

**Little Italy Association of San Diego
PARKING DISTRICT (PMR's) Budget
fiscal year 2023-24**

		Annual Budget
Income		
PARKING DISTRICT INCOME		
	Parking District Reimbursement	650,000.00
	City Bollard funds	
	Total PARKING DISTRICT INCOME	650,000.00
	Total Income	650,000.00
Expense		
PARKING DISTRICT EXPENSE		
In House Valet Program		
	Valet Employee Payroll	260,000.00
	Equipment & Uniforms	8,000.00
	Cell/Tech services	2,000.00
	Permits	4,000.00
	Total In House Valet Program	274,000.00
Lot Rental/Insurance		
	Workers' Comp	15,000.00
	Liability Insurance	48,000.00
	Parking Lot Rentals	110,000.00
	Total Lot Rental/Insurance	173,000.00
Marketing and Promotions		
	Website Parking Component	4,500.00
	Printed Material	5,000.00
	PR Firm	40,000.00
	Total Marketing and Promotions	49,500.00
New Initiatives& Special Proj		
	Bicycle Mobility & Infrastruct.	1,000.00
	Wayfinding System	1,000.00
	Planters/Beautification	9,736.00
	Enhanced Pedestrian Lighting	35,000.00
	Program Management	0.00
	Traffic Control	50,000.00
	Total New Initiatives& Special Proj	96,736.00
LIA Management		
	Rent	24,000.00
	Utilities & Supplies	12,000.00
	Vehicle Subsidy & Maintenance	10,000.00
	Storage	8,764.00
	Program Mgmt	0.00
	Accounting/Audit	2,000.00
	Total LIA Management	56,764.00
	Total PARKING DISTRICT EXPENSE	650,000.00
	Total Expense	650,000.00
Net Income		0.00

**Little Italy Association of San Diego
PARKING DISTRICT (Parking Programs) Budget
fiscal year 2023-24**

		Annual Budget
Income		
PARKING DISTRICT INCOME		
	Reimbursements special projects	
Total PARKING DISTRICT INCOME		
PARKING DISTRICT REVENUES		
	Valet Program Revenues	116,640.00
Total PARKING DISTRICT REVENUES		116,640.00
Total Income		116,640.00
Expense		
PARKING DISTRICT EXPENSE		
In House Valet Program		
	Program Management	41,100.00
Total In House Valet Program		41,100.00
Lot Rental/Insurance		
	Program Management	25,950.00
Total Lot Rental/Insurance		25,950.00
Marketing and Promotions		
	Program Mgmt	8,340.00
Total Marketing and Promotions		8,340.00
New Initiatives& Special Proj		
	Program Management	30,750.00
Total New Initiatives& Special Proj		30,750.00
LIA Management		
	Storage	3,236.00
	Program Mgmt	7,264.00
Total LIA Management		10,500.00
Total PARKING DISTRICT EXPENSE		116,640.00
Total Expense		116,640.00
Net Income		0.00