

**Downtown Stockton Alliance
2021 Budget**

EXHIBIT 1

	2021	2020	Variance
Operating Income/Expense			
Income			
4000 · Assessments - Private Owners	596,748	596,748	0%
4010 · Assessments - Public Agencies	531,185	531,185	0%
Total 4000 · Assessments	1,127,933	1,127,933	0%
4019 · Security Contract / Atlas	24,000	24,000	0%
4023 · Banner Income	6,500	11,265	-42%
4025 · Full Moon Riders	2,000	2,000	0%
4040 · Contracts - WMN & Sanitation	61,548	61,548	0%
4041 · Equipment Rental	300	800	-63%
4042 · Outside Services - Contracts	600	600	0%
4042.01 · Outside Services - Miracle Mile	60,700	60,700	0%
4042.02 · Outside Services - SP Plus	120,776	90,800	33%
4043 · Power Washing Services	-	1,000	-100%
4070 · Miscellaneous Income	-	2,000	-100%
4090 · Budd Alley Compactor Service	12,000	11,195	7%
4100 · City Restroom Funding	-	32,500	-100%
Total Income	1,416,357	1,426,341	-1%
Expense			
6000 · Payroll & Benefits			
6001 · Wages	721,337	658,619	10%
6003 · Workers Compensation Insurance	52,000	39,000	33%
6004 · Payroll Taxes	80,000	70,035	14%
6005 · Parking Reimbursements & Lot Rental	4,400	4,400	0%
6006 · Health Care Benefit			
6007 · Kaiser Premiums	30,000	36,000	-17%
6010 · Aflac	600	1,050	-43%
6010.01 · Colonial Life	1,200	2,500	-52%
6013 · Medicare Reimbursements	3,500	3,940	-11%
6017 · Wolfpack Insurance	300	225	33%
Total 6006 · Health Care Benefit	35,600	43,715	-19%
6011 · Payroll & HR Service	18,000	24,700	-27%
Total 6000 · Payroll & Benefits	911,337	840,469	8%
6100 · Education & Networking			
6101 · Conferences	5,000	5,500	-9%
6102.01 · Business Meals/Meetings	1,000	1,000	0%
6102.03 · Employee Recognition	1,000	2,000	-50%
6103 · Travel	3,000	4,000	-25%
6104 · Education/Training	2,000	3,500	-43%
6105 · Memberships/Dues	1,500	2,300	-35%
6106 · Subscriptions	500	1,400	-64%
Total 6100 · Education & Networking	14,000	19,700	-29%

For Internal Use Only

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Expense (cont.)			
6200 · Advertising/Marketing			
6201 · Website	12,000	12,000	0%
6203 · Printing/Paper	3,000	4,500	-33%
6206 · Advertising	8,000	2,000	300%
6207 · Gift Baskets & Other Donations	1,000	1,000	0%
Total 6200 · Advertising/Marketing	24,000	19,500	23%
6300 · Event Expenses			
6320.14 · Full Moon Riders Downtown Bike	5,000	5,000	0%
6320.17 · Sponsorships/Partnerships	500	500	0%
6320.20 · Music To My Ears Piano Project	100	500	-80%
6320.22 · National Night Out	500	500	0%
6320.23 · Utility Box Art	1,000	1,000	0%
Total 6300 · Event Expenses	7,100	7,500	-5%
6330 · Banners			
6330.01 · Annual Franchise Fee	1,700	4,350	-61%
6330.04 · Installation/Removal	1,000	5,000	-80%
6330.05 · Banners Printing	2,500	5,000	-50%
Total 6330 · Banners	5,200	14,350	-64%
6340 · Economic Development			
6340.03 · Business Recruitment & Tours	1,000	3,000	-67%
6340.16 · Focus Block Improvement Project	85,000	17,936	374%
Total 6340 · Economic Development	86,000	20,936	311%
6350 · WEB Projects/Security			
6350.05 · Weekend Atlas	24,000	16,128	49%
6350.10 · Budd Alley	14,000	13,402	4%
6350.11 · Mobile Restroom	-	32,500	-100%
Total 6350 · WEB Projects/Security	38,000	62,030	-39%
6400 · Office Expense & Supplies			
6400.01 · Paper	2,000	2,000	0%
6400.02 · Copier Lease & Toner	13,500	13,100	3%
6400.03 · Postage & Mailing	1,000	1,000	0%
6400.04 · General Office Supplies	6,500	5,000	30%
6400.05 · Office Equipment	5,000	5,000	0%
6400.06 · Annual Office Cleaning	700	400	100%
Total 6400 · Office Expense & Supplies	28,700	26,500	8%

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Expense (cont.)			
6420 · Maintenance & Cleaning			
6420.01 · Maintenance Supplies	20,000	26,000	-23%
6420.02 · Equipment Repair/Maintenance	20,000	20,000	0%
6420.03 · Equipment Replacement (capital)	25,000	20,000	25%
6420.04 · Equipment Lease/Rental	500	1,000	-50%
6420.05 · Radio System	4,000	3,200	25%
6420.06 · Uniforms	15,000	13,000	15%
6420.07 · Gasoline	15,000	19,000	-21%
6420.08 · Graffiti Removal/Repaint	700	1,200	-42%
6420.10 · Maintenance Space Rental	23,000	22,704	1%
6420.16 · Outside Services	6,000	16,900	-64%
Total 6420 · Maintenance & Cleaning	129,200	143,004	-10%
6500 · Insurance			
6501 · General Liability	17,000	16,857	1%
6502 · D & O Insurance	3,000	2,500	20%
6503 · Auto Insurance	12,000	15,600	-23%
Total 6500 · Insurance	32,000	34,957	-8%
6600 · Taxes			
6601 · Personal Property Taxes	1,000	1,000	0%
6604 · Franchise Tax Expense	20	20	0%
Total 6600 · Taxes	1,020	1,020	0%
6700 · Utilities/Rent			
6701 · DSL Line (Web site/e-mail)	8,300	8,300	0%
6702 · Telephones	2,500	2,500	0%
6703 · Cell Phones	2,500	2,500	0%
6704 · Utilities			
6704.01 · PG&E	8,000	8,000	0%
6704.05 · Alarm System	800	780	3%
6704.06 · Common Area Charges	6,500	6,150	6%
Total 6704 · Utilities	15,300	14,930	2%
6705 · Office Lease	51,000	48,293	6%
Total 6700 · Utilities/Rent	79,600	76,523	4%
6800 · Professional & Fin. Services			
6802 · Other Services	700	600	17%
6805 · Accounting Fees			
6805.01 · Accounting Fees	10,000	20,200	-50%
6805.02 · Willdan Assessment Service	3,500	3,500	0%
Total 6805 · Accounting Fees	13,500	23,700	-43%

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6800 · Professional & Fin. Services (cont.)			
6806 · I.T.	10,000	9,629	4%
6812 · Authorize.net & Vantiv	2,000	2,100	-5%
Total 6800 · Professional & Fin. Services	26,200	36,029	-27%
6900 · Miscellaneous Expense	2,000	3,822	-48%
Total Expense	1,384,357	1,306,341	6%
Net Operating Income/Expense	32,000	120,000	-73%
Other Income/Expense			
Other Expense			
9000 · Reserves	10,000	10,000	0%
9100 · Outside Service Contract Projects	22,000	90,000	-76%
9200 · Grant Program	-	20,000	-100%
Total Other Expense	32,000	120,000	-73%
Net Other Income/Expense	32,000	120,000	-73%
Net Income/Expense	-	-	100%