005 (DIA)	DIA2004 (DIA)	Total DIA	Fall AOM 2005 (Fall-AOM)	Fall-AOM - Other (Fall-AOM)	Total Fall-AOM
Website Expense	0.00	51.76	51.76	51.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	8,733.75	1,477.41	1,477.41	1,532.91	8,497.76	7,635.47	18,521.77	26,157.24	500.48	5,959.65	6,460.13
Net Ordinary Income	544.35	-55.50	1,228.54	1,173.04	11,411.87	-7,170.47	-885.30	-8,055.77	-500.48	4,689.35	4,188.87
Other Income/Expense											
Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Misc. Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Income	544.35	-55.50	1,228.54	1,173.04	11,411.87	-7,170.47	-885.30	-8,055.77	-500.48	4,689.35	4,188.87

**MainStreet Oceanside
Profit & Loss by Class
July 2004 through June 2005**

Ordinary Income/Expense	2004									
	Website Enhancement Grant (Grants)	Total Grants	(LIGHT UP THE DWNTWN)	Total LIGHT UP THE DWNTWN	MSO	OpenCompetition 04 (MSO Giv)	MSO Giv - Other (MSO Giv)	Total MSO Giv	OFEST04 (OFEST)	
Income										
Banner Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
BID Sponsored Study	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Carnival	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18,335.00	
City Revenue	0.00	0.00	0.00	0.00	57,500.00	0.00	0.00	0.00	0.00	
Contributions-Cash	0.00	0.00	0.00	0.00	115,000.00	0.00	0.00	0.00	200,000.00	
Credit Recovery Fee	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Equipment Rental	0.00	0.00	0.00	0.00	280,000.00	0.00	0.00	0.00	344,000.00	
Farmers Market	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
FIREWORKS-OFEST JULY 4TH										
BBQ for Fireworks	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Fireworks Donations	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,450.00	
Fireworks donations - sp mail	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Fireworks Waterhill donation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
O-Cards- Fireworks										
Group-Ocards	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	415.50	
O-Cards- Fireworks - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	909.00	
Total O-Cards- Fireworks	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,324.50	
T-shirt fireworks donation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
FIREWORKS-OFEST JULY 4TH - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	320.00	
Total FIREWORKS-OFEST JULY 4TH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,084.50	
Interest Income	0.00	0.00	0.00	0.00	1.03	0.00	0.00	0.00	0.00	
Membership Dues										
Event Associate Membership	0.00	0.00	0.00	0.00	130,000.00	0.00	0.00	0.00	385.00	
Membership Dues - Other	0.00	0.00	0.00	0.00	4,726.75	0.00	0.00	0.00	0.00	
Total Membership Dues	0.00	0.00	0.00	0.00	4,856.75	0.00	0.00	0.00	385.00	
Non-City Contract	0.00	0.00	0.00	0.00	120.00	0.00	0.00	0.00	0.00	
Other Revenue	0.00	0.00	0.00	0.00	24.22	0.00	0.00	0.00	193.00	
Parade for OFast	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00	
Parking Revenue	0.00	0.00	0.00	0.00	205.00	0.00	0.00	0.00	200.00	
Pier Sign Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Promoter Reimbursement	0.00	0.00	0.00	0.00	4,347.00	0.00	0.00	0.00	400.00	
Raffle Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	35.00	
Rebates	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	
Reimbursable	0.00	0.00	0.00	0.00	105.00	0.00	0.00	0.00	-710.95	
Show Fee	0.00	0.00	0.00	0.00	0.00	290.00	0.00	0.00	0.00	
Soft Beverage Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,020.00	

