



Little Italy Association of San Diego – Finance Committee

Tuesday, April 26, 2023 at 9:00am

Little Italy Association Office – Conference Room (2210 Columbia Street)

Zoom (For Non-Voting Members): <https://us02web.zoom.us/j/81963489295>

or call 1-669-900-6833 / Meeting ID: 819 6348 9295 / Password: 3898

1. Introductions / Bryan Thompson, Chair
2. Next Meeting: _____
3. Non-Agenda: Public Comment & Announcements
4. Review March 26, 2024 Minutes / Chris Gomez *Action Item* P. 3-6
5. FY23 Audit Review & Changes / Jeri Keiller P. 7
6. YTD Draft Financials / Jeri & Bryan *Action Item* P. 8-20
7. Fidelity Investment / Jeri P. 21
8. **Community Parking District:**
 - a. Letter to Councilmember Whitburn re: FRED & CP 100-18 / Marco Li Mandri P. 22-35
 - b. FY25 LIA CPD Budget Discussion / Chris P. 36-38
9. FY25 LIA Budget Updated Scenarios & Discussion / Jeri P. 39-47
10. Senator Toni Atkins' Special Events Grant for FY25 & FY26 / Chris
11. Amici Park Bathroom Rekey – Update / Chris
12. Italian Flags on India Street / Chris *Action Item* P. 48-49
13. So Diego Tours Proposal / Chris *Action Item* P. 50
14. Reserve Study for Little Italy Assets / Chris *Action Item*
15. US Bank Transition / Chris
16. Chief Executive Administrator Report / Marco
17. **Old Business – Add or Remove Items**

It is the practice of the LIA to formally request that an item under Old Business be pulled from the Agenda and placed on a future Agenda for Discussion and/or Action.

 - a. Reserve Study for Little Italy Assets
 - b. 2020 & 2021 ERTC Application & Funding Update / Dianne
18. **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 2210 Columbia Street, San Diego, CA 92101 and on the LIA 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 Chris Gomez at 619-233-3898 or via email at chris@littleitalysd.com at least

LITTLE ITALY ASSOCIATION OF SAN DIEGO

48-hours prior to the meeting. **VIRTUAL MEETING PARTICIPATION.** Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendized and do not count towards Committee quorum or are allowed to vote.



Little Italy Association of San Diego – Finance Committee
Tuesday, March 26, 2024, at 2:00pm
Little Italy Association Office – Conference Room (2210 Columbia Street)

Committee: Bryan Thompson, Jeri Keiller, Lou Palestini, Annette Casemero, Luke Vinci, Catt Fields White, Rich Gustafson, David Rodger, Curt Brooker, Brijet Meyers

Staff: Chris Gomez, Rosie DeLuca, Marco Li Mandri, Dianne T. Serna, Tammy DeLuca

MINUTES:

Item	Discussion	Action Taken?
1. Introductions-Bryan Thompson, Chair	The meeting was called to order at 02:00pm.	<i>No action taken</i>
2. Next Meeting	2. The next Finance Committee Meeting will be held on Tuesday, April 26, 2024, at 2:00pm	<i>2. The date and time of the meeting were approved by consensus.</i>
3. Non-Agenda: Public Comments & Announcements	3. Nothing to report.	<i>3. No action taken</i>
4. Review February 22, 2024, Minutes	4. The minutes from February 22, 2024, were reviewed.	<i>4. Brijet Myers moved to accept the minutes as presented. Annette Casemero seconded the motion. Luke Vinci abstained. Motion passes.</i>
5. FY24 Midyear Review & YTD Draft Financials /Jeri Keiller & Bryan Thompson	5. Jeri Keiller gave an update on the Midyear Review & YTD Draft Financials.	<i>5. Annette Casemero moved to accept the FY24 Midyear Review & YTD Draft Financials. Luke Vinci seconded the motion.</i>

		<i>Abstention: Jeri Keiller due to financial interest as a paid LIA staff member. Motion passes.</i>
6. Fidelity Investment – Update / Jeri	6. Jeri Keiller gave an update on the Fidelity Investment.	<i>6. No action taken</i>
7. Community Parking District: a. Letter to Councilmember Whitburn re: FRED & Other Items/Chris b. FY25 LIA CPD Amended Budgets/Chris c. Amend Council Policy 100-18/ Marco LiMandri	7a. Chris Gomez shared the Letter to Councilmember Whitburn re: FRED on pages 22-23 of the packet. We are waiting for a response. 7.b. Chris shared the FY25 LIA CPD Amended Budgets on pages 24-25. 7.c. Marco shared pages 26-27.	<i>7.a. No action taken 7.b. Luke Vinci moved to approve the three budgets presented. Annette Casemero seconded the motion. Unanimously approved. 7.c. Luke Vinci moved to Amend Council Policy 100-18. Annette Casemero seconded the motion. Unanimously approved.</i>
8. FY25 LIA Budget Scenarios & Discussion/ Jeri	8. Jeri Keiller shared FY25 LIA Budget Scenarios & Discussion.	<i>8. No action taken</i>
9. Recognize All Income In FY24? a. County of San Diego CE Grant (\$25K) Jeri	9.a. Jeri asked to committee to recognize the \$25,000 San Diego, CE Grant in FY 25.	<i>9.a. Luke Vinci moved to recognize the \$25K grant in FY25. Bryan Thompson seconded the motion. Unanimously approved.</i>

<p>b. Piazza Costanza this year (\$62.8K)/ Jeri</p> <p>c. Stella Artois Red Chair Sponsor (\$40K)/ Jeri</p>	<p>9.b. Jeri asked the committee to recognize \$46K in FY24 and amortize the remaining funds over the next five years.</p> <p>9.c. Jeri asked the committee to recognize funds from April-June in FY24 and amortize the remaining funds monthly, thereafter.</p>	<p>9.b. Luke Vinci moved to recognize \$46K for FY24 and amortize the remaining funds over the next 5 years. Curt Brooker seconded the motion. Unanimously approved.</p> <p>9.c. Bryan Thompson moved to recognize 3 months in FY24 and amortize the remaining funds monthly. Rich Gustofson seconded the motion.</p> <p>Abstention: Curt Brooker due to financial interest as a paid LIA staff member. Motion passes.</p>
<p>10. Punches in the Piazza- Waive balance (\$200/\$650)/ Chris</p>	<p>10. Chris asked the committee to waive the \$200/\$650 balance from Punches in the Piazza.</p>	<p>10. Luke moved to waive the balance for Punches in the Piazza. Bryan Thompson seconded the motion. Unanimously approved.</p>
<p>11. Reserve Study for Little Italy Assets/ Chris</p>	<p>11. Chris shared the Reserve Study on pages 31-33.</p>	<p>11. Bryan Thompson moved to hold off on the Reserve Study and revisit it in FY25. Brijet Myers seconded the motion. Unanimously approved.</p>
<p>12. NCA Supplemental Compensation- Update/ Jeri</p>	<p>12. Jeri gave an update on the NCA Supplemental Compensation on page 34.</p>	<p>12. No action taken</p>
<p>13. Insurance Financing Prepayment/ Jeri</p>	<p>13. Jeri addressed this item when reviewing Fidelity Investments.</p>	<p>13. No action taken</p>
<p>14. Reduction of Cox Communications Bill in Piazza della Famiglia/ Dianne</p>	<p>14. Dianne Serna reported that the Association will no longer provide free Wi-Fi in Piazza della Famiglia. We will be switching to Cox Optical Internet to</p>	<p>14. No action taken</p>

Serna	<p>run the music and cameras. The Association chose the least expensive option out of the 3 provided.</p> <p>If the 100Mbps option isn't enough, we can upgrade to 200-300Mbps without interrupting our contract.</p>	
15. 2020 & 2021 ERTC Application & Funding Update/ Dianne	<p>15. Dianne reported that both 2020 and 2021 ERTC applications have been submitted.</p> <p>The 2020 application was completed and submitted by a third-party company (Equifax), this month. The IRS credit is expected to take 8-12 months to receive.</p> <p>The 2021 application was submitted in December 2023, and will take about 6-9 months to receive the IRS credit.</p>	<i>15. No action taken</i>
16. Change of Banking to US Bank/ Chris	16. Chris reported that the transition to US Bank should be completed by the end of the Fiscal year.	<i>16. No action taken</i>
17. Chief Executive Administrator Report/ Marco	17. Marco shared that it would cost \$1 million to fence Amici Park	<i>17. No action taken</i>
18. Old Business – Add or Remove Items	18. Nothing to report	<i>18. No action taken</i>
19. Adjournment	19. Meet was adjourned.	<i>19. Annete Casemero moved to adjourn the meeting. Bryan Thompson seconded the motion. Unanimously approved.</i>

Minutes taken by: Dianne T. Serna, Staff

**LITTLE ITALY ASSOCIATION
YEAR END ADJUSTMENTS FY 2023**

LITTLE ITALY ASSOCIATION				
Audit For Fiscal Year Ending June 30, 2023				
AJE	Date	Account	Debit	CR
1	6/30/2023	Undeposited Funds	\$ 114,916.95	
		SBEP City Fees	\$ 131.40	
		MAD Acct/Torrey Pines		\$ 115,048.35
		To writeoff Undeposited Funds for payment received 7/11/23.		
4	6/30/2023	Program expense: Program Supplies	60,038.32	
		Accounts Payable - Programs		60,038.32
		To record accrued expenses (QPC).		
5	6/30/2023	Program expesne: General Insurance	25,057.59	
		Accounts Payable - Programs		25,057.59
		To record accrued expenses (First Ins. Funding).		
6	6/30/2023	Program expesne: General Insurance	25,057.59	
		Accounts Payable - Programs		25,057.59
		To record accrued expenses (First Ins. Funding).		
7	6/30/2023	Program expense: Program Operations	10,917.80	
		Accounts Payable - Programs		10,917.80
		To record accrued expenses (Civic Community Ventures Inc).		
			79,558.08	Net Income
			(121,202.70)	AJE's
			(41,644.62)	N/I after AJEs

Little Italy Association of San Diego

Balance Sheet

As of March 31, 2024

	Mar 31, 24	Mar 31, 23
ASSETS		
Current Assets		
Checking/Savings		
BID Acct / Torrey Pines	29,039.22	410.90
Programs Acct / Torrey Pines	206,755.08	202,342.82
Mercato / Torrey Pines	87,705.95	27,147.18
Parking District / Torrey Pines	175,151.49	174,314.57
MAD Acct / Torrey Pines	67,130.20	220,974.70
Payroll Acct / Torrey Pines	20,070.20	52,655.24
Savings Acct / Torrey Pines	93,473.90	122,987.10
Fidelity Investments -cash	27,207.00	2,000.00
Total Checking/Savings	706,533.04	802,832.51
Accounts Receivable		
Accts Rec - MAD	-82.50	-2,785.00
Accts Rec - Mercato	1,751.97	0.00
Accts Rec - Parking District	186,392.32	121,883.35
Accts Rec - Programs	34,044.87	4,758.67
Total Accounts Receivable	222,106.66	123,857.02
Other Current Assets		
ERTC Receivable	164,117.46	0.00
Investments - Fidelity	129,000.00	167,000.00
Endowment Fund	12,161.56	12,161.56
Undeposited Funds	307.50	26,375.05
Total Other Current Assets	305,586.52	205,536.61
Total Current Assets	1,234,226.22	1,132,226.14
Fixed Assets		
Machinery and Equipment	127,331.00	127,331.00
Improvements-Building/Nursery	56,777.00	56,777.00
Auto/Transport Equipment	106,215.00	106,215.00
Program Equipment	12,000.00	12,000.00
Improvements	2,400.00	2,400.00
Website design	10,400.00	10,400.00
Accumulated depreciation	-263,921.09	-238,175.21
Total Fixed Assets	51,201.91	76,947.79
Other Assets		
Rent deposit	8,967.39	8,450.73
Total Other Assets	8,967.39	8,450.73
TOTAL ASSETS	1,294,395.52	1,217,624.66
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable - BID	0.00	394.11
Accounts Payable - Programs	193.38	21,987.74
Accounts Payable - Mercato	0.00	5,678.50
Accounts Payable - Parking Dist	2,784.18	14,433.00
Accounts Payable - MAD	1,585.55	5,115.56
Total Accounts Payable	4,563.11	47,608.91
Other Current Liabilities		
Mercato Insurance accrual	4,166.66	0.00
Amici Park statue	5,000.00	5,000.00
Payable to New City America	9,465.00	12,419.00
Bollard Advance	37,541.25	73,214.24
Accrued Interest Liability	5,351.00	8,673.00
MAD Advance	-13,668.96	0.02
Total Other Current Liabilities	47,854.95	99,306.26
Total Current Liabilities	52,418.06	146,915.17

