



**Willow Glen Business Association**  
**Board of Directors & General Membership Meeting**  
 Agenda for Tuesday, April 10, 2018 • 8:00 am – 10:00 am  
**Willow Glen Community & Senior Center**  
 2175 Lincoln Ave.

**I – Information Only    A – Action Required    G – Good of the Order**

Item	Type	Person Responsible	Time line	Action
Meeting called to order	G	Henry Flynn, President	8:00 am	Welcome
Approval of minutes	A	Approval of March Minutes	8:00 am	Review and approval of March 13, 2018 minutes
Executive Committee Rpt	I	Executive Committee Update – Henry Flynn	8:05 am	Review of minutes of March 30, 2018
Treasurer's Report	A	Treasurer-Tim Mulcahy- Financial reports	8:10 am	Board approval Accept Report
Committees to provide an update to board and membership on their projects.	I	<b>Member Relations Committee</b> WGBA Staff	8:10 am – 8:55 am	Updates
	I	<b>Our Avenue Committee</b> Chair: Henry Flynn, John Gilligan and Robert Hernandez Committee Update		
	I	<b>Strategic Marketing Committee</b> Chair: TBD Committee Update		
	I	<b>Promotions &amp; Events Committee</b> Chair: Lynne Rovai Committee Update Spring Wine Walk 4/14  <b>DOTA</b> Chair: Tim Mulcahy 6/16  <b>BBQ in the Glen</b> Chair: Robert Hernandez 9/22		
Neighborhood Report	I	Willow Glen Neighborhood Association Update	8:55 am – 9:00 am	
OPEN FORUM/ PUBLIC COMMENT– 2 MIN. EACH	G	Moderated by Board President <b>Time Certain</b> Any person may address the Board on any subject not on the agenda. Since the subject is not on the agenda, the Brown Act (State Open Meeting Law) prohibits action by the Board. However, Board Members and Staff may briefly respond to statements or questions and/or provide referral to Staff. The Board may place the item on an agenda for a future meeting.	9:00am - 9:30am	
Assoc Member Applications	A			Board approval
Meeting Adjournment	G	Henry Flynn	<b>9:30 am</b>	

**The next WGBA Board meeting will be Tuesday, May 8, 2018 8:00 am  
 WG Community Center, 2175 Lincoln Ave.**

*The mission of the WGBA is to make downtown Willow Glen a desirable destination to shop, eat and locate a business through maintenance and beautification projects and the promotion of a positive identity for the Willow Glen business community through advertising, public relations, sponsorships, events and festivals and the preservation of the historical and architectural character of downtown Willow Glen.*





# 2018-19 WGBA Board of Directors

## Term of Office is Two Years (Feb 1- Jan 31)

Board Position	Last Name	First Name	Business Name	Business Phone	E-mail	Current Term of Office	Terms
Member-at-large	Flynn	Henry	Miramar Hospitality	408-297-5202	hflynn@miramarhospitality.com	2018-2020	3 <sup>rd</sup> Term
Member-at-large	Hernandez	Robert	Squiber	408-419-9502	robert@squiber.com	2018-2020	3 <sup>rd</sup> Term
Member-at-large	Johnson	Bobbie	Wells Fargo	408-277 6242	bobbie.m.johnson@wellsfargo.com	2018-2020	2 <sup>nd</sup> Term
Member-at-large	Kouretas	Chris	John's of Willow Glen	408-998-1440	johnsxinf@att.net	2018-2020	2 <sup>nd</sup> Term
Member-at-large	Mulcahy	Tim	SDS NextGen	408-888-2566	tmulc55059@aol.com	2018-2020	1 <sup>st</sup> Term
Member-at-large	Stump	James	The Table	408-638-7911	james.stump@icloud.com	2018-2020	2 <sup>nd</sup> Term
Member-at-large	Bejan	Frank	Mariette Chocolate Shop	408-295-9050	frank@mariettechocolates.com	2017-2019	2 <sup>nd</sup> Term
Member-at-large	Rodriguez	Matthew	Willow Glen Sweet Shoppe	408-279-4090	matthew@willowglensweetshoppe.com	2018-2019	1 <sup>st</sup> Term
Member-at-large	Rovai	Lynne	GooseTown Lounge	408-292-4835	lrovai@gmail.com	2017-2019	2 <sup>nd</sup> Term
Member-at-large	Falcone	Vince	Falcone's Coins	408-292-2221	vfalcone_1@yahoo.com	2018-2020	1 <sup>st</sup> Term
Member-at-large	O'Hara	Lisa	The Source	408-679-1290	lisa@thesourcewg.com	2018-2020	1 <sup>st</sup> Term
Member-at-large	Pisacane	John	Willow Glen Dentistry	408-298-9600	djohn@wgdentistry.com	2018-2020	1 <sup>st</sup> Term
Community Mbr	McAfee	William	McLarney Construction, Inc	(408) 707-4500	wmcafee@mclarney.com	2018-2019	Appointed Annually
Community Mbr	Gilligan	John	Golden State Builders	408-287-1221	igilligan@goldenstatebuilders.com	2018-2019	Appointed Annually
Community Mbr	Highley	Emilie	Alain Pinel Realtor	408-357-8622	ehighley@apr.com	2018-2019	Appointed Annually
Community Mbr	OPEN						



