



East Village Association – Executive Committee Meeting
Tuesday, November 7, 2023, at 3:00pm
UCSD Park & Market, Rm. 321 (1100 Market Street, San Diego, CA 92101)

AGENDA

- 1. Introductions and Meeting Etiquette – Terry McCleary, President/Chair**
- 2. Public Comment & Announcements (3-Minutes Max Per Person)**
Please keep comments directed to non-agenda items.
- 3. Approval of October 12, 2023, Minutes** *Action Item* P. 2 - 5
- 4. YTD Draft Financial Report** *Action Item* P. 6 - 10
- 5. EVA Oktoberfest: Final Report** P. 11 - 13
- 6. US Bank CD Investment Rollover** *Action Item* P. 14
- 7. East Village Board Nomination Form Received (Business Director)**
 i. Jason Wallace – (Top Mark Capital) *Action Item*
- 8. East Village Opening Weekend Block Party RFP Candidate Selection** *Action Item* P. 15 - 23
- 9. Other**
- 10. Next Meeting: Cancel December EVA Executive Committee?** *Action Item*
- 11. Adjournment** *Action Item*

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at meeting location and on the EVA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Ethan Olsen at 619-546-5636 or via email at ethan@newcityamerica.com at least 48-hours prior to the meeting.

EAST VILLAGE ASSOCIATION

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East Village Association – Executive Committee Meeting
Thursday, October 12, at 3:00pm
UCSD Park & Market Rm. 321 (1100 Market Street, San Diego, CA 92101)

PRESENT: Hasan Ahmed, Tyler Winslow, Robyn Spencer, David Miles

STAFF: Marco Li Mandri, Shirley Zawadzki, Dominic Li Mandri, Ethan Olsen

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken</i>
1. Introductions and Meeting Etiquette –	1. The meeting was called to order by the EVA District Manager, Dominic Li Mandri at 3:05pm.	1. No action taken
2. Public Comment	2. The Executive Committee wished David Miles a happy birthday. Robyn Spencer reported that The Lost Abbey and Doggos Gus at 1313 J Street in East Village are hosting the East Village Pumpkin Patch with pumpkin carving activities available for the month of October.	2. No action taken
3. Approval of September 14, 2023, Minutes	3. The minutes from the September 14, 2023, meeting, were reviewed by the Executive Committee.	3. Tyler Winslow moved to approve the September 14, 2023, minutes. David Miles seconded the motion. Motion passed unanimously.
4. YTD Draft Financial Report	4. Shirley Zawadzki reviewed the YTD August 2023 draft financial report. David Miles reported that one of the two EVA Certificate of Deposit Investments will come due on November 3. David reported	4. David Miles moved to approve the YTD draft financial report. Robyn Spencer seconded the motion. Motion passed

EAST VILLAGE ASSOCIATION

	that he will email the Executive Committee the updated rates offered by US Bank.	<i>unanimously.</i>
5. East Village Oktoberfest Event – Recap	5. Dominic reported that the collaborative East Village Oktoberfest event held by ItsFarOut and EVA was a very polished event and was ultimately a success with an approximate \$18,000 net profit to the EVA.	5. No action taken
6. Downtown San Diego Sidewalk Vending Amendments – Update	<p>6. Dominic stated that the City of San Diego Community & Neighborhood Services Committee met to review the Downtown San Diego Sidewalk Vending Ordinance on Thursday, October 5.</p> <p>Dominic stated that he and Diana Puetz of the San Diego Padres attended the Committee meeting and spoke in support of the amendment to the illegal sidewalk vending ordinance and requested increased vendor enforcement opportunities. Dominic stated that revised SDPD enforcement would ban vending in certain zones and allow the confiscation of vending equipment with the failure of providing proper identification and vendor permits. Dominic stated that the amendment to the ordinance language was supported by the Committee and will soon be further deliberated on by City Council.</p> <p>Marco Li Mandri added that EVA staff will also be supporting amendment to the busker and pedicab ordinances to City Council for similar enforcement requests.</p>	6. No action taken
7. Gallagher Square Renovation Groundbreaking – Update	<p>7. Dominic reported that the Gallagher Square Renovation Groundbreaking began on Monday, October 9, 2023, and construction will be taking place weekly from Monday through Saturday from 7:00am to 7:00pm. The renovation project is anticipated to be completed by the MLB Opening Day on March 28, 2024.</p> <p>Robyn Spencer expressed her support for the</p>	7. No action taken