Balance Sheet

As of March 31, 2024

	<u>Mar 31, 24</u>	<u>Mar 31, 23</u>
Long Term Liabilities		
County Grant Advance	25,000.00	0.00
Piazza Costanza Reserve - 5yr M	22,500.00	0.00
EIDL LOAN	148,475.73	148,475.73
	<u>195,975.73</u>	<u>148,475.73</u>
Total Long Term Liabilities	195,975.73	148,475.73
Total Liabilities	248,393.79	295,390.90
Equity		
Net Assets		
Net unrestricted assets	847,952.60	896,813.06
Restricted net assets	3,436.00	3,436.00
	<u>851,388.60</u>	<u>900,249.06</u>
Total Net Assets	851,388.60	900,249.06
Net Income	194,613.13	21,984.70
	<u>1,046,001.73</u>	<u>922,233.76</u>
Total Equity	1,046,001.73	922,233.76
TOTAL LIABILITIES & EQUITY	<u><u>1,294,395.52</u></u>	<u><u>1,217,624.66</u></u>

Little Italy Association of San Diego

Profit & Loss

July 2023 through March 2024

	BID	MAD	Maintenance Non-Assessm...	Total Parking District	Programs & Operati...	TOTAL
Income						
PROGRAM INCOME	0.00	0.00	14,697.93	0.00	382,686.19	397,384.12
BID INCOME	92,155.72	0.00	0.00	0.00	0.00	92,155.72
MAINTENANCE DISTRICT INCOME	0.00	1,084,557.78	0.00	0.00	0.00	1,084,557.78
MAINTENANCE NON-ASSESS INC...	0.00	0.00	117,607.71	0.00	0.00	117,607.71
MERCATO INCOME	0.00	0.00	0.00	0.00	864,278.00	864,278.00
PARKING DISTRICT INCOME	0.00	0.00	0.00	515,098.19	0.00	515,098.19
PARKING DISTRICT REVENUES	0.00	0.00	0.00	36,695.81	175.00	36,870.81
Total Income	92,155.72	1,084,557.78	132,305.64	551,794.00	1,247,139.19	3,107,952.33
Gross Profit	92,155.72	1,084,557.78	132,305.64	551,794.00	1,247,139.19	3,107,952.33
Expense						
MISC MAINT EXPENSE	0.00	0.00	81.31	0.00	599.26	680.57
GENERAL OPERATING	2,960.00	106,625.09	0.00	0.00	3,283.00	112,868.09
NON-PROFIT ADMIN	56,286.10	83,237.54	3,716.00	0.00	234,510.20	377,749.84
LANDSCAPE IMPROVEMENTS & M...	0.00	1,008,362.25	10,889.21	0.00	833.10	1,020,084.56
NON-DISCRETIONARY EXPENSE	0.00	45,360.42	0.00	0.00	0.00	45,360.42
CONTINGENCY	0.00	2,126.70	354.45	0.00	0.00	2,481.15
PERSONNEL EXPENSE	0.00	0.00	0.00	0.00	-1,270.40	-1,270.40
ACCOUNTANT EXPENSE ENTRIES	0.00	0.00	7,746.66	0.00	11,562.75	19,309.41
PROGRAM EXPENSE	0.00	0.00	459.53	0.00	285,452.52	285,912.05
Maintenance Personnel	0.00	854.22	0.00	0.00	5,106.95	5,961.17
Maintenance Non-Personnel	0.00	0.00	0.00	0.00	2,020.00	2,020.00
Office Operational	0.00	0.00	0.00	0.00	26,825.85	26,825.85
BUSINESS PROMOTION/DEVELOP...	24,750.00	0.00	0.00	0.00	0.00	24,750.00
SBEP EXPENSES	9,446.24	0.00	0.00	0.00	6,643.16	16,089.40
MERCATO EXPENSE	0.00	0.00	0.00	0.00	461,459.90	461,459.90
PARKING DISTRICT EXPENSE	0.00	0.00	0.00	513,018.43	38.76	513,057.19
Total Expense	93,442.34	1,246,566.22	23,247.16	513,018.43	1,037,065.05	2,913,339.20
Net Income	-1,286.62	-162,008.44	109,058.48	38,775.57	210,074.14	194,613.13

Little Italy Association of San Diego
BID Profit & Loss Budget Performance
March 2024

	Mar 24	Budget	Jul '23 - Mar 24	YTD Budget	Annual Budget
Income					
BID INCOME					
BID Disbursements	9,261.73	8,433.63	75,624.72	84,168.15	109,469.00
SBEP Mgmt Grant	0.00	0.00	16,531.00	16,531.00	16,531.00
Total BID INCOME	9,261.73	8,433.63	92,155.72	100,699.15	126,000.00
Total Income	9,261.73	8,433.63	92,155.72	100,699.15	126,000.00
Gross Profit	9,261.73	8,433.63	92,155.72	100,699.15	126,000.00
Expense					
GENERAL OPERATING					
Accounting	0.00	333.33	0.00	2,999.97	3,999.96
Insurance	340.00	333.33	2,960.00	2,999.97	3,999.96
Total GENERAL OPERATING	340.00	666.66	2,960.00	5,999.94	7,999.92
NON-PROFIT ADMIN					
Staff Administration	2,638.44	2,638.43	35,553.76	35,553.72	43,469.00
Computer Software & Service	0.00	375.00	5,187.80	3,375.00	4,500.00
Dues & subscriptions	0.00	125.00	300.00	1,125.00	1,500.00
Office supplies	497.52	575.00	6,445.98	5,175.00	6,900.00
Printing	0.00	41.67	287.26	375.03	500.04
Phone & Internet	186.28	216.67	1,665.06	1,950.03	2,600.04
Postage	0.00	83.33	2,346.24	749.97	999.96
Rent	500.00	500.00	4,500.00	4,500.00	6,000.00
Web Maintenance	0.00	166.67	0.00	1,500.03	2,000.04
Total NON-PROFIT ADMIN	3,822.24	4,721.77	56,286.10	54,303.78	68,469.08
BUSINESS PROMOTION/DEVELOP...					
PR	2,750.00	2,750.00	24,750.00	24,750.00	33,000.00
Total BUSINESS PROMOTION/DEV...	2,750.00	2,750.00	24,750.00	24,750.00	33,000.00
SBEP EXPENSES					
Management Grant	2,361.56	2,361.57	9,446.24	9,446.28	16,531.00
Total SBEP EXPENSES	2,361.56	2,361.57	9,446.24	9,446.28	16,531.00
Total Expense	9,273.80	10,500.00	93,442.34	94,500.00	126,000.00
Net Income	-12.07	-2,066.37	-1,286.62	6,199.15	0.00

**Little Italy Association of San Diego
MAD Profit & Loss Budget Performance
March 2024**

	<u>Mar 24</u>	<u>Budget</u>	<u>Jul '23 - Mar 24</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Income					
MAINTENANCE DISTRICT INCOME					
MAD Assessments	120,506.42	106,626.08	1,084,557.78	959,634.76	1,279,513.00
MAD Assessments carry forward	0.00	8,891.50	0.00	80,023.50	106,698.00
MAD Gas Tax	0.00	353.42	0.00	3,180.74	4,241.00
MAD General Benefit Income	0.00	4,635.42	0.00	41,718.74	55,625.00
Total MAINTENANCE DISTRICT INC...	120,506.42	120,506.42	1,084,557.78	1,084,557.74	1,446,077.00
Total Income	120,506.42	120,506.42	1,084,557.78	1,084,557.74	1,446,077.00
Gross Profit	120,506.42	120,506.42	1,084,557.78	1,084,557.74	1,446,077.00
Expense					
GENERAL OPERATING					
Accounting	0.00	416.67	3,250.00	3,749.99	5,000.00
Insurance	3,935.15	10,416.67	103,375.09	93,749.99	125,000.00
Total GENERAL OPERATING	3,935.15	10,833.34	106,625.09	97,499.98	130,000.00
NON-PROFIT ADMIN					
Office Administrator					
Health/Dental Insurance	568.04		5,415.10	0.00	0.00
Payroll Taxes	297.21		2,649.86	0.00	0.00
WC Insurance	47.96		1,017.91	0.00	0.00
Salary Expense	1,938.85	3,375.00	17,955.81	30,375.00	40,500.00
Total Office Administrator	2,852.06	3,375.00	27,038.68	30,375.00	40,500.00
Employee Screening Services	78.99	133.33	1,076.85	1,200.01	1,600.00
Computer Software & Service	1,143.00	583.33	5,083.36	5,250.01	7,000.00
Office supplies	365.11	500.00	3,506.66	4,500.00	6,000.00
Printing	0.00		802.03		
Payroll Service	555.93	416.67	5,421.61	3,749.99	5,000.00
Rent					
Storage	400.00	833.33	4,007.00	7,500.01	10,000.00
Rent - Other	5,515.05	3,333.33	35,901.35	30,000.01	40,000.00
Total Rent	5,915.05	4,166.66	39,908.35	37,500.02	50,000.00
Repairs & Maintenance	0.00	166.67	400.00	1,499.99	2,000.00
Total NON-PROFIT ADMIN	10,910.14	9,341.66	83,237.54	84,075.02	112,100.00
LANDSCAPE IMPROVEMENTS & M...					
LANDSCAPE OPERATIONS					
Nursery & Landscape Supplies	2,603.29	1,666.67	19,678.76	14,999.99	20,000.00
Tree Supplies & Services	1,572.01	1,666.67	19,526.58	14,999.99	20,000.00
Tools & Equipment	0.00	250.00	4,508.51	2,250.00	3,000.00
Dumpster	36.00	166.67	3,246.00	1,499.99	2,000.00
Uniforms	0.00	416.67	0.00	3,749.99	5,000.00
Equipment Rental	131.56	208.33	2,640.26	1,875.01	2,500.00
Total LANDSCAPE OPERATIONS	4,342.86	4,375.01	49,600.11	39,374.97	52,500.00
MAD / BID OPERATIONS					
Dumpster	2,919.04	2,500.00	26,666.36	22,500.00	30,000.00
Tools & Equipment	103.51	125.00	1,226.55	1,125.00	1,500.00
Auto expenses	1,522.45	1,000.00	11,511.45	9,000.00	12,000.00
Gas & electricity	915.19	500.00	13,774.40	4,500.00	6,000.00
Gasoline	3,175.00	2,500.00	34,418.67	22,500.00	30,000.00
Equipment Rentals	0.00	83.33	650.00	750.01	1,000.00
Cell Phones / Radios	377.30	400.00	2,927.99	3,600.00	4,800.00
Electrical Work/Street Lights	0.00	83.33	0.00	750.01	1,000.00
Water	608.91	1,333.33	19,788.57	12,000.01	16,000.00
Uniforms	0.00	583.33	0.00	5,250.01	7,000.00
Cleaning & Janitorial Supplies	4,054.04	2,916.67	30,443.86	26,249.99	35,000.00
Total MAD / BID OPERATIONS	13,675.44	12,024.99	141,407.85	108,225.03	144,300.00
PRESSURE-WASHING OPERATI...					
Tools & Equipment	0.00	83.33	0.00	750.01	1,000.00

