

**San Ysidro Business Association**  
**Profit & Loss Budget Overview**  
 July 2016 through June 2017

	Jul '16 - Jun 17
<b>Income</b>	
40020 · BID Assessments	157,000.00
40025 · BID Bank Members	0.00
40040 · Special Events/Corp . Sponsors	0.00
40050 · Event Revenue	0.00
40070 · City Fees & Services	0.00
40100 · Shamrock Contract	0.00
40135 · Banner Income	0.00
40150 · Newsletr/Directory Advertising	0.00
41000 · SBEP	0.00
<b>Total Income</b>	<b>157,000.00</b>
<b>Expense</b>	
50015 · Gifts	0.00
50030 · Meetings	0.00
50040 · Chamber Events	0.00
50045 · Board Meetings/Retreat/AGM	0.00
51029 · SDRA utility boxes	0.00
51030 · Signature Event	0.00
512059 · Personnel	69,600.00
512110 · Design	20,000.00
512138 · Outreach/ Promotions	
512130 Communications/ Website	2,400.00
512140 · Directory	5,000.00
512138 · Outreach/ Promotions - Other	0.00
<b>Total 512138 · Outreach/ Promotions</b>	<b>7,400.00</b>
512143 · Office Operational Costs	
50020 · Rent & Utilities	3,400.00
50070 · Insurance	0.00
50080 · Supplies	0.00
50110 · Dues and Subs.	0.00
50115 · Postage & Shipping	0.00
50151 · Accounting	11,400.00
50152 · Telephone.	0.00
512143 · Office Operational Costs - Other	0.00
<b>Total 512143 · Office Operational Costs</b>	<b>14,800.00</b>
512153 · Contingency	3,200.00
512159 · Cleaning & Maintenance	42,000.00
52001 · Bank Fees	0.00
52040 · Maintenance	0.00
<b>Total Expense</b>	<b>157,000.00</b>
<b>Net Income</b>	<b>0.00</b>

## FY2017 BID BUDGET WORKSHEET

<b><u>Available BID Funds At City FY2017</u></b>		<u>Amounts</u>
Estimated Unexpended Assessments from FY16 at City to be carried forward for reimbursement in FY17:	+ \$	2,000.00
Estimated Assessments to be collected in FY17:	+ \$	155,000.00
<b>Total Appropriation for Purchase Order:</b>	<b>= \$</b>	<b>157,000.00</b>
<b><u>Proposed Use of BID Funds at City by Category</u></b>		
QB Expense Group Category 1 e.g. <i>Personnel/Staffing</i>	+ \$	69,600.00
QB Expense Group Category 2 e.g. <i>Office/Operational</i>	+ \$	14,800.00
QB Expense Group Category 3 e.g. <i>Communications/Website</i>	+ \$	2,400.00
QB Expense Group Category 4 e.g. <i>Design/Improvements</i>	+ \$	20,000.00
QB Expense Group Category 5 e.g. <i>Business Promotion/Development</i>	+ \$	42,000.00
QB Expense Group Category 6 e.g. <i>Special Events</i>	+ \$	5,000.00
QB Expense Group Category 7 e.g. <i>Other Activities</i>	+ \$	
QB Expense Contingency (required ~2% to 5%)	+ \$	3,200.00
<b>Total Expenses (must equal Total Appropriation amount from above)</b>	<b>= \$</b>	<b>157,000.00</b>

<b>Estimated Contribution from Association Activities (Organization's PROJECTED FY17 gross revenue besides BID amounts listed above):</b>	\$	141,000.00
---	----	------------

<b><u>Available Funds held by Organization for FY17</u></b>		
Estimated SBEP Advance Carry Over to FY17 for Personnel Expenses:	\$	0.00
Estimated Outstanding Advances (i.e. Unreconciled Disbursements) that will be held by Organization as of 6/30/2016 to be expended and reconciliation report submitted by March 31, 2017 (see BID Management Agreement §5.3.4):	+ \$	0.00
Proposed BID-eligible uses in FY17 for these unreconciled disbursements:		
<u>Expense Category</u>	<u>Specific Activity/Purpose</u>	<u>Amounts</u>
QB Expense Group 1 e.g. <i>Personnel/Staffing</i>		+ \$
QB Expense Group 2 e.g. <i>Office/Operational</i>		+ \$
QB Expense Group 3 e.g. <i>Communications/Website</i>		+ \$
QB Expense Group 4 e.g. <i>Design/Improvements</i>		+ \$
QB Expense Group 5 e.g. <i>Business Promotion/Development</i>		+ \$
QB Expense Group 6 e.g. <i>Special Events</i>		+ \$
QB Expense Group 7 e.g. <i>Other Activities</i>		+ \$
<b>Total Expenses (must equal Total Estimated Outstanding Advances amount from above)</b>	<b>= \$</b>	<b>0.00</b>

