

FY2012 BUSINESS IMPROVEMENT DISTRICT APPROPRIATION

Mission Hills Business Improvement District

Fund 200011

Ordinance: O-17229 adopted January 30, 1990

Advisory Board: Mission Hills Business Improvement District
 2383 San Diego Ave San Diego CA 92110

Available Funds FY2012

Estimated Outstanding Operating Advance (incl. SBEP) as of 6/30/2011:	\$3,523
Estimated Unexpended Assessments from prior fiscal year to be carried forward:	\$38,000
Estimated Assessments to be collected in the Fiscal Year:	\$27,000
Total Appropriation:	\$68,523

Proposed Activities/Expenditures FY2011

Personnel	\$13,155
Operation Expenses	\$7,020
Promotion	\$21,700
Design	\$20,925
Contingency	\$5,723
Total Budgeted Expenditures:	\$68,523
Estimated Contribution from Association Activities:	\$18,500

See the following pages for budget detail and narrative information on the proposed activities and improvements for this BID for FY2012

Schedule of Assessments

Assessment fees are based on a combination of location (zone), type of business (category) and/or the number of employees.

Category	Zone 1	Zone 2	Zone 3
A	\$90	\$75	
B	\$70	\$60	
C	\$50	\$30	

Assessment Categories

Category	General Description	X = Exclusions
A	Primarily retail businesses, financial institutions, theatres, hotels and motels.	
B	Bars & taverns, dance, exercise or health studios, farm & garden, hair salons & barbers, and spas.	



BUSINESS IMPROVEMENT DISTRICT

**Mission Hills BID
FY12 Annual Budget Narrative
(P&L Expense Categories)**

Personnel and Operating

Personnel and Operating expenses support the functioning of the MHBID include:

- Staff salary/wage, benefits, taxes and insurance
- Maintain office
- Monthly board meetings noticed and held in accordance with the Brown Act. Meetings are held the 3rd Wednesday of each month.
- Monthly Promotions Committee meeting, noticed and held in accordance with the Brown Act, are held as a separate meeting.
- Bookkeeping, bill-paying, and management of cash flow.
- Audit and tax preparation.
- Preparation of required reports and reimbursement requests for meetings and reimbursements.
- Coordination of special events such as Art Walks and Arts & Crafts Fair.
- Coordination of quarterly business mixers at various business locations in the MH BID.
- Quarterly visits to various businesses as part of outreach program.

Promotion Program and Events

The Mission Hills BID outreach and promotion activities include:

- Continuing a successful cooperative advertising program whereby member businesses have the opportunity to pay for inserts in the Mission Hills BID Newsletter to other businesses in the community.
- Development and placement of ads in local print media promoting the Mission Hills BID events.
- Update the web site, updating the business directory, adding functionality to allow for businesses searches by type. The website is maintained by staff.
- Organize and promote the Mission Hills BID quarterly events.

Mission Hills BID
Mission Hills FY12 Budget
 July 2011 through June 2012

Accrual Basis

	BID	MH	SBEP	TOTAL
	Jul '11 - Jun 12	Jul '11 - Jun 12	Jul '11 - Jun 12	Jul '11 - Jun 12
8840 · Gateway Sign	10,500.00			10,500.00
8810 · Banner Program	6,500.00	1,500.00		8,000.00
8820 · Special Projects	3,925.00	2,500.00		6,425.00
Total 8800 · Design	20,925.00	4,000.00		24,925.00
9940 · Contingency Provisions	2,200.00	2,500.00		4,700.00
Total Expense	65,000.00	18,500.00	20,523.00	104,023.00
Net Ordinary Income	0.00	0.00	0.00	0.00
Net Income	0.00	0.00	0.00	0.00

