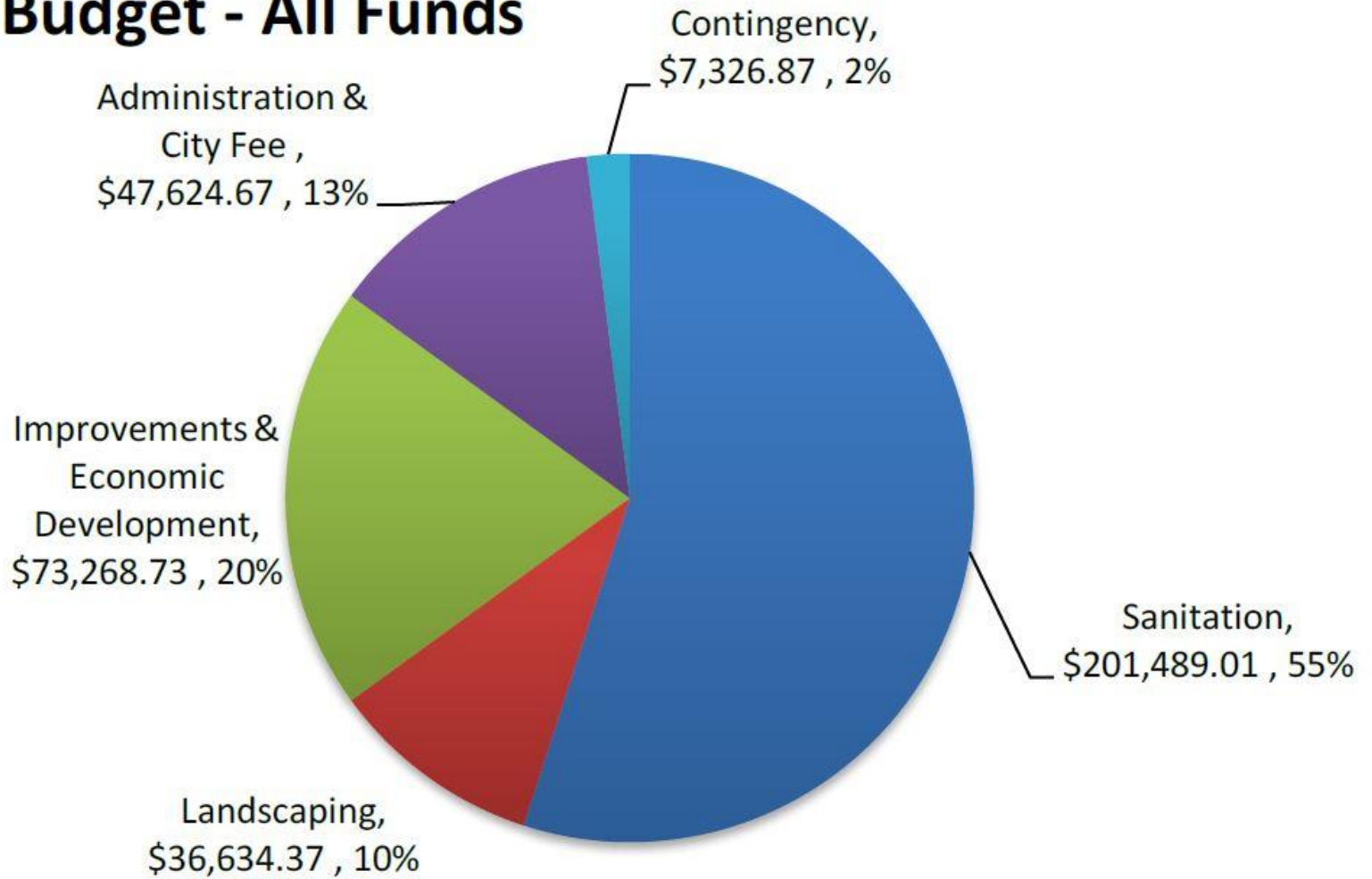


North Park Property and Business Improvement District



MANAGEMENT DISTRICT PLAN

2018 Budget - All Funds



Improvements, Maintenance, and Activities

1. Sanitation

The sanitation program will provide services throughout the District. The program will maintain a sanitary environment for tenants, property owners, and customers of assessed parcels. The program will include sanitation services such as street and sidewalk cleaning, street sweeping, graffiti removal, litter removal, alley cleaning, and emptying of common area garbage cans adjacent to assessed parcels to improve sanitation and access to parcels.

