



# DOWNTOWN SANTA BARBARA

## BOARD MEETING Tuesday, April 11, 2023, 8:30 - 10 AM

In Person:

Balboa Building Theatre  
735 State Street

Zoom, Hybrid Digital Option for members of the public only

<https://us02web.zoom.us/j/8708247399>

### AGENDA

- |                                       |   |              |        |
|---------------------------------------|---|--------------|--------|
| 1. <b>Call to Order</b>               | Anne Petersen   |              |        |
| 2. <b>Public Comment</b>              | (3 minutes per person)  |              |        |
| 3. <b>Business Anniversaries</b>      | Tim Persson   | Presentation | 5 min  |
|                                       | <i>Presentation of business anniversary certificates</i>  |              |        |
| 4. <b>Approval of Minutes</b>         | Anne Petersen   | Vote         | 3 min  |
|                                       | Recommended Action: Approve minutes for February 2023 meeting; Presented by Anne Petersen.  |              |        |
| 5. <b>Treasurer's Report</b>          | Richard Yates   | Vote         | 5 min  |
|                                       | Recommended Action: Receive Financial Reports as presented by Treasurer Richard Yates and vote to approve. - <i>Roll Call Vote</i>  |              |        |
| 6. <b>City and Partner Reports</b>    | Anne Peterson   | Facilitates  | 18 min |
| a. Mayor & Council:                   | Randy Rowse   | Report       | 2 min  |
|                                       | Mike Jordan   | Report       | 2 min  |
| b. City Administrator's Office:       | Rebecca Bjork   | Report       | 2 min  |
| c. Public Works/ Downtown Parking:    | Brian Bosse   | Report       | 2 min  |
| d. Community Development:             | Jason Harris  | Report       | 2 min  |
|                                       | Tess Harris   | Report       | 2 min  |
| e. Police Department:                 | Lt. Katsapis  | Report       | 2 min  |
| f. Visit Santa Barbara:               | Kathy Janega-Dykes  | Report       | 2 min  |
| g. Office of Arts and Culture:        | Sarah York Rubin  | Report       | 2 min  |
| 7. <b>CBID Update</b>                 | Robin Elander   | Discussion   | 10 min |
|                                       | Recommended Action: Discuss CBID (Community Benefit Improvement District) progress to date and discuss next steps.  |              |        |
| 8. <b>President's Report</b>          | Anne Petersen   | Report       | 7 min  |
|                                       | Recommended Action: The President will provide updates on Downtown Santa Barbara's operations.  |              |        |
| 9. <b>Executive Director Report</b>   | Robin Elander   | Report       | 7 min  |
|                                       | Recommended Action: The Executive Director will provide updates on Downtown Santa Barbara's events, marketing, operations and a recently attended International Downtown Association West Coast Forum conference. |              |        |
| 10. <b>Marketing Committee Report</b> | Mark Whitehurst   | Report       | 3 mins |
|                                       | Recommended Action: Marketing Committee Chair Mark Whitehurst will provide an update on the March Committee meeting.  |              |        |
| 11. <b>Adjourn</b>                    | Anne Petersen   |              |        |

**Next Board Meeting:** TUESDAY 05/9/2023 at 8:30am. Same Location

**NOTICE TO PUBLIC:** You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board President. The agenda provides a general description and staff recommendations; however, the Board may take action other than what is recommended.

Any person with a disability who requires accommodations in order to participate in this meeting or for package materials in an alternative format should telephone the Downtown Organization office at (805) 962-2098 x 801 at least 48 hours prior to the meeting in order to make a request for a disability-related modification or accommodation. Copies of records provided to Board members which relate to any agenda item to be discussed in open session may be obtained from [robin@downtownsb.org](mailto:robin@downtownsb.org).



