

SANTA  
**DOWNTOWN**  
CRUZ

**Downtown Association of Santa Cruz  
FY 2021/22 Budget**

|  | FY 2018/19       | FY 2019/20       | FY 2020/21       | FY 2020/21       | Year End     | FY 2021/22       |                           |
|--|------------------|------------------|------------------|------------------|--------------|------------------|---------------------------|
|  | Actual           | Actual           | Est. Year End    | Actual           | Actual vs.   | Budget           |                           |
| <b>REVENUE</b>   |                  |                  |                  |                  |              |                  |                           |
| Business Improvement Assessment                                | \$244,718        | \$261,817        | \$215,000        | \$221,963        | Projected    | \$215,000        |                           |
| Ambassador Services (Downtown Management Corporation contract) | \$171,927        | \$167,452        | \$201,034        | \$201,192        |              | \$213,784        |                           |
| Sponsorships   | \$11,000         | \$12,215         | \$11,275         | \$12,675         |              | \$10,000         |                           |
| Events   | \$40,047         | \$15,029         | -                | -                |              | \$15,000         |                           |
| Sublease Rental Income   | \$13,010         | \$8,900          | \$1,400          | \$1,400          |              | -                |                           |
| EIDL / PPP Grant Funding                                       | -                | \$10,000         | \$57,480         | \$57,480         |              | -                |                           |
| Downtown Dollars Unreedemed / Other                            | \$40,343         | \$5,339          | \$11,500         | \$28,231         | Map Ad Sales | \$10,000         |                           |
| <b>Total Revenue</b>   | <b>\$521,045</b> | <b>\$480,751</b> | <b>\$497,689</b> | <b>\$522,941</b> | <b>5%</b>    | <b>\$463,784</b> |                           |
| <b>EXPENSES</b>  |                  |                  |                  |                  |              |                  |                           |
| <b>Staff</b>   |                  |                  |                  |                  |              |                  |                           |
| Executive Director   | \$80,800         | \$56,817         | \$87,000         | \$85,874         |              | \$100,000        |                           |
| Marketing Lead   | \$29,974         | \$37,832         | \$22,000         | \$26,477         |              | \$24,000         |                           |
| Operations Director, Ambassador Team & Kiosk (Block by Block)  | \$143,605        | \$139,635        | \$251,125        | \$242,043        |              | \$288,000        | All DTA vs. just DMC      |
| Administrative/Membership/Other Wages                          | \$9,425          | \$11,589         | \$6,500          | \$6,513          |              | \$7,500          |                           |
| Payroll Expenses   | \$26,408         | \$23,827         | \$11,100         | \$13,922         |              | \$12,750         |                           |
| Contract Services  | \$24,704         | \$17,092         | \$13,122         | \$13,841         |              | \$20,000         | PBID Work                 |
| Bonuses  | -                | \$1,900          | \$7,500          | \$7,125          |              | \$10,000         |                           |
| Staff Development  | \$4,510          | \$5,076          | -                | \$3              |              | \$2,500          |                           |
| Conferences and Travel   | \$2,763          | \$3,440          | \$1,000          | \$856            |              | \$2,500          |                           |
| Medical Insurance  | -                | -                | -                | -                |              | -                |                           |
| <b>Total Staff Expense</b>                                     | <b>\$322,189</b> | <b>\$297,209</b> | <b>\$399,347</b> | <b>\$396,654</b> | <b>-1%</b>   | <b>\$467,250</b> |                           |
| <b>Overhead</b>  |                  |                  |                  |                  |              |                  |                           |
| Rent   | \$18,061         | \$18,000         | \$11,250         | \$11,250         |              | \$9,000          |                           |
| Facilities Expense   | \$736            | \$1,884          | \$500            | -                |              | \$1,000          |                           |
| Insurance  | \$4,061          | \$3,488          | \$2,750          | \$2,201          |              | \$2,750          |                           |