**MainStreet Oceanside
Profit & Loss by Class
July 2004 through June 2005**

9:28 AM
05/25/06
Accrual Basis

	Website Enhancement Grant (Grants)	Total Grants	(LIGHT UP THE DWINTWN)	Total LIGHT UP THE DWINTWN	MSO	OpenCompetition 04 (MSO Giry)	MSO Giry - Other (MSO Giry)	Total MSO Giry	O'FEST04 (O'FEST)
Sponsorship Contributions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,038.75
TAXABLE SALES									
Artist Sales	0.00	0.00	0.00	0.00	0.00	0.00	2,175.74	2,175.74	0.00
Retail Gifts	0.00	0.00	0.00	0.00	141.97	0.00	0.00	0.00	0.00
Outside Historical Soc Books Sale	0.00	0.00	0.00	0.00	567.56	0.00	0.00	0.00	465.00
Retail Gifts - Other	0.00	0.00	0.00	0.00	709.53	0.00	0.00	0.00	465.00
Total Retail Gifts									
Total TAXABLE SALES	0.00	0.00	0.00	0.00	709.53	0.00	2,175.74	2,175.74	465.00
Ticket Sales	0.00	0.00	0.00	0.00	50.00	0.00	0.00	0.00	0.00
Vendor Booth Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Electricity Fee	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Excusivity Fee	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	73.00
Security Deposit Cleaning Forfe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	890.00
Vendor Booth Fees - Other	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	6,845.00
Total Vendor Booth Fees									
Total Vendor Booth Fees	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	7,608.00
Website Enhancement Grant Inc	2,500.00	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Income									
Total Income	2,500.00	2,500.00	0.00	0.00	68,413.54	290.00	2,175.74	2,465.74	41,657.30
Cost of Goods Sold	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Art Material Costs	0.00	0.00	0.00	0.00	0.00	452.74	1,417.62	1,870.36	213.50
Commissions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cost of Tickets	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Retail Products	0.00	0.00	0.00	0.00	2,073.00	0.00	0.00	0.00	0.00
Total COGS									
Total COGS	0.00	0.00	0.00	0.00	2,073.00	452.74	1,417.62	1,870.36	213.50
Gross Profit	2,500.00	2,500.00	0.00	0.00	66,340.54	-162.74	758.12	595.38	41,443.80
Expense	0.00	0.00	0.00	0.00	4,452.47	0.00	0.00	0.00	0.00
Accounting	0.00	0.00	0.00	0.00	30.82	0.00	0.00	0.00	1,592.97
Advertising	0.00	0.00	0.00	0.00	1,400.00	0.00	0.00	0.00	0.00
Auto	0.00	0.00	0.00	0.00	69.00	0.00	0.00	0.00	31.15
Bank Charges	0.00	0.00	0.00	0.00	90.00	20.00	0.00	20.00	800.10
Bank Fees and Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.14
Credit Card Fees	0.00	0.00	0.00	0.00	179.00	20.00	0.00	20.00	851.39
Bank Charges - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Bank Charges									
Total Bank Charges	0.00	0.00	0.00	0.00	20.00	0.00	0.00	0.00	0.00
Cash	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

MainStreet Oceanside
Profit & Loss by Class
July 2004 through June 2005

	2004									
	Website Enhancement Grant									
	(Grants)	Total Grants	(LIGHT UP THE DWNTWN)	Total LIGHT UP THE DWNTWN	MSO	OpenCompetition 04 (MSO Giry)	MSO Giry - Other (MSO Giry)	Total MSO Giry	OFEST04 (OFEST)	
Cash Over & Short	0.00	0.00	0.00	0.00	1.40	0.00	0.00	0.00	0.00	0.00
Catering-Food Services	0.00	0.00	0.00	0.00	259.85	0.00	100.00	100.00	0.00	0.00
Cleaning	0.00	0.00	0.00	0.00	95.00	0.00	35.00	35.00	0.00	0.00
Conferences and Seminars	0.00	0.00	0.00	0.00	1,512.14	0.00	0.00	0.00	0.00	0.00
Consulting	0.00	0.00	0.00	0.00	20,800.00	0.00	0.00	0.00	0.00	0.00
Day Labor	0.00	0.00	0.00	0.00	60.00	0.00	1,532.50	1,532.50	0.00	0.00
Dep. & Amort. Expense	0.00	0.00	0.00	0.00	5,030.00	0.00	0.00	0.00	0.00	0.00
Director Consulting Fee	0.00	0.00	0.00	0.00	40,800.00	0.00	0.00	0.00	0.00	0.00
Donations	0.00	0.00	0.00	0.00	280.00	0.00	0.00	0.00	0.00	0.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	1,197.00	0.00	0.00	0.00	0.00	0.00
Equipment Rental and Leases	0.00	0.00	0.00	0.00	2,694.08	0.00	0.00	0.00	0.00	0.00
Event-Beverages-Beer and Wine	0.00	0.00	0.00	0.00	62.49	0.00	0.00	0.00	0.00	0.00
Event-Beverages-Soft	0.00	0.00	0.00	0.00	80.74	0.00	0.00	0.00	0.00	600.00
Event-Consulting	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Contract Labor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Entertainment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,700.39
Event-Food Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	42.50
Event-Lighting & Electrical	0.00	0.00	0.00	0.00	37.70	0.00	0.00	0.00	0.00	2,140.00
Event-Parade Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Security	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	147.25
Event-Sound	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	285.50
Event-Staging	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Venue Enhancements	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event-Supplies - Other	0.00	0.00	111.30	111.30	1,197.96	0.00	112.16	112.16	1,386.41	1,386.41
Total Event-Supplies	0.00	0.00	111.30	111.30	1,197.96	0.00	112.16	112.16	1,386.41	1,386.41
Event-Tents and Canopies	0.00	0.00	0.00	0.00	3,176.09	0.00	0.00	0.00	0.00	0.00
Event-Trash and Cleaning	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,296.14
Event-Vendor Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	199.72
Event-Change Fund	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	200.00
Finance Charges	0.00	0.00	0.00	0.00	38.64	0.00	0.00	0.00	0.00	0.00
Fireworks Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13,275.00
Graphic Design	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Improvements - Office	0.00	0.00	0.00	0.00	0.00	0.00	3.99	3.99	0.00	0.00
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Insurance-SHIP Property	0.00	0.00	0.00	0.00	1,307.70	0.00	0.00	0.00	0.00	0.00
SLIP/Farmers Market	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

