



# BOARD OF DIRECTORS AGENDA

Thursday, August 8th , 2024 at 9 am  
2948 University Ave, Floor 2, San Diego, CA 92104

Hosted In-Person & Online

[Click Here to Join Online](#)

Passcode: tvR8G2

- I. Additions to Agenda
- II. Public Comment on Items NOT on Agenda (3-minute limit per person)
- III. Community & Government Liaison Reports
  - A. San Diego Police Department
  - B. Congressman Scott Peters, District 50
  - C. State Senator Toni Atkins, District 39
  - D. San Diego City Mayor, Todd Gloria
  - E. Assembly Member Chris Ward, District 78
  - F. San Diego City Council Member Stephen Whitburn
  - G. Economic Development Department
  - H. P.A.T.H
  - I. North Park Planning Committee (NPPC)
  - J. North Park Business & Neighborhood Foundation (BANF)
  - K. North Park Maintenance Assessment District (MAD)
  - L. Mid City Parking District (MCPD)
- IV. Motion to approve Nate Benedetto to the Board of Directors
- V. San Diego Football Club – Dike Anyiwo
- VI. Consent Items
  - A. Treasurer’s Report
  - B. Approval of Financial Reports, June 2024
  - C. Approval of Previous Board Meeting Minutes
- VII. Committee Reports
  - A. Beautification Committee
    - i. Meetings: 4th Fridays at 11 am
    - ii. Purpose: To plan and execute special projects that promote a beautiful, vibrant, and thriving North Park.
  - B. Economic Development Committee
    - i. Meeting: 4th Tuesdays at 11 am
    - ii. Purpose: To plan events, activities, and programs that support the development of North Park's business district.
    - iii. NPMS Signature Events – Committee Recommendation
    - iv. Motion to approve NPMS Signature Events for FY25
  - C. Mobility Committee
    - i. Meetings: 4th Tuesdays at 1pm
    - ii. Purpose: To promote equitable access to the North Park BID by improving the safety and motility for visitors, residents, and businesses.
- VIII. Executive Director Report
  - A. Mid-City Community Shuttle Update
  - B. Public Right of Way (PROW) Enforcement
- IX. President’s Report
  - A. Motion to remove Willow Parker from the Board of Directors
- X. Motion to Adjourn

**ACTION ITEM**

**INFO ITEM**

Jenny Hall  
Cesar Solis  
Gonzalo Rocha-Vazquez  
Emily Piatanesi  
Chris Gris  
Logan Braydis  
Rhea Aguinaldo  
Julie Germain  
Patrick Garbani  
Dave Goldsmith  
Will Slate  
Will Slate

**ACTION ITEM**

**INFO ITEM**

**INFO ITEM**

**ACTION ITEM**

**ACTION ITEM**

Matt N. & Lance S.

Gutherie C. & Jim S.

**ACTION ITEM**

Jenna H. & Jake N.

Mark West

William Lopez

**ACTION ITEM**

**ACTION ITEM**

**Meetings**

Board of Directors – 2<sup>nd</sup> Thursdays at 9 am  
Executive Committee – Friday before Board meetings at 9am  
Beautification Committee – 4<sup>th</sup> Wednesdays at 9 am  
Economic Development Committee – 4<sup>th</sup> Tuesdays at 11 am  
Mobility Committee – 4<sup>th</sup> Tuesdays at 1 pm

A. Next Meeting: September 12, 2024 at 9:00 am (at NPMS office)

**Meetings**

Board of Directors – 2<sup>nd</sup> Thursdays at 9 am

Executive Committee – Friday before Board meetings at 9am

Beautification Committee – 4<sup>th</sup> Wednesdays at 9 am

Economic Development Committee – 4<sup>th</sup> Tuesdays at 11 am

Mobility Committee – 4<sup>th</sup> Tuesdays at 1 pm

# BOARD OF DIRECTORS MINUTES

Thursday, July 11<sup>th</sup>, 2023 at 9 am  
2948 University Ave, Floor 2, San Diego, CA 92104