| Communications   | \$7,387          | \$8,047          | \$6,000          | \$4,281          |              | \$6,000          |                           |
| Office Supplies  | \$1,754          | \$3,551          | \$1,650          | \$1,876          |              | \$2,000          |                           |
| Accounting / Bookkeeping                                       | \$5,043          | \$5,973          | \$6,000          | \$6,042          |              | \$6,000          |                           |
| Tax Preparations   | \$2,000          | \$2,420          | \$2,400          | \$2,400          |              | \$2,500          |                           |
| Dues and Memberships   | \$1,445          | \$1,881          | \$1,900          | \$1,087          |              | \$2,000          |                           |
| Uniforms + Equipment   | \$5,951          | \$3,682          | \$2,000          | \$2,265          |              | \$1,000          |                           |
| Software   | \$9,564          | \$10,740         | \$5,000          | \$3,917          |              | \$2,500          |                           |
| Interest Expense   | \$545            | -                | \$500            | -                |              | \$2,500          |                           |
| Bank Fees/Square Fees/Other                                    | \$1,117          | \$584            | \$2,000          | \$2,530          |              | \$2,000          |                           |
| <b>Total Overhead</b>  | <b>\$57,665</b>  | <b>\$60,251</b>  | <b>\$41,950</b>  | <b>\$37,848</b>  | <b>-10%</b>  | <b>\$39,250</b>  |                           |
| <b>Marketing</b>   |                  |                  |                  |                  |              |                  |                           |
| Website  | \$5,222          | \$9,147          | \$8,500          | \$8,843          |              | \$8,500          |                           |
| Directory / Map  | -                | -                | \$1,500          | \$8,733          | Map Ad Sales | \$1,500          |                           |
| Free Standing Directories                                      | -                | -                | -                | -                |              | \$1,500          |                           |
| <b>Holiday or Event Marketing / Paid Promotions</b>            | \$500            | \$3,225          | \$17,250         | \$16,550         |              | \$20,000         |                           |
| Misc Marketing   | \$5,738          | \$3,419          | \$500            | \$510            |              | \$500            |                           |
| <b>Marketing Total</b>   | <b>\$11,460</b>  | <b>\$15,791</b>  | <b>\$27,750</b>  | <b>\$34,636</b>  | <b>25%</b>   | <b>\$32,000</b>  |                           |
| <b>Events</b>  |                  |                  |                  |                  |              |                  |                           |
| Promotional Design Work + Printing                             | \$3,046          | \$8,631          | \$8,000          | \$9,043          |              | \$5,000          |                           |
| Food / Drink   | \$7,809          | \$3,239          | \$250            | \$63             |              | \$1,000          |                           |
| Supplies   | \$30,484         | \$8,831          | \$3,500          | \$3,775          |              | \$3,500          |                           |
| Permits  | \$3,394          | \$2,431          | \$1,000          | \$179            |              | \$2,500          |                           |
| Artist Fees  | \$4,800          | \$3,825          | \$500            | \$500            |              | \$1,000          |                           |
| Misc   | \$3,585          | -                | -                | -                |              | \$500            |                           |
| <b>Total Events</b>  | <b>\$53,118</b>  | <b>\$26,956</b>  | <b>\$13,250</b>  | <b>\$13,560</b>  | <b>2%</b>    | <b>\$13,500</b>  |                           |
| <b>Strategic Planning</b>                                      | \$2,585          | \$3,057          | \$2,500          | \$881            |              | \$2,500          |                           |
| <b>Total Expense</b>   | <b>\$447,017</b> | <b>\$403,264</b> | <b>\$484,797</b> | <b>\$483,578</b> | <b>-0.3%</b> | <b>\$554,500</b> |                           |
| <b>Net</b>   | <b>\$74,028</b>  | <b>\$77,487</b>  | <b>\$12,892</b>  | <b>\$39,363</b>  | <b>205%</b>  | <b>-\$90,716</b> | Draw Reserves             |
| <b>CASH RESERVES (End of Year)*</b>                            | <b>\$34,063</b>  | <b>\$103,525</b> | <b>\$130,000</b> | <b>\$189,308</b> |              | <b>\$98,592</b>  | Cash minus DT's Liability |