Little Italy Association of San Diego
MAD Profit & Loss Budget Performance
March 2024

04/20/24

Accrual Basis

	Mar 24	Budget	Jul '23 - Mar 24	YTD Budget	Annual Budget
Pressure Washer / Water Trailer	118.90	416.67	14,433.27	3,749.99	5,000.00
Total PRESSURE-WASHING OP...	118.90	500.00	14,433.27	4,500.00	6,000.00
Landscape Crew					
Salary Expense	14,668.84	24,000.00	176,894.56	216,000.00	288,000.00
Health/Dental Insurance	2,885.94		16,936.44	0.00	0.00
WC Insurance	1,590.18		19,234.60	0.00	0.00
Payroll Taxes	1,633.14		17,412.45	0.00	0.00
Total Landscape Crew	20,778.10	24,000.00	230,478.05	216,000.00	288,000.00
Maintenance Crew					
Salary Expense	37,206.18	54,166.67	356,232.53	487,499.99	650,000.00
Payroll Taxes	2,888.91		28,402.35	0.00	0.00
WC Insurance	2,758.47		31,932.16	0.00	0.00
Health/Dental Insurance	4,042.36		46,084.61	0.00	0.00
Total Maintenance Crew	46,895.92	54,166.67	462,651.65	487,499.99	650,000.00
Pressure-Washing Crew					
Salary Expense	7,765.28	10,416.67	69,952.78	93,749.99	125,000.00
Payroll Taxes	777.94		6,529.91	0.00	0.00
WC Insurance	726.70		6,830.14	0.00	0.00
Health/Dental Benefits	925.60		8,201.53	0.00	0.00
Total Pressure-Washing Crew	10,195.52	10,416.67	91,514.36	93,749.99	125,000.00
Tree Services					
Salary Expense	0.00	666.67	17,018.10	5,999.99	8,000.00
Tree Services - Other	0.00		1,258.86		
Total Tree Services	0.00	666.67	18,276.96	5,999.99	8,000.00
EE Medical Contributions	0.00	-333.33	0.00	-3,000.01	-4,000.00
Total LANDSCAPE IMPROVEMENT...	96,006.74	105,816.68	1,008,362.25	952,349.96	1,269,800.00
NON-DISCRETIONARY EXPENSE					
City Administration	0.00	0.00	2,041.48	3,500.00	3,500.00
Special District Lighting	0.00	0.00	43,318.94	74,261.00	74,261.00
Total NON-DISCRETIONARY EXPE...	0.00	0.00	45,360.42	77,761.00	77,761.00
CONTINGENCY	0.00	0.00	2,126.70	4,253.00	4,253.00
Maintenance Personnel					
Payroll taxes	0.00		854.22		
Total Maintenance Personnel	0.00		854.22		
Total Expense	110,852.03	125,991.68	1,246,566.22	1,215,938.96	1,593,914.00
Net Income	9,654.39	-5,485.26	-162,008.44	-131,381.22	-147,837.00

Little Italy Association of San Diego

Maintenance Non-Assessment Profit & Loss Budget Performance

14

Accrual Basis

	Mar 24	Budget	Jul '23 - Mar 24	YTD Budget	Annual Budget
Income					
PROGRAM INCOME					
Insurance Claim	0.00		2,677.36		
Donation	0.00	500.00	0.00	4,500.00	6,000.00
Misc Income	0.00		3,020.57	0.00	0.00
Sponsors	0.00	1,333.33	9,000.00	12,000.01	16,000.00
Total PROGRAM INCOME	0.00	1,833.33	14,697.93	16,500.01	22,000.00
MAINTENANCE NON-ASSESS INCOME					
Mercato Services	5,000.00	5,000.00	45,000.00	45,000.00	60,000.00
Supplemental Services	4,460.50	8,750.00	72,607.71	78,750.00	105,000.00
Total MAINTENANCE NON-ASSESS INCOME	9,460.50	13,750.00	117,607.71	123,750.00	165,000.00
Total Income	9,460.50	15,583.33	132,305.64	140,250.01	187,000.00
Gross Profit	9,460.50	15,583.33	132,305.64	140,250.01	187,000.00
Expense					
MISC MAINT EXPENSE					
Misc Maintenance Expense	0.00	208.33	81.31	1,875.01	2,500.00
School Dist Property Taxes	0.00	0.00	0.00	0.00	17,500.00
Total MISC MAINT EXPENSE	0.00	208.33	81.31	1,875.01	20,000.00
NON-PROFIT ADMIN					
Repairs & Maintenance	0.00		3,716.00		
Total NON-PROFIT ADMIN	0.00		3,716.00	0.00	0.00
LANDSCAPE IMPROVEMENTS & MAINT					
MAD / BID OPERATIONS					
Meals & Entertainment	0.00	50.00	211.04	450.00	600.00
Late Fees	0.00	8.33	20.00	75.01	100.00
Tools & Equipment	0.00	250.00	-331.76	2,250.00	3,000.00
Auto expenses	0.00		2,804.01	0.00	0.00
Total MAD / BID OPERATIONS	0.00	308.33	2,703.29	2,775.01	3,700.00
Landscape Crew	0.00		0.00		
Maintenance Crew					
Staff Bonuses	0.00	0.00	9,701.25	10,000.00	10,000.00
Payroll Taxes	0.00		-988.30		
Health/Dental Insurance	0.00		-127.51		
Total Maintenance Crew	0.00	0.00	8,585.44	10,000.00	10,000.00
Pressure-Washing Crew					
Health/Dental Benefits	0.00		-399.52		
Total Pressure-Washing Crew	0.00		-399.52		
Total LANDSCAPE IMPROVEMENTS & MAINT	0.00	308.33	10,889.21	12,775.01	13,700.00
CONTINGENCY	0.00		354.45		
PERSONNEL EXPENSE					
Staff reimbursement	0.00	-708.33	0.00	-6,375.01	-8,500.00
Total PERSONNEL EXPENSE	0.00	-708.33	0.00	-6,375.01	-8,500.00
ACCOUNTANT EXPENSE ENTRIES					
Depreciation	860.74	900.00	7,746.66	8,100.00	10,800.00
Total ACCOUNTANT EXPENSE ENTRIES	860.74	900.00	7,746.66	8,100.00	10,800.00
PROGRAM EXPENSE					
Meals / Entertainment / Travel	0.00	83.33	459.53	750.01	1,000.00
Total PROGRAM EXPENSE	0.00	83.33	459.53	750.01	1,000.00
Total Expense	860.74	791.66	23,247.16	17,125.02	37,000.00
Net Income	8,599.76	14,791.67	109,058.48	123,124.99	150,000.00

Little Italy Association of San Diego

PARKING DISTRICT Profit & Loss Budget Performance

04/20/24

Accrual Basis

March 2024

	Mar 24	Budget	Jul '23 - Mar 24	YTD Budget	Annual Budget
Income					
PARKING DISTRICT INCOME					
Reimbursements special projects	0.00		900.00		
Parking District Reimbursement	29,880.68	49,796.67	425,777.19	448,170.03	597,560.04
City Bollard funds	1,324.00		88,421.00	0.00	0.00
Total PARKING DISTRICT INCOME	31,204.68	49,796.67	515,098.19	448,170.03	597,560.04
PARKING DISTRICT REVENUES					
Valet Program Revenues	0.00	0.00	36,695.81	37,596.00	37,596.00
Total PARKING DISTRICT REVENUES	0.00	0.00	36,695.81	37,596.00	37,596.00
Total Income	31,204.68	49,796.67	551,794.00	485,766.03	635,156.04
Gross Profit	31,204.68	49,796.67	551,794.00	485,766.03	635,156.04
Expense					
PARKING DISTRICT EXPENSE					
In House Valet Program					
Valet Employee Payroll	0.00	0.00	69,732.23	64,996.00	64,996.00
Valet Employee Payroll Taxes	0.00		5,264.21	0.00	0.00
Equipment & Uniforms	0.00	0.00	1,539.09	1,539.00	1,539.00
Program Management	0.00	0.00	17,275.00	0.00	0.00
Total In House Valet Program	0.00	0.00	93,810.53	66,535.00	66,535.00
Lot Rental/Insurance					
Workers' Comp	0.00	0.00	4,930.60	3,740.00	3,740.00
Liability Insurance	4,080.00	4,000.00	31,520.00	36,000.00	48,000.00
Parking Lot Rentals	0.00	0.00	31,046.00	31,046.00	31,046.00
Program Management	2,162.50	0.00	19,462.50	0.00	0.00
Total Lot Rental/Insurance	6,242.50	4,000.00	86,959.10	70,786.00	82,786.00
Marketing and Promotions					
Website Parking Component	0.00	375.00	0.00	3,375.00	4,500.00
Printed Material	0.00	416.67	3,739.39	3,749.99	5,000.00
PR Firm	4,100.00	3,333.33	36,900.00	30,000.01	40,000.00
Program Mgmt	695.00	0.00	6,255.00	0.00	0.00
Total Marketing and Promotions	4,795.00	4,125.00	46,894.39	37,125.00	49,500.00
New Initiatives& Special Proj					
Bicycle Mobility & Infrastruct.	0.00	83.33	0.00	750.01	1,000.00
Wayfinding System	189.99	83.33	189.99	750.01	1,000.00
Planters/Beautification	0.00	0.00	74,328.16	65,000.00	65,000.00
Enhanced Pedestrian Lighting	0.00	6,333.33	23,100.00	19,000.01	38,000.00
Ped Barrier Planters, Lighting	5,349.88	20,188.33	5,349.88	60,565.01	121,130.00
Removable Bollard System					
Bollards	1,324.00		50,748.50	0.00	0.00
Total Removable Bollard System	1,324.00		50,748.50	0.00	0.00
Program Management	6,017.50	0.00	36,882.50	0.00	0.00
Traffic Control	6,820.99	4,166.67	46,530.67	37,499.99	50,000.00
Total New Initiatives& Special Proj	19,702.36	30,854.99	237,129.70	183,565.03	276,130.00
LIA Management					
Rent	2,000.00	2,000.00	18,000.00	18,000.00	24,000.00
Utilities & Supplies	299.00	300.00	3,974.59	2,700.00	3,600.00
Vehicle Subsidy & Maintenance	0.00	0.00	5,200.12	5,200.00	5,200.00
Storage	375.00	1,000.00	13,875.00	9,000.00	12,000.00
Program Mgmt	575.00	9,450.37	5,175.00	85,053.33	113,404.44
Accounting/Audit	0.00	0.00	2,000.00	2,000.00	2,000.00
Total LIA Management	3,249.00	12,750.37	48,224.71	121,953.33	160,204.44
Total PARKING DISTRICT EXPENSE	33,988.86	51,730.36	513,018.43	479,964.36	635,155.44
Total Expense	33,988.86	51,730.36	513,018.43	479,964.36	635,155.44
Net Income	-2,784.18	-1,933.69	38,775.57	5,801.67	0.60

