

# Annual Report

of the

## Del Paso Boulevard Business Improvement Area

In Accordance with the Streets and Highways Code, Section 36530

Fiscal 2017/18



May 22, 2017

**Del Paso Boulevard**  
**Business Improvement Area**  
**Annual Budget**  
Fiscal Year 2017/18

	<b>BIA</b>	<b>Other</b>	<b>Total</b>
<b>Revenues</b>			
Beginning Reserves	\$ --	\$ --	\$ --
Other Revenue (PBID)	\$ --	\$479,797.00	\$479,797.00
Membership Fees	\$ --	\$ --	\$ --
Business Tax Collections	<u>\$ 41,558.00</u>	<u>\$ --</u>	<u>\$ 41,448.00</u>
<b>Total Revenue</b>	<u>\$ 41,558.00</u>	<u>\$479,797.00</u>	<u>\$521,355.00</u>
<b>Expenses</b>			
Operating/Administrative Expenses			
Security	\$ 10,500.00	\$135,600.00	\$146,100.00
Advocacy Administration	\$ 7,000.00	\$ 89,000.00	\$ 96,000.00
Boulevard Enhancement	\$ 1,350.00	\$ 26,000.00	\$ 27,350.00
Business Development	\$ 5,500.00	\$ 53,700.00	\$ 59,200.00
Maintenance/Landscaping	\$ 9,700.00	\$ 86,100.00	\$ 95,800.00
Office Expenses	\$ 1,350.00	\$ 3,500.00	\$ 4,850.00
Contingency	\$ 1,958.00	\$ 15,297.00	\$ 17,255.00
	<u>\$ 37,358.00</u>	<u>\$409,197.00</u>	<u>\$446,555.00</u>
Advertising			
Paid Media	\$ 500.00	\$ 12,900.00	\$ 13,400.00
Graphic Design	\$ 400.00	\$ 3,000.00	\$ 3,400.00
Website	\$ 400.00	\$ 3,500.00	\$ 3,900.00
Printing	\$ 400.00	\$ 6,000.00	\$ 6,400.00
Banner Program	\$ --	\$ 6,500.00	\$ 6,500.00
	<u>\$ 1,700.00</u>	<u>\$ 31,900.00</u>	<u>\$ 33,600.00</u>
Special Events			
Recognition of New Businesses	\$ 2,500.00	\$ 26,700.00	\$ 29,200.00
Carnival, Smoke & Fire, GOOD, Pancake Breakfast	\$ --	\$ 12,000.00	\$ 12,000.00
	<u>\$ 2,500.00</u>	<u>\$ 38,700.00</u>	<u>\$ 41,200.00</u>
<b>Total Expenses</b>	<u>\$ 41,558.00</u>	<u>\$479,797.00</u>	<u>\$521,355.00</u>