SAN YSIDRO IMPROVEMENT CORPORATION  
DBA San Ysidro Business Association  
BUSINESS IMPROVEMENT DISTRICT  
BUDGET NARRATIVE FY 2017

I. **PERSONNEL and OPERATING**

- Staff salaries, benefits, taxes, and insurance
- Maintain office operation, including such overhead as office rental and utilities
- Staffing monthly Board meeting (which meets the 4th Tuesday of the month)
- Staffing four monthly committee meetings-Promotions Cmte, Boulevard Cmte, Education Cmte, and San Ysidro Smart Border Coalition
- Management of financial operations and contract compliance, including bookkeeping, bill paying, preparation of required financial reports, and BID reimbursement requests
- Maintain functional relationships with multiple public and private entities. Main partners include San Ysidro (SY) Community Planning Group, SY Chamber of Commerce, Hearts & Hands, Casa Familiar, Neighborhood Partners Program, YMCA, SY School District, Border Transportation Council, SY Transportation Collaborative (which SYBA "coordinates), SY Smart Border Coalition, City of San Diego-Office of Small Business, Planning Department, and Office of Councilmember David Alvarez, SANDAG, GSA, and Caltrans.
- Advocacy for public improvements to attain City standards. San Ysidro Business Association performs the following: maintain ongoing audit of needed sidewalk, store front repair and replacement, street lighting, traffic signals, road repaving, and public amenities throughout San Ysidro. Work with businesses to remain compliant with Code Compliance. Additionally, Association is a founding member of the San Ysidro Smart Border Coalition whose focus is to monitor construction of and attain mitigation for the community from the negative impacts on San Ysidro of \$600 million reconfiguration of San Ysidro Port of Entry. Main mitigation projects include reconfiguration of the Intermodal center as a true "Grand Central Station" and construction of a Bridge Deck Plaza (over 1-5). Every business in the San Ysidro BID is affected by our border crossing and the impact the port of entry has on our customers, partners and customers. More efficient border crossings, proper border infrastructure and better mobility through San Ysidro from the port are advocacy needs faced by every business paying assessments in San Ysidro.

II. **OUTREACH/ PROMOTION**

- Publication (including electronic format) of the annual "San Ysidro Business Directory" which is distributed door-to-door to 11,000 households and businesses.
- More fully engage business membership by frequent one-on-one personal contact by staff and Board members through the "Monday Mañanero" (weekly).
- Web site maintenance and preparation of other promotional materials, including but not limited to:
  - Updated SYBA Brochures to be given to visitors of the Community Services Center and the SYBA offices
  - San Ysidro Placard program augmenting our Banner program. These are placards hanging on our banners that are more individualized and less expensive to sponsor for assessed businesses.
- Hold business breakfast socials by clusters of businesses, at least every four months
- Motivating and giving recognition to businesses, such as annual small business awards.

- Coordinate monthly, thematic workshops for business membership, e.g. business compliance, (enhanced) Storefront Improvement Program
- Manage the San Ysidro Banner program, to be expanded to 150 light standards with three change-outs per year

### III. SPECIAL PROJECTS AND EVENTS

- Annual "Holidays on the Border" at three small shopping centers, spread over two weekends-Santa on his sleigh, candy for children, raffle for large stocking filled with presents, and music – bringing more residents and clients to assessed businesses in and around the shopping centers
- Quarterly cleanup events, all of San Ysidro
- "Signature" summer event – Independence Day at the Border – to bring more tourists and clients to BID
- Annual Casino Night fundraiser, conducted jointly with San Ysidro Chamber of Commerce to augment assessed funds for work listed herein
- Establish weekly Farmers Market – proceeds to fund media campaign to market San Ysidro BID through television, radio and web

### IV. Boulevard Committee

- We manage the cleaning and up-keep of the business corridor
- Establish A.M.I.G.O.S. program – security and tourism assistance program

### V. CLEANING AND MAINTENANCE

- Continue litter control project all commercial areas which includes curbs, gutters and sidewalks and reporting of graffiti or defaced street signs, potholes, excessive litter on private property, or other problems; four times per week
- Continue landscape maintenance contract at eight distinct locations in business corridor, with most expansive coverage area located near the border ("Friendship Plaza"); weekly service
- Monitor adequacy City maintenance services (pot holes, street sweeping, burnt out streetlights)
- Plant ten additional trees along business corridor
- Continue providing cleaning services for Plaza at the Border, Shamrock LLC

We will also explore grants and other business development options for purposes of securing additional unrestricted funds and miscellaneous fundraising efforts provide funding support for work listed herein.