**MainStreet Oceanside
Profit & Loss by Class
July 2004 through June 2005**

9:28 AM
05/25/06
Accrual Basis

	Website Enhancement Grant (Grants)	Total Grants	2004 (LIGHT UP THE DWNTWN)	Total LIGHT UP THE DWNTWN	MSO	OpenCompetition 04 (MSO Giry)	MSO Giry - Other (MSO Giry)	Total MSO Giry	OFEST04 (OFEST)
SLIP/General Liability	0.00	0.00	0.00	0.00	758.30	0.00	324.60	324.60	0.00
Workers Compensation	0.00	0.00	0.00	0.00	1,123.36	0.00	0.00	0.00	180.50
Total Insurance	0.00	0.00	0.00	0.00	3,189.36	0.00	324.60	324.60	180.50
Legal Fees	0.00	0.00	0.00	0.00	40.00	0.00	0.00	0.00	0.00
Licenses and Permits	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Meals	0.00	0.00	0.00	0.00	64.16	0.00	0.00	0.00	0.00
Meeting Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newsletter Expenses	0.00	0.00	0.00	0.00	930.19	0.00	0.00	0.00	0.00
Office Supplies	0.00	0.00	0.00	0.00	331.42	0.00	0.00	0.00	0.00
Computer Expenses	0.00	0.00	0.00	0.00	584.79	0.00	0.00	0.00	0.00
Small Equipment	0.00	0.00	0.00	0.00	5,188.41	0.00	0.00	0.00	0.00
Office Supplies - Other	0.00	0.00	0.00	0.00	6,104.62	0.00	0.00	0.00	0.00
Total Office Supplies	0.00	0.00	0.00	0.00	17,168.70	0.00	5,805.00	5,805.00	0.00
Outside Consulting	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Penalties & Fees	0.00	0.00	0.00	0.00	9.97	0.00	0.00	0.00	0.00
Postage	0.00	0.00	0.00	0.00	618.86	0.00	0.00	0.00	0.00
Printing	0.00	0.00	0.00	0.00	1,193.96	0.00	0.00	0.00	16.16
Promotion	0.00	0.00	0.00	0.00	38.98	0.00	0.00	0.00	0.00
Property Taxes-Unsecured	0.00	0.00	0.00	0.00	70.98	0.00	0.00	0.00	0.00
Refund Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rent	0.00	0.00	0.00	0.00	380.16	0.00	88.20	88.20	0.00
Repairs and Maintenance	0.00	0.00	0.00	0.00	47,455.89	0.00	0.00	0.00	0.00
Salary-Office Staff	0.00	0.00	0.00	0.00	4,927.76	0.00	0.00	0.00	0.00
Salary-Other	0.00	0.00	0.00	0.00	4,927.76	0.00	0.00	0.00	0.00
Payroll Taxes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Salary-Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Signage	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,736.85
Telephone	0.00	0.00	0.00	0.00	700.00	0.00	0.00	0.00	0.00
Event Cell	0.00	0.00	0.00	0.00	572.86	0.00	0.00	0.00	0.00
Internet Expense	0.00	0.00	0.00	0.00	625.80	0.00	0.00	0.00	0.00
Kim - Cell	0.00	0.00	0.00	0.00	274.89	0.00	0.00	0.00	0.00
Long Distance	0.00	0.00	0.00	0.00	1,839.92	0.00	0.00	0.00	0.00
Office Telephone	0.00	0.00	0.00	0.00	4,013.47	0.00	0.00	0.00	0.00
Total Telephone	0.00	0.00	0.00	0.00	1,565.27	0.00	0.00	0.00	0.00
Travel	0.00	0.00	0.00	0.00	859.20	0.00	612.64	612.64	0.00
Utilities	0.00	0.00	0.00	0.00	598.05	0.00	0.00	0.00	0.00
Volunteer Expenses	0.00	0.00	70.00	70.00	0.00	0.00	0.00	0.00	45.77