- |      |  |                            |
|------|--|----------------------------|
| I.   | Additions to Agenda  | <b>ACTION ITEM</b>         |
| II.  | Public Comment on Items NOT on Agenda (3-minute limit per person)  |                            |
|      | A. Michael – tile work on University Ave is not great and is a huge disappointment for the work that was completed.  |                            |
| III. | Community & Government Liaison Reports   | <b>INFO ITEM</b>           |
|      | A. San Diego Police Department   | Jenny Hall                 |
|      | i. Ray Street Sexual Harassment – discussion with PD and businesses honed on that communication with PD dispatch needs to be direct and include language to escalate the situation.      |                            |
|      | • NPMS will coordinate training with Mental Health America to understand the language around   |                            |
|      | B. Congressman Scott Peters, District 50   | Cesar Solis                |
|      | i.   |                            |
|      | C. State Senator Toni Atkins, District 39  | Gonzalo Rocha-Vazquez      |
|      | i. Budget for FY25 is in place   |                            |
|      | • No major cuts to report  |                            |
|      | • There was an increase of 3.3 million to help small businesses in CA in conjunction with Federal funds  |                            |
|      | D. San Diego City Mayor, Todd Gloria   | Emily Piatanesi            |
|      | i. Fire Chief will go to council this upcoming session – Chief Robert Logan  |                            |
|      | ii. Infrastructure priority survey for FY26 live   |                            |
|      | iii. Coastal Commission approved H Barracks 200 safe parking spaces – goal of launching in early 2025  |                            |
|      | iv. Prop 47 reclassified drug and theft – Mayor looking to amend Prop 47   |                            |
|      | v. Mark – level of repair issues to address maintenance in our community like traffic lights. We are concerned about the lack of progress address the shortage of the electricians       |                            |
|      | E. Assembly Member Chris Ward, District 78   | Chris Gris                 |
|      | F. San Diego City Council Member Stephen Whitburn  | Logan Braydis              |
|      | i. Street lights – share a priority list of street lights  |                            |
|      | ii. CPPS Funding is live until August 9 <sup>th</sup>  |                            |
|      | iii. Back to school drive for K-12 – will begin on July 22 <sup>nd</sup> and end on August 6 <sup>th</sup> . Drop off at NP Library of supplies & we will take drop offs at NPMS office. |                            |
|      | G. Economic Development Department   | Rhea Aguinaldo / Lisa Lind |
|      | H. P.A.T.H   | Julie Germain              |
|      | I. North Park Planning Committee (NPPC)  | Patrick Garbani            |
|      | i. 4 way stop approved for 30 <sup>th</sup> x Thorn ST – installation in early August  |                            |
|      | J. North Park Business & Neighborhood Foundation (BANF)  | Dave Goldsmith             |
|      | K. North Park Maintenance Assessment District (MAD)  | Will Slate                 |
|      | i. Tile work while completed was not to a great quality level  |                            |
|      | L. Mid City Parking District (MCPD)  | Will Slate                 |
| IV.  | Storefront Improvement Program - Alissa Gabriel, EDD   | <b>INFO ITEM</b>           |
| V.   | Consent Items  |                            |
|      | A. Treasurer’s Report  | <b>INFO ITEM</b>           |

## **Meetings**

Board of Directors – 2<sup>nd</sup> Thursdays at 9 am

Executive Committee – Friday before Board meetings at 9am

Beautification Committee – 4<sup>th</sup> Wednesdays at 9 am

Economic Development Committee – 4<sup>th</sup> Tuesdays at 11 am

Mobility Committee – 4<sup>th</sup> Tuesdays at 1 pm

- B. Approval of Financial Reports, May 2024 Jenna motioned,  
Jake seconded, All in favor
- C. Approval of Previous Board Meeting Minutes **Stefan motioned, Patrick  
Seconded, Jenna/Lane/Jim/Matt abstained – Approved**
- VI. Committee Reports
- A. Beautification Committee *Committee Chair Vacant*
- i. Monthly SED Activity Report
- ii. Adopt-A-Utility Box Program
- B. Economic Development Committee *Committee Chair Vacant*
- i. Events
- Skate Night at the Mini Park (Sponsored by BANF) – July 18<sup>th</sup>
- ii. Updates
- Ribbon cuttings on Saturday – David's Daughter (930) & Parlor Donuts
  - Freddie to be honored at NP Lions annual banquet
  - Clean Air Grant – applying to fund Octoberfest Putt Putt Golf (last Thursday of September)
- VII. Executive Director Report Mark West
- A. Mid-City Community Shuttle Update
- i. Working towards final agreement with CMO.
- VIII. President's Report William Lopez
- A. Appointment of Committee Chairs
- i. Economic Development: Jim S. & Guthrie C.
- ii. Mobility: Jenna H. & Jake N.
- iii. Beautification: Matt N. & Lance S.
- IX. NPMS Event Review & FY25 Signature Event Calendar
- A. Brainstorms
- i. Two tastes
- ii. Best of North Park
- iii. Neighborhood wine walks – for Shop Local
- iv. Location of where activities/events are held
- B. Additional KPIs
- i. Placer.Ai & relationships with Toast Tab/Visa/Etc...
- X. Motion to Adjourn **Jim motioned, Jake seconded, All in favor**
- A. Next Meeting: August 8, 2024 at 9:00 am (at NPMS office)

