

GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget Performance
 January 1, 2024

	Jan 1, 24	Budget	Jan 1, 24	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
Unearned Assessments 2024	0.00	0.00	0.00	0.00	
Assessment Income-TAVA transfer	0.00	0.00	0.00	0.00	
BID Revenue					
Business Licences	0.00	1,161.29	0.00	1,161.29	36,000.00
BID Revenue - Other	0.00	0.00	0.00	0.00	
Total BID Revenue	0.00	1,161.29	0.00	1,161.29	36,000.00
Non Assesmennt Income					
Grants	0.00	0.03	0.00	0.03	1.00
Sponsorships	0.00	0.00	0.00	0.00	
Non Assesmennt Income - Other	0.00	0.00	0.00	0.00	
Total Non Assesmennt Income	0.00	0.03	0.00	0.03	1.00
PBID Revenue					
Prop. Owner Assessments 2024	0.00	15,664.25	0.00	15,664.25	485,591.64
Prop. Owner Assessments 2023	0.00	0.00	0.00	0.00	
PBID Revenue - Other	0.00	0.00	0.00	0.00	
Total PBID Revenue	0.00	15,664.25	0.00	15,664.25	485,591.64
Program Income					
Farmers Market					
F.M. Vendor Income	0.00	0.00	0.00	0.00	
Farmers Market - Other	0.00	237.37	0.00	237.37	88,299.96
Total Farmers Market	0.00	237.37	0.00	237.37	88,299.96
Grants	0.00	0.00	0.00	0.00	
Program Income - Other	0.00	0.00	0.00	0.00	
Total Program Income	0.00	237.37	0.00	237.37	88,299.96
Special Event Income					
Amps & Ales	0.00	0.03	0.00	0.03	1.00
Dia De Los Muertos	0.00	0.03	0.00	0.03	1.00
Lemon Festival	0.00	0.03	0.00	0.03	1.00
Starlight Event	0.00	0.03	0.00	0.03	1.00
Taste of Third	0.00	0.03	0.00	0.03	1.00
Special Event Income - Other	0.00	0.00	0.00	0.00	
Total Special Event Income	0.00	0.15	0.00	0.15	5.00
Prior Year Income Over Expenses	0.00	1,000.00	0.00	1,000.00	31,000.00
Total Income	0.00	18,063.09	0.00	18,063.09	640,897.60
Cost of Goods Sold					

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Cost of Goods Sold	0.00	0.00	0.00	0.00	
Total COGS	0.00	0.00	0.00	0.00	
Gross Profit	0.00	18,063.09	0.00	18,063.09	640,897.60
Expense					
County Grant Expense	0.00	0.03	0.00	0.03	1.00
ADMINISTRATION					
Accounting Fees	0.00	13.44	0.00	13.44	5,000.04
Bank /CC Fees	0.00	1.21	0.00	1.21	450.00
Business Registration Fees	0.00	1.34	0.00	1.34	500.04
Dues and Subscriptions	0.00	4.03	0.00	4.03	1,500.00
Insurance					
Excess Liability	0.00	11.16	0.00	11.16	4,149.96
Auto Insurance	0.00	8.33	0.00	8.33	3,099.96
General Liability, D and O	0.00	33.06	0.00	33.06	12,300.00
Insurance - Other	0.00	0.00	0.00	0.00	
Total Insurance	0.00	52.55	0.00	52.55	19,549.92
Legal Fees	0.00	1.34	0.00	1.34	500.04
Meals and Entertainment	0.00	2.69	0.00	2.69	999.96
Office Expense	0.00	5.38	0.00	5.38	2,000.04
Office Supplies	0.00	10.75	0.00	10.75	3,999.96
Outside Contract Services	0.00	516.13	0.00	516.13	192,000.00
Postage, Mailing Service	0.00	2.42	0.00	2.42	900.00
Printing and Copying	0.00	4.03	0.00	4.03	1,500.00
Rent, Parking, Utilities	0.00	126.34	0.00	126.34	47,000.04
Telephone, Telecommunications	0.00	14.78	0.00	14.78	5,499.96
Utilities	0.00	0.00	0.00	0.00	
Waste Services	0.00	9.68	0.00	9.68	3,600.00
ADMINISTRATION - Other	0.00	0.00	0.00	0.00	
Total ADMINISTRATION	0.00	766.11	0.00	766.11	285,000.00
DI&P					
Advertising and Promotions	0.00	13.44	0.00	13.44	5,000.04
Public Relations	0.00	161.29	0.00	161.29	60,000.00
Rebrand & Photo Budget	0.00	2.69	0.00	2.69	83.33
Website and Hosting	0.00	11.83	0.00	11.83	4,400.04
DI&P - Other	0.00	0.00	0.00	0.00	
Total DI&P	0.00	189.25	0.00	189.25	69,483.41
Event Expenses					
Farmers Market					
F.M.-Consultant	0.00	63.97	0.00	63.97	23,798.04
F.M.- Staffing	0.00	76.34	0.00	76.34	28,400.04