**DOWNTOWN**  
**SANTA BARBARA**

**Date: March 14, 2023**

**Time: 8:30 am**

**Meeting: March DSB Board Meeting**

*The meeting was held via zoom due to rain/flooding and evacuations.*

*Board members with "x" below were in attendance for the meeting.*

x	Burgner, Nancy
x	Burnett, John
x	Burnham, Dan
x	Carter, Geoffrey
	Cearnal, Brian
x	de L'Arbre, David
	Edelman, Sam
	Feinberg, Larry
x	Gose, Robin
x	Grassini, Katie
x	Holdren, Clay
x	Hollinger, Christine
	Janega-Dykes, Kathy
x	Knight, Laura
	LaBrie, Matt
	Lewis, Peter
x	Nipper, Steve
x	Olufs, Matt
x	Payne Campbell, Stephanie
x	Petersen, Anne
	Rawls, Andrew
	Reilly, Mikki
x	Ristaino, Brandon
x	Robertson, Ron
x	Sinclair, Sarah

x	Steuart, Tammy
	Stout, Bob
	Swafford, Derek
x	Whitehurst, Mark
x	Yates, Richard
x	York Rubin, Sarah

**Call to Order:** Anne Petersen, 8:34 am.

**Treasurer's Report - Richard Yates**

Motion to approve Ron Robertson, seconded David de L'Arbre. All in favor.

**CBID Update - Robin Elander**

Robin Elander, Executive Director shared an update on the CBID progress to date.

**Board Retreat Update- Anne Petersen**

Anne Petersen shared an update about the recent board retreat.

**President's Report - Anne Petersen**

\$200 invoices will be sent to board members for board dues, can be paid via check or credit card. Robin and I are working with a nonprofit attorney on new Brown Act updates so if you notice some changes we are tightening up some policies and structures.

**Executive Director Report - Robin Elander**

Erik has resigned from his position. We are preparing to restructure the position and prepare to hire. Elander shared about upcoming events including Block party, Live Art and Wine, A craft beer festival and new economic development and retail working groups.

**Committees Report**

**Food & Beverage Committee-** Bob Stout shared an update about recent meetings

**Finance Committee -** Richard Yates shared that the FY 22-23 budgeting process has begun and was the focus of the last meeting. We are also reviewing policies.

**Meeting adjourned by Anne Petersen at 10:00 am.**

# Downtown Santa Barbara Balance Sheet

As of February 28, 2023

Accrual Basis

	Feb 28, 23	Feb 28, 22	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1028 · Paypal	27,831.91	26,320.49	1,511.42	5.74%
1000 · MB&T Checking	384,166.81	422,310.66	-38,143.85	-9.03%
1020 · MB&T Money Market	50,721.24	50,603.35	117.89	0.23%
1021 · CWB MM Reserve	6,479.98	6,479.98	0.00	0.0%
1005 · Union Bank	661.22	661.22	0.00	0.0%
1010 · Petty Cash	417.46	117.46	300.00	255.41%
<b>Total Checking/Savings</b>	<b>470,278.62</b>	<b>506,493.16</b>	<b>-36,214.54</b>	<b>-7.15%</b>
<b>Accounts Receivable</b>				
11000 · Accounts Receivable	158,679.54	46,682.27	111,997.27	239.91%
1105 · Accounts Receivable BID	252,329.83	242,407.57	9,922.26	4.09%
1106 · Allowance for Uncollectible AR	-8,200.00	-8,200.00	0.00	0.0%
<b>Total Accounts Receivable</b>	<b>402,809.37</b>	<b>280,889.84</b>	<b>121,919.53</b>	<b>43.41%</b>
<b>Other Current Assets</b>				
1100 · Prepaid Asset	10,816.61	9,177.70	1,638.91	17.86%
<b>Total Other Current Assets</b>	<b>10,816.61</b>	<b>9,177.70</b>	<b>1,638.91</b>	<b>17.86%</b>
<b>Total Current Assets</b>	<b>883,904.60</b>	<b>796,560.70</b>	<b>87,343.90</b>	<b>10.97%</b>
<b>Fixed Assets</b>				
1200 · Furniture & Equipment	226,311.97	226,311.97	0.00	0.0%
1210 · Plaza Equipment	25,597.46	25,597.46	0.00	0.0%
1220 · WebSite	21,425.00	21,425.00	0.00	0.0%
1250 · Accumulated Depreciation	-267,847.34	-265,109.34	-2,738.00	-1.03%
<b>Total Fixed Assets</b>	<b>5,487.09</b>	<b>8,225.09</b>	<b>-2,738.00</b>	<b>-33.29%</b>
<b>Other Assets</b>				
1300 · Security Deposit	2,006.00	2,006.00	0.00	0.0%
<b>Total Other Assets</b>	<b>2,006.00</b>	<b>2,006.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>TOTAL ASSETS</b>	<b>891,397.69</b>	<b>806,791.79</b>	<b>84,605.90</b>	<b>10.49%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
Accounts Payable	2,931.46	10,475.21	-7,543.75	-72.02%
Credit Cards	3,222.99	332.58	2,890.41	869.09%
<b>Other Current Liabilities</b>				
2200 · Deferred Revenue	222,982.59	227,158.92	-4,176.33	-1.84%
2400 · Accrued Expenses	17,760.90	17,760.90	0.00	0.0%
2450 · Current Year Reserves	601.55	813.44	-211.89	-26.05%
<b>Total Other Current Liabilities</b>	<b>241,345.04</b>	<b>245,733.26</b>	<b>-4,388.22</b>	<b>-1.79%</b>
<b>Total Current Liabilities</b>	<b>247,499.49</b>	<b>256,541.05</b>	<b>-9,041.56</b>	<b>-3.52%</b>

