



# Old Town San Diego Chamber of Commerce/BID Board of Directors Meeting

**Minutes of the Board of June 19, 2013**  
8:30 AM @ Mormon Battalion Historic Site

**Directors Present:**

Alana Coons - SOHO  
Fred Grand - Hacienda Hotel  
Jeanne Ferrell - Cold Stone Creamery  
Michael Howland – Michael Howland CPA  
Bruce Johnson – Alamo Mexican Cafe  
Dave McGuire - Bailey & McGuire  
Diane Powers - Bazaar Del Mundo  
Chuck Ross – Fiesta de Reyes  
Dave Thornton – OT Trolley Tours

**Guests:**

Rev Peter Esiolanti – Immaculate Conception  
Patty Ducey-Brook - Presidio Communications  
Bob Barros – Visual Media/OT Guide  
Ed Seegmiller – MBHS  
Kim McLaughlin – Haunted SD Ghost Tours  
Adrian Granda – CD3 Representative  
Stephan Winters – Sharks Basketball  
Chris Ward – Sen Marty Block Representative  
Beth Robrahn - SANDAG  
Joe Naskar – Western slope Association

**Directors Absent:**

Diane Lowery – Lowery’s Hot Glass  
Christine Smith – Café Coyote  
John Savage – Old Town Market

**Staff:**

Richard Stegner - Executive Director

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Fred Grand, President, called the meeting to order at 8:34 a.m.

Introductions of members and visitors were made.

**Non-Agenda Public Comment** – The President, Fred Grand, asked those present if anyone was wishing to make a public comment.

Father Peter of Immaculate Catholic Church was introduced.

Bruce Johnson arrived at 8:40 am.

**Presentation:** Beth Robrahn presented SANDAG’s ideas for the Uptown Regional Bike Corridors. This would provide choices to bicyclers. Create safe streets for walking and biking. They are trying to lay a foundation for safe bicycling in the region. Defined priorities and design process. They are working on Design Alternatives. She said they will be talking to Community groups all summer. Beth Robrahn contact number is 619/699-6980 and email address is [Beth.robrahn@sandag.org](mailto:Beth.robrahn@sandag.org).

## **Administrative Items**

- a. Board Administrative Items - None
- b. Request for Agenda Revisions - None
- c. Conflict of Interest Declarations on Agenda Items - None

## **Approval of Minutes**

**MOTION: to approve the minutes of May 15, 2013 Chamber Meeting**

**M/S/A: Dave McGuire / Chuck Ross (#06-19-13-1) - Motion Passed 9-0-2 A/ Michael Howland and Alana Coons who were absent from the last meeting.**

## **Financial Report**

Michael Howland, Treasurer, presented the financial report for May 2013 which were reviewed and discussed.

**MOTION: to accept the May 2013 financials as presented, subject to audit.**

**M/S/U: Chuck Ross /Jeanne Ferrell (#06-19-13-2) - Motion Passed 9-0-0**

## ***COMMITTEE REPORTS***

### **Organization Committee**

**Old Town Saturday Market** – Update provided by Dave McGuire. Market is on target and should exceed its budget by a small amount.

**Board Retreat** – The board decided to hold the annual board retreat in July following the regular meeting on July 17. The board retreat will held at the Hacienda Hotel. Survey questions will be sent out to the board members in advance of the meeting.

**By-Laws Committee** – Three board members have volunteered to review the Old Town Chamber current by-laws: Jeanne Ferrell, Michael Howland and Dave McGuire. They have a meeting scheduled for second week in July.

**Economic Restructuring Committee** – No Report

### **Design Committee:**

Richard Stegner gave report. Kiosk maps will be done by end of next week. The Utility boxes project is going along. Michael Le Bold muralist was chosen to do the boxes. The first 10 pilot boxes were chosen and should start in August or September. We need to discuss maintenance. Discussion on a clean Old Town. Recycle barrels might be the answer. The Design Committee will discuss the issue

Review of the Budget will be voted on next month.

### **Promotions Committee**

Chuck Ross reported that next meeting is scheduled for Thursday, July 11 at 2:00 pm. TV commercials, the committee again selected to continue with KFMB and Jack FM. KFMB was chosen to do the TV Commercial this fall/winter. The committee approved their FY14 promotion budget. They will bring to the next meeting, refinements and pricing. Marketing will focus on Heritage tourism. The Car Show will set a meeting date and have a preliminary budget. The Tequila Trail new date is September 19 and currently has 10 sponsors.

