

Little Italy Association of San Diego
Parking Programs - Profit & Loss Budget Overview
July 2020 through June 2021

	<u>Jul '20 - Jun 21</u>
Income	
PARKING DISTRICT REVENUES	
Valet Program Revenues	145,061.00
Total PARKING DISTRICT REVENUES	<u>145,061.00</u>
Total Income	<u>145,061.00</u>
Gross Profit	<u>145,061.00</u>
Expense	
PARKING DISTRICT EXPENSE	
In House Valet Program	
Equipment & Uniforms	5,000.00
Permits	3,000.00
Total In House Valet Program	<u>8,000.00</u>
Marketing and Promotions	
Website Parking Component	3,000.00
Printed Material	3,999.99
PR Firm	30,000.00
Program Mgmt	5,700.00
Total Marketing and Promotions	<u>42,699.99</u>
New Initiatives& Special Proj	
Ped Transition Safety	2,000.00
Program Management	53,550.00
Total New Initiatives& Special Proj	<u>55,550.00</u>
LIA Management	
Rent	12,000.00
Utilities	3,600.00
Vehicle Subsidy & Maintenance	6,000.00
Storage	3,750.00
Program Mgmt	5,700.00
Total LIA Management	<u>31,050.00</u>
Total PARKING DISTRICT EXPENSE	<u>137,299.99</u>
Total Expense	<u>137,299.99</u>
Net Income	<u><u>7,761.01</u></u>