	project.	
8. SLIP Insurance Renewal / EPL Rejection	8. Shirley reported that the 2023-24 EVA Special Liability Insurance Policy is undergoing renewal at the same coverage limits as 2022-23 with General Liability, Directors and Officers, and Auto Insurances. Shirley noted that the EVA cannot add Employee Practices Liability Insurance as there are no direct employees.	8. No action taken
9. CLOSED SESSION a. Potential Litigation with Past Employee – Update b. East Village Block Party Event Management Performance		9. No action taken
10. REOPEN MEETING & REPORT TO PUBLIC: Update on East Village Association’s decision, if any, on Closed Session item.	10.a. Dominic reopened the meeting and updated the committee on the potential litigation with a prior employee. Dominic recommended that EVA continue with legal counsel to review the response from Great American Insurance Group and oversee policy coverage. 10.b. Dominic reported that the East Village Block Party had resulted in a significant revenue loss to EVA and there were serious mismanagement concerns that directly impacted EVA’s event bottom-line.	10.a. No action taken 10.b. No action taken
11. Other	11. Marco reported that he was interviewed by Jennifer Van Grove of the Union Tribune regarding Target East Village. Marco reported that Target on 10th & G Street is committed to a 15-year lease yet will not be opening as anticipated. While this is unfortunate news, Marco reported that this is merely a bump in the road for East Village	11. No action taken

	<p>and Target may improve its business model in the coming years and choose to open their doors. Additionally, Marco stated that a tenant will fill the space in due time and considering the density of East Village there is countless potential.</p> <p>Marco reported that events like the East Village Oktoberfest and Taste of East Village have been tremendous in our efforts of changing the narrative in East Village and pushing positive press.</p>	
12. Next Meeting:	<p>12. Ethan reported that the next Executive Committee meeting will be on Tuesday, November 7, 2023, at 3:00pm at UCSD Park & Market, Rm. 321, unless otherwise stated.</p> <p>The irregular Executive Committee meeting date is due to a large event booked at the UCSD Park & Market facility on Thursday, November 9, 2023.</p>	12. No action taken
13. Adjournment	13. Meeting adjourned.	13. Hasan Ahmed moved to adjourn the meeting. Tyler Winslow seconded the motion. Motion passed unanimously.

Minutes taken by: Ethan Olsen, New City America, Inc.

Balance Sheet

As of October 31, 2023

	Oct 31, 23	Oct 31, 22
ASSETS		
Current Assets		
Checking/Savings		
10010 · US Bank - Checking	89,279.02	69,960.20
10020 · US Bank - Savings Account	882.10	286,108.91
10040 · US Bank CD-3433-7 mos 4.1...	102,107.47	0.00
10050 · US Bank CD-3532-11mos 4.2...	102,158.68	0.00
Total Checking/Savings	<u>294,427.27</u>	<u>356,069.11</u>
Accounts Receivable		
12000 · Accounts Receivable		
12001 · Parking Receivable	136,583.55	53,517.55
12002 · Programs Receivable	8,500.00	0.00
Total 12000 · Accounts Receivable	<u>145,083.55</u>	<u>53,517.55</u>
Total Accounts Receivable	145,083.55	53,517.55
Other Current Assets		
12070 · Parking Receivable	0.00	-19,431.15
12075 · Prepaid Expense	0.00	12,097.91
12080 · Rent Deposit	1,152.00	1,152.00
Total Other Current Assets	<u>1,152.00</u>	<u>-6,181.24</u>
Total Current Assets	<u>440,662.82</u>	<u>403,405.42</u>
TOTAL ASSETS	<u>440,662.82</u>	<u>403,405.42</u>
LIABILITIES & EQUITY		
Equity		
Net Unrestricted Assets	433,965.33	459,145.20
Net Income	6,697.49	-55,739.78
Total Equity	<u>440,662.82</u>	<u>403,405.42</u>
TOTAL LIABILITIES & EQUITY	<u>440,662.82</u>	<u>403,405.42</u>

East Village Association Inc.
BID - Profit & Loss Budget Performance
October 2023