### **Old Town Community Parking Advisory Committee:**

Next meeting scheduled for July 16, 2013 at the Hacienda Hotel @10:00 am.

### **Executive Director Report:**

The Old Town Community Day at the County Fair was Saturday, June 8th. John from the Mormon Battalion was a hit with his rope making as was the Duck Pond.

The County CEP Presentation was held on June 11 at 9:30 am.

The Coaster will have late night service until 1:30 pm between June 8 and July 6.

The SBA Small Business Awards and SBDC Conference were held on June 12.

The Chamber business mixer was held in conjunction with the Mormon Battalion Flag Day Ceremony on June 14.

July meeting will have a discussion of the new Health Care concerns.

Letter from the Chamber concerning SANDAG's bicycle program will be discussed at the Board Retreat. Further discussion on the bicycle program needs involvement of Chamber on the issue.

Dave Thornton will be our 2nd person to represent Old Town.

Visitor Center update.

### **Upcoming Chamber Activities**

- a. Old Town Community Parking Advisory Committee meeting July 16 2013 - Hacienda Hotel @ 10:00 AM
- b. Car Show –September 7, 2013
- c. Tequila Trail – September 19,2013
- d. Art Festival – October 5-6, 2012

### **Community Updates**

Steve Affleck from the Mormon Battalion talked about Flag Day in Old Town. He was the producer of the Event which featured Survivors of the Chosen Reservoir in Korea. Buffalo Soldiers, Gold Star Wives and the Army of the West. The Marine Band from the Marine Recruit Depot played for the event. Ed and Sherrie Seegmiller were presented an award for all they have done for the Community. The Marine Sabre cake cutting was presented to the oldest and youngest Marine present. This event was a huge success and brought tears and laughter to all of us who attended.

Adrian Granda – CD3 Representative provided updates on City Council activities and discussed the Cal Trans building. The City budget is balanced and passed.

Chris from Marty Block's office also discussed the Cal Trans building and distributed their newsletter.

**Old Business** – None

**New Business**

Discussion on the freeway ramps having a lot of trash at the entrances to Old Town.

Meeting adjourned. 10:44 A.M for Closed Session.

Next regular Chamber meeting is scheduled for Wednesday, July 17, 2013.

Respectfully submitted,

Signed: \_\_\_\_\_  
          Jeanne Ferrell, Secretary

**Old Town San Diego Chamber of Commerce/BID**  
**Balance Sheet**  
As of May 31, 2013

Actual

**ASSETS**

**Current Assets**

**Checking/Savings**

General Account	\$	33,104
Checking AF		9,318
Special Events		0
Merchants Account		2,162
Petty Cash		37

**Accounts Receivable**

Accounts Receivable		32,545
Bid Receivable		0
Boot Receivable		14,878
Art Festival		0

**Total Other Current Assets** 92,044

**Fixed Assets**

Office Furniture		3,819
Accumulated Depreciation		(3,819)
Security Deposits		1,083

**Total Long Term Assets** 1,083

**TOTAL ASSETS** \$ 93,127

**LIABILITIES & EQUITY**

**Liabilities**

**Current Liabilities**

Accounts Payable	\$	23
SBEP Advance		0
Bid Assessments		432
Deferred Revenue		2,500
Due to Other Organizations		6,319