### **Meetings**

Board of Directors – 2<sup>nd</sup> Thursdays at 9 am  
 Executive Committee – Friday before Board meetings at 9am  
 Beautification Committee – 4<sup>th</sup> Wednesdays at 9 am  
 Economic Development Committee – 4<sup>th</sup> Tuesdays at 11 am  
 Mobility Committee – 4<sup>th</sup> Tuesdays at 1 pm

**NORTH PARK MAIN STREET**  
**Balance Sheet**  
 As of June 30, 2024

	Jun 30, 24	Notes
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
PETTY CASH	388.41	
<b>UNION BANK ACCOUNTS</b>		
10095 · SED Account - 3993/USB 9937	47,480.71	
10131 · Savings Acct - 3944/USB 9440	73,406.24	
10120 · Farmer's Market - 7186/USB 1868	24,405.19	
10100 · General Checking - 3557/USB5574	74,996.01	
<b>Total UNION BANK ACCOUNTS</b>	220,288.15	
<b>Total Checking/Savings</b>	220,676.56	
<b>Accounts Receivable</b>		
<b>GENERAL ACCOUNTS RECEIVABLE</b>	53,249.60	<i>SED March. SBEP - City Fees &amp; Services, Festival Sales - Tixr, Sponsorships</i>
<b>Total Accounts Receivable</b>	53,249.60	
<b>Other Current Assets</b>		
Employee Loan	42.15	
<b>Total Other Current Assets</b>	42.15	
<b>Total Current Assets</b>	273,968.31	
<b>Fixed Assets</b>		
<b>FIXED ASSETS</b>		
10240 · Automobile	11,300.00	
10230 · COMPUTER	2,611.06	
10200 · FURNITURE & EQUIPMENT	8,649.50	
10210 · LESS ACCUMULATED DEPRECIATION	(12,590.34)	
<b>Total FIXED ASSETS</b>	9,970.22	
<b>Total Fixed Assets</b>	9,970.22	
<b>Other Assets</b>		
<b>Refundable Security Deposits</b>	3,629.00	<i>storage garage deposit and mobile storage unit for FM. Office Rent deposit.</i>
<b>Total Other Assets</b>	3,629.00	
<b>TOTAL ASSETS</b>	<b>287,567.53</b>	
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
20270 · ACCOUNTS PAYABLE	37,923.05	
<b>Total Accounts Payable</b>	37,923.05	
<b>Credit Cards</b>		
<b>Credit Cards</b>		
US Bank - MW 8350	(539.47)	
Home Depot	3,106.41	

**NORTH PARK MAIN STREET**  
**Balance Sheet**  
As of June 30, 2024

	<u>Jun 30, 24</u>	Notes
<b>Total Credit Cards</b>	2,566.94	
<b>Total Credit Cards</b>	<u>2,566.94</u>	
<b>Other Current Liabilities</b>		
<b>ACCRUED PAYABLES</b>	12,409.00	
<b>Total Other Current Liabilities</b>	<u>12,409.00</u>	
<b>Total Current Liabilities</b>	<u>52,898.99</u>	
<b>Total Liabilities</b>	52,898.99	
<b>Equity</b>		
<b>Gain/Loss on Disposal of Assets</b>	(2,220.00)	
<b>30011 · Retained Earnings</b>	18,049.00	
<b>30010 · FUND BALANCE</b>	350,446.98	
<b>30015 · NET ASSETS</b>	29,405.48	
<b>Net Income</b>	<u>(161,012.92)</u>	
<b>Total Equity</b>	<u>234,668.54</u>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>287,567.53</u></u>	