**Willow Glen Business Association Board Meeting**

**Tuesday, 13 March 2018~8:00 a.m.**

**Willow Glen Community & Senior Center, 2175 Lincoln Avenue, SJ 95125**

**Attendees:** Frank Bejan, Vince Falcone, Henry Flynn, John Gilligan, Robert Hernandez, Emilie Highley, Bill McAfee, Tim Mulcahy, Lisa O'Hara, John Pisacane, Lynne Rovai, Jim Stump, Staff – Nadine Tadeo

**Absent:** Bobbie Johnson, Chris Kouretas

**Meeting was called to order at 8:14 a.m. by President Henry Flynn**

***Approval of Minutes:*** Motion was made by Tim Mulcahy to approve the February 2018 Board Minutes. Second by Lynne Rovai. Unanimously approved.

***Executive Committee Minutes*** – February minutes were reviewed by President Flynn. Motion to approve made by Lynne Rovai. Second by Jim Stump. Unanimously approved.

***Board Development*** – President Flynn reviewed with the Board the resignation of Linda Ruiz creates a Board vacancy for a Merchant Position. Recommendation was made by President Flynn to nominate Matthew Rodriguez of the Sweet Shoppe to fill the Merchant Position. It was a unanimous Board vote – Matthew is now the newest member of the WGBA. A Community Member position remains open at this writing.

***Treasurers Report*** - (a) 2018-2019 draft budget not quite complete for review and submittal to the City. The budget is to be complete and ready for Board approval by the April Board Meeting. (b) Some debit written off – BofA parking. (c) \$21,750 was for tree trimming (d) On the Balance Sheet there is a line item "Artwork Project" – liability of 13K – Nadine to check with Pat Gutierrez for more definition of this entry. (e) More clarification on the budget once Valerie 'fine tunes' the numbers.

Motion was made by Emilie Highley to approve the Treasurers Report. Second by Vince Falcone. Unanimously approved.

***Finance Committee*** - President Flynn indicated that Frank Bejan and Bobbie Johnson will be joining the Finance Committee

***Member Relations*** – Nadine reported on the office transition. She indicated that Stephanie has made the transition easy. If help is needed down the road, Nadine will reach out to us.

***Our Avenue*** – The Committee is made up of: John Gilligan, Henry Flynn, Robert Hernandez and Vince Falcone. John reported: (a) Storage container - Travis Bond will assist with securing the equipment to move the container which is scheduled for the weekend of 3/24 (b) Universal Site Services – 'drop off' dumpster will be located at the Church of God (c) Damaged sculpture – John will be working with Lynn Rogers of the City and as well as DOT on the police report as to who hit the sculpture and created the damage. John also will follow up with Manley's. He will report back to the Board on his findings (d) Lighting on the trees – John indicated that he did not see a lot of lights – more disconnected cords. He will reach out to Valerie Merklin for the contact that

she used for lighting (e) Approximately 30+ globe lights are out – John has contacted the City and was given a ‘Case #’.

**Strategic Marketing Committee – Position of ‘Chair’ is still open**

**Promotions & Events – Lynne Rovai reported:** (a) Wine Walk – 40 SJSU Hospitality volunteers; 26 tasting sites; 11 boutique wineries; lots of local wineries are interested; glasses have been ordered (b) Posters for DOTA , Ladies Night Out and the BBQ will be going up after the Wine Walk promoting these events (c) Kiosk located at 1100 Lincoln Avenue – someone keeps taking the poster’s (d) Nadine and Stephanie looking into generic posters and will report back to the Board (e) Directories – Currently there are 400 businesses in the Business Association, 2 locations for directories, 12 total kiosks. Robert Hernandez suggested putting a post on FB to see if any businesses would be interested in advertising in the kiosks.