Little Italy Association of San Diego
PROGRAM - BUDGET TO ACTUAL
 July 2023 through March 2024

	Dog Park		Grounds		Amici Park Redvlpmt	Art Appreciation Projects		Art Walk	Banner		Bella Vita	
	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	
Income												
PROGRAM INCOME	6,850	6,750	6,374	6,375	0	0			0	2,000	5,000	5,000
MERCATO INCOME	0		0		0	0			0		0	
PARKING DISTRICT REVENUES	0		0		0	0			0		0	
Total Income	6,850	6,750	6,374	6,375	0	0			0	2,000	5,000	5,000
	6,850	6,750	6,374	6,375	0	0			0	2,000	5,000	5,000
Expense												
MISC MAINT EXPENSE	0		0		0	0			0		0	
GENERAL OPERATING	0		0		0	0			0		0	
NON-PROFIT ADMIN	1,044	563	-1,495	263	0	0			0		0	
LANDSCAPE IMPROVEMENTS & MAINT	0		0	375	0	0			0		0	0
PERSONNEL EXPENSE	0		0		0	0			0		0	
ACCOUNTANT EXPENSE ENTRIES	360	360	0		0	0			0		0	
PROGRAM EXPENSE	0	2,077	7,726	13,239	2,388	0	3,436		1,985	3,000	0	
Maintenance Personnel	0		0		0	0			0		0	
Maintenance Non-Personnel	0		2,020		0	0			0		0	
Office Operational	0		0		0	0			0		0	
SBEP EXPENSES	0		0		0	0			0		0	
MERCATO EXPENSE	0		0		0	0			0		0	
PARKING DISTRICT EXPENSE	0		0		0	0			0		0	
Budget adjustment	0		0		0	0			0		0	
Total Expense	1,404	3,000	8,251	13,877	2,388	0	3,436		1,985	3,000	0	0
	1,404	3,000	8,251	13,877	2,388	0	3,436		1,985	3,000	0	0
Net Income	5,446	3,750	-1,877	-7,502	-2,388	0	-3,436		-1,985	-1,000	5,000	5,000
	5,446	3,750	-1,877	-7,502	-2,388	0	-3,436		-1,985	-1,000	5,000	5,000
YEAR END ESTIMATE		6,000		-4,000		-2,400		-3,436	10,000		-2,000	5,000
		6,000		-4,000		-2,400		-3,436	10,000		-2,000	5,000

Little Italy Association of San Diego
PROGRAM - BUDGET TO ACTUAL
July 2023 through March 2024

	Bulls of St Agata	Casino de Piazza	Christmas Programs	FY 23 CEP Grant #1	FY 23 CEP Grant #2	FY 24 CEP Grant (Rent)	FY 24 NRG	General & Administration			
	Jul '23 - Mar 24	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	
Income											
PROGRAM INCOME	5,000	22,104	5,000	36,270	52,500	0	5,000	0	30,000	23,978	9,375
MERCATO INCOME	0	0		0		0	0	0	0	0	
PARKING DISTRICT REVENUES	0	0		0		0	0	0	0	175	
Total Income	5,000	22,104	5,000	36,270	52,500	0	5,000	0	30,000	24,153	9,375
	5,000	22,104	5,000	36,270	52,500	0	5,000	0	30,000	24,153	9,375
Expense											
MISC MAINT EXPENSE	0	0		0		0	0	0	0	599	
GENERAL OPERATING	0	0		0		0	0	0	0	3,283	225
NON-PROFIT ADMIN	0	0		0		0	0	0	0	234,680	232,782
LANDSCAPE IMPROVEMENTS & MAINT	0	0		0		0	0	0	0	833	1,613
PERSONNEL EXPENSE	0	0		0		0	0	0	0	-1,270	-18,000
ACCOUNTANT EXPENSE ENTRIES	0	0		8,247	6,748	0	0	0	0	2,956	3,900
PROGRAM EXPENSE	0	23,196		33,198	28,000	15,000	2,373	0	30,000	72,287	68,220
Maintenance Personnel	0	0		1,764		0	2,627	0	0	0	
Maintenance Non-Personnel	0	0		0		0	0	0	0	0	
Office Operational	0	0		0		0	0	0	0	26,826	3,750
SBEP EXPENSES	0	0		0		0	0	0	0	0	
MERCATO EXPENSE	0	0		0		0	0	0	0	6	
PARKING DISTRICT EXPENSE	0	0		0		0	0	0	0	39	
Budget adjustment	0	0		0		0	0	0	0	0	
Total Expense	0	23,196		43,209	34,748	15,000	5,000	0	30,000	340,239	292,490
Net Income	5,000	-1,092	5,000	-6,939	17,752	-15,000	0	0	0	-316,085	-283,115
YEAR END ESTIMATE	2,000	-1,100		-7,000	-15,000						-490,000
											\$25K MOVED TO 24-25

Little Italy Association of San Diego
PROGRAM - BUDGET TO ACTUAL
July 2023 through March 2024

	Italian Heritage Concerts		Total Mercato		Merchandise		Military Events		Misc Events		Officer's Budget		Piazza Basilone	
	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget
	Income													
PROGRAM INCOME	0	7,500	0	0	0	0	1,000	5,000	6,643	1,500	0	0	2,000	0
MERCATO INCOME	0		864,278	728,700	0		0		0		0		0	
PARKING DISTRICT REVENUES	0		0		0		0		0		0		0	
Total Income	0	7,500	864,278	728,700	0	0	1,000	5,000	6,643	1,500	0	0	2,000	0
	0	7,500	864,278	728,700	0	0	1,000	5,000	6,643	1,500	0	0	2,000	0
Expense														
MISC MAINT EXPENSE	0		0		0		0		0		0		0	
GENERAL OPERATING	0		0		0		0		0		0		0	
NON-PROFIT ADMIN	0		0		0		0		0		0		0	
LANDSCAPE IMPROVEMENTS & MAINT	0		0		0		0		0	0	0		0	0
PERSONNEL EXPENSE	0		0		0		0		0		0		0	
ACCOUNTANT EXPENSE ENTRIES	0		0		0		0		0		0		0	
PROGRAM EXPENSE	0		16,569		605	0	1,981	3,900	4,202		290	1,500	1,702	3,000
Maintenance Personnel	0		0		0		0		265		0		0	
Maintenance Non-Personnel	0		0		0		0		0		0		0	
Office Operational	0		0		0		0		0		0		0	
SBEP EXPENSES	0		0		0		0		0		0		0	
MERCATO EXPENSE	0		461,454	425,455	0		0		0		0		0	
PARKING DISTRICT EXPENSE	0		0		0		0		0		0		0	
Budget adjustment	0		0		0		0		0		0		0	
Total Expense	0		478,023	425,455	605	0	1,981	3,900	4,467		290	1,500	1,702	3,000
Net Income	0	7,500	386,255	303,245	-605	0	-981	1,100	2,176	1,500	-290	-1,500	298	-3,000
YEAR END ESTIMATE		0	457,000		-1,000		-1,000		2,200		-1,000			0

Little Italy Association of San Diego
PROGRAM - BUDGET TO ACTUAL
July 2023 through March 2024

	Total Piazza Costanza	Total Piazza della Famiglia	Piazza Giannini	SBEP Bookkping Grant	SBEP City Services	Seasonal Displays	TOLI	Trick or Treat	Amici Park (Rental)					
	Jul '23 - Mar 24	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Jul '23 - Mar 24	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	
Income														
PROGRAM INCOME	123,990	3,025	18,275	0	0	636	7,350	9,000	1,366	0	4,165	2,000	1,400	2,001
MERCATO INCOME	0	0		0	0	0	0		0		0		0	
PARKING DISTRICT REVENUES	0	0		0	0	0	0		0		0		0	
Total Income	123,990	3,025	18,275	0	0	636	7,350	9,000	1,366	0	4,165	2,000	1,400	2,001
	123,990	3,025	18,275	0	0	636	7,350	9,000	1,366	0	4,165	2,000	1,400	2,001
Expense														
MISC MAINT EXPENSE	0	0		0	0	0	0		0		0		0	
GENERAL OPERATING	0	0		0	0	0	0		0		0		0	
NON-PROFIT ADMIN	282	0		0	0	0	0		0		0		0	
LANDSCAPE IMPROVEMENTS & MAINT	0	0		0	0	0	0		0		0		0	
PERSONNEL EXPENSE	0	0		0	0	0	0		0		0		0	
ACCOUNTANT EXPENSE ENTRIES	0	0		0	0	0	0		0		0		0	
PROGRAM EXPENSE	8,142	49,072	32,775	95	0	6,249	5,250		45		4,545	2,000	0	
Maintenance Personnel	451	0		0	0	0	0		0		0		0	
Maintenance Non-Personnel	0	0	0	0	0	0	0		0		0		0	
Office Operational	0	0		0	0	0	0		0		0		0	
SBEP EXPENSES	0	0		0	2,710	3,933	0		0		0		0	
MERCATO EXPENSE	0	0		0	0	0	0		0		0		0	
PARKING DISTRICT EXPENSE	0	0		0	0	0	0		0		0		0	
Budget adjustment	0	0		0	0	0	0		0		0		0	
Total Expense	8,875	49,072	32,775	95	2,710	3,933	6,249	5,250	45		4,545	2,000	0	
Net Income	115,115	-46,047	-14,500	-95	-2,710	-3,297	1,101	3,750	1,321	0	-380	0	1,400	2,001
YEAR END ESTIMATE	46,000		-68,000	0	-2,700	-3,300		2,000		33,000		-380		1,500

Little Italy Association of San Diego
PROGRAM - BUDGET TO ACTUAL
 July 2023 through March 2024

	Corporate Events (Fuse)		Piazza Basilone (Civico)		Piazza della Famiglia (G&G)		Venue Rentals - Other		Total Venue Rentals		TOTAL	
	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget	Jul '23 - Mar 24	Budget
	Income											
PROGRAM INCOME	48,794	25,000	27,000	24,000	14,667	25,000	75	0	91,935	76,001	382,686	206,276
MERCATO INCOME	0		0		0		0		0		864,278	728,700
PARKING DISTRICT REVENUES	0		0		0		0		0		175	0
Total Income	48,794	25,000	27,000	24,000	14,667	25,000	75	0	91,935	76,001	1,247,139	934,976
	48,794	25,000	27,000	24,000	14,667	25,000	75	0	91,935	76,001	1,247,139	934,976
Expense												
MISC MAINT EXPENSE	0		0		0		0		0		599	0
GENERAL OPERATING	0		0		0		0		0		3,283	225
NON-PROFIT ADMIN	0		0		0		0		0		234,510	233,607
LANDSCAPE IMPROVEMENTS & MAINT	0		0		0		0		0		833	1,988
PERSONNEL EXPENSE	0		0		0		0		0		-1,270	-18,000
ACCOUNTANT EXPENSE ENTRIES	0		0		0		0		0		11,563	11,008
PROGRAM EXPENSE	3,573	10,000	0		0		0		3,573	10,000	285,453	176,398
Maintenance Personnel	0		0		0		0		0		5,107	0
Maintenance Non-Personnel	0		0		0		0		0		2,020	0
Office Operational	0		0		0		0		0		26,826	3,750
SBEP EXPENSES	0		0		0		0		0		6,643	0
MERCATO EXPENSE	0		0		0		0		0		461,460	425,455
PARKING DISTRICT EXPENSE	0		0		0		0		0		39	0
Budget adjustment	0		0		0		0	7,500	0	7,500	0	7,500
Total Expense	3,573	10,000	0		0		0	7,500	3,573	17,500	1,037,065	841,930
Net Income	45,220	15,000	27,000	24,000	14,667	25,000	75	-7,500	88,362	58,501	210,074	93,046
YEAR END ESTIMATE		45,000		33,000		15,000		0		94,500		55,384