# Downtown Santa Barbara Balance Sheet

As of February 28, 2023

Accrual Basis

	Feb 28, 23	Feb 28, 22	\$ Change	% Change
<b>Long Term Liabilities</b>				
2455 · SBA Loan	148,077.00	150,000.00	-1,923.00	-1.28%
<b>Total Long Term Liabilities</b>	148,077.00	150,000.00	-1,923.00	-1.28%
<b>Total Liabilities</b>	395,576.49	406,541.05	-10,964.56	-2.7%
<b>Equity</b>				
3900 · Undesignated net assets	126,726.42	-98,458.75	225,185.17	228.71%
3990 · Board designated net assets	200,000.00	200,000.00	0.00	0.0%
3995 · Cash Flow Reserves	99,664.58	98,306.32	1,358.26	1.38%
Net Income	69,430.20	200,403.17	-130,972.97	-65.36%
<b>Total Equity</b>	495,821.20	400,250.74	95,570.46	23.88%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>891,397.69</b>	<b>806,791.79</b>	<b>84,605.90</b>	<b>10.49%</b>

**Downtown Santa Barbara  
Profit & Loss Budget vs Actual  
February 2023**

	Feb 22	Feb 23	Budget	\$ Over Budget	% of Budget	Jul '21 - Feb 22	Jul '22 - Feb 23	YTD Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>										
<b>Income</b>										
4000 · Business Improvement Fees	27,166.53	19,833.33	20,833.33	-1,000.00	95.2%	177,897.29	159,666.66	166,666.64	-6,999.98	95.8%
4050 · City P/M Contract	25,833.33	25,833.33	25,833.33	0.00	100.0%	206,666.56	206,666.64	206,666.64	0.00	100.0%
4300 · Associate Dues	150.00	0.00	416.67	-416.67	0.0%	2,650.00	1,250.00	3,333.32	-2,083.32	37.5%
4500 · Annual Meeting	0.00	3,700.00	0.00	3,700.00	100.0%	0.00	9,950.00	0.00	9,950.00	100.0%
4600 · Board Contributions	0.00	0.00	416.67	-416.67	0.0%	400.00	3,400.00	3,333.32	66.68	102.0%
4655 · Flag Installation	750.00	750.00	1,583.33	-833.33	47.37%	14,500.00	3,900.00	12,666.64	-8,766.64	30.79%
<b>4700 · Promotions Income</b>										
4754 · Brewery Tour	0.00	0.00	1,575.00	-1,575.00	0.0%	0.00	0.00	3,150.00	-3,150.00	0.0%
4753 · Neighborhood Activations	0.00	0.00	2,828.57	-2,828.57	0.0%	0.00	0.00	8,485.71	-8,485.71	0.0%
4728 · State Street Promenade Market	375.00	125.00	400.00	-275.00	31.25%	10,878.75	1,175.00	3,200.00	-2,025.00	36.72%
4705A · Art & Wine Tour	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%
