

**Downtown Stockton Alliance  
2024 Budget**

**EXHIBIT 3**

	<b>2024</b>	<b>2023</b>	<b>Variance</b>
<b>Operating Income/Expense</b>			
<b>Income</b>			
4000 · Assessments - Private Owners	\$ 631,912	\$ 613,507	3%
4010 · Assessments - Public Agencies	603,141	585,574	3%
<b>Total 4000 · Assessments</b>	<b>1,235,053</b>	<b>1,199,081</b>	<b>3%</b>
4019 · Altas Contract	24,000	24,000	0%
4023 · Banner Income	13,000	7,100	83%
4025 · Full Moon Riders	-	500	-100%
4040 · Contracts - WMN & Sanitation	67,651	65,681	3%
4042 · Outside Services - Contracts	500	600	-17%
4042.01 · Outside Services - Miracle Mile	67,176	65,220	3%
4042.02 · Outside Services - LAZ	206,720	111,120	86%
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	-100%
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	204,000	204,250	0%
4206 · City Digital Grant / ARPA	-	66,000	-100%
4207 · Digital Grant Administration Fee	-	10,000	-100%
4208 · SJC ARPA Funding	735,692	1,052,874	-30%
4209 · SJC ARPA Admin. Fee	25,000	89,072	-72%
<b>Total Income</b>	<b>\$ 2,590,792</b>	<b>\$ 5,325,873</b>	<b>-51%</b>

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<b>Expense</b>			
<b>6000 · Payroll &amp; Benefits</b>			
6001 · Wages	1,000,000	1,146,650	-13%
6003 · Workers Compensation Insurance	23,000	35,000	-34%
6004 · Payroll Taxes	75,000	100,000	-25%
6005 · Parking Reimbursements & Lot Rental	5,100	4,500	13%
6006 · Health Care Benefit			
6007 · Kaiser Premiums	18,000	18,000	0%
6010 · Aflac	800	750	7%
6010.01 · Colonial Life	1,300	1,300	0%
6013 · Medicare Reimbursements	2,100	4,200	-50%
6017 · Wolfpack Insurance	400	400	0%
<b>Total 6006 · Health Care Benefit</b>	<b>22,600</b>	<b>24,650</b>	<b>-8%</b>
6011 · Payroll & HR Service	35,000	35,000	0%
<b>Total 6000 · Payroll &amp; Benefits</b>	<b>1,160,700</b>	<b>1,345,800</b>	<b>-14%</b>
<b>6100 · Education &amp; Networking</b>			
6101 · Conferences	2,000	2,000	0%
6102.01 · Business Meals/Meetings	1,000	1,000	0%
6102.03 · Employee Recognition	1,000	1,000	0%
6103 · Travel	1,000	5,000	-80%
6104 · Education/Training	500	2,500	-80%
6105 · Memberships/Dues	-	600	-100%
6106 · Subscriptions	5,000	5,000	0%
<b>Total 6100 · Education &amp; Networking</b>	<b>10,500</b>	<b>17,100</b>	<b>-39%</b>
<b>6200 · Advertising/Marketing</b>			
6201 · Website	9,000	9,000	0%
6203 · Printing/Paper	-	2,000	-100%
6206 · Advertising	13,000	7,400	76%
6207 · Gifts/Donations	500	200	150%
<b>Total 6200 · Advertising/Marketing</b>	<b>22,500</b>	<b>18,600</b>	<b>21%</b>
<b>6300 · Event Expenses</b>			
6320.14 · Harvest Moon Festival	500	500	0%
6320.17 · Sponsorships/Partnerships	2,700	1,000	170%
6320.22 · National Night Out	2,500	2,500	0%
6320.23 · Utility Box Art	-	1,000	-100%
<b>Total 6300 · Event Expenses</b>	<b>5,700</b>	<b>5,000</b>	<b>14%</b>