FIDELITY INVESTMENTS - LITTLE ITALY ASSOCIATION - 4-16-2024							21	
DESCRIPTION	DEPOSIT	DATE DEPOSIT	AMOUNT	PURCHASE DATE	MATURITY DATE	MONTHS	RATE %	
DEPOSIT	\$4,000	1/13/2023						
DEPOSIT	\$5,000	1/17/2023						
DEPOSIT	\$50,000	2/28/2023						
BALANCE 2/28/2023	\$59,000		\$8,000					
BALANCE 3/31/2023	\$169,000		\$167,000					
BALANCE 4/30/2023	\$169,000		\$167,000					
Balance Certificates of Deposit 6/30/2023			\$106,000					
Money Market 6/30/2023			\$94,436					
Total 6/30/2023	\$199,000		\$200,436					
Balance Certificates of Deposit 4/16/2024			\$155,000					
Money Market			\$2,037	withdrawal 3-20-24 \$50,000				
Total 4-16-2024	\$199,000		\$157,037					
BY MATURITY DATE								
			AMOUNT	PURCHASE DATE	MATURITY DATE	MONTHS	RATE %	
61768EUC5	MORGAN STANLEY	X	\$4,000	5/24/23	05/24/24	12	5.15%	
755245RB2	CITIZENS BANK	X	\$20,000	9/27/2023	06/27/24	9	5.50%	
48714LDF3	KEARNY BANK NEW JERSEY	X	\$37,000	4/5/24	07/15/24	9	5.55%	
588493RG3	MERCHANTS BANK OF CARMEL	X	\$15,000	4/12/24	07/23/24	9	5.30%	
06051V3L8	BANK OF AMERICA	X	\$10,000	10/06/2023	08/06/24	9	5.45%	
89788HFZ1	TRUIST BANK	X	\$30,000	09/29/2023	09/29/24	12	5.55%	
949764GK4	WELLS FARGO	X	\$30,000	10/02/2023	10/02/24	12	5.55%	
15987UVG1	CHARLES SCHWAB	X	\$5,000	11/20/23	12/04/24	12	5.35%	
0605IXCD2	BANK OF AMERICA	X	\$4,000	4/9/202024	01/13/25	9	5.10%	
			\$155,000					



April 16, 2024

Honorable Councilman Steven Whitburn
 Council District 3
 City of San Diego

SUBJECT: Request to Review and Amend Parking Meter Ordinance for FY 25

Dear Councilman Whitburn:

We are reaching out to you in an attempt to resolve what we and other Downtown Community Parking District (DCPD) stakeholders consider to be a crisis in the wording and implementation of Council Policy 100-18, which regulates the use of parking meter funds in the DCPD Zone.

The reason we are reaching out is due to the fact:

- We believe that the amendment to the Parking Meter Ordinance (Council Policy 100-18) was amended without any consultation of the DCPD stakeholders, in 2015 which significantly altered the split of revenue between the City and the DCPDs that fund community-based parking and mobility programs that benefit all Downtown residents, businesses and visitors;
- We believe that the communications that our representatives to the DCPD have received recently, set this program back many years due to mixed messages that have been given to us by the Sustainability and Mobility Department of the City.
- That the interpretation of use for those funds is inconsistent with what previously has been approved as recently as FY22 and FY23, and similar programs are no longer allowable.

Amending the Parking District Ordinance (Council Policy 100-18):

In 1997, the Parking District ordinance was under consideration by the City Council, many Downtown groups including the Little Italy Association, Gaslamp Quarter Association, Downtown San Diego Partnership, and the Downtown Residents Group all worked with then Mayor Golding and her staff to craft a mutually beneficial ordinance that funded parking and mobility related programs in Downtown.

The revenue sharing that we all agreed to, clearly stated that of the gross revenues generated by the parking districts throughout the City, that the City would retain 55% of the gross and the respective parking meter districts would receive 45% annually. (Please see Attachment I highlighted in the attached document).

However, in 2015, without any consultation of our Downtown stakeholder groups, the Economic Development Department proposed a new split that would place City meter

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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personnel as well as traffic engineers, with no restrictions on costs, and proposed a new split whereby the City would take overhead costs for the above-mentioned personnel out of the gross pool of funds and THEN do a 55% / 45% split. In the years of surplus parking meter revenues between 2015 up until 2020, this was not considered significant due to the fact that revenues exceeded community projects during that period.

During the Pandemic, parking meter revenues dropped dramatically due to a suspension of parking fees to support those working from home and to bring back business to business communities. In FY24, the altered split hit a brick wall.

At first Downtown stakeholder groups were informed by Sustainability and Mobility staff to submit projects for funding for FY25, which all Downtown stakeholders did. Once submitted, Sustainability and Mobility staff then informed the various groups that everyone had to share in a total budget of \$1,300,000 without any consideration of how much the City was siphoning to cover traffic engineers, and City staff including parking meter attendants. On top of that, when the City funded a CIP program for the Gaslamp Promenade, parking meters on 5th Avenue within Gaslamp lost revenues and City staff informed the Gaslamp Quarter Association that they would have guaranteed funding for insertion and removal of their bollards, on a daily basis of up to \$400,000 per year. No one within the DCPD was informed of this and now we are left, among the 7 sub-districts Downtown, with a paltry annual sum of approximately \$1,300,000 for FY25.

This is unacceptable.

We strongly recommend that you remove the wording on the parking revenue split from the 2015 amendment to the parking district wording found on Attachment I, page 6 of the attached document and retain the original 55% / 45% split that was pledged when the ordinance was first adopted in 1998. This would not only ensure accountability by City Staff on how they allocate parking meter revenues consistent with the ordinance, but also ensure more revenue to the Downtown stakeholder groups to use these funds for projects outlined in the ordinance.

We would like this amendment to occur prior to the adoption of the FY25 budget.

Use of funds under the Parking District ordinance:

The original Council Policy 100-18, adopted in 1998, and approved by the Mayor, City Council and City Attorney, called for use of funds outlined in the ordinance, including:

- a. Providing for extraordinary security activities associated with or required by any of the activities listed above.*

In FY22 and FY23, the Little Italy Association was able to use parking meter funds, as per the use listed below, to hire the San Diego Rescue Mission to help clear our public rights-of-way, maintain a physical presence 7-days a week, and provide a level of community policing that is needed to maintain public safety and order. Using this service allowed formerly unhoused citizens or those who suffered from drug addiction from the Rescue Mission to interact with people sleeping illegally on the sidewalks and under the CalTrans bridges in Little Italy and in various other City rights-of-way. This was reviewed and approved by the Sustainability and Mobility Department, the City Attorney, and adopted by the City Council for the past two years.

This year, upper Management of Sustainability and Mobility stated that that service was no longer allowable. The intent of this phrase within the wording of Council Policy 100-18 was to ensure that visitors to Downtown that paid the parking meters to experience minimal impediments walking to and from their cars and receive a level of public safety by Rescue Mission team.

This decision by staff was inconsistent with previous practice and is inconsistent with the City Council vote last summer to ban illegal encampments in the public rights of way. We insist that Sustainability and Mobility reverse this decision and allow us and other groups in Downtown to use those funds to help those who need aid currently encamping on our sidewalks and keep consistent with the intent of the ordinance.

Attachment II is a narrative of the San Diego Rescue Mission's Little Italy Program, examples of its community policing and how it continues to support public safety and maintain order. Attachment III are the results from the program since FY22 and the successes it has had in providing enhanced security activities and supported the unhoused citizens.

Conclusion:

The original, unamended ordinance, Council Policy 100-18, served Downtown parkers and community organizations well until this year. Since the ordinance was written and approved by the City Council has operated successfully over the past 25 years, we insist that the City Council do the following:

1. Replace the current wording regarding the revenue split, which was changed without notice of the stakeholders in 2015 and replace it with the original 55% / 45% split that was endorsed by the Downtown Community in 1998; and
2. Allow the Little Italy Association and other groups in Downtown to define security to accommodate blockages in the public rights of way in Downtown and keep programs like the Rescue Mission to support public safety and help people get into more sustainable housing.

We would like these amendments to the ordinance adopted when the City Council approves the Downtown Parking District budget for FY25 prior to the beginning of that fiscal year.

All of us in Downtown are willing to work with your office to craft wording responsive to our ongoing needs to keep Downtown attractive and growing.

Sincerely,



Steven Galasso
President
Little Italy Association of San Diego



Marco Li Mandri
Chief Executive Administrator
Little Italy Association of San Diego

Cc: Little Italy Association Board of Directors

FROM ORIGINAL COMMUNITY PARKING DISTRICT ORDINANCE, 1998 - 2004**B. Revenues Subject to Allocation to a Community Parking District**

1. A percentage of the total parking meter revenues generated within each Community Parking District shall be allocated to that Community Parking District on an annual basis. The percentage shall be forty-five (45%) each fiscal year. In addition to this 45% allocation, the City may allocate all or a portion of the parking management-related revenues to a Community Parking District on a case-by-case basis. Such additional revenues may be allocated to a Community Parking District so long as all of the following requirements are met:
 - a. Any City administrative costs necessary to implement and collect the fees are fully recovered;
 - b. The City conducts, or causes to be conducted, an analysis of the proposed use(s) of the additional parking management-related revenues, and the analysis indicates that the amount allocated, along with any other authorized revenues, is sufficient to implement and manage the proposed use(s);
 - c. The amount allocated is no more than necessary to implement and manage the proposed use(s); and
 - d. The City determines through a fiscal impact analysis that the Community Parking District's proposed use(s) is/are in the City's long-term best interest.
2. For the purpose of this Policy, City revenues which may be allocated to a Community Parking District in addition to parking meter revenue, if any, may include:
 - a. Fees paid by users to park in a facility operated by the Community Parking District;
 - b. Valet parking fees;
 - c. Residential or shopper parking permit fees;
 - d. Parking in-lieu fees levied on new development; and
 - e. Any other authorized fees obtained to regulate parking in a Community Parking District.
3. Community Parking District revenues shall be allocated to each Community Parking District based on the percentage of average annual gross collections generated within each District. Monies collected will be disbursed pursuant to the adoption and

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

CURRENT

approval of an implementation plan submitted to the City Council, as provided in section C below. The Community Parking District Program Administrator shall maintain a map and other relevant data showing the location of each parking meter, revenue earned by each meter, and other revenue sources, for the purpose of projecting and verifying parking management-related revenues allocable to each District.

4. The City will conduct an annual fiscal year-end reconciliation of actual parking management-related revenues. To the extent that actual revenues are less than or greater than the approved budget estimate, the difference will be incorporated in the following fiscal year's Community Parking District allocation.