**NORTH PARK MAIN STREET**  
**Profit & Loss**  
 June 2024

	Jun 24	Jul '23 - Jun 24	Notes - June
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
40070 · SPONSORSHIPS	18,134.00	91,000.00	Fesitval Sponsorship - US Bank, Seabor, KZ Companies & Diamond Parking
40025 · SED - Special Enhacement Dist	0.00	488,457.78	
40067 · Explore North Park (EDTS grant			
40067b · Explore NP - misc income	0.00	1,000.00	
<b>Total 40067 · Explore North Park (EDTS grant</b>	<b>0.00</b>	<b>1,000.00</b>	
40165 · Misc Income - Temp Restricted			
40168 · Bookkeeping Grant	0.00	3,000.00	
<b>Total 40165 · Misc Income - Temp Restricted</b>	<b>0.00</b>	<b>3,000.00</b>	
40021 · BID Assessments Advance	6,873.61	78,889.66	June BID
41140 · Grants	0.00	1,789.35	
40160 · GRANTS - TEMP RESTRICTED			
CPPS Grants	0.00	7,500.00	
40160 · GRANTS - TEMP RESTRICTED - Other	0.00	16,090.00	
<b>Total 40160 · GRANTS - TEMP RESTRICTED</b>	<b>0.00</b>	<b>23,590.00</b>	
70010 · INTEREST INCOME	15.04	197.47	
42030 · PUBLIC CONTRIBUTIONS	0.00	400.00	
40040 · SPECIAL EVENTS INCOME			
Pressure Washing Program	250.00	1,750.00	
40058 · Holiday Events	0.00	6,584.32	
40066 · Taste of North Park			
Boutique Participation	0.00	2,750.00	
Ticket Sales	0.00	74,166.06	
<b>Total 40066 · Taste of North Park</b>	<b>0.00</b>	<b>76,916.06</b>	
40050 · FESTIVAL			
NPMF Merchchandise	0.00	1,901.60	
NPMF - Ticket Sales	0.00	88,412.39	
40056 · Beer Gardens-Craft Beer Block	0.00	32,950.10	
40130 · TOT/City Fees & Services GRANTS			
40115 · TOT-City and City Fees&Services	8,003.80	10,000.00	
<b>Total 40130 · TOT/City Fees &amp; Services GRANTS</b>	<b>8,003.80</b>	<b>10,000.00</b>	
40054 · VENDOR INCOME / Booths	675.00	17,520.00	
<b>Total 40050 · FESTIVAL</b>	<b>8,678.80</b>	<b>150,784.09</b>	
40045 · FARMER'S MARKET			
40045-A · Vendor Fees	13,150.00	171,982.05	
<b>Total 40045 · FARMER'S MARKET</b>	<b>13,150.00</b>	<b>171,982.05</b>	
<b>Total 40040 · SPECIAL EVENTS INCOME</b>	<b>22,078.80</b>	<b>408,016.52</b>	
40150 · MISCELLANEOUS INCOME			
40164 · Marketing	0.00	2,125.00	
40154 · Community Profile	0.00	314.97	

**NORTH PARK MAIN STREET**  
**Profit & Loss**  
June 2024

	Jun 24	Jul '23 - Jun 24	Notes - June
40150 · MISCELLANEOUS INCOME - Other	0.00	1,590.00	
<b>Total 40150 · MISCELLANEOUS INCOME</b>	<b>0.00</b>	<b>4,029.97</b>	
<b>Total Income</b>	<b>47,101.45</b>	<b>1,100,370.75</b>	
<b>Gross Profit</b>	<b>47,101.45</b>	<b>1,100,370.75</b>	
<b>Expense</b>			
52150 · Grant Expenses	704.17	2,579.17	CMO Expenses
51510 · PROMOTION			
51514 · Marketing			
51514a · Small Business Saturday	0.00	3,984.70	
51514 · Marketing - Other	(250.00)	3,919.41	Voided Check from 3/2023
<b>Total 51514 · Marketing</b>	<b>(250.00)</b>	<b>7,904.11</b>	
51515 · WEB SITE	0.00	570.00	
<b>Total 51510 · PROMOTION</b>	<b>(250.00)</b>	<b>8,474.11</b>	
51537 · SED - Special Enhancement Dist			
General Operating			
SED - Insurance			
Insurance - Workers Comp	0.00	4,462.50	
<b>Total SED - Insurance</b>	<b>0.00</b>	<b>4,462.50</b>	
<b>Total General Operating</b>	<b>0.00</b>	<b>4,462.50</b>	
SED - Sanitation	33,305.06	376,029.30	
SED - Landscaping	0.00	15,643.49	
SED - Improvement & Econ Dev	1,500.00	64,138.80	
SED - Safety Programs	1,107.29	41,244.93	
SED - Administration	245.72	63,022.04	
<b>Total 51537 · SED - Special Enhancement Dist</b>	<b>36,158.07</b>	<b>564,541.06</b>	
<b>SPECIAL EVENTS &amp; PROJECTS</b>			
51536 · North Park Book Fair	269.00	269.00	
51530 · Holiday Events	0.00	31,101.69	
51520 · Taste of North Park			
Taste - Consultant/Contractors	0.00	2,050.00	
Taste - Advertising	0.00	5,556.99	
Taste - Supplies/Materials	0.00	3,864.90	
Taste - Miscellaneous	0.00	2,117.34	
Taste - Printing	0.00	2,414.00	
<b>Total 51520 · Taste of North Park</b>	<b>0.00</b>	<b>16,003.23</b>	
51522 · Community Profile	0.00	50.00	
51100 · AWARDS & STIPENDS	0.00	21.16	
51300 · HOLIDAY DECORATION	0.00	4,625.35	
51400 · HOLIDAY PARTY	0.00	87.52	
51500 · LICENSE & FEES	0.00	(259.00)	
52000 · PRINTING & MARKETING	0.00	891.00	
52004 · FESTIVAL			