7

11/02/23
 Accrual Basis

	Oct 23	Budget	Jul - Oct 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40055 · BID Disbursements	11,031.65	15,000.00	53,431.52	60,000.00	180,000.00
40060 · BID Carryforward Income	0.00	5,332.00	0.00	21,328.00	63,984.00
Total Income	11,031.65	20,332.00	53,431.52	81,328.00	243,984.00
Expense					
512138 · Promotion/Advertising/Marketing					
Advertising	541.38	416.67	1,335.58	1,666.64	5,000.00
51250 · Banner / Branding	0.00	416.67	0.00	1,666.64	5,000.00
51320 · IT Website	0.00	166.67	332.10	666.64	2,000.00
51335 · Member Events	0.00	100.00	0.00	400.00	1,200.00
51336 Public Relations	3,750.00	3,750.00	15,080.00	15,000.00	45,000.00
Total 512138 · Promotion/Advertising/Marke...	4,291.38	4,850.01	16,747.68	19,399.92	58,200.00
512143 · Office Operational					
Admin Oversight	10,708.00	10,708.58	42,832.00	42,834.36	128,503.00
Computer Supplies & Services	0.00	500.00	475.88	2,000.00	6,000.00
Office Supplies	350.73	250.00	1,987.89	1,000.00	3,000.00
Postage	0.00	83.33	0.00	333.36	1,000.00
Storage	202.00	100.00	808.00	400.00	1,200.00
51160 · Legal Services	0.00	250.00	0.00	1,000.00	3,000.00
51165 · Accounting Services	1,140.00	375.00	1,140.00	1,500.00	4,500.00
51350 · Insurance	270.90	416.67	2,346.67	1,666.64	5,000.00
51355 · Office Rent	963.41	1,200.00	5,953.64	4,800.00	14,400.00
51365 · Permits & Fees	0.00	83.33	3.75	333.36	1,000.00
51370 · Printing	608.78	208.33	1,530.65	833.36	2,500.00
51380 · Telephone & Utilities	42.31	125.00	168.92	500.00	1,500.00
51390 · Dues/Subscriptions	27.98	125.00	999.79	500.00	1,500.00
Total 512143 · Office Operational	14,314.11	14,425.24	58,247.19	57,701.08	173,103.00
512153 · Contingency	0.00	1,056.75	0.00	4,227.00	12,681.00
Total Expense	18,605.49	20,332.00	74,994.87	81,328.00	243,984.00
Net Ordinary Income	-7,573.84	0.00	-21,563.35	0.00	0.00
Net Income	-7,573.84	0.00	-21,563.35	0.00	0.00

Parking - Profit & Loss Budget Performance

October 2023

11/02/23

Accrual Basis

	Oct 23	Budget	Jul - Oct 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40085 · Parking District Income	9,802	33,333	136,584	133,334	400,001
Total Income	9,802	33,333	136,584	133,334	400,001
Expense					
512138 · Promotion/Advertising/Marketing					
51280 · On-Line / Print Marketing	0	208	1,267	833	2,500
51320 · IT Website	0	375	4,125	1,500	4,500
51336 Public Relations	1,750	1,667	7,000	6,667	20,000
Total 512138 · Promotion/Advertising/Marke...	1,750	2,250	12,392	9,000	27,000
521240 New Initiatives					
Wayfinding Systems	0	94	0	376	1,127
Enhanced Pedestrian Lighting	0	25,000	100,000	100,000	300,000
Total 521240 New Initiatives	0	25,094	100,000	100,376	301,127
512143 · Office Operational					
Admin Oversight	4,292	4,348	17,168	17,391	52,174
51170 · Audit & Tax Filing	2,660	375	2,660	1,500	4,500
51355 · Office Rent	1,100	1,100	4,363	4,400	13,200
51380 · Telephone & Utilities	0	167	0	667	2,000
Total 512143 · Office Operational	8,052	5,990	24,191	23,958	71,874
Total Expense	9,802	33,333	136,584	133,334	400,001
Net Ordinary Income	0	0	0	0	0
Net Income	0	0	0	0	0

East Village Association Inc.
Profit & Loss by Class
 July through October 2023

	110 - Association Act...	210 - BID	400 - Parking District	510 - SBEP	TOTAL
Ordinary Income/Expense					
Income					
40040 · Sponsorships	10,000.00	0.00	0.00	0.00	10,000.00
40050 · Interest Income	2,854.23	0.00	0.00	0.00	2,854.23
40055 · BID Disbursements	0.00	53,431.52	0.00	0.00	53,431.52
40075 · Other Income	310.26	0.00	0.00	0.00	310.26
40085 · Parking District Income	0.00	0.00	136,583.55	0.00	136,583.55
41000 · Event Income	123,376.86	0.00	0.00	0.00	123,376.86
Total Income	136,541.35	53,431.52	136,583.55	0.00	326,556.42
Expense					
Misc. Expense	61.00	0.00	0.00	0.00	61.00
SBEP Expenses					
City Fees and Services	0.00	0.00	0.00	415.00	415.00
Total SBEP Expenses	0.00	0.00	0.00	415.00	415.00
512059 · Personnel					
51150 · Workers Compensation	-429.36	0.00	0.00	0.00	-429.36
Total 512059 · Personnel	-429.36	0.00	0.00	0.00	-429.36
512138 · Promotion/Advertising/Marketing					
Advertising	843.00	1,335.58	0.00	0.00	2,178.58
51280 · On-Line / Print Marketing	0.00	0.00	1,267.14	0.00	1,267.14
51320 · IT Website	0.00	332.10	4,125.00	0.00	4,457.10
51336 Public Relations	0.00	15,080.00	7,000.00	0.00	22,080.00
Total 512138 · Promotion/Advertising/Marketing	843.00	16,747.68	12,392.14	0.00	29,982.82
521240 New Initiatives					
Enhanced Pedestrian Lighting	0.00	0.00	100,000.00	0.00	100,000.00
Total 521240 New Initiatives	0.00	0.00	100,000.00	0.00	100,000.00
512143 · Office Operational					
Admin Oversight	0.00	42,832.00	17,168.00	0.00	60,000.00
Computer Supplies & Services	0.00	475.88	0.00	0.00	475.88
Office Supplies	-78.97	1,987.89	0.00	0.00	1,908.92
Storage	0.00	808.00	0.00	0.00	808.00
51160 · Legal Services	3,380.00	0.00	0.00	0.00	3,380.00
51165 · Accounting Services	0.00	1,140.00	0.00	0.00	1,140.00
51170 · Audit & Tax Filing	0.00	0.00	2,660.00	0.00	2,660.00
51340 · Bank Fees / Credit Card	147.40	0.00	0.00	0.00	147.40
51350 · Insurance	0.00	2,346.67	0.00	0.00	2,346.67
51355 · Office Rent	0.00	5,953.64	4,363.41	0.00	10,317.05
51360 · Membership / Parking	28.50	0.00	0.00	0.00	28.50
51365 · Permits & Fees	0.00	3.75	0.00	0.00	3.75
51370 · Printing	0.00	1,530.65	0.00	0.00	1,530.65
51380 · Telephone & Utilities	0.00	168.92	0.00	0.00	168.92
51390 · Dues/Subscriptions	0.00	999.79	0.00	0.00	999.79