2. Landscaping

The landscaping program will work to create and maintain an attractive, safe District. Landscaping services will create and maintain:

- planting areas
- trimming trees
- seasonal plantings
- planting and maintaining new medians



3. Improvements & Economic Development

Improvements must have a useful life of five years or more and may be acquired, constructed, installed, or maintained.

Improvements may include:

- lighting facilities
- signs
- benches
- booths
- kiosks
- display cases
- pedestrian shelters
- decorations
- fountains



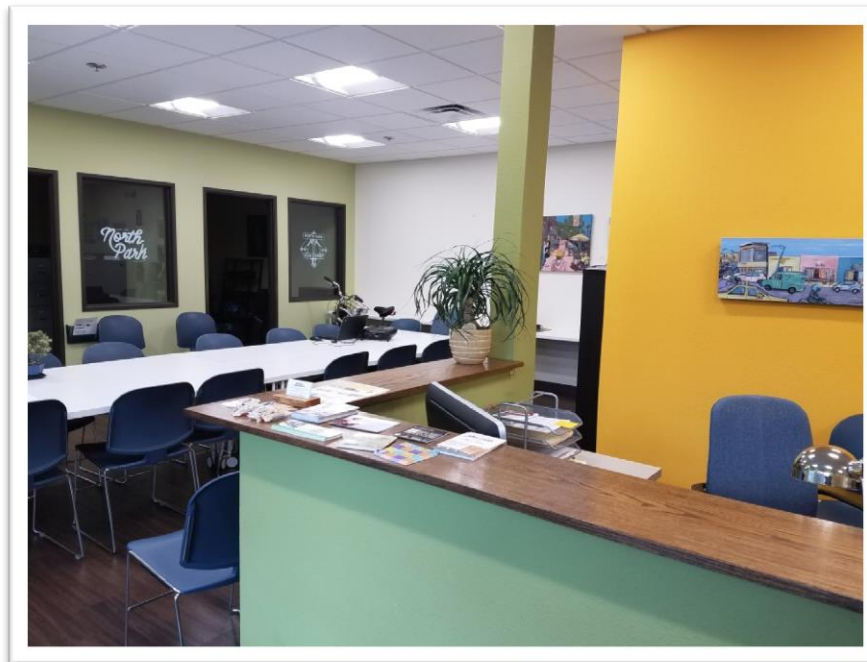
Improvements & Economic Development Cont.

Economic development includes retail retention and recruitment efforts exclusively aimed at attracting business prospects looking to locate and/or grow in North Park, marketing, and promotion of tourism within the district will also be conducted. Promotion of public events designed to retain and recruit tenants.



4. Administration

The administration portion of the budget will be utilized for administrative costs associated with providing the services. Those costs may include rent, telephone charges, legal fees (for ongoing compliance as needed, not legal fees related to lawsuits), accounting fees, postage, administrative staff, insurance, and other general office expenses.



5. City Fee

The City of San Diego will retain a portion of the assessment to cover its actual costs in collecting and administering the assessment. In the initial year the City's fee shall not exceed four percent (4%) of the amount collected. Over the five-year term of the District, the City's costs of collection may be subject to an increase up to an additional one-and-one-half-percent (1.5%) of the amount collected. Any such increase must be approved by the Owners' Association and City Council.



6. Contingency

The budget includes a prudent fiscal reserve to account for delinquent collections and unpaid assessments. The City shall retain a minimum of three percent (3%) of the assessment collected as a contingency. At the end of each year, the City shall make available to the Owners' Association any contingency funds remaining in accordance with procedures described in the Operating Agreement.

Annual Budget Items:

Sanitation	
Day Porter	\$47,289
Trash can emptying	\$9,800
Dumpster	\$7,400
Litter removal	\$5,000
Sidewalk power washing	\$74,000
Supplies & Storage	\$33,000
Program management	\$25,000
Subtotal	\$201,489
LANDSCAPING	
Tree replacement	\$8,000
Tree trimming	\$4,500
Tree watering	\$5,500
Median maintenance	\$6,000
Seasonal plantings	\$4,500
Program management	\$8,134
Subtotal	\$36,634

Annual Budget Items:

IMPROVEMENTS & ECON DEV	
Decorations	\$22,500
Lighting Facilities	\$10,500
Marketing / tourism promotion	\$26,000
Retail retention and recruitment	\$14,269
Subtotal	\$73,269
ADMINISTRATION	
Audit & accounting	\$10,000
General liability insurance	\$3,500
Office supplies	\$1,000
Postage & mailing	\$1,200
Rent	\$10,500
Administration- salaries & wages	\$9,069
Subtotal	\$35,269
TOTAL	\$346,661