

**Downtown Stockton Alliance  
2026 Budget**

	<b>2026</b>	<b>2025</b>	<b>Variance</b>
<b>Operating Income/Expense</b>			
<b>Income</b>			
4000 · Assessments - Private Owners	\$ 690,041	\$ 657,182	5%
4010 · Assessments - Public Agencies	672,674	640,642	5%
Total 4000 · Assessments	1,362,715	1,297,824	5%
4019 · Altas Contract	30,000	30,000	0%
4023 · Banner Income	19,430	19,430	0%
4040 · Contracts - WMN & Sanitation	76,465	76,465	0%
4042 · Outside Services - Contracts	500	500	0%
4042.01 · Outside Services - Miracle Mile	140,471	136,380	3%
4042.02 · Outside Services - LAZ	126,000	126,000	0%
4090 · Budd Alley Compactor Service	12,000	12,000	0%
4202 · Focus Block SJC ARPA Façade	250,000	500,000	-50%
4208 · SJC ARPA Funding	250,000	350,000	-29%
4209 · SJC ARPA Admin. Fee	60,000	125,000	-52%
<b>Total Income</b>	<b>\$ 2,327,581</b>	<b>\$ 2,673,599</b>	<b>-13%</b>

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	<u>2026</u>	<u>2025</u>	<u>Variance</u>
<b>Expense</b>			
<b>6000 · Payroll &amp; Benefits</b>			
6001 · Wages	1,156,652	1,134,574	2%
6003 · Workers Compensation Insurance	25,000	20,000	25%
6004 · Payroll Taxes	85,000	78,000	9%
6005 · Parking Reimbursements & Lot Rental	7,500	5,100	47%
6006 · Medical Reimbursement	10,000	2,300	335%
6007 · Kaiser Premiums	20,000	20,000	0%
6010 · Aflac	400	400	0%
6010.01 · Colonial Life	1,100	1,000	10%
6017 · Wolfpack Insurance	200	200	0%
6011 · Payroll & HR Service	36,000	35,000	3%
<b>Total 6000 · Payroll &amp; Benefits</b>	<b>1,341,852</b>	<b>1,296,574</b>	<b>3%</b>
<b>6100 · Education &amp; Networking</b>			
6101 · Conferences	1,000	1,000	0%
6102.01 · Business Meals/Meetings	1,000	1,000	0%
6102.03 · Employee Recognition	1,000	1,000	0%
6103 · Travel	1,000	1,000	0%
6104 · Education/Training	500	500	0%
6106 · Subscriptions	29,000	5,000	480%
<b>Total 6100 · Education &amp; Networking</b>	<b>33,500</b>	<b>9,500</b>	<b>253%</b>
<b>6200 · Advertising/Marketing</b>			
6201 · Website	3,000	6,000	-50%
6206 · Advertising	10,000	13,000	-23%
6207 · Gifts/Donations	500	500	0%
<b>Total 6200 · Advertising/Marketing</b>	<b>13,500</b>	<b>19,500</b>	<b>-31%</b>
<b>6300 · Event Expenses</b>			
6320.14 · Festivals	2,500	500	400%
6320.17 · Sponsorships/Partnerships	5,000	1,000	400%
6320.22 · National Night Out	2,500	2,500	0%
<b>Total 6300 · Event Expenses</b>	<b>10,000</b>	<b>4,000</b>	<b>150%</b>
<b>6330 · Banners</b>			
6330.01 · Franchise Fees	5,500	3,500	57%
6330.04 · Installation/Removal	4,000	4,000	0%
6330.05 · Banners Printing	4,000	4,000	0%
<b>Total 6330 · Banners</b>	<b>13,500</b>	<b>11,500</b>	<b>17%</b>