MainStreet OceanSide
Profit & Loss by Class
July 2004 through June 2005

	2004		2005		2006		2007		2008		2009	
	(Grants)	Total Grants	(LIGHT UP THE DWNTWN)	Total LIGHT UP THE DWNTWN	MSO	OpenCompetition 04 (MSO City)	MSO City - Other (MSO City)	Total MSO City	(OFFEST)	(OFFEST)	(OFFEST)	(OFFEST)
Website Enhancement Grant												
Website Expense	2,500.00	2,500.00	0.00	0.00	66.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	2,500.00	2,500.00	181.30	181.30	172,680.96	20.00	8,614.09	8,634.09	29,696.55			
Net Ordinary Income	0.00	0.00	-181.30	-181.30	-106,340.42	-182.74	-7,855.97	-8,038.71	11,747.25			
Other Income/Expense												
Misc. Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Income	0.00	0.00	-181.30	-181.30	-106,340.42	-182.74	-7,855.97	-8,038.71	11,747.25			

MainStreet Oceanside
Profit & Loss by Class
July 2004 through June 2005

	O'Fest05 (O'FEST)	Tyson St 2005 (O'FEST)	Total O'FEST	PBID	PierSide Nights	Spring2005 (Spg AOM)	Spg AOM - Other (Spg AOM)	Total Spg AOM	Winter Holiday Festival	Unclassified	TOTAL
Ordinary Income/Expense											
Income											
Banner Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	990.00
BID Sponsored Study	0.00	0.00	0.00	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00
Carnival	0.00	0.00	18,335.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18,335.00
City Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	57,500.00
Contributions-Cash	0.00	0.00	200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	415.00
Credit Recovery Fee	325.00	0.00	325.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	325.00
Equipment Rental	360.00	0.00	704.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	984.00
Farmers Market	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19,387.71
FIREWORKS-OFEST JULY 4TH											
BBQ for Fireworks	3,000.00	0.00	3,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00
Fireworks Donations	3,152.78	0.00	4,602.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,602.78
Fireworks donations - sp mail	600.00	0.00	600.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	600.00
FireWorks Waterbill donation	5,442.00	0.00	5,442.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,442.00
O-Cards- Fireworks											
Group-Ocards	0.00	0.00	415.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	415.50
O-Cards- Fireworks - Other	0.00	0.00	909.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	909.00
Total O-Cards- Fireworks											
	0.00	0.00	1,324.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,324.50
T-shirt fireworks donation											
FIREWORKS-OFEST JULY 4TH - Other	580.00	0.00	580.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	580.00
Total FIREWORKS-OFEST JULY 4TH											
	12,774.78	0.00	15,869.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15,869.28
Interest Income											
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.03
Membership Dues											
Event Associate Membership	3,535.00	0.00	3,920.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,050.00
Membership Dues - Other											
Total Membership Dues	0.00	0.00	3,920.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,726.75
Non-City Contract											
Other Revenue	0.00	0.00	193.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	120.00
Parade for O'Fest	1,000.00	0.00	1,050.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	217.22
Parking Revenue	0.00	0.00	200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,050.00
Pier Sign Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	405.00
Promoter Reimbursement	728.50	0.00	1,128.50	0.00	0.00	0.00	0.00	75.00	0.00	0.00	5,550.50
Raffle Sales	750.00	0.00	785.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,830.00
Rebates	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00
Reimbursable	0.00	0.00	-710.95	0.00	0.00	0.00	0.00	4,200.00	0.00	0.00	3,994.05
Show Fee	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	290.00
Soft Beverage Sales	0.00	0.00	1,020.00	0.00	0.00	0.00	0.00	9.00	0.00	0.00	1,208.00