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F.M.- Payroll & Taxes	0.00	0.00	0.00	0.00	
F.M.- Permits & Fees	0.00	3.23	0.00	3.23	1,200.00
F.M.-Printing	0.00	4.03	0.00	4.03	1,500.00
F.M. - Equipment Rentals	0.00	25.82	0.00	25.82	9,605.04
Farmers Market - Other	0.00	0.00	0.00	0.00	
Total Farmers Market	0.00	173.39	0.00	173.39	64,503.12
Event Expenses - Other	0.00	0.16	0.00	0.16	5.00
Total Event Expenses	0.00	173.55	0.00	173.55	64,508.12
CIVIL SIDEWALKS					
Compensation & Benefits					
Cell Phone Allowance	0.00	0.00	0.00	0.00	
Workers Comp	0.00	0.00	0.00	0.00	
Salaries & Wages	0.00	0.00	0.00	0.00	
Payroll Processing Fees	0.00	0.00	0.00	0.00	
Payroll Taxes	0.00	0.00	0.00	0.00	
Health Insurance	0.00	0.00	0.00	0.00	
Compensation & Benefits - Other	0.00	427.42	0.00	427.42	159,000.00
Total Compensation & Benefits	0.00	427.42	0.00	427.42	159,000.00
District Utilities	0.00	67.20	0.00	67.20	24,999.96
Equip Rental & Maintenance	0.00	8.06	0.00	8.06	3,000.00
Landscape Contracted Services	0.00	26.88	0.00	26.88	9,999.96
Maintenance Services					
Auto					
Fuel	0.00	9.68	0.00	9.68	3,600.00
Maintenance & Sevice	0.00	1.08	0.00	1.08	399.96
Auto - Other	0.00	0.00	0.00	0.00	
Total Auto	0.00	10.76	0.00	10.76	3,999.96
Maintenance Services - Other	0.00	0.00	0.00	0.00	
Total Maintenance Services	0.00	10.76	0.00	10.76	3,999.96
Maintenance Supplies	0.00	40.32	0.00	40.32	15,000.00
Nursery Supplies & Equipment	0.00	26.88	0.00	26.88	9,999.96
Sidewalk Pressure Washing	0.00	102.15	0.00	102.15	38,000.04
Uniforms	0.00	4.03	0.00	4.03	1,500.00
CIVIL SIDEWALKS - Other	0.00	0.00	0.00	0.00	
Total CIVIL SIDEWALKS	0.00	713.70	0.00	713.70	265,499.88
Payroll Expenses	0.00	0.00	0.00	0.00	
Unallocated	0.00	0.00	0.00	0.00	

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Cash Basis

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Total Expense	0.00	1,842.64	0.00	1,842.64	684,492.41
Net Ordinary Income	0.00	16,220.45	0.00	16,220.45	-43,594.81
Other Income/Expense	0.00	0.00	0.00	0.00	0.00
Net Income	<u>0.00</u>	<u>16,220.45</u>	<u>0.00</u>	<u>16,220.45</u>	<u>-43,594.81</u>