**NORTH PARK MAIN STREET**  
**Profit & Loss**  
June 2024

	Jun 24	Jul '23 - Jun 24	Notes - June
52004J · Printing - general items	457.94	9,412.27	
52004L · Beer Gardens&Craft Block	0.00	15,865.41	
52004A · Contractors (Admin/Profession)	10,386.58	40,723.58	
52004B · Music&Dancers (Artist/ Entert)	2,700.00	67,100.00	
52004D · Marketing/Advertising	1,278.17	13,281.53	
52004E · Materials & Supplies (support)	819.18	11,759.31	
52004F · Permits (Other)	415.00	1,315.44	
52004G · Equipment (Rent & Facility Exp)	3,142.76	54,254.84	
<b>Total 52004 · FESTIVAL</b>	<b>19,199.63</b>	<b>213,712.38</b>	
<b>52200 · FARMER'S MARKET</b>			
52200L · Staffing	6,283.90	55,654.30	
52200I · FM - Bank Charges	355.96	1,927.17	
52200A · Facility Expense	2,348.79	30,967.84	
52200B · Marketing & Promotions	780.00	11,888.54	
52200C · Materials & Supplies	34.00	6,722.00	
52200E · Taxes & Licenses	1,604.00	10,999.86	
<b>Total 52200 · FARMER'S MARKET</b>	<b>11,406.65</b>	<b>118,159.71</b>	
<b>52300 · COMMISSION</b>	<b>0.00</b>	<b>0.00</b>	
<b>Total SPECIAL EVENTS &amp; PROJECTS ORGANIZATION</b>	<b>30,875.28</b>	<b>384,662.04</b>	
<b>50040 · Hospitality</b>	<b>118.80</b>	<b>1,255.11</b>	
<b>50070 · INSURANCE</b>			
Volunteer Insurance	0.00	301.00	
Special Events Policy	0.00	839.00	
General Liability Insurance	0.00	4,931.00	
Directors & Officers Insurance	0.00	3,053.00	
Workers Compensation Insurance	0.00	4,207.75	
<b>Total 50070 · INSURANCE</b>	<b>0.00</b>	<b>13,331.75</b>	
<b>50080 · TRAVEL &amp; Parking</b>	<b>0.00</b>	<b>129.75</b>	
<b>61100 · ACCOUNTING</b>			
61100b · CPA - Audit & Tax Return	0.00	7,500.00	
61100a · Bookkeeping	3,000.00	24,000.00	
<b>Total 61100 · ACCOUNTING</b>	<b>3,000.00</b>	<b>31,500.00</b>	
<b>61200 · BANK SERVICE FEES</b>			
Merchant Fees	645.24	15,148.49	Square Merchant Fees
61200 · BANK SERVICE FEES - Other	0.00	118.01	
<b>Total 61200 · BANK SERVICE FEES</b>	<b>645.24</b>	<b>15,266.50</b>	
<b>61300 · BOARD &amp; STAFF WORKSHOP &amp; Develop</b>	<b>0.00</b>	<b>579.24</b>	
<b>50135 · COMPUTER SUPPLIES</b>			
Comp Maint/Support/Software	368.99	6,406.21	
<b>Total 50135 · COMPUTER SUPPLIES</b>	<b>368.99</b>	<b>6,406.21</b>	
<b>50155 · COPIER LEASE</b>	<b>413.28</b>	<b>3,174.09</b>	