**Total Liabilities** 9,274

**Equity**

Fund Balance		54,155
Audit Adjustments		0
Net Income		29,698

**Total Equity** 83,853

**TOTAL LIABILITIES & EQUITY** \$ 93,127

Management Use Only

**Old Town San Diego Chamber of Commerce/BID  
Profit & Loss  
July 2012 through May 2013**

	Actual	Budget
<b>Ordinary Income/Expense</b>		
<b>40010 · SPECIAL EVENTS INCOME</b>		
Saturday Market	\$ 33,262	\$ 36,000
Golf Tournament	4,600	
Tequila Trails	22,256	13,000
FDKK - Car Show - Revenue	24,799	21,450
Art Festival - Revenue	59,660	68,300
	<hr/>	<hr/>
<b>Total 40010 · SPECIAL EVENTS INCOME</b>	<b>144,577</b>	<b>138,750</b>
<b>40020 · BID REIMBURSEMENT</b>		
40015 - CITY FEES AND OFFSET	23,775	
40025 · BID ASSESSMENT	31,338	34,500
40030 - CHAMBER MEMBERSHIP DUES	0	
40130- FUNDRAISING	11,129	22,300
40135 - GRANTS	0	1,300
41000 - SBEP	16,741	17,600
40150 · OTHER	26	
	<hr/>	<hr/>
<b>Total Revenue</b>	<b>227,586</b>	<b>214,450</b>
 <b>I - PERSONNEL &amp; ORGANIZATION</b>		
<b>50000 · OCCUPANCY EXPENSE</b>		
520020 · RENT	9,000	10,800
54500 · UTILITIES	1,822	2,800
53000 - CLEANING	1,322	1,500
53500 · STORAGE UNIT	2,218	2,640
54000 · TELEPHONE	2,990	3,000
	<hr/>	<hr/>
<b>Total 50000 · OCCUPANCY EXPENSE</b>	<b>17,352</b>	<b>20,740</b>
 <b>55000 · STAFFING</b>		
55200 · EXECUTIVE DIRECTOR	38,923	42,200
55300 · WORKER'S COMP INSURANCE	(131)	700
55400 · PAYROLL EXPENSES	4,722	4,900
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<b>Total 55000 · STAFFING</b>	<b>43,514</b>	<b>47,800</b>
56037 - AUTO/TRAVEL		500
50045 - ELECTION EXPENSE	941	1,500
50060 · DUES & SUBSCRIPTIONS	990	900
50065 - PRINTING	0	2,040
50075 - POSTAGE	433	1,000
50080 - PROFESSIONAL SERVICES	4,650	3,200
50070 · GEN'L INSURANCE	1,591	2,500
50100 · REPAIR & MAINTENANCE	422	500
50122 · AWARDS	1,174	
50140 · BANK FEES, FIN CH & TAXES	170	
50150 · OFFICE SUPPLIES	2,203	3,500

52003 · MEETINGS	1,032	950
<b>Total I - PERSONNEL &amp; ORGANIZATION</b>	<b>74,472</b>	<b>85,130</b>
<b>II - EVENTS/MISC PROGRAM</b>		
<b>60000 · EVENTS/PROJECTS</b>		
6100- SATURDAY MARKET	2,808	2,600
51572 · BUSINESS MIXERS	0	1,500
6800 - F.D.K.K. CAR SHOW	25,807	21,450
51577 · EVENTS	702	
51580 · H.O.T.C.F.	15,381	
51582 · ART FESTIVAL	53,574	63,300
GOLF CLASSIC	4,600	
WEBSITE		
<b>Total II - Events</b>	<b>102,872</b>	<b>88,850</b>
<b>Total II - EVENTS</b>		
<b>III - DESIGN PROGRAMS</b>		
70020 - STREETSCAPE	6,025	7,900
70025 · BANNER PROGRAM	1,830	4,800
70035 · DESIGN SPECIAL PROJECTS	0	0
<b>Total III - DESIGN PROGRAMS</b>	<b>7,855</b>	<b>12,700</b>
<b>IV - PROMOTION PROGRAMS</b>		
71526 · PRINT ADVERTISING	6,670	5,000
71525 - OTHER ADVERTISING	2,475	17,150
71090 - MARKETING/ PR	570	
72010 - EVENT PROMOTIONS	2,974	1,600
<b>Total IV - PROMOTION PROGRAMS</b>	<b>12,689</b>	<b>23,750</b>
<b>V - ECONOMIC RESTRUCTURING</b>		
OT - CONTINGENCY	0	50
		3,400
<b>Total Expense</b>	<b>197,888</b>	<b>213,880</b>
<b>Net Income</b>	<b>\$ 29,698</b>	<b>\$ 570</b>