4709 · Downtown Mixers	0.00	0.00	300.00	-300.00	0.0%	734.07	1,480.00	1,200.00	280.00	123.33%
4711 · Holiday Parade	0.00	0.00	0.00	0.00	0.0%	17,000.00	17,500.00	18,400.00	-900.00	95.11%
4714a · Map/Brochure	0.00	0.00	1,650.00	-1,650.00	0.0%	22,900.00	-550.00	13,200.00	-13,750.00	-4.17%
<b>Total 4700 · Promotions Income</b>	<b>375.00</b>	<b>125.00</b>	<b>6,753.57</b>	<b>-6,628.57</b>	<b>1.85%</b>	<b>51,512.82</b>	<b>19,605.00</b>	<b>50,635.71</b>	<b>-31,030.71</b>	<b>38.72%</b>
4752 · 1st Thursday Income	725.00	400.00	2,416.67	-2,016.67	16.55%	12,015.33	23,300.00	19,333.32	3,966.68	120.52%
4800 · Interest Income	19.30	47.31	0.00	47.31	100.0%	178.54	285.07	0.00	285.07	100.0%
4900 · Miscellaneous	61,757.00	0.00	0.00	0.00	0.0%	61,757.00	217.52	0.00	217.52	100.0%
<b>Total Income</b>	<b>116,776.16</b>	<b>50,688.97</b>	<b>58,253.57</b>	<b>-7,564.60</b>	<b>87.01%</b>	<b>552,577.54</b>	<b>428,290.89</b>	<b>462,635.59</b>	<b>-34,344.70</b>	<b>92.58%</b>
<b>Gross Profit</b>	<b>116,776.16</b>	<b>50,688.97</b>	<b>58,253.57</b>	<b>-7,564.60</b>	<b>87.01%</b>	<b>552,577.54</b>	<b>428,290.89</b>	<b>462,635.59</b>	<b>-34,344.70</b>	<b>92.58%</b>
<b>Expense</b>										
<b>6300 · Program Expenses</b>										
6409 · Mixer Expenses	0.00	0.00	0.00	0.00	0.0%	0.00	50.00	0.00	50.00	100.0%
6000 · Annual Meeting Expense	0.00	7,494.58	0.00	7,494.58	100.0%	0.00	7,494.58	0.00	7,494.58	100.0%
6040 · Board Meeting	35.90	0.00	66.67	-66.67	0.0%	71.80	382.90	533.32	-150.42	71.8%
6438 · Event Expenses	160.18	466.71	1,706.67	-1,239.96	27.35%	13,618.67	12,957.12	13,653.32	-696.20	94.9%
6438a · Event Equipment	400.00	1,000.00	4,189.17	-3,189.17	23.87%	5,618.50	26,107.32	33,513.32	-7,406.00	77.9%
6452 · 1st Thursday	420.00	1,000.00	0.00	1,000.00	100.0%	13,036.80	8,401.20	0.00	8,401.20	100.0%
<b>6400 · Promotions Expense</b>										
6110 · Web Site Design & Maint	483.33	483.33	500.00	-16.67	96.67%	1,449.99	3,866.68	4,000.00	-133.32	96.67%
6414a · Map/Brochure	0.00	0.00	1,583.33	-1,583.33	0.0%	0.00	0.00	12,666.68	-12,666.68	0.0%