**MainStreet Oceanside
Profit & Loss by Class
July 2004 through June 2005**

	OFEST05 (OFEST)	Tyson St 2005 (OFEST)	Total OFEST	PBID	PierSide Nights	Spring2005 (Spg AOM)	Spg AOM - Other (Spg AOM)	Total Spg AOM	Winter Holiday Festival	Unclassified	TOTAL
Sponsorship Contributions	25,000.00	0.00	35,038.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	49,938.75
TAXABLE SALES											
Artist Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,045.55
Retail Gifts	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	246.82
Outside Historical Soc Books Sale	0.00	0.00	465.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,488.84
Retail Gifts - Other	0.00	0.00	465.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,735.66
Total Retail Gifts	0.00	0.00	465.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Total TAXABLE SALES	0.00	0.00	465.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11,781.21
Ticket Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00
Vendor Booth Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Electricity Fee	5,510.00	123.00	5,633.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,633.00
Excusivity Fee	0.00	0.00	73.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	73.00
Security Deposit Cleaning Forte	0.00	0.00	890.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	890.00
Vendor Booth Fees - Other	93,115.00	3,800.00	103,560.00	0.00	0.00	410.00	0.00	410.00	0.00	0.00	122,800.01
Total Vendor Booth Fees	98,625.00	3,925.00	110,158.00	0.00	0.00	410.00	0.00	410.00	0.00	0.00	123,398.01
Website Enhancement Grant Inc	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
Total Income	143,088.28	3,925.00	188,680.58	10,000.00	0.00	4,819.00	75.00	4,894.00	0.00	0.00	340,596.51
Cost of Goods Sold											
Art Material Costs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	630.00
Commissions	0.00	0.00	213.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,532.36
Cost of Tickets	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	120.00
Retail Products	3,624.00	0.00	3,624.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,697.00
Total COGS	3,624.00	0.00	3,837.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,979.36
Gross Profit	139,474.28	3,925.00	184,843.08	10,000.00	0.00	4,819.00	75.00	4,894.00	0.00	0.00	329,617.15
Expense											
Accounting	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,452.47
Advertising	3,248.35	0.00	4,841.32	0.00	4,000.00	1,818.77	0.00	1,818.77	0.00	0.00	18,488.82
Auto	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,400.00
Bank Charges	8.00	0.00	39.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	128.15
Bank Fees and Charges	1,148.32	0.00	1,948.42	0.00	0.00	5.44	0.00	5.44	0.00	0.00	2,252.30
Credit Card Fees	0.00	0.00	20.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	132.14
Bank Charges - Other	0.00	0.00	2,007.71	0.00	0.00	5.44	0.00	5.44	0.00	0.00	2,512.59
Total Bank Charges	1,156.32	0.00	2,007.71	0.00	0.00	5.44	0.00	5.44	0.00	0.00	
Cash	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.00

**MainStreet Oceanside
Profit & Loss by Class
July 2004 through June 2005**

	O'Fest05 (OFEST)	Tyson St 2005 (OFEST)	Total OFEST	PBID	PierSide Nights	Spring2005 (SpG AOM)	Spa AOM - Other (SpG AOM)	Total Spg AOM	Winter Holiday Festival	Unclassified	TOTAL
Cash Over & Short	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40
Catering-Food Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	945.02
Cleaning	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	130.00
Conferences and Seminars	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,512.14
Consulting	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20,800.00
Day Labor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,592.50
Depr. & Amort. Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,030.00
Director Consulting Fee	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	40,800.00
Donations	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	260.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,197.00
Equipment Rental and Leases	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	62.49
Event-Beverages-Beer and Wine	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,694.08
Event-Beverages-Soft	80.30	0.00	680.30	12.40	11,750.00	0.00	0.00	0.00	0.00	0.00	828.91
Event-Consulting	4,897.50	250.00	4,897.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	27,777.50
Event-Contract Labor	5,536.50	0.00	5,786.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,803.35
Event-Entertainment	60.00	0.00	60.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,726.13
Event-Equipment Rental	4,665.07	0.00	6,365.46	0.00	0.00	1,153.20	0.00	1,153.20	0.00	0.00	10,819.87
Event-Food Expense	1,275.99	0.00	1,275.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,291.98
Event-Insurance	180.48	0.00	222.98	0.00	0.00	180.48	0.00	180.48	0.00	0.00	1,125.42
Event-Lighting & Electrical	1,440.54	192.60	3,773.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,810.84
Event-Parade Expense	217.98	0.00	217.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	217.98
Event-Security	7,070.00	0.00	7,217.25	0.00	0.00	405.50	0.00	405.50	0.00	0.00	9,816.50
Event-Sound	10,000.00	0.00	10,285.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,285.50
Event-Staging	3,400.00	0.00	3,400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,400.00
Event-Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.05
Venue Enhancements	835.64	0.00	2,222.05	0.00	0.00	10.78	0.00	10.78	0.00	0.00	8,724.04
Event-Supplies - Other	835.64	0.00	2,222.05	0.00	0.00	10.78	0.00	10.78	0.00	0.00	8,774.09
Total Event-Supplies	835.64	0.00	2,222.05	0.00	0.00	10.78	0.00	10.78	0.00	0.00	8,774.09
Event-Tents and Canopies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,176.09
Event-Trash and Cleaning	2,295.00	0.00	6,591.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,091.14
Event-Vendor Expenses	224.45	0.00	424.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	474.17
Event-Change Fund	300.00	0.00	300.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	300.00
expense	0.00	0.00	200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	200.00
Finance Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	38.64
Fireworks Expense	26,684.60	0.00	39,959.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	39,959.60
Graphic Design	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	930.00
Improvements - Office	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.99
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,307.70
Insurance-SPIP Property	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,410.99
SLIP/Farmers Market	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,410.99