**DOTA Update – Tim Mulcahy reported:** (a) Focus on advertising weekly about the event and doing the best job possible in making this final DOTA the best ever (b) Robert to provide Nadine with a ROTC contact to inquire if they would like to volunteer for this event (c) Nadine to find out what the bank charges to monitor the money (d) Santana will be the cover band on the main stage (e) Focus on sponsorship – we are about 50% toward our goal of \$40,000 in sponsorship (f) Tim working on a Press Release on this being the final DOTA (g) A discussion ensued on upgrading a couple of the wines, beer and some of the food – the committee will have further discussions and report back to the Board

**BBQ in the Glen – Robert reported:** (a) 1<sup>st</sup> meeting scheduled for March 21<sup>st</sup> at 8:30 and will take place every 2 weeks thereafter (b) Security in place (c) Alcohol – 30 days prior to the event (d) Volunteers – Robert has ROTC locked in (e) More seating in shaded areas (f) Meat – a truck with extra meat will be on location, no running out! (g) Ticket prices - \$3 per taste (last year it was \$2) (h) *SPONSORSHIP is key* (i) Monies from the Grant that was submitted – we should have by the end of March (j) Bathrooms in place + the addition of one more bathroom with a washroom (k) Posters promoting the event will go up in the kiosks by July 15<sup>th</sup>

**Neighborhood Report – No representative from WGNA was present**

**Open Forum – No representation**

**Association Member Applications – No applications to vote on**

Meeting was adjourned at 9:40 a.m.

Respectively submitted,

*Emilie Highley, Secretary*  
*Willow Glen Business Association*

**Willow Glen Business Association  
Executive Committee Meeting  
30 March 2018**

**In Attendance:** Henry Flynn, Chris Kouretas, Tim Mulcahy, Emilie Highley, Nadine Tadeo, Staff

**Absent:** Jim Stump

The meeting was called to order at 9:08 a.m.

- Proposed Overall Budget for FY2018-2019 was reviewed and discussed. This is 'time sensitive' and needs to be submitted to the City of San Jose by 5/1/2018. Decision was made to send it out to the entire Board for review and then be prepared to vote on it at the April Board Meeting. The Committee thanks Valerie Merklin for compiling the data and Tim Mulcahy for reviewing the results before being presented to the Executive Committee.
- "Hash Tag Beautify San Jose" was discussed. Tim indicated the plan is to meet with Councilwoman Davis to review issues. . . in particular, lighting on the Avenue to be discussed.
- Discussion ensued on a 5K Grant from the Supervisors Office. This is considered 'free money'. Nadine to check with Pat Gutierrez, CFOs2GO on how we got the Grant and where do the monies get applied. Last year, the monies were applied to P&E.
- Designs of the "Thank You" Banner were reviewed. The Committee selected the preferred design and suggested that the wording be shortened. The Banner will be 4' x 6'. Nadine to pursue finalization of the Banner. Suggested design will be presented at the April Board Meeting.
- SJ Shark's Banners for the play offs were discussed. Suggestion is that in the future we wait to see if the Shark's are in the play offs before putting up the Spring Banners. Could be as much as \$1200 to switch them out. Nadine to pursue and report back to the Board.
- Food Allergy – The WGBA was approached, via e-mail, from a resident (Dana Yeats), regarding awareness of food allergies. Ms. Yeats would like to promote National Food Allergy Awareness during the week of May 13-19<sup>th</sup>. Her son, Connor, who is 9 has a life threatening peanut allergy. Over the last 8+ years, Ms. Yeats has turned her energy to educate kids and adults on food allergies. Her goal is to bring this awareness to downtown Willow Glen by tying teal colored ribbons to the many trees on the Avenue from Minnesota to Willow. The Committee has approved this – Nadine will follow through with Ms. Yeats.
- Planters – We have been made aware of several issues, such as faulty irrigation, valves not functioning properly. John Gilligan to be made aware of this and follow up with Universal.
- Discussion ensued on a recognition plaque to be given to Reed Zaro for his years of dedication to WGBA events. Wording for the plaque to be worked on and presentation to Reed will take place close to our final DOTA.
- Web site – Nadine indicated that she is working through some of the issues that she had experienced. It was again determined that updating the WGBA web-site will need to become a priority in the near future.
- Wine Walk which is just around the corner – need to push ticket sales. Approximate 235 tickets sold to date. Still recruiting volunteers.
- DOTA – Tim reported to date we have approximately \$26,000 in Sponsorship – the goal is \$40,000. Good interest by volunteers. Suggestion was made to sell T-Shirts with a design indicating that 2018 is the final year for DOTA. Nadine is to look into cost.