# Downtown Santa Barbara Profit & Loss Budget vs Actual February 2023

	Feb 22	Feb 23	Budget	\$ Over Budget	% of Budget	Jul '21 - Feb 22	Jul '22 - Feb 23	YTD Budget	\$ Over Budget	% of Budget
<b>6414e · Advertising/Marketing</b>	396.70	649.68	1,629.17	-979.49	39.88%	14,418.78	14,967.62	13,033.32	1,934.30	114.84%
<b>Total 6400 · Promotions Expense</b>	880.03	1,133.01	3,712.50	-2,579.49	30.52%	15,868.77	18,834.30	29,700.00	-10,865.70	63.42%
<b>Total 6300 · Program Expenses</b>	1,896.11	11,094.30	9,675.01	1,419.29	114.67%	48,214.54	74,227.42	77,399.96	-3,172.54	95.9%
<b>6530 · Personnel</b>										
<b>6500 · Salaries</b>	26,198.56	30,620.96	32,065.67	-1,444.71	95.5%	186,404.20	262,700.31	256,525.32	6,174.99	102.41%
<b>6520 · Payroll Taxes</b>	2,128.78	1,484.55	2,565.42	-1,080.87	57.87%	12,855.35	17,345.00	20,523.32	-3,178.32	84.51%
<b>6125 · Medical Insurance</b>	1,181.55	2,055.16	2,000.00	55.16	102.76%	11,904.65	14,123.61	16,000.00	-1,876.39	88.27%
<b>6135 · 401K</b>	0.00	0.00	208.33	-208.33	0.0%	0.00	0.00	1,666.68	-1,666.68	0.0%
<b>6130 · Workers' Comp Insurance</b>	308.08	314.75	291.67	23.08	107.91%	1,415.14	2,558.02	2,333.32	224.70	109.63%
<b>Total 6530 · Personnel</b>	29,816.97	34,475.42	37,131.09	-2,655.67	92.85%	212,579.34	296,726.94	297,048.64	-321.70	99.89%
<b>6050 · Professional Services</b>										
<b>6103 · Legal Fees</b>	0.00	0.00	0.00	0.00	0.0%	0.00	24.95	1,000.00	-975.05	2.5%
<b>6023 · Accounting Services</b>	615.00	1,565.50	833.33	732.17	187.86%	6,666.15	7,818.15	6,666.68	1,151.47	117.27%
<b>6025 · Audit &amp; Tax Preparation</b>	0.00	0.00	0.00	0.00	0.0%	4,510.00	4,130.00	5,000.00	-870.00	82.6%
<b>6020 · Payroll Processing</b>	469.38	608.20	520.83	87.37	116.78%	2,701.76	2,923.50	4,166.68	-1,243.18	70.16%
<b>6102 · Contract Services</b>	0.00	4,000.00	4,164.00	-164.00	96.06%	22,575.00	30,360.04	33,312.00	-2,951.96	91.14%
<b>Total 6050 · Professional Services</b>	1,084.38	6,173.70	5,518.16	655.54	111.88%	36,452.91	45,256.64	50,145.36	-4,888.72	90.25%
<b>6275 · General &amp; Administrative</b>										
<b>6350 · Business Committees</b>	0.00	292.57	66.67	225.90	438.83%	48.68	551.38	533.32	18.06	103.39%
<b>6330 · Business Development</b>	90.00	110.86	83.33	27.53	133.04%	503.43	390.29	666.68	-276.39	58.54%
<b>6105 · Technology Expenses</b>	1,736.29	269.99	375.00	-105.01	72.0%	2,995.09	1,357.90	3,000.00	-1,642.10	45.26%
<b>6296 · Staff Development</b>	0.00	99.67	125.00	-25.33	79.74%	2,238.89	99.67	1,000.00	-900.33	9.97%
<b>6120 · Liability Insurance</b>	975.67	658.08	1,116.67	-458.59	58.93%	8,130.36	7,967.20	8,933.32	-966.12	89.19%
<b>6154 · Office Maintenance</b>	185.00	150.00	150.00	0.00	100.0%	1,235.00	1,468.65	1,200.00	268.65	122.39%
<b>6220 · Office Supplies</b>	137.57	121.69	166.67	-44.98	73.01%	2,530.57	1,472.01	1,333.32	138.69	110.4%
<b>6335 · E-Car Maintenance &amp; Insurance</b>	0.00	0.00	125.00	-125.00	0.0%	0.00	10.00	375.00	-365.00	2.67%
<b>6290 · Membership Dues</b>	0.00	0.00	225.00	-225.00	0.0%	760.01	250.00	1,800.00	-1,550.00	13.89%
<b>6250 · Parking</b>	0.00	5.00	0.00	5.00	100.0%	3.00	27.50	50.00	-22.50	55.0%
<b>6260 · Postage</b>	26.95	38.95	58.33	-19.38	66.78%	313.65	524.05	466.68	57.37	112.29%
<b>6270 · Printing &amp; Photocopying</b>	1,452.05	34.47	1,463.33	-1,428.86	2.36%	4,173.31	10,039.18	11,706.68	-1,667.50	85.76%
<b>6600 · Rent</b>	2,350.00	2,350.00	2,350.00	0.00	100.0%	18,800.00	18,800.00	18,800.00	0.00	100.0%
<b>6045 · Retreat</b>	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	350.00	-350.00	0.0%
<b>6370 · Staff Meetings</b>	111.07	261.79	83.33	178.46	314.16%	978.40	1,157.51	666.68	490.83	173.62%