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	<b>2026</b>	<b>2025</b>	<b>Variance</b>
<b>Expense (cont.)</b>			
<b>6340 · Economic Development</b>			
6340.03 · Business Recruitment & Tours	1,000	2,000	-50%
6340.16 · Focus Block Improvement Project	6,000	6,000	0%
6340.17 · SJC ARPA Façade / Misc.	478,000	850,000	-44%
<b>Total 6340 · Economic Development</b>	<b>485,000</b>	<b>858,000</b>	<b>-43%</b>
<b>6350 · WEB Projects/Security</b>			
6350.10 · Budd Alley	18,000	16,000	13%
<b>Total 6350 · WEB Projects/Security</b>	<b>18,000</b>	<b>16,000</b>	<b>13%</b>
<b>6400 · Office Expense &amp; Supplies</b>			
6400.01 · Paper/Printing	1,000	300	233%
6400.02 · Copier Lease & Toner	12,000	12,000	0%
6400.03 · Postage & Mailing	200	300	-33%
6400.04 · General Office Supplies	10,000	3,000	233%
6400.05 · Office Equipment	5,000	1,500	233%
6400.06 · Annual Office Cleaning	2,000	2,000	0%
<b>Total 6400 · Office Expense &amp; Supplies</b>	<b>30,200</b>	<b>19,100</b>	<b>58%</b>
<b>6420 · Maintenance &amp; Cleaning</b>			
6420.01 · Maintenance Supplies	22,000	14,672	50%
6420.02 · Equipment Repair/Maintenance	10,000	15,000	-33%
6420.03 · Equipment Replacement (capital)	15,000	15,000	0%
6420.04 · Equipment Lease/Rental	2,000	2,328	-14%
6420.06 · Uniforms	10,000	8,000	25%
6420.07 · Gasoline	20,000	8,000	150%
6420.10 · Maintenance Space Rental	30,000	26,000	15%
6420.20 · Auto Expense	15,000	10,000	50%
<b>Total 6420 · Maintenance &amp; Cleaning</b>	<b>124,000</b>	<b>99,000</b>	<b>25%</b>
<b>6450 · Ambassador Program</b>			
6450.01 · Equipment and Supplies	5,000	4,000	25%
6450.02 · Gasoline	20,000	14,000	43%
6450.03 · Uniforms	5,000	3,000	67%
6450.04 · Equipment Repairs	5,000	1,000	400%
6450.05 · Miscellaneous Expenses	5,000	500	900%
<b>Total 6450 · Ambassador Program</b>	<b>40,000</b>	<b>22,500</b>	<b>78%</b>

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<b>Expense (cont.)</b>			
<b>6500 · Insurance</b>			
6501 · General Liability	30,000	28,000	7%
6502 · D & O Insurance	3,200	3,200	0%
6503 · Auto Insurance	30,000	25,000	20%
<b>Total 6500 · Insurance</b>	<b>63,200</b>	<b>56,200</b>	<b>12%</b>
<b>6600 · Taxes</b>			
6601 · Property Taxes	1,000	1,000	0%
6604 · Franchise Tax	25	25	0%
<b>Total 6600 · Taxes</b>	<b>1,025</b>	<b>1,025</b>	<b>0%</b>
<b>6700 · Utilities/Rent</b>			
6702 · Telephones	4,000	4,000	0%
6703 · Cell Phones	5,000	4,000	25%
6704 · Utilities			
6704.01 · PG&E	16,000	18,000	-11%
<b>Total 6704 · Utilities</b>	<b>16,000</b>	<b>18,000</b>	<b>-11%</b>
6705 · Office Lease	65,000	60,000	8%
<b>Total 6700 · Utilities/Rent</b>	<b>90,000</b>	<b>86,000</b>	<b>5%</b>
<b>Expense (cont.)</b>			
<b>6800 · Professional &amp; Fin. Services</b>			
<b>6805 · Accounting Fees</b>			
6805.01 · Accounting Fees	25,000	18,000	39%
6805.02 · Willdan Assessment Service	5,000	5,000	0%
<b>Total 6805 · Accounting Fees</b>	<b>30,000</b>	<b>23,000</b>	<b>30%</b>
6806 · I.T.	14,000	14,000	0%
6812 · Authorize.net / Fin. Service	2,000	2,000	0%
<b>Total 6800 · Professional &amp; Fin. Services</b>	<b>46,000</b>	<b>39,000</b>	<b>18%</b>
<b>6900 · Miscellaneous Expense</b>			
	700	700	0%
<b>Total Expense</b>	<b>2,310,477</b>	<b>2,538,599</b>	<b>-9%</b>
<b>Net Operating Income/Expense</b>	<b>17,104</b>	<b>135,000</b>	<b>-87%</b>
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
9000 · Reserves	10,000	10,000	0%
<b>Total Other Expense</b>	<b>10,000</b>	<b>10,000</b>	<b>0%</b>
<b>Net Other Income/Expense</b>	<b>10,000</b>	<b>10,000</b>	<b>0%</b>
<b>Net Income/Expense</b>	<b>7,104</b>	<b>125,000</b>	<b>-94%</b>