East Village Association Inc.
Profit & Loss by Class
 July through October 2023

	110 - Association Act...	210 - BID	400 - Parking District	510 - SBEP	TOTAL
Total 512143 · Office Operational	3,476.93	58,247.19	24,191.41	0.00	85,915.53
512186 · Special Events Program Expense	103,913.94	0.00	0.00	0.00	103,913.94
Total 512186 · Special Events	103,913.94	0.00	0.00	0.00	103,913.94
Total Expense	107,865.51	74,994.87	136,583.55	415.00	319,858.93
Net Ordinary Income	28,675.84	-21,563.35	0.00	-415.00	6,697.49
Net Income	28,675.84	-21,563.35	0.00	-415.00	6,697.49

East Village Oktoberfest 2023 Potential		TYPE OF EVENT	SPECIAL EVENT	DATE	Sat, Sep 30, 2023	
TIME	1pm-7pm	STREET CLOSURE				
LOAD IN	4:00 AM					
LOAD OUT	7-11:55pm	2 Hrs				
Rated Capacity/ sellable	5000					
INCOME						
SOURCE	DESCRIPTION	PRICE	FREQ	ACTUAL	COLLECTD BY	audited
Eventbrite	Neighbor Discount	\$5.00	285	\$1,425.00	QY	x
Eventbrite	Early Bird	\$10.00	213	\$2,130.00	QY	x
Eventbrite	GA Tier 1	\$10.00	410	\$4,100.00	QY	x
Eventbrite	Ga Tier 2	\$15.00	400	\$6,000.00	QY	x
Eventbrite	Day of Sales	\$20.00	631	\$12,620.00	QY	x
Eventbrite	GROUP Price (3 or more)	\$7.50	598	\$4,485.00	QY	x
Eventbrite	VIP Ticket (express entry, rally towel, st	\$60.00	212	\$12,720.00	QY	x
	1,000 Hard Tickets (Comp)	\$0.00	185	\$0.00		
	Guest List		248	\$0.00		
	TOTAL PAID		3182	\$43,480.00	QY	x
	DISCOUNTS			-\$2,903.25		x
	TOTAL EVENTBRITE REVENUE			\$40,576.75	QY	x
Bucketlisters	Bucketlisters (25% is held for 60 days)	\$1.50	277	\$415.50	QY	x
	TOTAL TICKET REVENUE			\$40,992.25	QY	x
	thru		2780			
Total Thru	2782					
Bar - PPA	\$35	\$97,801.18	50%	\$48,900.59	EVA	
Food		\$12,477.23	20%	\$2,495.45	EVA	
Vendors				\$2,850.00	QY	
Food Truck Rev						
OTHER INCOME						
		NOTE	PROJECTED	ACTUAL	COLLECTED BY	
	TICKET SALES			\$40,992.25	QY	x
	Vendors			\$2,850.00	QY	x
	BAR REVENUE (50%)	\$97,801.18	50%	\$48,900.59	EVA	x
	FOOD	\$12,477.23	20%	\$2,495.45	EVA	x
SPONSOR 1	US BANK		\$2,500	\$2,500	EVA	x
	TOTAL			\$97,738.29		
EXPENSES						
BAR OPERATIONS						
\$5,392.68	ITEM	AMOUNT	TYPE	PAID BY	NOTE	
	BBC Handles service					
	hand holds POS Systems					
	beer / kegs (non donated)					
	Internet Portals	\$614.18		IFO		x
	ABC Permit application				below in permits	
	signage for bar menus					
	steins + Rally towels	\$4,778.50				x
Decor + Signage						
\$4,128.87	ITEM	AMOUNT	TYPE	PAID BY	NOTE	
	Photobooth - Mobius Pix	\$600		QY		x
	Oktoberfest Games - hi-striker, dunk tank	\$533.00		QY		x
	Nick McPherson	\$1,000.00		QY		x
	Wood for Art Walls	\$80.70		QY		x
	Amazon.com - Lederhosen	\$49.97	Costume	IFO		x
	Signage - B2Sign	\$198.39		QY		x
	Signage - B2Sign	\$242.40		QY		x
	Amazon - table cloths, flags, decor	\$401.30		QY		x
	Amazon - balloons	\$195.79		QY		x
	Ashley Zamora - Decor help	\$60.00		IFO		x
	Ace Hardware MISC Items	\$247.72				x
	Balloon Helium	\$519.60		QY		x