Meeting was adjourned at 10:05 a.m.

Respectively submitted,

*Emilie Highley, Secretary  
Willow Glen Business Association*





**Willow Glen Business Association**  
**PROPOSED OVERALL BUDGET FOR FY2018-2019**  
 July 1, 2018 through June 30, 2019

*Overall Budget*

	①	②	③			
	TOTAL	TOTAL	TOTAL	GRAND	PERCENT	
	CBID	PROMOTIONS/EVENTS	WGBA MEMBER REL. & ADMIN	TOTAL	OF TOTAL	
<b>Income</b>						
CBID	258,371.12			258,371.12	54.82%	
Event Revenue		175,500.00		175,500.00	37.39%	
Grants		12,500.00		12,500.00	2.68%	
In-Kind				0.00	0.00%	
Interest Income				0.00	0.00%	
Member Dues				0.00	0.00%	
Miscellaneous Income			6,000.00	6,000.00	1.28%	
Sponsorships		4,500.00		4,500.00	0.96%	
<b>Total Income</b>	<b>269,371.12</b>	<b>14,500.00</b>	<b>6,000.00</b>	<b>489,371.12</b>	<b>3.08%</b>	
<b>Expense</b>						
Advertising and Public Relations						
Strategic Marketing Initiatives	5,000.00	0.00		5,000.00	1.12%	
Other Advertising	0.00	6,500.00		6,500.00	1.45%	
Sponsorship of Community Events	0.00	2,000.00		2,000.00	0.45%	
Bad Debt	0.00	0.00		0.00	0.00%	
Bank Service Charges	0.00	0.00		0.00	0.00%	
City Fees	5,000.00	0.00	1,000.00	1,000.00	0.22%	
Contract Services		0.00		5,000.00	1.12%	
City of SJ - BofA Parking	6,300.00	0.00		6,300.00	1.41%	
Decor (blotk updates)	1,500.00	0.00		1,500.00	0.34%	
Decor (misc. street decors)	6,500.00	3,000.00		9,500.00	2.12%	
Decor (lighting & decorations)	19,000.00	0.00		19,000.00	3.89%	
Decor (change of banners 3x and Ann Rags 3x)	6,000.00	0.00		6,000.00	1.34%	
Decor (lighting electrical repairs)	15,000.00	0.00		15,000.00	3.35%	
Landscaping	4,236.89	0.00		4,236.89	0.85%	
Street Maintenance / Cleaning	114,001.20	0.00		114,001.20	25.47%	
Event Production	0.00	5,700.00		5,700.00	1.27%	
Entertainment	0.00	11,750.00		11,750.00	2.63%	
Security (SFPD and/or private security)	0.00	8,000.00		8,000.00	1.79%	
Photographer	0.00	0.00		0.00	0.00%	
Contingency	12,816.56	0.00		12,816.56	2.89%	
County Fees	2,456.89	0.00		2,456.89	0.59%	
Dues and Subscriptions	0.00	0.00		0.00	0.00%	
Equipment Rental	3,000.00	0.00	500.00	500.00	0.11%	
Event equipment (tables, chairs, etc)	0.00	11,500.00	200.00	3,200.00	0.72%	
Equipment/furnishings	0.00	0.00		2,000.00	0.45%	
Insurance	2,710.00	0.00		4,710.00	1.05%	
Meetings	0.00	0.00		1,000.00	0.22%	
Miscellaneous	0.00	700.00		700.00	0.16%	
Volunteers						