Mission Hills BID
Mission Hills FY12 Budget
 July 2011 through June 2012

accrual Basis

	BID	MH	SBEP	TOTAL
	Jul '11 - Jun 12	Jul '11 - Jun 12	Jul '11 - Jun 12	Jul '11 - Jun 12
Ordinary Income/Expense				
Income				
4 - Contributed support				
4130 - SBEP Funding			17,000.00	17,000.00
4135 - SBEP Outstanding Advance			3,523.00	3,523.00
Total 4 - Contributed support			<u>20,523.00</u>	<u>20,523.00</u>
5 - Earned revenues		18,500.00		18,500.00
4240 - Farmer's market				38,000.00
5210 - BID Assessments Carry Over	38,000.00			38,000.00
5220 - BID Assessments	27,000.00			27,000.00
Total 5 - Earned revenues	<u>65,000.00</u>	<u>18,500.00</u>		<u>83,500.00</u>
Total Income	<u>65,000.00</u>	<u>18,500.00</u>	<u>20,523.00</u>	<u>104,023.00</u>
Expense				
7200 - Personnel expenses				
7210 - Executive Director salary	11,175.00		13,826.00	25,001.00
7250 - Payroll taxes	1,200.00		6,697.00	7,897.00
7255 - Payroll Service	290.00			290.00
8535 - Worker's Comp Ins	490.00			490.00
Total 7200 - Personnel expenses	<u>13,155.00</u>		<u>20,523.00</u>	<u>33,678.00</u>
8100 - Non-personnel expenses				
8110 - Supplies	200.00			200.00
8130 - Telephone	270.00			270.00
8140 - Postage & shipping	300.00			300.00
Total 8100 - Non-personnel expenses	<u>770.00</u>			<u>770.00</u>
8200 - Occupancy expenses				
8210 - Rent	1,200.00			1,200.00
Total 8200 - Occupancy expenses	<u>1,200.00</u>			<u>1,200.00</u>
8300 - Meetings expenses		150.00		150.00
8500 - Operational expenses				
8530 - Insurance - General Liability	1,775.00			1,775.00
8540 - Membership dues	300.00			300.00
Total 8500 - Operational expenses	<u>2,075.00</u>			<u>2,075.00</u>
8600 - Business expenses				
8630 - Accounting/Audit fees	2,000.00			2,000.00
8640 - Election expense	250.00			250.00
8650 - Tax Preparation and Fees	400.00			400.00
8660 - Late/Overdraft/Finance Charges	75.00			75.00
8670 - Annual meeting	250.00			250.00
Total 8600 - Business expenses	<u>2,975.00</u>			<u>2,975.00</u>
II - Program Expenses				
8900 - Farmer's Market Expenses		2,650.00		2,650.00
Total II - Program Expenses		<u>2,650.00</u>		<u>2,650.00</u>
8700 - Promotion Expenses				
8720 - News Letter Printing	2,200.00			2,200.00
8725 - Business mixers	500.00			1,000.00
8730 - Business directory	5,000.00		500.00	6,500.00
8740 - Advertising	2,000.00		1,500.00	4,500.00
8750 - Web Site	1,500.00			1,500.00
8770 - Special Event Activities				
8772 - West Washington	3,000.00			3,000.00
8774 - India Street	4,500.00			4,500.00
8776 - Special Events/Fairs	3,000.00			6,500.00
Total 8770 - Special Event Activities	<u>10,500.00</u>	<u>3,500.00</u>		<u>14,000.00</u>
8780 - Permits			1,200.00	1,200.00
Total 8700 - Promotion Expenses	<u>21,700.00</u>	<u>9,200.00</u>		<u>30,900.00</u>

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Category	General Description	X = Exclusions
C	Bars & taverns, dance, exercise or health studios, farm & garden, hair salons & barbers, and spas.	

Street Ranges and Zones

Street	Zone 1	Zone 2	Zone 3
Albatross Street	3959-4089		
Brant Street	3936-4090		
Dove Street	3911-4026		
Eagle Street	3926-4025		
Falcon Street	3103-4196		
Fort Stockton Drive	818-1112		
Goldfinch Street	3730-4070		
Hawk Street	3914-4019		
Ibis Street	4010-4285		
India Street			
Ingalls Street		3033-3753	
Jackdaw Street		4011-4190	
Lark Street		3900-4300	
Lewis Street West		4016-4067	
Palmetto Way		328-1753	
Randolph Street		4111-4212	
Reynard Way		4069-4222	
Stephens Street		3003-3680	
Sutter Street		4081-4125	
University Avenue West	300-1025	1111-1112	
Washington Street West	228-1794		