EVENT INSURANCE					
\$1,308.00	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Event insurance	\$1,308.00	Insurance	QY	
TRASH SERVICES					
\$2,295.00	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Trash Services	\$2,295.00	Janitorial	QY	
MARKETING					
\$3,968.25	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Facebook, Instagram, Eventbrite Ads	\$981.75	Marketing	QY	
	East Village Association Spend Budget	\$200.00	Marketing	EVA	check spend
	THERESANDIEGO sales commission	\$244.00	Marketing	IFO	
	Asset Design - Antonio Carbal	\$300.00	Marketing	IFO	
	Photos + Video - Friendly Focused Photo	\$1,150.00	Marketing	QY	
	Drone Operator - Logan	\$450.00	Marketing	QY	
	website SSL	\$99.99	Marketing	IFO	
	Hard Ticket Print (500)	\$50.00	Marketing	QY	CC
	Hard Ticket Print (500)	\$50.00	Marketing	QY	CC
	print - Haichris - 100 posters / 2500 flyers	\$324.18	Marketeing	IFO	CC
	drink tickets / food tickets haichris	\$118.33	Marketing	IFO	CC
OPERATIONS					
\$13,727.99	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Melyssa Mason	\$175.00	Operations	QY	Door Operations
	MJ Pimentel	\$200		QY	Door Operations
	David Leyva	\$160		QY	BID Inventory
	Planning Operations Hourly	\$5,000.00		IFO	
	Ace Robertson	\$346.5		QY	Prep & Extra Hands
	First Aid Services - EMT/Ambulance	\$2,025	Operations	QY	
	Allied Security Deposit	\$3,116.26		QY	
	Allied Security Balance	\$2,705.23	Operations	QY	PENDING FINAL INV
PERMIT & FEES					
\$1,167.75	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Permit Application	\$269.00	Permit & Fees	QY	
	TFF Permits for Bars	\$723.00	Permit & Fees	QY	
	Fire Department INV	\$146.00	Permit & Fees		Not Recieved Yet
	Money Order for ABC Permit	\$29.75	Permit & Fees	IFO	
	Estimated Police Expense	\$9,404.00	Permit & Fees	EVA	
	NGO discount EVA	-\$9,404.00	Permit & Fees	EVA	
PRODUCTION					
\$12,969.85	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	JRoy - 3 12in speaker rental	\$120.00	Production		
	Rentals (umbrellas, tents, tables, chairs)	\$2,360.63		QY	DUPLICATE?
	Strike and set up staff (various)	\$1,120.00		IFO	
	Generator	\$1,264.22		QY	
	Stage - Big Foot Staging	\$3,605.00		QY	\$3500 + 3% charge
	Jai Luna	\$800.00		QY	A1
	Ocean Grey	\$600.00		QY	A2
	Joey Abso	\$600.00		QY	A3
	Table, CDJ rental, mixer rental	\$500.00		IFO	Eric Medina
	Line Array, monitors, sound package	\$1,500.00		IFO	
	Day of IT tech - Internet/hot spots/Generat	\$500.00		IFO	Eric Medina
RENTAL					
\$10,301.33	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Street Closure Equipment	\$1,400.00	Rental	QY	ACME
	Rentals - Lolita	\$2,360.63	Rental		
	Diamond Rental - Porta Johns & Fencing	\$3,938.25	Rental	QY	Initial deposit
	Diamond Rental - Porta Johns & Fencing	\$2,602.45	Rental	QY	Final Payment
TALENT					
\$3,980.00	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Band Of Gringos - 430-630pm	\$2,000.00	cash	QY	
	DJ outside 1-3pm - Greg	\$250.00		IFO	
	Host - Daniel Gerztyl	\$750.00		IFO	2 media news hits
	DJ 1 - Kid Wonder	\$250.00		IFO	
	DJ 2 - Boogie Blanco	\$250.00		IFO	