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	<b>2024</b>	<b>2023</b>	<b>Variance</b>
<b>Expense (cont.)</b>			
<b>6330 · Banners</b>			
6330.01 · Annual Franchise Fee	2,850	1,900	50%
6330.04 · Installation/Removal	4,000	4,000	0%
6330.05 · Banners Printing	4,000	4,000	0%
<b>Total 6330 · Banners</b>	<b>10,850</b>	<b>9,900</b>	<b>10%</b>
<b>6340 · Economic Development</b>			
6340.03 · Business Recruitment & Tours	4,000	4,000	0%
6340.16 · Focus Block Improvement Project	30,000	1,102,874	-97%
6345 · Façade Improvement	-	1,838,250	-100%
<b>Total 6340 · Economic Development</b>	<b>34,000</b>	<b>2,945,124</b>	<b>-99%</b>
<b>6350 · WEB Projects/Security</b>			
6350.05 · Weekend Atlas (included in wage budget)	-	24,000	-100%
6350.10 · Budd Alley	14,000	14,000	0%
6350.11 · Mobile Restroom	-	120,000	-100%
<b>Total 6350 · WEB Projects/Security</b>	<b>14,000</b>	<b>158,000</b>	<b>-91%</b>
<b>6360 · SJC ARPA</b>			
6360.01 · SJC ARPA Expenses	797,804	-	100%
<b>Total 6360 · SJC ARPA</b>	<b>797,804</b>	<b>-</b>	<b>100%</b>
<b>6400 · Office Expense &amp; Supplies</b>			
6400.01 · Paper	1,000	1,000	0%
6400.02 · Copier Lease & Toner	12,000	15,000	-20%
6400.03 · Postage & Mailing	2,000	500	300%
6400.04 · General Office Supplies	10,000	8,000	25%
6400.05 · Office Equipment	5,000	5,000	0%
6400.06 · Annual Office Cleaning	2,000	600	233%
<b>Total 6400 · Office Expense &amp; Supplies</b>	<b>32,000</b>	<b>30,100</b>	<b>6%</b>
<b>6420 · Maintenance &amp; Cleaning</b>			
6420.01 · Maintenance Supplies	22,000	15,000	47%
6420.02 · Equipment Repair/Maintenance	15,000	12,000	25%
6420.03 · Equipment Replacement (capital)	15,000	15,000	0%
6420.04 · Equipment Lease/Rental	8,000	6,000	33%
6420.05 · Radio System	1,000	15,000	-93%
6420.06 · Uniforms	10,000	7,000	43%
6420.07 · Gasoline	16,000	16,000	0%
6420.08 · Graffiti Removal/Repaint	-	500	-100%
6420.10 · Maintenance Space Rental	26,000	24,540	6%
6420.16 · Outside Services	-	5,000	-100%
6420.20 · Auto Expense	10,000	10,000	0%
<b>Total 6420 · Maintenance &amp; Cleaning</b>	<b>123,000</b>	<b>126,040</b>	<b>-2%</b>

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	<b>2024</b>	<b>2023</b>	<b>Variance</b>
<b>Expense (cont.)</b>			
<b>6450 · Ambassador Program</b>			
6450.01 · Equipment and Supplies	3,000	8,000	-63%
6450.02 · Gasoline	15,000	10,000	50%
6450.03 · Uniforms	2,000	5,000	-60%
6450.04 · Equipment Repairs	8,000	5,000	60%
6450.05 · Miscellaneous Expenses	3,000	500	500%
<b>Total 6450 · Ambassador Program</b>	<b>31,000</b>	<b>28,500</b>	<b>9%</b>
<b>6475 · Lodi Ambassadors</b>			
6475.01 · Equipment/Supplies	-	1,000	-100%
6475.03 · Uniforms	-	500	-100%
6475.05 · Miscellaneous Expenses	-	500	-100%
<b>Total 6475 · Lodi Ambassadors</b>	<b>-</b>	<b>2,000</b>	<b>-100%</b>
<b>6500 · Insurance</b>			
6501 · General Liability	22,000	20,000	10%
6502 · D & O Insurance	3,200	3,000	7%
6503 · Auto Insurance	25,000	20,000	25%
<b>Total 6500 · Insurance</b>	<b>50,200</b>	<b>43,000</b>	<b>17%</b>
<b>6600 · Taxes</b>			
6601 · Personal Property Taxes	1,000	1,000	0%
6604 · Franchise Tax Expense	25	25	0%
<b>Total 6600 · Taxes</b>	<b>1,025</b>	<b>1,025</b>	<b>0%</b>
<b>6700 · Utilities/Rent</b>			
6701 · DSL Line (Web site/e-mail)	-	4,000	-100%
6702 · Telephones	4,000	4,000	0%
6703 · Cell Phones	4,000	4,000	0%
<b>6704 · Utilities</b>			
6704.01 · PG&E	15,000	9,000	67%
6704.05 · Alarm System	-	800	-100%
6704.06 · Common Area Charges	-	5,000	-100%
<b>Total 6704 · Utilities</b>	<b>15,000</b>	<b>14,800</b>	<b>1%</b>
6705 · Office Lease	60,000	60,000	0%
<b>Total 6700 · Utilities/Rent</b>	<b>83,000</b>	<b>86,800</b>	<b>-4%</b>

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<b>Expense (cont.)</b>			
<b>6800 · Professional &amp; Fin. Services</b>			
<b>6802 · Other Services</b>	-	1,800	-100%
<b>6805 · Accounting Fees</b>			
<b>6805.01 · Accounting Fees</b>	16,000	16,000	0%
<b>6805.02 · Willdan Assessment Service</b>	4,500	4,500	0%
<b>Total 6805 · Accounting Fees</b>	<b>20,500</b>	<b>20,500</b>	<b>0%</b>
<b>6806 · I.T.</b>	14,000	14,000	0%
<b>6812 · Authorize.net &amp; Vantiv</b>	2,000	2,000	0%
<b>Total 6800 · Professional &amp; Fin. Services</b>	<b>36,500</b>	<b>38,300</b>	<b>-5%</b>
<b>6900 · Miscellaneous Expense</b>	1,000	1,000	0%
<b>Total Expense</b>	<b>2,413,779</b>	<b>4,856,289</b>	<b>-50%</b>
<b>Net Operating Income/Expense</b>	<b>177,013</b>	<b>469,584</b>	<b>-62%</b>
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
<b>9000 · Reserves</b>	10,000	10,000	0%
<b>Total Other Expense</b>	10,000	10,000	0%
<b>Net Other Income/Expense</b>	<b>10,000</b>	<b>10,000</b>	<b>0%</b>
<b>Net Income/Expense</b>	<b>167,013</b>	<b>459,584</b>	<b>-64%</b>