

**Downtown Stockton Alliance
2023 Budget**

EXHIBIT 1

	2023	2022	Variance
Operating Income/Expense			
Income			
4000 · Assessments - Private Owners	\$ 613,507	\$ 614,650	0%
4010 · Assessments - Public Agencies	585,574	547,121	7%
Total 4000 · Assessments	1,199,081	1,161,771	3%
4019 · Security Contract / Atlas	24,000	24,000	0%
4023 · Banner Income	7,100	6,500	9%
4025 · Full Moon Riders	500	2,000	-75%
4040 · Contracts - WMN & Sanitation	65,681	63,768	3%
4041 · Equipment Rental	-	300	-100%
4042 · Outside Services - Contracts	600	600	0%
4042.01 · Outside Services - Miracle Mile	65,220	52,200	25%
4042.02 · Outside Services - LAZ	111,120	231,896	-52%
4090 · Budd Alley Compactor Service	12,000	12,000	0%
4100 · ESG / CV Restroom Funding - City	35,341	-	100%
4101 · City Administration Fee	5,500	-	100%
4125 · CDBG Restroom Funding - County	34,463	220,000	-84%
4126 · County Administration Fee	6,000	-	100%
4202 · City CDBG	37,071	-	100%
4203 · Lodi Ambassadors	257,500	-	100%
4204 · Façade Program / City / ARPA	2,042,500	-	100%
4205 · Façade Administration Fee	204,250	-	100%
4206 · City Digital Grant / ARPA	66,000	-	100%
4207 · Digital Grant Administration Fee	10,000	-	100%
4208 · SJC ARPA Funding	1,052,874	-	100%
4209 · SJC ARPA Admin. Fee	89,072	-	100%
Total Income	\$ 5,325,873	\$ 1,775,035	200%

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Expense			
6000 · Payroll & Benefits			
6001 · Wages	1,146,650	799,529	43%
6003 · Workers Compensation Insurance	35,000	60,000	-42%
6004 · Payroll Taxes	100,000	90,000	11%
6005 · Parking Reimbursements & Lot Rental	4,500	4,400	2%
6006 · Health Care Benefit			
6007 · Kaiser Premiums	18,000	32,000	-44%
6010 · Aflac	750	700	7%
6010.01 · Colonial Life	1,300	1,300	0%
6013 · Medicare Reimbursements	4,200	3,700	14%
6017 · Wolfpack Insurance	400	400	0%
Total 6006 · Health Care Benefit	24,650	38,100	-35%
6011 · Payroll & HR Service	35,000	18,000	94%
Total 6000 · Payroll & Benefits	1,345,800	1,010,029	33%
6100 · Education & Networking			
6101 · Conferences	2,000	5,000	-60%
6102.01 · Business Meals/Meetings	1,000	1,000	0%
6102.03 · Employee Recognition	1,000	1,000	0%
6103 · Travel	5,000	3,000	67%
6104 · Education/Training	2,500	2,000	25%
6105 · Memberships/Dues	600	1,500	-60%
6106 · Subscriptions	5,000	800	525%
Total 6100 · Education & Networking	17,100	14,300	20%
6200 · Advertising/Marketing			
6201 · Website	9,000	12,000	-25%
6203 · Printing/Paper	2,000	3,000	-33%
6206 · Advertising	7,400	8,000	-8%
6207 · Gift Baskets & Other Donations	200	1,000	-80%
Total 6200 · Advertising/Marketing	18,600	24,000	-23%
6300 · Event Expenses			
6320.14 · Full Moon Riders Downtown Bike	500	5,000	-90%
6320.17 · Sponsorships/Partnerships	1,000	500	100%
6320.20 · Music To My Ears Piano Project	-	100	-100%
6320.22 · National Night Out	2,500	500	400%
6320.23 · Utility Box Art	1,000	1,500	-33%
Total 6300 · Event Expenses	5,000	7,600	-34%