**Downtown Santa Barbara**  
**Profit & Loss Budget vs Actual**  
**February 2023**

	Feb 22	Feb 23	Budget	\$ Over Budget	% of Budget	Jul '21 - Feb 22	Jul '22 - Feb 23	YTD Budget	\$ Over Budget	% of Budget
6601 · Storage	445.00	85.00	250.00	-165.00	34.0%	2,120.00	1,940.00	2,000.00	-60.00	97.0%
6280 · Telephone/DSL/Cable	859.56	631.20	683.33	-52.13	92.37%	7,020.23	7,431.05	5,466.68	1,964.37	135.93%
6295 · Travel	0.00	0.00	83.33	-83.33	0.0%	0.00	654.90	666.68	-11.78	98.23%
6650 · Utilities	26.81	34.69	25.00	9.69	138.76%	115.12	84.69	200.00	-115.31	42.35%
6899 · Bank Service Charges	135.70	143.14	166.67	-23.53	85.88%	1,571.13	1,203.23	1,333.32	-130.09	90.24%
6799 · Interest Expense	0.00	0.00	641.00	-641.00	0.0%	34.68	0.00	5,128.00	-5,128.00	0.0%
6900 · Property Tax Expense	25.00	0.00	0.00	0.00	0.0%	542.59	488.75	525.00	-36.25	93.1%
<b>Total 6275 · General &amp; Administrative</b>	<b>8,556.67</b>	<b>5,287.10</b>	<b>8,237.66</b>	<b>-2,950.56</b>	<b>64.18%</b>	<b>54,114.14</b>	<b>55,917.96</b>	<b>66,201.36</b>	<b>-10,283.40</b>	<b>84.47%</b>
6990 · Reserves	20.00	37.25	166.67	-129.42	22.35%	813.44	601.55	1,333.32	-731.77	45.12%
<b>Total Expense</b>	<b>41,374.13</b>	<b>57,067.77</b>	<b>60,728.59</b>	<b>-3,660.82</b>	<b>93.97%</b>	<b>352,174.37</b>	<b>472,730.51</b>	<b>492,128.64</b>	<b>-19,398.13</b>	<b>96.06%</b>
<b>Net Ordinary Income</b>	<b>75,402.03</b>	<b>-6,378.80</b>	<b>-2,475.02</b>	<b>-3,903.78</b>	<b>257.73%</b>	<b>200,403.17</b>	<b>-44,439.62</b>	<b>-29,493.05</b>	<b>-14,946.57</b>	<b>150.68%</b>
<b>Other Income/Expense</b>										
<b>Other Income</b>										
ERC Income	0.00	0.00				0.00	113,869.82			
<b>Total Other Income</b>	<b>0.00</b>	<b>0.00</b>				<b>0.00</b>	<b>113,869.82</b>			
<b>Net Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>113,869.82</b>	<b>0.00</b>	<b>113,869.82</b>	<b>100.0%</b>
<b>Net Income</b>	<b>75,402.03</b>	<b>-6,378.80</b>	<b>-2,475.02</b>	<b>-3,903.78</b>	<b>257.73%</b>	<b>200,403.17</b>	<b>69,430.20</b>	<b>-29,493.05</b>	<b>98,923.25</b>	<b>-235.41%</b>