	Band 2 - mariachi	\$480.00	cash	QY	
MISC.					
	ITEM	AMOUNT	TYPE	PAID BY	NOTE
ACTUAL		ACTUAL			
	EXPENSES BEFORE TALENT	\$55,259.72			
\$59,239.72	TOTAL EXPENSE	\$59,239.72	\$0		
PROFIT & LOSS					
	GROSS REVENUES	\$97,738.29			
	TOTAL EXPENSES	\$59,239.72			
	NET (Gross) PROFIT	\$38,498.57			
	Profit Margin	64.99%			
	EVENT SPLIT	\$19,249.28			
WITHOUT SPONSORSHIP	AVERAGE TICKET PRICE	\$15			
	AVERAGE PRICE PER ATTENDEE	\$20			
	TOTAL	\$35			
	BREAK EVEN TICKET SALES	1693			
	BREAK EVENT PERCENTAGE	56.35%			
WITH SPONSORSHIP \$12,500 GOAL	AVERAGE TICKET PRICE	\$15			
	AVERAGE PRICE PER ATTENDEE	\$20			
	TOTAL	\$35			
	BREAK EVEN TICKET SALES	1335			
	BREAK EVENT PERCENTAGE	66.77%			

I/O Reimbursed expenses from Quartyard **\$8,340.40**

NAME	PAID	COLLECTED	NET REVENUE	BALANCE
QUARTYARD/I/O	\$59,039.72	\$43,842.25	\$19,249.28	-\$34,446.75
Eastt Village Association	\$200.00	\$53,896.04	\$19,249.28	\$34,446.75
total	\$59,239.72	\$97,738.29	\$38,498.57	\$0.00

BAR COLLECTED	EVA				
FOOD - BBC	80%	12477.23	9981.784		
BEVERAGE - BBC	50%	97801.18	48900.59		51396.036
TIP - BBC	100%	\$10,447.69	\$10,447.69		
FOOD - EVA	20%	12477.23	2495.446		
BEVERAGE - EVA	50%	97801.18	48900.59		
FEES (SQUARE)			-3822.3	-1911.15	
TOTAL			\$116,903.80		

EVA OWES QUARTYARD
 EVENT BALANCE \$34,446.75
 BBC/CATERING BALANCE \$69,330.06
 FACTOR SQUARE FEES
 TOTAL \$103,776.82

Ethan Olsen

From: Miles, David H <david.miles@usbank.com>
Sent: Friday, October 20, 2023 11:01 AM
To: Tammy De Luca
Cc: Dominic Li Mandri; Shirley Zawadzki; Ethan Olsen
Subject: RE: September 23' BID and Parking District Reimbursement Reports

FYI

For review before this comes up.

The CD ending in 3433 comes due on 11/3. That means we have until 11/13 to do something with it. We can roll the whole thing into a new CD, pull the interest out and roll the principal or do it for a smaller amount too. The term options we have as of today are

7 mo 4.2% APY
11mo 4.3% APY
13mo 4.8% APY

The banks analysts are expecting one more rate increase before the end of the year. Then stabilizing with 1-2 decreases expected over the course of 2024. With that in mind I think that the 13 month option gives us the best option today to combat what will probably be decreasing rates by mid 2024. However, I am open to whatever direction the group thinks best.

It is possible that rates will change before 11/3. The Fed does meet 10/31-11/1 but most are expecting a hold and no change in rates at this meeting. So it is a reasonable assumption that these will still be the rates in 2 weeks. If anything changes I will let you know.

David H Miles

Assistant Vice President | Deposits/Payments Rel Mgr
p. 858.334.0879 | c. 858.867.0197 | f. 858.334.0798 | david.miles@usbank.com

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From: Tammy De Luca <tammy@newcityamerica.com>
Sent: Tuesday, October 10, 2023 3:08 PM
To: Miles, David H <david.miles@usbank.com>
Cc: Dominic Li Mandri <dominic@newcityamerica.com>; Shirley Zawadzki <shirley@newcityamerica.com>; Ethan Olsen <ethan@newcityamerica.com>
Subject: [EXTERNAL] September 23' BID and Parking District Reimbursement Reports

[WARNING] Use caution when opening attachments or links from unknown senders.

Dear David,



2024

East Village Opening Day Block Party



PRESENTED BY JUSTIN NAVALLE

Proposal for Event Planning Consultant, East Village Association

Date: October 25, 2023

To: East Village Association Board Members and East Village Management Team From:
Justin Navalle, ItsFarOut, LLC
Cover Letter/Eligibility

Thank you for considering ItsFarOut to be your planning consultant for The East Village Opening Day Block Party as well as the other exciting activations the East Village Association has planned.

We possess an authentic dedication in developing a strong foundation for events in East Village, and believe our team would be an ideal candidate to collaborate with EVA.

Created in 2017, ItsFarOut is an East Village, San Diego based firm that creates, manages and activates venues, art installations, concerts, and festivals.

Our mission is to create opportunities for others to create. The team has been producing events for over 15 years ranging from 200 to 10,000 guests. It is important to build strong working relationships with local businesses and creators and we have a proven track record of doing great work and being great to work with.