**NORTH PARK MAIN STREET**  
**Profit & Loss**  
 June 2024

	Jun 24	Jul '23 - Jun 24	Notes - June
50060 · DUES & SUBSCRIPTIONS	79.00	1,066.00	
50035 · HEALTH INSURANCE	165.51	2,389.78	
50150 · OFFICE SUPPLIES & EXPENSES	241.05	4,476.49	
65600 · PAYROLL PREP FEES	343.00	4,733.75	
50075 · POSTAGE	0.00	52.67	
50020 · RENT-OFFICE	2,050.00	24,600.00	
50100 · REPAIR & MAINTENANCE	0.00	714.61	
50025 · STAFFING PAYROLL			
50038 · Employee Retirement	764.08	8,578.29	
50032 · EXECUTIVE ASSISTANT	5,158.34	43,031.77	
50026 · EXECUTIVE DIRECTOR	9,658.32	90,958.22	
50030 · PAYROLL TAX EXPENSE	3,613.53	48,683.06	
<b>Total 50025 · STAFFING PAYROLL</b>	<b>19,194.27</b>	<b>191,251.34</b>	
50140 · TAXES & FEES	0.00	200.00	
<b>Total ORGANIZATION</b>	<b>26,619.14</b>	<b>301,127.29</b>	
<b>Total Expense</b>	<b>94,106.66</b>	<b>1,261,383.67</b>	
<b>Net Ordinary Income</b>	<b>(47,005.21)</b>	<b>(161,012.92)</b>	
<b>Net Income</b>	<b>(47,005.21)</b>	<b>(161,012.92)</b>	

**NORTH PARK MAIN STREET  
Profit & Loss**

Accrual Basis

June 2024

	Jun 24	Jun 23	Jul '23 - Jun 24
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
40070 · SPONSORSHIPS	18,134.00	5,000.00	91,000.00
40025 · SED - Special Enhancement Dist	0.00	3,514.00	488,457.78
40067 · Explore North Park (EDTS grant			
40067b · Explore NP - misc income	0.00	0.00	1,000.00
<b>Total 40067 · Explore North Park (EDTS grant</b>	<b>0.00</b>	<b>0.00</b>	<b>1,000.00</b>
40165 · Misc Income - Temp Restricted			
40168 · Bookkeeping Grant	0.00	3,000.00	3,000.00
<b>Total 40165 · Misc Income - Temp Restricted</b>	<b>0.00</b>	<b>3,000.00</b>	<b>3,000.00</b>
40021 · BID Assessments Advance	6,873.61	6,621.63	78,889.66
41140 · Grants	0.00	10,139.65	1,789.35
40160 · GRANTS - TEMP RESTRICTED			
CPPS Grants	0.00	0.00	7,500.00
40160 · GRANTS - TEMP RESTRICTED - Other	0.00	0.00	16,090.00
<b>Total 40160 · GRANTS - TEMP RESTRICTED</b>	<b>0.00</b>	<b>0.00</b>	<b>23,590.00</b>
70010 · INTEREST INCOME	15.04	1.98	197.47
42030 · PUBLIC CONTRIBUTIONS	0.00	0.00	400.00
40040 · SPECIAL EVENTS INCOME			
Pressure Washing Program	250.00	250.00	1,750.00
40058 · Holiday Events	0.00	0.00	6,584.32
40066 · Taste of North Park			
Boutique Participation	0.00	0.00	2,750.00
Ticket Sales	0.00	0.00	74,166.06
<b>Total 40066 · Taste of North Park</b>	<b>0.00</b>	<b>0.00</b>	<b>76,916.06</b>
40050 · FESTIVAL			
NPMF Merchandise	0.00	0.00	1,901.60
NPMF - Ticket Sales	0.00	0.00	88,412.39
40056 · Beer Gardens-Craft Beer Block	0.00	0.00	32,950.10
40130 · TOT/City Fees & Services GRANTS			
40115 · TOT-City and City Fees&Services	8,003.80	4,008.02	10,000.00
<b>Total 40130 · TOT/City Fees &amp; Services GRA...</b>	<b>8,003.80</b>	<b>4,008.02</b>	<b>10,000.00</b>
40054 · VENDOR INCOME / Booths	675.00	0.00	17,520.00
40050 · FESTIVAL - Other	0.00	2,428.30	0.00
<b>Total 40050 · FESTIVAL</b>	<b>8,678.80</b>	<b>6,436.32</b>	<b>150,784.09</b>
40045 · FARMER'S MARKET			
40045-A · Vendor Fees	13,150.00	17,609.00	171,982.05
<b>Total 40045 · FARMER'S MARKET</b>	<b>13,150.00</b>	<b>17,609.00</b>	<b>171,982.05</b>
<b>Total 40040 · SPECIAL EVENTS INCOME</b>	<b>22,078.80</b>	<b>24,295.32</b>	<b>408,016.52</b>
40150 · MISCELLANEOUS INCOME			
40164 · Marketing	0.00	0.00	2,125.00
40154 · Community Profile	0.00	125.00	314.97
40150 · MISCELLANEOUS INCOME - Other	0.00	175.62	1,590.00
<b>Total 40150 · MISCELLANEOUS INCOME</b>	<b>0.00</b>	<b>300.62</b>	<b>4,029.97</b>
<b>Total Income</b>	<b>47,101.45</b>	<b>52,873.20</b>	<b>1,100,370.75</b>
<b>Gross Profit</b>	<b>47,101.45</b>	<b>52,873.20</b>	<b>1,100,370.75</b>
<b>Expense</b>			
52150 · Grant Expenses			
52158 · Technical Assistance City Grt	0.00	198.99	0.00
52150 · Grant Expenses - Other	704.17	0.00	2,579.17
<b>Total 52150 · Grant Expenses</b>	<b>704.17</b>	<b>198.99</b>	<b>2,579.17</b>
51510 · PROMOTION			
51514 · Marketing			
51514a · Small Business Saturday	0.00	0.00	3,984.70
51514 · Marketing - Other	(250.00)	0.00	3,919.41
<b>Total 51514 · Marketing</b>	<b>(250.00)</b>	<b>0.00</b>	<b>7,904.11</b>
51515 · WEB SITE	0.00	0.00	570.00
<b>Total 51510 · PROMOTION</b>	<b>(250.00)</b>	<b>0.00</b>	<b>8,474.11</b>
51537 · SED - Special Enhancement Dist			
General Operating			
SED - Insurance			
Insurance - Workers Comp	0.00	0.00	4,462.50
<b>Total SED - Insurance</b>	<b>0.00</b>	<b>0.00</b>	<b>4,462.50</b>
<b>Total General Operating</b>	<b>0.00</b>	<b>0.00</b>	<b>4,462.50</b>