# Downtown Santa Barbara Profit & Loss Budget vs Actual

February 2023

Accrual Basis

**Annual  
Budget**

Ordinary Income/Expense

Income

4000 · Business Improvement Fees	250,000.00
4050 · City P/M Contract	310,000.00
4300 · Associate Dues	5,000.00
4500 · Annual Meeting	15,018.00
4600 · Board Contributions	5,000.00
4655 · Flag Installation	19,000.00
4700 · Promotions Income	
4754 · Brewery Tour	6,300.00
4753 · Neighborhood Activations	19,800.00
4728 · State Street Promenade Market	4,800.00
4705A · Art & Wine Tour	32,250.00
4709 · Downtown Mixers	1,800.00
4711 · Holiday Parade	18,400.00
4714a · Map/Brochure	19,800.00
<b>Total 4700 · Promotions Income</b>	<b>106,150.00</b>
4752 · 1st Thursday Income	29,000.00
4800 · Interest Income	0.00
4900 · Miscellaneous	0.00
<b>Total Income</b>	<b>739,168.00</b>

Gross Profit 739,168.00

Expense

6300 · Program Expenses

6409 · Mixer Expenses	0.00
6000 · Annual Meeting Expense	0.00
6040 · Board Meeting	800.00
6438 · Event Expenses	20,480.00
6438a · Event Equipment	50,270.00
6452 · 1st Thursday	0.00
6400 · Promotions Expense	
6110 · Web Site Design & Maint	6,000.00
6414a · Map/Brochure	19,000.00

# Downtown Santa Barbara Profit & Loss Budget vs Actual

February 2023

Accrual Basis

	<b>Annual Budget</b>
6414e · Advertising/Marketing	19,550.00
<b>Total 6400 · Promotions Expense</b>	<b>44,550.00</b>
<b>Total 6300 · Program Expenses</b>	<b>116,100.00</b>
<b>6530 · Personnel</b>	
6500 · Salaries	384,788.00
6520 · Payroll Taxes	30,785.00
6125 · Medical Insurance	24,000.00
6135 · 401K	2,500.00
6130 · Workers' Comp Insurance	3,500.00
<b>Total 6530 · Personnel</b>	<b>445,573.00</b>
<b>6050 · Professional Services</b>	
6103 · Legal Fees	1,500.00
6023 · Accounting Services	10,000.00
6025 · Audit & Tax Preparation	9,000.00
6020 · Payroll Processing	6,250.00
6102 · Contract Services	49,968.00
<b>Total 6050 · Professional Services</b>	<b>76,718.00</b>
<b>6275 · General &amp; Administrative</b>	
6350 · Business Committees	800.00
6330 · Business Development	1,000.00
6105 · Technology Expenses	4,500.00
6296 · Staff Development	1,500.00
6120 · Liability Insurance	13,400.00
6154 · Office Maintenance	1,800.00
6220 · Office Supplies	2,000.00
6335 · E-Car Maintenance & Insurance	500.00
6290 · Membership Dues	2,700.00
6250 · Parking	50.00
6260 · Postage	700.00
6270 · Printing & Photocopying	17,560.00
6600 · Rent	28,200.00
6045 · Retreat	350.00
6370 · Staff Meetings	1,000.00

# Downtown Santa Barbara Profit & Loss Budget vs Actual

February 2023

Accrual Basis

	<b>Annual Budget</b>
6601 · Storage	3,000.00
6280 · Telephone/DSL/Cable	8,200.00
6295 · Travel	1,000.00
6650 · Utilities	300.00
6899 · Bank Service Charges	2,000.00
6799 · Interest Expense	7,692.00
6900 · Property Tax Expense	525.00
Total 6275 · General & Administrative	98,777.00
6990 · Reserves	2,000.00
Total Expense	739,168.00
Net Ordinary Income	0.00
Other Income/Expense	
Other Income	
ERC Income	
Total Other Income	
Net Other Income	0.00
Net Income	<b>0.00</b>