Management Use Only





**Old Town San Diego Chamber of Commerce/BID**  
**FY 2014 Program Budget by Class**  
 July 2013 through June 2014

06/18/13

	<u>BID REIMB</u>	<u>Total CHAMBER</u>	<u>Total SBEP</u>	<u>TOTAL</u>
	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
40010 · SPECIAL EVENTS INCOME				
40045 · SATURDAY MARKET		36,200.00		36,200.00
40064 · TEQUILA TRAIL		21,200.00		21,200.00
<b>Total 40010 · SPECIAL EVENTS INCOME</b>		<b>57,400.00</b>		<b>57,400.00</b>
40020 · BID DISBURSEMENTS	34,500.00			34,500.00
40130 · FUND RAISING		14,300.00		14,300.00
41000 · SBEP			17,600.00	17,600.00
<b>Total Income</b>	<b>34,500.00</b>	<b>71,700.00</b>	<b>17,600.00</b>	<b>123,800.00</b>
<b>Gross Profit</b>	<b>34,500.00</b>	<b>71,700.00</b>	<b>17,600.00</b>	<b>123,800.00</b>
<b>Expense</b>				
<b>I - PERSONNEL &amp; ORGANIZATION</b>				
71516 · WEB HOSTING		150.00		150.00
50000 · OCCUPANCY EXPENSE				
520020 · RENT	3,200.00	7,700.00		10,900.00
54500 · UTILITIES	1,400.00	1,400.00		2,800.00
53000 · OFFICE CLEANING		1,500.00		1,500.00
53500 · STORAGE UNIT		2,640.00		2,640.00
54000 · TELEPHONE				
54051 · TELEPHONE - OFFICE	500.00	2,250.00		2,750.00
54053 · TELEPHONE - STAFF		1,050.00		1,050.00
<b>Total 54000 · TELEPHONE</b>	<b>500.00</b>	<b>3,300.00</b>		<b>3,800.00</b>
<b>Total 50000 · OCCUPANCY EXPENSE</b>	<b>5,100.00</b>	<b>16,540.00</b>		<b>21,640.00</b>
55000 · STAFFING				
55200 · EXECUTIVE DIRECTOR				
55222 · EXEC DIR - OT CPD ALLOC...		3,576.00		3,576.00
55200 · EXECUTIVE DIRECTOR - Ot...	6,900.00	16,000.00	16,000.00	38,900.00
<b>Total 55200 · EXECUTIVE DIRECTOR</b>	<b>6,900.00</b>	<b>19,576.00</b>	<b>16,000.00</b>	<b>42,476.00</b>
55300 · WORKER'S COMP INSURANCE			276.00	276.00
55400 · PAYROLL EXPENSES		200.00	1,324.00	1,524.00
<b>Total 55000 · STAFFING</b>	<b>6,900.00</b>	<b>19,776.00</b>	<b>17,600.00</b>	<b>44,276.00</b>
50045 · ELECTION EXPENSE		800.00		800.00
50060 · DUES & SUBSCRIPTIONS	300.00			300.00
50065 · PRINTING				
51520 · NEWSLETTER - PRINTING	1,500.00	700.00		2,200.00
<b>Total 50065 · PRINTING</b>	<b>1,500.00</b>	<b>700.00</b>		<b>2,200.00</b>
50070 · GEN'L INSURANCE	800.00	1,702.00		2,502.00
50075 · POSTAGE		200.00		200.00
50080 · PROFESSIONAL SERVICES				
50082 · ACCOUNTING/TAX PREPARA...	1,500.00	1,500.00		3,000.00
<b>Total 50080 · PROFESSIONAL SERVICES</b>	<b>1,500.00</b>	<b>1,500.00</b>		<b>3,000.00</b>
50100 · REPAIR & MAINTENANCE		300.00		300.00
50115 · ANNUAL REPORT	100.00	270.00		370.00
50120 · ANNUAL MEETING	700.00	262.00		962.00
50122 · AWARDS		165.00		165.00
50140 · BANK FEES, FIN CH & TAXES		110.00		110.00
50150 · OFFICE SUPPLIES		2,400.00		2,400.00
52003 · MEETINGS		50.00		50.00
<b>Total I - PERSONNEL &amp; ORGANIZATION</b>	<b>16,900.00</b>	<b>44,925.00</b>	<b>17,600.00</b>	<b>79,425.00</b>