The core team consists of:

Niko Podimatis - Director Of Operations: Niko has over ten years experience in planning and managing large scale events and currently is the Director of Production for TEDx San Diego and venue manager at Quartyard.

Mirelle Schwalbach- Marketing Manager: Mirelle has her Masters in communications from SDSU and is well versed in current social media communication trends, asset creation, e-mail campaigns, and paid ad management.

Eric Medina - Production Manager: Eric is the Director of Events at Omni Resort and has been in the corporate planning industry for the past eight years.

Justin Navalle - CEO: Anchored by a love for community activation & the arts, I have dedicated the past 15 years to the entertainment, event, and hospitality industry.

Kelsey Eggleton - Logistics Coordinator - Kelsey is a hospitality professional and supports day to day operations and logistics.

Robyn Spender - Director of Partnerships

Today, our team produces over 100 events a year with a large portion of them at our homestead, Quartyard.

We are very much capable and excited to do great work with The East Village Association team.

Sincerely, Justin Navalle

OPENING DAY WEEKEND ACTIVATIONS AND DEAL OUTLINE

Showcase the culture of San Diego!



- Feature Local Breweries & Eateries (at least 50% local faire)
- Live music
- classic car show
- Pop-up mural walk & art installs
- 80s vs 90s DJ Stage
- Creative GIF Photo booth: Instagramable moments...
- Bright and cost effective signage, bar design, and stage decoration consistent with event branding and Padres opening day.

- Cohesive branding to promote and brand East Village and Padres opening day
- Meticulous day of media strategy
- Create KPIs to measure and scale performance of event

DEAL OUTLINE NOTES

- Lead Sponsorship Management would be Robyn Spencer and event would pay at 15% commission to acquired and managed sponsorship.
- Approved Expenses for management of event including all outlined tasks and responsibilities in RFP paid to ItsFarOut, LLC in the amount of \$7,500 flat
- Sub-contract the bar operations with a goal of 60%-70% depending on amount of donated alcohol
- Create a net revenue split partnership with ItsFarOut, LLC for profitable event
- Would like a 3 year agreement for the production of the event.

**BUDGET
EAST VILLAGE BLOCK PARTY - 2024**

DATE	Saturday	March		Capacity 5000 Beer Garden 1,500
TIME	30,2024	TBD		
LOAD IN	TBD			
LOAD OUT	TBD			
EVENT	TBD			

INCOME

BEER GARDEN (WITH FULL BAR)

	NOTE	Projection		
Bar Revenue		45,000.00		
	60%			
	TOTAL	\$27,000.00		

Vendor Revenue

VENDOR REVENUE		\$15,000.00		
Included food, vendors, sports, brands				
	TOTAL	\$15,000.00		

Sponsorship

Sponsorships	TOTAL	\$30,000		
Robyn Spencer	15% Sponsor Mgt fee	15%	-\$4,500	
	TOTAL	\$25,500		

OTHER INCOME

	Misc.			
	TOTAL REVENUE	\$67,500		

EXPENSES

ARTISTS					
AMOUNT	ITEM	AMOUNT	TYPE	PAID BY	NOTE
\$2,450	Headliner Band	\$1,000.00			
	Direct Support Band	\$500.00			
	DJ 2nd Stage Package	\$500.00			
	DJ Main Stage inbetween	\$250.00			
	Misc. / Host	\$200.00			
BAR OPERATIONS - SUB-CONTRACT					
AMOUNT	ITEM	AMOUNT	TYPE	PAID BY	NOTE
DECORATION AND SIGNAGE					
AMOUNT	ITEM	AMOUNT	TYPE	PAID BY	NOTE
\$1,000	Directional Signage + Bar Menus	\$1,000.00			
EVENT INSURANCE					
AMOUNT	ITEM	AMOUNT	TYPE	PAID BY	NOTE
\$3,500	Event insurance	\$3,500.00	Insurance		
TRASH SERVICES					
AMOUNT	ITEM	AMOUNT	TYPE	PAID BY	NOTE
\$2,500	Waste Management	\$1,500.0			
	Dumpster	0			
MARKETING					
AMOUNT	ITEM	AMOUNT	TYPE	PAID BY	NOTE
\$2,900	Digital Spends	\$500.00			At Least \$500
	Graphic Design/Asset Creation	\$500.00			
	Social Media MGT	\$0.00			Included in MGT cost
	Video	\$1,000.00			
	Photo	\$400.00			
	Promotion Print (flyers/posters)	\$500.00			