**NORTH PARK MAIN STREET  
Profit & Loss**

Accrual Basis

June 2024

	Jun 24	Jun 23	Jul '23 - Jun 24
SED - Sanitation	33,305.06	32,396.44	376,029.30
SED - Landscaping	0.00	0.00	15,643.49
SED - Improvement & Econ Dev	1,500.00	6,921.68	64,138.80
SED - Safety Programs	1,107.29	7,497.01	41,244.93
SED - Administration	245.72	11,691.15	63,022.04
<b>Total 51537 · SED - Special Enhancement Dist</b>	<b>36,158.07</b>	<b>58,506.28</b>	<b>564,541.06</b>
<b>SPECIAL EVENTS &amp; PROJECTS</b>			
51536 · North Park Book Fair	269.00	737.12	269.00
51530 · Holiday Events	0.00	0.00	31,101.69
51527 · PBID - Spec Assessmt Dist costs			
PBID - Sanitation	0.00	1,500.00	0.00
<b>Total 51527 · PBID - Spec Assessmt Dist costs</b>	<b>0.00</b>	<b>1,500.00</b>	<b>0.00</b>
51520 · Taste of North Park			
Taste - Consultant/Contractors	0.00	0.00	2,050.00
Taste - Advertising	0.00	0.00	5,556.99
Taste - Supplies/Materials	0.00	0.00	3,864.90
Taste - Miscellaneous	0.00	0.00	2,117.34
Taste - Printing	0.00	0.00	2,414.00
<b>Total 51520 · Taste of North Park</b>	<b>0.00</b>	<b>0.00</b>	<b>16,003.23</b>
51522 · Community Profile	0.00	0.00	50.00
51100 · AWARDS & STIPENDS	0.00	0.00	21.16
51300 · HOLIDAY DECORATION	0.00	0.00	4,625.35
51400 · HOLIDAY PARTY	0.00	0.00	87.52
51500 · LICENSE & FEES	0.00	0.00	(259.00)
52000 · PRINTING & MARKETING	0.00	0.00	891.00
52004 · FESTIVAL			
52004J · Printing - general items	457.94	0.00	9,412.27
52004L · Beer Gardens&Craft Block	0.00	0.00	15,865.41
52004A · Contractors (Admin/Profession)	10,386.58	1,612.00	40,723.58
52004B · Music&Dancers (Artist/ Entert)	2,700.00	0.00	67,100.00
52004D · Marketing/Advertising	1,278.17	2,360.01	13,281.53
52004E · Materials & Supplies (support)	819.18	1,493.73	11,759.31
52004F · Permits (Other)	415.00	2,882.00	1,315.44
52004G · Equipment (Rent & Facility Exp)	3,142.76	692.00	54,254.84
52004H · Staging (Techl Prod)	0.00	4,550.00	0.00
<b>Total 52004 · FESTIVAL</b>	<b>19,199.63</b>	<b>13,589.74</b>	<b>213,712.38</b>
52200 · FARMER'S MARKET			
52200L · Staffing	6,283.90	4,791.73	55,654.30
52200I · FM - Bank Charges	355.96	0.00	1,927.17
52200A · Facility Expense	2,348.79	6,443.26	30,967.84
52200B · Marketing & Promotions	780.00	2,451.18	11,888.54
52200C · Materials & Supplies	34.00	1,119.53	6,722.00
52200D · Rent	0.00	71.44	0.00
52200E · Taxes & Licenses	1,604.00	1,272.27	10,999.86
<b>Total 52200 · FARMER'S MARKET</b>	<b>11,406.65</b>	<b>16,149.41</b>	<b>118,159.71</b>
52300 · COMMISSION	0.00	0.00	0.00
<b>Total SPECIAL EVENTS &amp; PROJECTS</b>	<b>30,875.28</b>	<b>31,976.27</b>	<b>384,662.04</b>
<b>ORGANIZATION</b>			
50040 · Hospitality	118.80	125.56	1,255.11
50070 · INSURANCE			
Auto/Truck Insurance	0.00	(121.62)	0.00
Volunteer Insurance	0.00	0.00	301.00
Special Events Policy	0.00	488.00	839.00
General Liability Insurance	0.00	0.00	4,931.00
Directors & Officers Insurance	0.00	0.00	3,053.00
Workers Compensation Insurance	0.00	0.00	4,207.75
<b>Total 50070 · INSURANCE</b>	<b>0.00</b>	<b>366.38</b>	<b>13,331.75</b>
50080 · TRAVEL & Parking	0.00	0.00	129.75
61100 · ACCOUNTING			
61100b · CPA - Audit & Tax Return	0.00	0.00	7,500.00
61100a · Bookkeeping	3,000.00	3,000.00	24,000.00
<b>Total 61100 · ACCOUNTING</b>	<b>3,000.00</b>	<b>3,000.00</b>	<b>31,500.00</b>
61200 · BANK SERVICE FEES			
Merchant Fees	645.24	265.29	15,148.49
61200 · BANK SERVICE FEES - Other	0.00	0.00	118.01
<b>Total 61200 · BANK SERVICE FEES</b>	<b>645.24</b>	<b>265.29</b>	<b>15,266.50</b>
61300 · BOARD & STAFF WORKSHOP & Develop	0.00	154.71	579.24
50135 · COMPUTER SUPPLIES			
Comp Maint/Support/Software	368.99	0.00	6,406.21
50135 · COMPUTER SUPPLIES - Other	0.00	370.00	0.00
<b>Total 50135 · COMPUTER SUPPLIES</b>	<b>368.99</b>	<b>370.00</b>	<b>6,406.21</b>