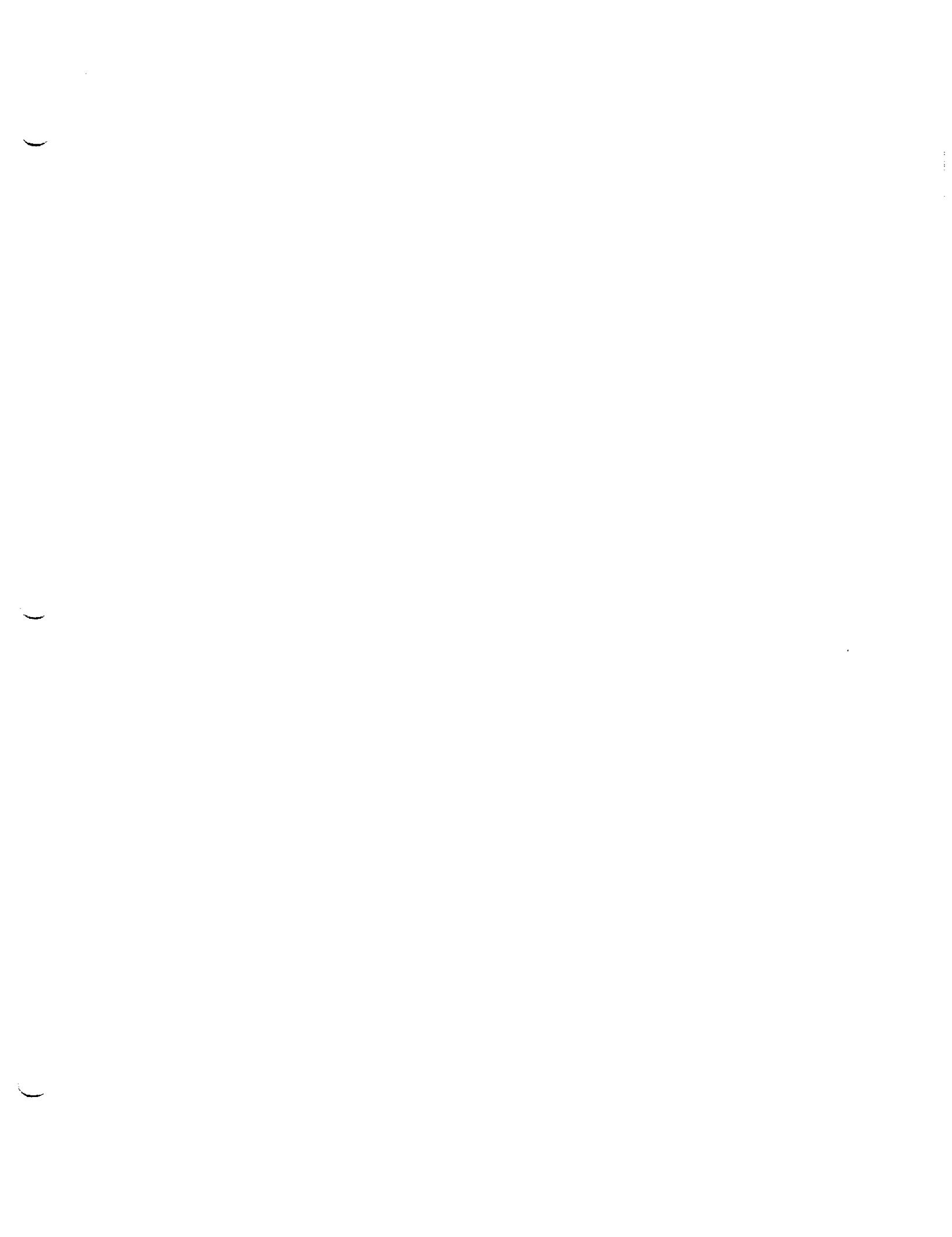
**Old Town San Diego Chamber of Commerce/BID**  
**FY 2014 Program Budget by Class**  
 July 2013 through June 2014

	<u>BID REIMB</u>	<u>Total CHAMBER</u>	<u>Total SBEP</u>	<u>TOTAL</u>
	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>
<b>II - SPECIAL PROJECTS/EVENTS</b>				
<b>60000 · SPECIAL PROJECTS/EVENTS</b>				
6100 · SATURDAY MARKET		1,100.00		1,100.00
51572 · BUSINESS MIXERS	500.00	300.00		800.00
<b>Total 60000 · SPECIAL PROJECTS/EVEN...</b>	<u>500.00</u>	<u>1,400.00</u>		<u>1,900.00</u>
<b>Total II - SPECIAL PROJECTS/EVENTS</b>	500.00	1,400.00		1,900.00
<b>IV - DESIGN PROGRAMS</b>				
70020 · STREETSCAPE	3,300.00	3,650.00		6,950.00
70025 · BANNER PROGRAM	3,800.00	1,200.00		5,000.00
70035 · DESIGN SPECIAL PROJECTS		800.00		800.00
<b>Total IV - DESIGN PROGRAMS</b>	<u>7,100.00</u>	<u>5,650.00</u>		<u>12,750.00</u>
<b>V - PROMOTION PROGRAMS</b>				
71526 · PRINT ADVERTISING	4,500.00	1,825.00		6,325.00
71525 · OTHER ADVERTISING	3,500.00	8,400.00		11,900.00
71090 · MARKETING/PR ACTIVITIES		3,500.00		3,500.00
72010 · EVENT PROMOTIONS		3,500.00		3,500.00
<b>Total V - PROMOTION PROGRAMS</b>	<u>8,000.00</u>	<u>17,225.00</u>		<u>25,225.00</u>
<b>5405 · OT CONTINGENCY</b>	2,000.00	2,500.00		4,500.00
<b>Total Expense</b>	<u>34,500.00</u>	<u>71,700.00</u>	<u>17,600.00</u>	<u>123,800.00</u>
<b>Net Ordinary Income</b>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>