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Expense (cont.)			
6330 · Banners			
6330.01 · Annual Franchise Fee	1,900	1,700	12%
6330.04 · Installation/Removal	4,000	1,000	300%
6330.05 · Banners Printing	4,000	2,500	60%
Total 6330 · Banners	9,900	5,200	90%
6340 · Economic Development			
6340.03 · Business Recruitment & Tours	4,000	1,000	300%
6340.16 · Focus Block Improvement Project	1,102,874	85,000	1197%
6345 · Façade Improvement	1,838,250	-	100%
Total 6340 · Economic Development	2,945,124	86,000	3325%
6350 · WEB Projects/Security			
6350.05 · Weekend Atlas	24,000	24,000	0%
6350.10 · Budd Alley	14,000	14,000	0%
6350.11 · Mobile Restroom	120,000	220,000	-45%
Total 6350 · WEB Projects/Security	158,000	258,000	-39%
6400 · Office Expense & Supplies			
6400.01 · Paper	1,000	2,000	-50%
6400.02 · Copier Lease & Toner	15,000	14,200	6%
6400.03 · Postage & Mailing	500	1,500	-67%
6400.04 · General Office Supplies	8,000	6,500	23%
6400.05 · Office Equipment	5,000	5,000	0%
6400.06 · Annual Office Cleaning	600	700	-14%
Total 6400 · Office Expense & Supplies	30,100	29,900	1%
6420 · Maintenance & Cleaning			
6420.01 · Maintenance Supplies	15,000	25,000	-40%
6420.02 · Equipment Repair/Maintenance	12,000	20,000	-40%
6420.03 · Equipment Replacement (capital)	15,000	25,000	-40%
6420.04 · Equipment Lease/Rental	6,000	5,000	20%
6420.05 · Radio System	15,000	5,000	200%
6420.06 · Uniforms	7,000	10,000	-30%
6420.07 · Gasoline	16,000	8,000	100%
6420.08 · Graffiti Removal/Repaint	500	2,000	-75%
6420.10 · Maintenance Space Rental	24,540	23,000	7%
6420.16 · Outside Services	5,000	5,000	0%
6420.20 · Auto Expense	10,000	-	100%
Total 6420 · Maintenance & Cleaning	126,040	128,000	-2%

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Expense (cont.)			
6450 · Safety Ambassador Program			
6450.01 · Equipment and Supplies	8,000	10,000	-20%
6450.02 · Gasoline	10,000	12,000	-17%
6450.03 · Uniforms	5,000	3,500	43%
6450.04 · Equipment Repairs	5,000	12,000	-58%
6450.05 · Miscellaneous Expenses	500	2,500	-80%
Total 6450 · Safety Ambassador Program	28,500	40,000	-29%
6475 · Lodi Ambassadors			
6475.01 · Equipment/Supplies	1,000	-	100%
6475.03 · Uniforms	500	-	100%
6475.05 · Miscellaneous Expenses	500	-	100%
Total 6475 · Lodi Ambassadors	2,000	-	100%
6500 · Insurance			
6501 · General Liability	20,000	18,000	11%
6502 · D & O Insurance	3,000	3,000	0%
6503 · Auto Insurance	20,000	20,000	0%
Total 6500 · Insurance	43,000	41,000	5%
6600 · Taxes			
6601 · Personal Property Taxes	1,000	1,000	0%
6604 · Franchise Tax Expense	25	20	25%
Total 6600 · Taxes	1,025	1,020	0%
6700 · Utilities/Rent			
6701 · DSL Line (Web site/e-mail)	4,000	8,500	-53%
6702 · Telephones	4,000	2,700	48%
6703 · Cell Phones	4,000	2,500	60%
6704 · Utilities			
6704.01 · PG&E	9,000	9,000	0%
6704.05 · Alarm System	800	800	0%
6704.06 · Common Area Charges	5,000	5,000	0%
Total 6704 · Utilities	14,800	14,800	0%
6705 · Office Lease	60,000	51,000	18%
Total 6700 · Utilities/Rent	86,800	79,500	9%

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Expense (cont.)			
6800 · Professional & Fin. Services			
6802 · Other Services	1,800	700	157%
6805 · Accounting Fees			
6805.01 · Accounting Fees	16,000	10,000	60%
6805.02 · Willdan Assessment Service	4,500	3,500	29%
Total 6805 · Accounting Fees	20,500	13,500	52%
6806 · I.T.	14,000	10,000	40%
6812 · Authorize.net & Vantiv	2,000	2,000	0%
Total 6800 · Professional & Fin. Services	38,300	26,200	46%
6900 · Miscellaneous Expense	1,000	2,000	-50%
Total Expense	4,856,289	1,752,749	177%
Net Operating Income/Expense	469,584	22,286	2007%
Other Income/Expense			
Other Expense			
9000 · Reserves	10,000	10,000	0%
9100 · Outside Service Contract Projects	-	12,286	-100%
Total Other Expense	10,000	22,286	-55%
Net Other Income/Expense	10,000	22,286	-55%
Net Income/Expense	459,584	-	100%