**NORTH PARK MAIN STREET  
Profit & Loss**

Accrual Basis

June 2024

	Jun 24	Jun 23	Jul '23 - Jun 24
50155 · COPIER LEASE	413.28	359.81	3,174.09
54510 · DEPRECIATION	0.00	2,001.00	0.00
50060 · DUES & SUBSCRIPTIONS	79.00	0.00	1,066.00
50035 · HEALTH INSURANCE	165.51	676.01	2,389.78
50150 · OFFICE SUPPLIES & EXPENSES	241.05	198.25	4,476.49
65600 · PAYROLL PREP FEES	343.00	0.00	4,733.75
50075 · POSTAGE	0.00	0.00	52.67
50020 · RENT-OFFICE	2,050.00	0.00	24,600.00
50100 · REPAIR & MAINTENANCE	0.00	0.00	714.61
50025 · STAFFING PAYROLL			
50038 · Employee Retirement	764.08	(1,414.85)	8,578.29
50032 · EXECUTIVE ASSISTANT	5,158.34	0.00	43,031.77
50026 · EXECUTIVE DIRECTOR	9,658.32	0.00	90,958.22
50030 · PAYROLL TAX EXPENSE	3,613.53	3,851.52	48,683.06
Total 50025 · STAFFING PAYROLL	19,194.27	2,436.67	191,251.34
50140 · TAXES & FEES	0.00	0.00	200.00
<b>Total ORGANIZATION</b>	<b>26,619.14</b>	<b>9,953.68</b>	<b>301,127.29</b>
<b>Total Expense</b>	<b>94,106.66</b>	<b>100,635.22</b>	<b>1,261,383.67</b>
<b>Net Ordinary Income</b>	<b>(47,005.21)</b>	<b>(47,762.02)</b>	<b>(161,012.92)</b>
<b>Net Income</b>	<b>(47,005.21)</b>	<b>(47,762.02)</b>	<b>(161,012.92)</b>