# Old Town Saturday Market - Income & Expense - FY 2011-2013

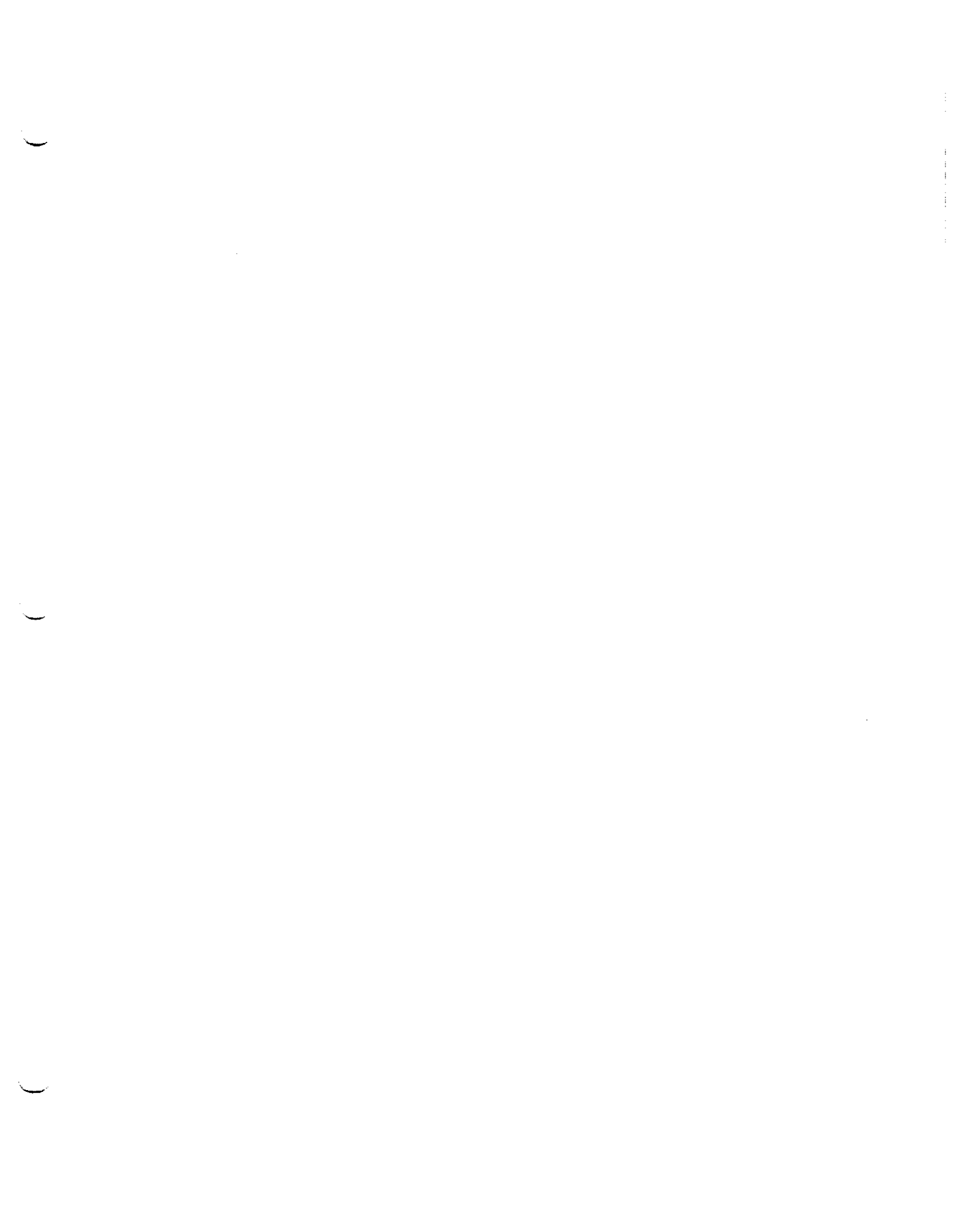
Week Receipts 2012-13			Week Receipts 2011-2012			Week Receipts 2010-2011		
Week	Receipts	M Total	Week	Receipts	M Total	Week	Receipts	M Total
7-Jul	\$1,080.25		2-Jul	\$759.05		3-Jul	\$850.45	
14-Jul	\$897.75		9-Jul	\$832.35		10-Jul	\$871.17	
21-Jul	\$1,041.39		16-Jul	\$864.80		17-Jul	\$797.46	
28-Jul	\$980.35	\$3,999.74	23-Jul	\$864.80		24-Jul	\$807.49	
4-Aug	\$961.45		30-Jul	\$701.60	\$4,022.60	31-Jul	\$910.92	\$4,237.49
11-Aug	\$856.80		6-Aug	\$934.85		7-Aug	\$878.22	
18-Aug	\$855.50		13-Aug	\$908.10		14-Aug	\$971.75	
25-Aug	\$975.99	\$3,649.74	20-Aug	\$876.90		21-Aug	\$900.57	
1-Sep	\$827.80		27-Aug	\$769.65	\$3,489.50	28-Aug	\$772.40	\$3,522.94
8-Sep	Car Show		3-Sep	\$770.35		4-Sep	\$789.23	
15-Sep	\$466.30		10-Sep	FDKK		11-Sep	\$750.70	
22-Sep	\$629.63		17-Sep	\$897.85		18-Sep	\$737.35	
29-Sep	\$704.65	\$2,628.38	24-Sep	\$737.55	\$2,405.75	25-Sep	\$625.50	\$3,675.18
			1-Oct	AF		2-Oct	\$552.15	
6-Oct	AF		8-Oct	\$906.60		AF	\$0.00	
13-Oct	\$797.00		15-Oct	\$804.10		16-Oct	\$718.75	
20-Oct	\$768.00		22-Oct	\$817.00		23-Oct	454.55 R	
27-Oct	\$603.30	\$2,168.30	29-Oct	\$727.00	\$3,254.70	30-Oct	Rain	\$1,270.90
3-Nov	\$750.40		5-Nov	\$781.35		6-Nov	\$710.45	
10-Nov	\$526.70		12-Nov	Rain		13-Nov	\$820.65	
17-Nov	\$692.77		19-Nov	\$734.65		20-Nov	Rain	
24-Nov	\$628.45	\$2,598.32	26-Nov	\$903.55	\$2,419.55	27-Nov	\$850.50	\$2,381.60
1-Dec	\$687.05		3-Dec	\$572.70		4-Dec	\$546.50	
8-Dec	\$792.15		10-Dec	\$818.00		11-Dec	\$780.55	
15-Dec	\$515.40		17-Dec	\$715.65		18-Dec	Rain	
22-Dec	\$840.50		24-Dec	Closed		25-Dec	Christmas	\$1,327.05