MainStreet Oceanside
Profit & Loss by Class
July 2004 through June 2005

	OFestios (OFEST)	Tyson St 2005 (OFEST)	Total OFEST	PRID	PierSide Nights	Spring2005 (Spq AOM)	Spq AOM - Other (Spq AOM)	Total Spq AOM	Winter Holiday Festival	Unclassified	TOTAL
SUP/General Liability	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,082.90
Workers Compensation	0.00	0.00	180.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,654.85
Total Insurance	0.00	0.00	180.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,486.44
Legal Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	40.00
Licenses and Permits	390.00	0.00	390.00	0.00	70.00	320.00	0.00	320.00	0.00	0.00	4,274.00
Meals	3.00	0.00	3.00	0.00	61.41	0.00	0.00	0.00	0.00	0.00	159.32
Meeting Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	120.00
Newsletter Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	930.19
Office Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	331.42
Computer Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	584.79
Small Equipment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,206.70
Office Supplies - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,122.91
Total Office Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17,293.46
Outside Consulting	0.00	0.00	0.00	17,293.46	0.00	0.00	0.00	0.00	0.00	0.00	9.97
Penalties & Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,037.14
Postage	911.94	0.00	911.94	75.90	0.00	0.00	0.00	0.00	0.00	0.00	2,619.77
Printing	182.80	0.00	178.96	3.23	0.00	4.31	0.00	4.31	0.00	0.00	38.98
Promotion	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	70.98
Property Taxes-Unsecured	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.00
Refund Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22,973.70
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	488.36
Repairs and Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	47,455.89
Salary-Office Staff	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,927.76
Salary-Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,927.76
Payroll Taxes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8,079.72
Total Salary-Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	700.00
Signage	2,650.65	0.00	5,387.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	572.86
Telephone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	625.80
Event Call	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	274.89
Internet Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,839.92
Kim - Call	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,013.47
Long Distance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,006.37
Office Telephone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,512.70
Total Telephone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,101.11
Travel	241.10	0.00	241.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,006.37
Utilities	40.86	0.00	40.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,512.70
Volunteer Expenses	1,203.97	0.00	1,249.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,101.11

**MainStreet Oceanside
Profit & Loss by Class
July 2004 through June 2005**

	O'Fest05 (O'FEST)	Tyson St 2005 (O'FEST)	Total O'FEST	PBID	PierSide Nights	Spring2005 (Spg AOM)	Spg AOM - Other (Spg AOM)	Total Spg AOM	Winter Holiday Festival	Unclassified	TOTAL
Website Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,617.76
Total Expense	79,173.04	442.60	109,312.19	17,384.99	15,881.41	3,898.48	0.00	3,898.48	255.00	0.00	382,110.21
Net Ordinary Income	60,301.24	3,482.40	75,530.89	-7,384.99	-15,881.41	720.52	75.00	795.52	-255.00	0.00	-52,493.06
Other Income/Expense											
Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Misc. Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Other Income	60,301.24	3,482.40	75,530.89	-7,384.99	-15,881.41	720.52	75.00	795.52	-255.00	0.00	-52,493.06
Net Income											