C. Use of Allocated Community Parking District Funds

1. An allocation of parking meter or other parking management-related revenue to a Community Parking District shall be made only from new or prospective revenues resulting from meter installations or the implementation of other parking management activities within the District, and the allocation shall not result in any reduction of current City revenues or anticipated increases in City revenues.
2. Community Parking District revenues shall be primarily used to address parking supply and mobility issues. Improvements and activities that increase the availability, supply, and effective use of parking for residents, visitors, and employees within the adopted Community Parking Districts shall be the principal focus of expenditure of the funds. Community Parking District revenues shall be used in accordance with Municipal Code §82.08 and §82.09 and may be used for such purposes as, but not limited to, the following:
 - a. Increasing the parking supply (e.g., self-parking, valet-parking, on-street parking, surface parking, and structured parking lots). This may include the acquisition of land, project design, financing, construction, and/or operation of public parking facilities.
 - b. Managing the existing parking inventory, including such measures as, but not limited to, parking evaluations, reconfiguration of existing on-street parking inventory, residential permit parking programs, employee parking programs, enforcement, and/or mitigation of any adverse effects resulting from the implementation of such program(s).
 - c. Providing mobility information such as signing, marketing, and communicating the location, availability, cost, etc. of district-wide parking options.
 - d. Providing funding for community shuttles within the boundaries of the Community Parking District.

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- e. Promoting alternative forms of transportation to reduce parking demand (e.g., community shuttles, public transit, bicycling, and walking).
- f. Providing for extraordinary maintenance and landscaping activities associated with or required by any of the activities listed above.
- g. Providing for extraordinary security activities associated with or required by any of the activities listed above.

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COUNCIL POLICY

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SUBJECT: COMMUNITY PARKING DISTRICT
POLICY NO.: 100-18

EFFECTIVE DATE: July 16, 2015

PURPOSE:

The intent of this Policy is to provide a mechanism whereby communities unable to meet existing parking demands may devise and implement parking management solutions to meet their specific needs and resolve undesirable parking impacts. This Policy anticipates that such communities, at their initiative, and with the approval of the City Council, can be responsible for establishing and managing a Community Parking District. This Policy specifies the procedures to be followed to establish a Community Parking District. This Policy also provides for, and specifies the procedures under which, certain parking management-related revenues earned by the City within the geographic boundaries of an existing or newly designated Community Parking District may be allocated to the Community Parking District to implement and manage improvements that address parking impacts. This Policy is not intended to reduce existing City revenue streams derived from various parking management-related fees, citations, permits, etc. Any references in this Policy to allocating a portion of parking meter or other parking management-related fees to Community Parking Districts is intended to apply only to new or prospective revenues. This Policy will be implemented in a manner that precludes any reduction or diminishment of City revenues.

POLICY:

A. Establishment of Community Parking Districts

1. A community planning group, City-owned nonprofit, or a nonprofit managing a City-assessment district may submit to the Mayor or City Manager a request to form a Community Parking District when existing City mechanisms for implementing parking management solutions have been insufficient or such mechanisms do not exist within the community. The Mayor or City Manager shall convey all such requests, along with the Mayor's or City Manager's recommendation regarding each, to the City Council or any of its committees for its consideration. In the event that an organization submits a request that affects an existing Community Parking District, the Mayor or City Manager will present the request to the board of the existing Community Parking District prior to forwarding the request to the City Council or any of its committees for action.

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A request to form a Community Parking District shall contain each of the following:

- a. A map or other description of the geographic area proposed to be designated as a Community Parking District.
- b. Data to verify that the proposed geographic area is in fact adversely impacted by parking demands. Such data may be provided by a parking study commissioned by the Mayor or City Manager or by a qualified private traffic engineer who would be required to submit his/her data and findings to the Mayor or City Manager for review; a combination of project-specific parking studies which, in the aggregate, present credible information regarding parking impacts in the geographic area; or such other information as the Mayor or City Manager may determine to be credible and persuasive.
- c. A conceptual plan for how the Community Parking District will be managed, including, but not limited to:
 - (1) The legal entity proposed to be designated as the Community Parking District Advisory Board for the purpose of managing the District. The City Council may designate as the District Advisory Board the existing board of a nonprofit managing a City-assessment district, a City-owned nonprofit, a community development corporation, or other nonprofit corporation approved by the City Council. A wide representation of community interests within the proposed geographic area shall be sought;
 - (2) How community input will be obtained and incorporated into the management of the District;
 - (3) The sources and amounts of District revenues;
 - (4) Examples of or proposed improvements that would address the District's parking impacts;
 - (5) Anticipated financing for these improvements, provided that no existing financing obligations or commitments shall be jeopardized or restricted; and
 - (6) A first and five year budget.

CITY OF SAN DIEGO, CALIFORNIA
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2. Prior to consideration of the proposal by the City Council or any of its committees, the requesting entity shall make the proposal publicly available for review and shall conduct a noticed public meeting for affected citizens in the proposed Community Parking District. The requesting entity shall also provide notice of this public meeting to all affected Community Planning Groups.
3. Geographic areas that, prior to December 31, 1997, were established as Parking Meter Districts are hereby now designated as established Community Parking Districts, and the organizations designated by the City Council as Parking Meter District Advisory Boards are hereby now designated as the established Community Parking District Advisory Boards.
4. The Community Parking District Program shall be administered by the Mayor or City Manager.

B. Revenues Subject to Allocation to a Community Parking District

1. Annually, the costs of administering the Community Parking District Program, including the services of dedicated Transportation Engineer(s), and parking meter operations costs shall be subtracted from the total parking meter revenue prior to the calculation of the revenue subject to allocation to the Community Parking Districts.
2. A percentage of the total parking meter revenues, less the administrative and parking meter operations costs described in Section B.1 above, generated within each Community Parking District shall be allocated to that Community Parking District on an annual basis. The percentage shall be forty-five (45%) each fiscal year.
3. In addition to this 45% allocation, the City may allocate all or a portion of the parking management-related revenues to a Community Parking District on a case-by-case basis. Such additional revenues may be allocated to a Community Parking District so long as all of the following requirements are met:
 - a. Any City administrative costs necessary to implement and collect the fees are fully recovered;

CITY OF SAN DIEGO, CALIFORNIA
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- b. The City conducts, or causes to be conducted, an analysis of the proposed use(s) of the additional parking management-related revenues, and the analysis indicates that the amount allocated, along with any other authorized revenues, is sufficient to implement and manage the proposed use(s);
 - c. The amount allocated is no more than necessary to implement and manage the proposed use(s); and
 - d. The City determines through a fiscal impact analysis that the Community Parking District's proposed use(s) is/are in the City's long-term best interest.
6. The Mayor or City Manager will conduct an annual fiscal year-end reconciliation of actual parking management-related revenues. To the extent that actual revenues are less than or greater than the estimate used for the approved Annual Plan & Budget, the difference will be incorporated in the following fiscal year's Community Parking District allocation.

C. Use of Allocated Community Parking District Funds

- 1. An allocation of parking meter or other parking management-related revenue to a Community Parking District shall be made only from new or prospective revenues resulting from meter installations or the implementation of other parking management activities within the District, and the allocation shall not result in any reduction of current City revenues or anticipated increases in City revenues.
- 2. Community Parking District revenues shall be expended for regulation, management, and control of the parking of vehicles and management and control of traffic (including vehicular, bike and pedestrian), which affects or is affected by the parking of vehicles in the parking meter zones pursuant to San Diego Municipal Code sections 82.08 and 82.09. Such expenditures shall be focused on improvements and activities that increase the availability, supply, and effective use of parking for residents, visitors, and employees within the adopted Community Parking Districts. The purpose of the expenditures may include, but is not limited to, the following:
 - a. Increasing the parking supply (e.g., lease, purchase, or construction of additional on-street or off-street parking accessible to vehicles,

including bikes) through means such as self-parking or valet-parking, and generally available to all users. If a subsidy is provided to users (directly or indirectly), the Annual Plan & Budget shall demonstrate (not merely assert) that the subsidy is limited to a reasonable amount which corresponds to a material effect on parking in the parking meter zones and serves a public purpose. Also, every proposed activity which is targeted to specific users, such as an employee parking program, shall demonstrate in the Annual Plan & Budget that such an activity shall not violate general principles of equal protection by ensuring that protected classes of people are not discriminated against. Eligible expenses include the acquisition of land, project design, financing, construction, and/or operation of public parking facilities, but do not include special event parking.

- b. Managing the existing parking inventory, including such measures as, but not limited to, parking evaluations, reconfiguration of existing on-street parking inventory, residential permit parking programs, employee parking programs, enforcement, reducing excessive red curb, removal of abandoned driveways and replacement with matching sidewalk, curb, and gutter, and mitigation of any adverse effects resulting from the implementation of such program(s). Every program that proposes to provide a subsidy to a user, (e.g. employees) shall demonstrate (not merely assert) that the subsidy is reasonable and equally available to all such users in the parking meter zone (within $\frac{1}{4}$ mile radius, see Section C.2.i) and shall not favor any one stakeholder, such as a business. Further, the management program shall not violate general principles of equal protection by ensuring that protected classes of people are not discriminated against.
- c. Providing mobility (parking and access) information through wayfinding signage or media (maps, videos, apps or other tools), which communicates the location, availability, cost, and other pertinent information of district-wide parking options and provides navigation in and between parking meter zones within the Community Parking District. The public information being provided may include costs for ribbon-cuttings, press conferences, or like events to communicate information about parking and access. However, any costs associated with promotion of business communities, specific businesses, or special events in the Community Parking District shall be funded by other sources.
- d. Providing funding for community shuttles or circulator systems within the boundaries of the Community Parking District to reduce parking demand in parking meter zones or to assist in the mobility of those parked in parking meter zones. Shuttle service or circulator systems may be leveraged for community or special events within the Community Parking District if the additional cost is covered and accounted for by other funding sources.
- e. Enhancing mobility within the Community Parking District and facilitating the use of alternative forms of transportation to reduce parking demand (e.g., community shuttles, public transit, bicycling, and walking) through activities

and improvements including, but not limited to, designing and installing: bike and pedestrian amenities (bike parking, corrals, and bike lanes; pedestrian ramps, crossings, pop-outs, sidewalks, countdown indicators, rectangular rapid flashing beacons); signage; and shuttle stops. Providing for extraordinary maintenance and landscaping activities (including, but not limited to landscaping and upkeep of such which provides a necessary safety barrier between vehicles, bikes and pedestrians) and security activities (including, but not limited to safety services at shuttle stops or security for parking areas) as required by law or necessary for the safety or proper functioning of the improvements or activities listed above. “Extraordinary” means beyond what is ordinary or is funded and provided for by other funding sources and the maintenance, landscaping and/or security activity is considered necessary for the related improvements or activities which address parking or controls and manages traffic (including vehicular, bicycle, or pedestrian traffic) which affects or is affected by the parking of vehicles in the parking meter zones.

- f. Providing pedestrian or vehicular safety, comfort and convenience, e.g. through activities and improvements which provide separation or enhance safety for pedestrians and vehicles such as wheel stops, curbs, landscaped areas and lighting. Other eligible expenses may include urban design activities in a particular area, district, or neighborhood that relate to parking or the control and management of traffic (including vehicular, bicycle, or pedestrian traffic) which affects or is affected by the parking of vehicles within parking meter zones.