29-Dec	\$406.20	\$3,241.30	31-Dec	\$750.50	\$2,856.85			
5-Jan	\$792.30		7-Jan	\$704.00		1-Jan	New Year	
12-Jan	\$674.80		14-Jan	\$808.55		8-Jan	\$646.20	
19-Jan	\$822.65		21-Jan	Rain		15-Jan	\$726.40	
26-Jan	Rain	\$2,289.75	28-Jan	\$642.55	\$2,155.10	22-Jan	\$800.05	
2-Feb	\$807.48		4-Feb	\$759.95		29-Jan	\$850.40	\$3,023.05
9-Feb	\$691.00		11-Feb	\$643.30		5-Feb	\$706.05	
16-Feb	\$977.57		18-Feb	\$824.40		12-Feb	\$971.90	
23-Feb	\$906.50	\$3,382.55	25-Feb	\$682.70	\$2,910.35	19-Feb	Rain	
2-Mar	\$1,109.14		3-Mar	\$754.25		26-Feb	Rain	\$1,677.95
9-Mar	\$835.52		10-Mar	\$844.75		5-Mar	\$887.85	
16-Mar	\$961.67		17-Mar	Rain		12-Mar	\$841.35	
23-Mar	\$1,035.82		24-Mar	\$779.15		19-Mar	\$635.70	
30-Mar	\$1,168.37	\$5,110.52	31-Mar	\$887.60	\$3,265.75	26-Mar	\$718.70	\$3,083.60
6-Apr	\$1,030.08		7-Apr	\$870.20		2-Apr	\$766.15	
13-Apr	\$844.20		14-Apr	\$358.08		9-Apr	\$698.45	
20-Apr	\$896.07		21-Apr	\$772.30		16-Apr	\$723.95	
27-Apr	\$810.40	\$3,580.75	28-Apr	\$807.95	\$2,808.53	23-Apr	\$638.80	
4-May	Cinco		5-May	Cinco		30-Apr	Cinco	\$2,827.35
11-May	\$845.20		12-May	\$740.65		7-May	\$705.30	
18-May	\$725.57		19-May	\$781.73		14-May	\$679.55	
25-May	\$915.12	\$2,485.89	26-May	\$825.81	\$1,607.54	21-May	\$680.00	
1-Jun	\$834.27		2-Jun	\$670.10		28-May	\$829.80	\$2,189.35
8-Jun			9-Jun	\$811.25		4-Jun	\$675.25	
15-Jun			16-Jun	\$977.70		11-Jun	\$852.00	
22-Jun			23-Jun	\$877.40		18-Jun	\$762.75	
29-Jun		\$834.27	30-Jun	\$964.75	\$3,631.10	25-Jun	\$726.05	\$3,016.05
<b>TOTAL</b>	<b>\$35,969.51</b>		<b>TOTAL</b>	<b>\$36,238.07</b>		<b>TOTAL</b>	<b>\$32,165.41</b>	
	\$817.49		<b>Week Avg</b>	\$787.78			\$748.03	