ACTIVATIONS					
\$1,700	ITEM	AMOUNT	TYPE	PAID BY	NOTE
For Car Show Cars	Padres Tickets Reimburse	\$800.00			Could we get sponsored?
	Mural Supplies	\$300.00			
	East Village Mural Artists	\$600.00			
	Quartyard Art Wall Builds	\$0.00			Donated
	Misc. Decor (Padres Colors)				TBD
DAY OF Expenses					
\$165	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Cases of Water	\$40.00			
	Gasoline	\$25.00			
	Vendor Food Ticket Close out	\$100.00			
SECURITY					
\$5,000	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Security	\$5,000.00			
PERMIT & FEES					
\$1,076	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Permit Application	\$340.00	Permit & Fees		
	TFF Bar Permits	\$320.00			
	Fire Department INV	\$1,000.00			
	Estimated Police Expense	\$3,916.00			
	Reimbursed BID expenses	-\$4,500.00			BID REBATE ESTIMATE
PRODUCTION & MANAGEMENT					
\$10,100	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	ItsFarOut, LLC MGT	\$7,500.00			
	Delivery and Pick Up / Runner (2)	\$500.00			
	Assistant Project Manager (Day Of)	\$500.00			
	Audio Tech - DJ Stage	\$300.00			
	Vendor Lead	\$300.00			
	Stagehand	\$350.00			
	Stagehand	\$300.00			
	Stagehand	\$350.00			
INFASTRUCTURE					
\$11,300	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Street Closure Equipment - ACME	\$1,800.00			
	General Rentals (tents, chairs, benches, etc.)	\$500.00			Utilize BID Equipment
	Fencing (Diamond)	\$1,200.00			
	Porta John	\$1,300			
	Trash Cans/Supplies	\$150			
	Generator	\$750			
	Ice Truck	\$700			
	Ambulance / First Aide (Per Permit Need)	\$1,400			
	Stage	\$3,500.00			
ACTUAL					
\$41,691.00	TOTAL EXPENSE	\$41,691.00			
PROFIT & LOSS					
		ACTUAL			
	GROSS REVENUES	\$67,500			
	TOTAL EXPENSES	\$41,691.00			
	NET (Gross) PROFIT	\$25,809.00			
	PROFIT MARGIN	61.91%			

PROJECT TIMELINE: SUBJECT TO CHANGE

PROJECT TIMELINE - 2024 East Village Opening Day Block Party
UPON RFP ACCEPTANCE
Agree on date of event and timing - For revenue opportunity, highly suggest Saturday of opening day weekend.
Get general footprint/layout approved with stakeholders
Start Application Process on Eproval w/ City
Notify Past Service Vendors of new quote needed for event
Apply for Insurance Quote
Sponsorship Deck Created and assets identified
Prep artwork (simple and to the point) create Eventbrite to get RSVPS
Get all pertinent social media account access (Meta, Instagram, Email, Website, etc.)
WEEK 1
Research service vendors to collect 3-5 considerations
Create Marketing plan, calendar, PR contacts (marketing to be consistently
In-kind beer and liquor sponsor reach out (Todd from Bubbs and Robyn)
Sponsorship Deck created and distributed (allocate resources for aquisition)
Launch Call for Food/Artisan Vendor participants via Google Form
Launch Call for bands/musicians
WEEK 2
Monday Check-In Call/Meet - To-do list
Payables/Receivables Update
Event live on all channels
PR Plan reach out, schedule
WEEK 3
Monday Check-In Call/Meet
Payables/Receivables Update
Review Service Vendor quotes and make decisions
WEEK 4
Monday Check-In Call/Meet - To-do list
Payables/Receivables Update

Contract Service vendors
Secure media/photo team and create shot list
WEEK 5
Monday Check-In Call/Meet - To-do list
Payables/Receivables Update
Contract Service vendors
Vendor, Sponsor updates
WEEK 6
Monday Check-In Call/Meet - To-do list
Payables/Receivables Update
TFF Organizer Permit Submitted to Health Department
Vendor, Sponsor updates
WEEK 7
Monday Check-In Call/Meet - To-do list
Payables/Receivables Update
ABC Permit Applied (30 days before event date)
Vendor, Sponsor updates
TFF Organizer Permit Submitted to Health Department (Updates if needed)
WEEK 8
Monday Check-In Call/Meet
Payables/Receivables Update
Vendor, Sponsor updates
WEEK 9
Monday Check-In Call/Meet
Payables/Receivables Update
Finalize Vendor Placement on layout
Weather Check
WEEK 10
Monday Check-In Call/Meet
Payables/Receivables Update
Distribute Advance Sheet to Vendors
Secure permits

All signage printed
All vendors, performers, etc. advanced
Weather Check
WEEK OF
Monday Check-In Call/Meet
Payables/Receivables Update
Secure all permits
Final PR push
Know Before You Go assets
DAY OF Event
Load In, Build, Execute, Strike
AFTER EVENT
Post-Con of event with stakeholders no later than 7 days after Event
Payables/Receivables Update
Photo/Media Update, post event coverage
Payouts / Audit / P&L

|

**FOR SERVICES RENDERED IN
REQUEST FOR PROPOSAL**

Thank you for the
consideration!



REFERENECEES

COPLACE [SEQUOIAN INVESTMENTS
ALLYSON ROBINSON | ALLYSON@SEQU.COM
619.218.7495

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