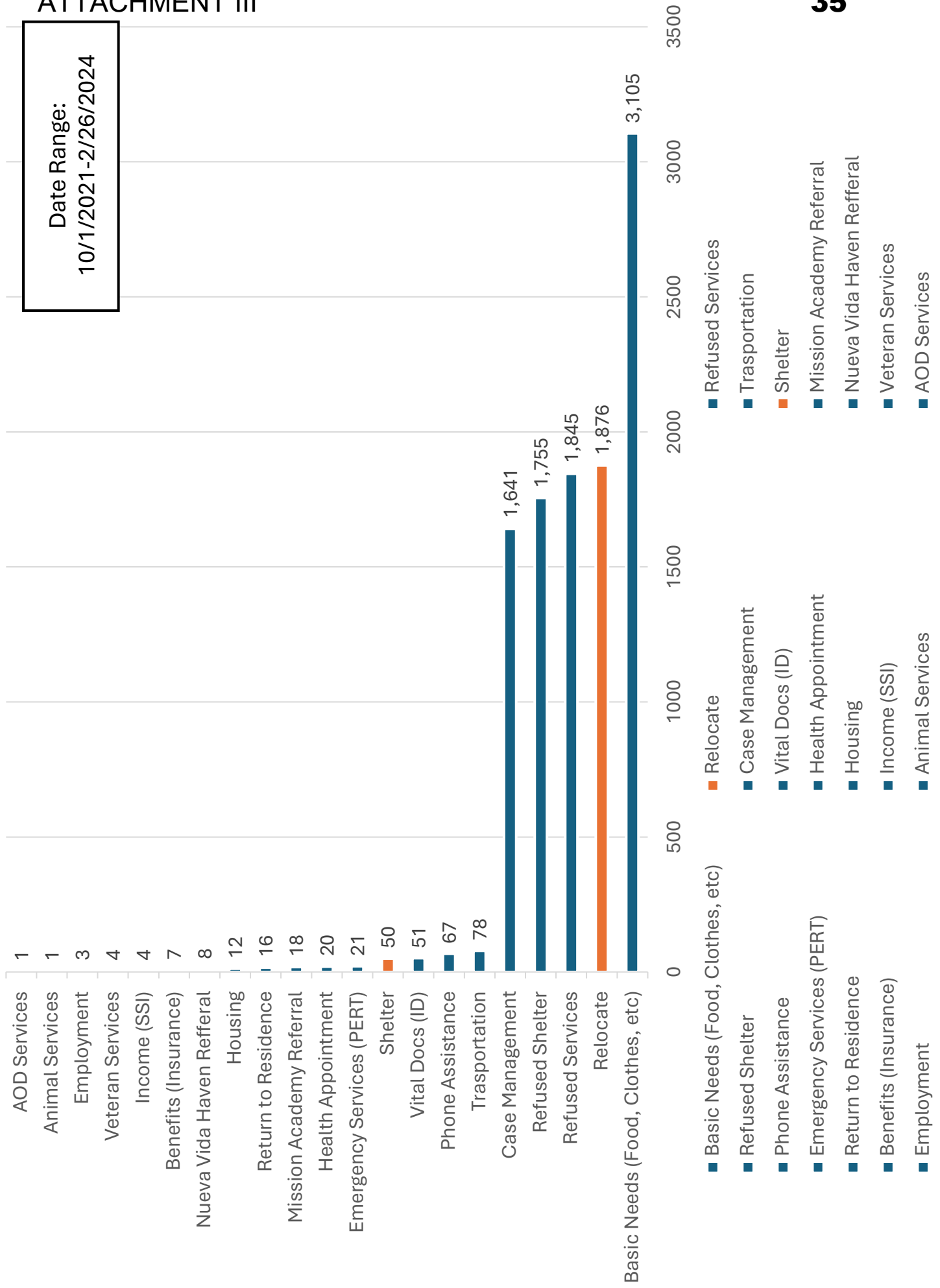
Homeless Outreach provided by the San Diego Rescue Mission (SDRM) is an effective enhancement to the overall security of Little Italy. SDRM follows the community standards for outreach as outlined by the Continuum of Care (CoC). This is a relational approach in which there is daily interaction with people experiencing homelessness in a defined geographic area. This creates two enhanced security elements. First, SDRM builds rapport and trust with those who stay in Little Italy. This enables a higher-level of engagement when a safety or security issue arises because of the established trust. Second, SDRM is one of the first to see new individuals who arrive in the area. Should those individuals prove to be a threat to safety, SDRM provides timely information enabling faster response. This has resulted in both businesses owners and residents feeling safer and having more confidence in the response they will receive when issues arise.

Here are two examples to demonstrate this. First, a property owner had a trespasser who was experiencing homelessness. The owner asked the person to leave the property and things were quickly escalating. The owner called both the police and SDRM. SDRM arrived first. The Outreach Worker deescalated the situation and was able to help the person experiencing homelessness relocate so they were no longer violating the law and being a security threat to the property owner. Second, an unhoused resident was beating a stick against a wall of a business establishment causing safety concerns. The SDRM Outreach Worker engaged with the person and because there was an established relationship deescalated the situation and was able to have the person leave the area restoring a sense of safety and security. These are two of countless stories the Association regularly receives.

When a community meeting was held in February to address safety concerns, SDRM was highlighted as a critical element of the keeping Little Italy a safe and vibrant community. While Homeless Outreach is not always seen from the perspective of security, it is a cost-effective measure resulting in a safer community. It is also important to remember they are helping our neighbors without homes get into housing and end their homelessness. SDRM save lives and serves our community. This is truly a benefit for everyone who calls Little Italy home.

SDRM Little Italy Outreach Summary

Date Range:
10/1/2021 - 2/26/2024



Little Italy Association of San Diego
FY25 Community Parking District Budget
Drafted 3/15/2024

OPTION 2 - FRED NOT FUNDED

Income	LIA	All Funds
Available PMRs (\$1.3M / 7)	\$185,714	\$1,300,000
Bond Release (\$25,120 / 7)	\$3,589	\$25,120
Total Income	\$189,303	\$1,325,120

Expenses		
<i>Available PMRs</i>		
Marketing & Promotions		
Website Maintenance & IT (Partial)	\$2,400	1%
	\$2,400	

LIA Income Projections	
BID	\$104,400
MAD	\$1,518,381
MNA	\$22,000
Programs	\$768,026
Parking	\$189,303
Total Income	\$2,602,110
% of CPD Contribution	7%

New Initiatives & Special Projects		
Wayfinding	\$1,000	
Traffic Control	\$50,000	
Planters & Beautification	\$25,207	
Enhanced Security & Pedestrian Safety	\$1,000	
Enhanced Pedestrian Lighting	\$38,000	61%
	\$115,207	

Operational		
Admin Oversight (15%)	\$28,395	15%
Rent (7%*)	\$8,400	
Bollards Storage**	\$16,000	
Liability Insurance (7%*)	\$18,200	
Audit (7%*)	\$700	23%
	\$71,695	
Total Expenses	\$189,302	100%

Varinace **\$0**

* 7% of operational expenes has been applied to LIA's FY25 CPD Budget based on the overall contribution of CPD revenues to LIA's \$2,602,110 FY25 organization budget.

** 100% cost to store Phase I Bollads

Little Italy Association of San Diego
FY25 Community Parking District Budget

Drafted 3/25/2024

OPTION 3 - FRED PARTIALLY FUNDED (\$600K)

Income	LIA	All Funds
Available PMRs (\$1.3M / 7)	\$100,000	\$700,000
Bond Release (\$25,120 / 7)	\$3,589	\$25,120
Total Income	\$103,589	\$725,120

Expenses

Available PMRs

Marketing & Promotions

Website Maintenance & IT (Partial)	\$1,000	1%
	\$1,000	

New Initiatives & Special Projects

Wayfinding	\$1,000	
Traffic Control	\$1,000	
Planters & Beautification	\$1,000	
Enhanced Security & Pedestrian Safety	\$83,050	
Enhanced Pedestrian Lighting	\$1,000	84%
	\$87,050	

Operational

Admin Oversight (15%)	\$15,538	15%
	\$15,538	

Total Expenses **\$103,588** 100%

Varinace **\$0**

Little Italy Association of San Diego
FY25 Community Parking District Budget
Drafted 3/15/2024

OPTION 1 - FRED FULLY FUNDED

Income	LIA	All Funds
Available PMRs (\$100K / 7)	\$14,286	\$100,000
Bond Release (\$25,120 / 7)	\$3,589	\$25,120
FRED		
Passenger Fare (\$345K / 7)	\$49,286	\$345,000
Advertising (\$63K / 7)	\$9,000	\$63,000
Total Income	\$76,160	\$533,120
Expenses		
<i>Available PMRs</i>		
Planters & Beautification	\$11,143	
Enhanced Security & Pedestrian Safety	\$1,000	
Admin Oversight (15%)	\$2,143	
<i>Bond Release</i>		
Planters & Beautification	\$2,050	
Enhanced Security & Pedestrian Safety	\$1,000	
Admin Oversight (15%)	\$538	
<i>FRED Passenger Fare</i>		
Planters & Beautification	\$40,893	
Enhanced Security & Pedestrian Safety	\$1,000	
Admin Oversight (15%)	\$7,393	
<i>FRED Adversting</i>		
Planters & Beautification	\$6,650	
Enhanced Security & Pedestrian Safety	\$1,000	
Admin Oversight (15%)	\$1,350	
Total Expense	\$76,160	
Variance	\$0	

LITTLE ITALY ASSOCIATION

FINANCIAL PROJECTIONS (CRYSTAL BALL) 2024-2025 v.8

	INCOME	EXPENSE	NET	TOTAL BY CLASS PD 1	TOTAL BY CLASS PD 2	TOTAL BY CLASS PD 3	COMMENTS
BID	104,409	104,409	0	0			Includes Public Relations \$28,531 in budget \$43.5k-NCA (assumes no SBEP)
MAD	1,423,196	1,423,196	0				NCA admin \$60k
MNA	200,000	164,000	36,000				
PARKING	0	0	0	0			\$11,421 NCA ENHANCED SECURITY \$2,000 NCA \$28,395, INSURANCE \$18,200, WEBSITE \$2,400, TRAFFIC CONTROL \$50,000, RENT \$8,400,BOLLARD STORAGE \$16,000
					0		NCA \$15,538, ENHANCED SECURITY 0 \$83,000,INSURANCE \$18,200, WEBSITE \$1,000
PROGRAMS							
GEN/ADMIN	15,000	671,129	-656,129				
MERCATO	1,125,000	693,000	432,000				SPLIT 42/58% less \$10,000 credited to Christmas
OTHER			127,650				
Programs-total			-96,479				
Budget total			-60,479 *				
							* San Diego Rescue Mission not funded ERTC not included

LITTLE ITALY ASSOCIATION

2023-2024 BUDGET

	BUDGET		
	NCA CONTRACT	INSURANCE	RENT
BID	60,000	4,000	6,000
MAD	0	125,000	40,000
MNA			
PARKING	113,404	48,000	24,000
PROGRAMS			
PIAZZA		7,200	
MERCATO		25,000	
GEN/ADMIN	246,596	65,000	12,000
TOTAL	420,000	274,200	82,000

2024-2025 BUDGET - PARKING OPTION 1

	BUDGET		
	NCA CONTRACT	INSURANCE	RENT
BID	43,500	4,000	6,000
MAD	60,000	75,000	20,000
MNA			
PARKING	11,421	0	0
PROGRAMS			
PIAZZA		7,200	
MERCATO		25,000	
GEN/ADMIN	288,579	188,800	60,000
TOTAL	403,500	300,000	86,000

PARKING OPTION 2 28,395 18,200 8,400
 added amounts available

PARKING OPTION 3 15,538 18,200
 added amounts available

Little Italy Association of San Diego
BID Profit & Loss Budget Overview
 July 2024 through June 2025