**Old Town San Diego Chamber of Commerce/BID  
Design Committee  
FY14 Proposed Budget**

	<u><b>FY14 Budget</b></u>
<b>INCOME</b>	
40010 · SPECIAL EVENTS INCOME	
40045 · SATURDAY MARKET (\$34,200 Income * 35%)	\$ 11,970
GRANTS COUNTY	<u>\$ 14,000</u>
Total 40010 · SPECIAL EVENTS INCOME	<u>\$ 25,970</u>
 <b>EXPENSE</b>	
 <b>IV - DESIGN PROGRAMS</b>	
70020 · STREETSCAPE	\$ 9,500
70025 · BANNER PROGRAM	\$ 3,600
70035 · DESIGN SPECIAL PROJECTS	<u>\$ 14,200</u>
Total IV - DESIGN PROGRAMS	<u>\$ 27,300</u>



**Old Town San Diego Chamber of Commerce/BID  
Promotions Committee  
FY13 Budget & FY14 Proposed Budget**

	<b>FY13 Budget</b>	<b>FY13 YTD</b>	<b>FY14 Budget</b>
<b>INCOME</b>			
40010 · SPECIAL EVENTS INCOME			
40045 · SATURDAY MARKET (\$34,200 Income * 35%)	\$ 11,970	\$ 11,970	\$ 12,250
40065 · TEQUILA TRAIL	\$ 17,500	\$ 22,256	\$ 19,500
Total 40010 · SPECIAL EVENTS INCOME	\$ 29,470	\$ 34,226	\$ 31,750
<b>EXPENSE</b>			
<b>V - PROMOTION PROGRAMS</b>			
71526 · PRINT ADVERTISING			
Visitor's Guide	\$ 5,000	\$ 5,000	
InfoBoard	\$ 1,500	\$ 1,153	\$ -
Presidio Sentinel	\$ 300	\$ 228	
Uptown News		\$ 289	
Total 71526 · PRINT ADVERTISING	\$ 6,800	\$ 6,670	\$ -
71525 · OTHER ADVERTISING TV/RADIO			
BlackEye Studio Inc.		\$ 2,475	
Total 71525 · OTHER ADVERTISING	\$ 2,500	\$ 2,475	\$ -
71090 · MARKETING/PR ACTIVITIES			
Group Tour Media		\$ 570	
Total 71090 · MARKETING/PR ACTIVITIES	\$ 1,647	\$ 570	\$ -
72010 · EVENT SPONSORSHIPS			
DOD	\$ 1,500	\$ 1,500	
Christmas Tree	\$ 1,500	\$ 974	
Los Posadas	\$ 500	\$ 500	
Total 72010 · EVENT PROMOTIONS	\$ 3,500	\$ 2,974	\$ -
<b>Total V - PROMOTION PROGRAMS</b>	<b>\$ 14,447</b>	<b>\$ 12,689</b>	<b>\$ -</b>