	Jul '24 - Jun 25	Budget
Income		
BID INCOME		
Carry-forward	0.00	1,071.00
BID Disbursements	0.00	103,338.00
Total BID INCOME	0.00	104,409.00
Total Income	0.00	104,409.00
Gross Profit	0.00	104,409.00
Expense		
GENERAL OPERATING		
Accounting	0.00	4,000.00
Insurance	0.00	4,000.00
Total GENERAL OPERATING	0.00	8,000.00
NON-PROFIT ADMIN		
Staff Administration	0.00	43,469.00
Computer Software & Service	0.00	4,500.00
Dues & subscriptions	0.00	1,500.00
Office supplies	0.00	6,309.00
Printing	0.00	500.00
Phone & Internet	0.00	2,600.00
Postage	0.00	1,000.00
Rent	0.00	6,000.00
Web Maintenance	0.00	2,000.00
Total NON-PROFIT ADMIN	0.00	67,878.00
BUSINESS PROMOTION/DEVELOPMENT		
PR	0.00	28,531.00
Total BUSINESS PROMOTION/DEVELOPMENT	0.00	28,531.00
Total Expense	0.00	104,409.00
Net Income	0.00	0.00

Little Italy Association of San Diego
MAD Profit & Loss Budget Overview
 July 2024 through June 2025

	Jul '24 - Jun 25
Income	
MAINTENANCE DISTRICT INCOME	
MAD Assessments	1,359,750.00
MAD Assessments carry forward	4,252.52
MAD Gas Tax	4,600.00
MAD General Benefit Income	54,593.67
Total MAINTENANCE DISTRICT INCOME	1,423,196.19
Total Income	1,423,196.19
Gross Profit	1,423,196.19
Expense	
GENERAL OPERATING	
Accounting	5,500.00
Insurance	75,000.00
Total GENERAL OPERATING	80,500.00
NON-PROFIT ADMIN	
Staff Administration	60,000.00
Office Administrator	
Salary Expense	40,500.00
Total Office Administrator	40,500.00
Employee Screening Services	1,500.00
Computer Software & Service	7,000.00
Office supplies	5,000.00
Payroll Service	6,000.00
Rent	20,000.00
Repairs & Maintenance	1,000.00
Total NON-PROFIT ADMIN	141,000.00
LANDSCAPE IMPROVEMENTS & MAINT	
LANDSCAPE OPERATIONS	
Nursery & Landscape Supplies	12,000.00
Tree Supplies & Services	15,000.00
Tools & Equipment	3,000.00
Dumpster	5,000.00
Uniforms	2,000.00
Equipment Rental	2,500.00
Total LANDSCAPE OPERATIONS	39,500.00
MAD / BID OPERATIONS	
Dumpster	30,000.00
Tools & Equipment	1,500.00
Auto expenses	12,000.00
Gas & electricity	15,000.00
Gasoline	30,000.00
Equipment Rentals	1,000.00
Cell Phones / Radios	3,000.00
Water	16,000.00
Uniforms	3,000.00
Cleaning & Janitorial Supplies	35,000.00
Total MAD / BID OPERATIONS	146,500.00
PRESSURE-WASHING OPERATIONS	
Tools & Equipment	1,000.00
Pressure Washer / Water Trailer	5,000.00
Total PRESSURE-WASHING OPERATIONS	6,000.00
Landscape Crew	
Salary Expense	280,000.00
Total Landscape Crew	280,000.00
Maintenance Crew	

Little Italy Association of San Diego
MAD Profit & Loss Budget Overview
July 2024 through June 2025

	<u>Jul '24 - Jun 25</u>
Salary Expense	620,000.00
Total Maintenance Crew	620,000.00
Tree Services	
Salary Expense	8,000.00
Total Tree Services	8,000.00
Total LANDSCAPE IMPROVEMENTS & MAINT	1,100,000.00
NON-DISCRETIONARY EXPENSE	
City Administration	3,500.00
Special District Lighting	74,539.00
Total NON-DISCRETIONARY EXPENSE	78,039.00
CONTINGENCY	23,657.19
Total Expense	1,423,196.19
Net Income	<u><u>0.00</u></u>

Little Italy Association of San Diego
MNA Profit & Loss Budget Overview
 July 2024 through June 2025

	Jul '24 - Jun 25
Income	
PROGRAM INCOME	
Sponsors	16,000.00
Total PROGRAM INCOME	16,000.00
MAINTENANCE NON-ASSESS INCOME	
Mercato Services	60,000.00
Supplemental Services	124,000.00
Total MAINTENANCE NON-ASSESS INCOME	184,000.00
Total Income	200,000.00
Gross Profit	200,000.00
Expense	
MISC MAINT EXPENSE	
Misc Maintenance Expense	500.00
School Dist Property Taxes	17,500.00
Total MISC MAINT EXPENSE	18,000.00
LANDSCAPE IMPROVEMENTS & MAINT	
Maintenance Crew	
Staff Bonuses	10,000.00
Total Maintenance Crew	10,000.00
Pressure-Washing Crew	
Salary Expense	125,000.00
Total Pressure-Washing Crew	125,000.00
Total LANDSCAPE IMPROVEMENTS & MAINT	135,000.00
ACCOUNTANT EXPENSE ENTRIES	
Depreciation	10,000.00
Total ACCOUNTANT EXPENSE ENTRIES	10,000.00
PROGRAM EXPENSE	
Meals / Entertainment / Travel	1,000.00
Total PROGRAM EXPENSE	1,000.00
Total Expense	164,000.00
Net Income	36,000.00

**Little Italy Association of San Diego
PROGRAM - BUDGET PROJECTIONS FOR FISCAL YEAR 2025**

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	DOG PARK	GROUND5	ART WALK	BANNERS	BELLA VITA	CASINO DE PIAZZA	CHRISTMAS PROGRAM	COUNTY GRANT (RENT)	General & Admin	Italian Heritage Concerts	MERCATO	Merchan-dise
	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25
ESTIMATE FOR 24-25	5,000	-10,000	5,000	0	3,000	0	0	25,000	-656,129	7,500	432,853	500
											42/58% SPLIT \$10K to Xmas event	
	Merchan-dise	Military Events	Misc Events	Officers' Budget	Piazza Basilone	Piazza Costanza	Public restrooms	Piazza della Famiglia	Piazza Giannini	Seasonal Displays	TOLI	Trick or Treat
	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25
	500	0		-2,000	-2,400	4,500	1,800	-55,000	0	0	35,000	1,000
	TOLI	Trick or Treat	New events	VENUES-FUSE	VENUES-BASILONE	VNEUES-OTHER	TOTAL					
	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget 25	Budget					
	35,000	1,000	25,950	47,000	37,800	-4,000	-97,626					
			STELLA									

GENERAL AND ADMIN OPERATIONS			
		Budget fy 24	Budget fy 25
Income			
PROGRAM INCOME			
	NCA Fundraising (Sponsorships)		
	LIA Board Give or Get Donation	2,000	
	Endowment Earnings		
	Interest Income	5,000	
	Merchandise		
	Misc Income	500	
	Sponsors	5,000	
	PROGRAM INCOME - Other		
	Total PROGRAM INCOME	12,500	15,000
	Total Income	12,500	15,000
Expense			
	Accounting		
	Insurance	300	188,000
	Total GENERAL OPERATING	300	188,000
NON-PROFIT ADMIN			
	Office Administrator		
	Payroll Taxes	1,800	
	Salary Expense	12,000	
	Total Office Administrator	13,800	16,000
	Bank Fees	200	250
	Computer Software & Service	400	1,000
	Dues & subscriptions	200	600
	Office Expenses Tenant Portion	-11,100	-20,000
	Office supplies	12,600	12,600
	Printing		150
	Postage	200	150
	Rent		
	Storage	4,800	0 ?
	Rent - Other	12,000	60,000
	Repairs & Maintenance		
	Utilities	28,080	32,000
	Web Maintenance	2,600	3,000
	Total NON-PROFIT ADMIN	46,980	105,750
LANDSCAPE IMPROVEMENTS & MAINT			
MAD / BID OPERATIONS			
	Citations	200	
	Meals & Entertainment	400	
	Late Fees	200	
	Gifts & Condolences	350	
	Cell Phones / Radios	1,000	
	Water		
	Total MAD / BID OPERATIONS	2,150	2,000
PERSONNEL EXPENSE			
	Staff reimbursement	-24,000	
	Total PERSONNEL EXPENSE	-24,000	0
ACCOUNTANT EXPENSE ENTRIES			
	Depreciation	5,200	5,000
	Total ACCOUNTANT EXPENSE ENTRIES	5,200	5,000
PROGRAM EXPENSE			
	Advertising	6,000	
	Donations	3,000	
	General Insurance	65,000	0
	Landscaping & Nursery Supplies		
	Liability Claim	10,000	25,000
	Merchant Services		

GENERAL AND ADMIN OPERATIONS					
				Budget fy 24	Budget fy 25
			Meals / Entertainment / Travel		
			Miscellaneous	1,000	
			Loan Interest	4,260	
			Late fees		
			Misc - Other	0	
			Total Misc	5,260	6,000
			Parking Fee	200	300
			Permits & Fees	500	
			Public Relations		10,000
			Program Operations	500	
			Program Supplies	500	500
			Total PROGRAM EXPENSE	90,960	41,800
			Bonus - NCA	30,000	30,000
			Staff Administration	246,596	288,579
			Total PERSONNEL/STAFFING	276,596	318,579
			Office Operational		
			Legal	5,000	10,000
			Total Office Operational	5,000	10,000
			Total G/A Expense	403,186	671,129
			Total Expense		671,129
			Net Income	-407,500	-656,129
			FY LOSS 23-24 estimate	-480,000	

619.232.5000

851 W. Harbor Dr, #A, San Diego, CA 92101

alamoflagssd.com

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CUSTOMER'S ORDER NO.	PHONE	DATE
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NAME *Little Italy*

ADDRESS

SOLD BY	CASH	C.O.D.	CHARGE	ON ACCT.	MDSE. RETD.	PAID OUT	
QTY.	DESCRIPTION					PRICE	AMOUNT
25	3x5 Italy						44 99
25	6ft Poles						24 99
<div style="border: 1px solid black; border-radius: 50%; padding: 10px; display: inline-block;"> <p>\$2,249.04 Flags</p> </div>							
							1749 50
						TAX	135 59
RECEIVED BY						TOTAL	1885 09

92101

Phone Number

16192333898

My billing address is the same as my shipping address.

Shipping Method

Standard Flat Rate (3-7 business days) \$88.99

Expedited Flat Rate (1-2 business days) \$114.99

Order Comments

CONTINUE

BILLING

PAYMENT

ORDER SUMMARY

EDIT CART

16 Items



16 x Silver Aluminum EWC Bracket for 1" Inch Diameter Flagpole Flag Pole - 310068

\$252.00

Subtotal \$252.00

Shipping \$88.99

Tax \$23.56

Hi Chris,

Thank you so much for sending this. After looking it over, the terms look good. We would like to see some changes to the revenue split, however, in order for us to make this work financially. Since we've been running tours in Little Italy since 2017, we are quite established and wouldn't want to give away profits for the work we've done to establish ourselves. This is what we are willing to do:

All public tours sold via LIA website - 25% gross revenue. Tracked on So Diego's booking system Fareharbor. We can create an account, and bookings can be tracked and seen on your end.

All public tours sold via So Diego Website and So Diego affiliates/third party vendors - 0% gross revenue. Since we have worked really hard and currently pay for online marketing to create a presence online, and we pay hefty commissions to our third party affiliates, it doesn't make sense to pay additional commissions/split revenues on the ticket sales we make on our website or the third parties.

Private tours sold via LIA website - 25% gross revenue. This can also be tracked via our booking system on Fareharbor.

We are also very open to working with LIA in creating special events that are a collaboration of the two entities. With these, we are open to a different revenue split, and can work out details, and possibly work out a general idea before we agree to anything that would make sense for LIA and SDT.

Thoughts??

Thank you for the opportunity! :)



BIANCA BEALE

Founder

☎ 619-370-0733

🌐 sodiego.com

Book your Tour