**Willow Glen Business Association**  
**PROPOSED OVERALL BUDGET FOR FY2018-2019**  
 July 1, 2018 through June 30, 2019

	TOTAL CIBD	TOTAL PROMOTIONS/EVENTS	TOTAL WG&A MEMBER REL & ADMIN	GRAND TOTAL	PERCENT OF TOTAL
Other	0.00	0.00	1,000.00	1,000.00	0.22%
Our Avenue Committee Misc. Projects	6,000.00	0.00	8,000.00	8,000.00	1.34%
Permits and Fees	0.00	6,400.00	6,400.00	6,400.00	1.43%
Personnel					
Compensation - All Staff	33,345.59	22,000.00	20,000.00	75,345.59	16.84%
Payroll Service	0.00	0.00	1,500.00	1,500.00	0.34%
Payroll Taxes	0.00	0.00	5,000.00	5,000.00	1.12%
Postage and Delivery	0.00	0.00	400.00	400.00	0.09%
Printing and Reproduction	0.00	1,900.00	500.00	2,400.00	0.54%
Professional Fees	0.00	0.00	0.00	0.00	
Graphic Design	0.00	850.00	850.00	850.00	0.19%
Accounting/Financial	8,500.00	0.00	2,000.00	10,500.00	2.36%
Sponsorship consultant	0.00	0.00	0.00	0.00	0.00%
Computertech support	0.00	0.00	500.00	500.00	0.11%
Professional fees - Other	0.00	0.00	15,000.00	15,000.00	3.35%
Rent	3,000.00	0.00	2,250.00	5,250.00	1.17%
Supplies	2,000.00	41,500.00	2,000.00	45,500.00	10.17%
Taxes	0.00	0.00	0.00	0.00	0.00%
Telephone and DSL	0.00	0.00	2,500.00	2,500.00	0.56%
Webcasts	3,900.00	0.00	10,000.00	13,900.00	2.90%
<b>Total Expenses</b>	<b>288,371.12</b>	<b>121,800.00</b>	<b>69,380.00</b>	<b>447,621.12</b>	
Net Income	0.00	88,200.00	-83,380.00	21,860.00	



Willow Glen Business Association  
**PROPOSED CBID BUDGET FY2018-2019**  
 July 1, 2018 through June 30, 2019

*Marketing*

CBID Detail

① Detail

*Percent applied to each category*

CBID TOTAL FOR FY 18-19 (FROM CITY OF SJ)  
**\$256,371.12**

ADJIN: (CBID)	C & R (CBID)	Dist (CBID)	SOBOP (CBID)	TOTAL CBID
22%	6%	14%	62%	100%

Income	CBID	ADJIN: (CBID)	C & R (CBID)	Dist (CBID)	SOBOP (CBID)	TOTAL CBID
Income						
Event Revenue	56,401.65	12,818.56	28,200.82	158,980.09	256,371.12	
Grants	0.00	0.00	0.00	0.00	0.00	
In-Kind	0.00	0.00	0.00	0.00	0.00	
Interest Income	0.00	0.00	0.00	0.00	0.00	
Member Dues	0.00	0.00	0.00	0.00	0.00	
Miscellaneous Income	0.00	0.00	0.00	0.00	0.00	
Sponsorships	0.00	0.00	0.00	0.00	0.00	
<b>Total Income</b>	<b>56,401.65</b>	<b>12,818.56</b>	<b>28,200.82</b>	<b>158,980.09</b>	<b>256,371.12</b>	
Gross Profit	86,401.65	12,818.56	28,200.82	158,980.09	296,371.12	

Expense	ADJIN: (CBID)	C & R (CBID)	Dist (CBID)	SOBOP (CBID)	TOTAL CBID
Advertising and Public Relations					
Strategic Marketing Initiatives			5,000.00		5,000.00
Other Advertising					
Sponsorship of Community Events					
Bad Debt					
Bank Service Charges					
City Fees	5,000.00				5,000.00
Contract Services					
City of SJ - BofA Parking	6,300.00				6,300.00
Decor (kiosk updates)		1,500.00			1,500.00
Decor (misc. street decor)		6,500.00			6,500.00
Decor (lighting & decorations)		5,000.00			5,000.00
Decor (change of banners 3x and Am flags 3x)		11,000.00			11,000.00
Decor (lighting electrical repairs)		6,000.00			6,000.00
Landscaping		15,000.00			15,000.00
Street Maintenance / Cleaning		4,238.89			4,238.89
Event Production		114,001.20			114,001.20
Entertainment					
Security (SYPD and/or private security)					
Photographer					
Contingency		12,318.98			12,318.98
County Fees	2,456.88				2,456.88
Dues and Subscriptions					
Equipment Rental					

*General*



**Willow Glen Business Association**  
**PROPOSED CBID BUDGET FY2018-2019**  
 July 1, 2018 through June 30, 2019

	CBID					TOTAL CBID
	ADMIN (CBID)	C.A.R. (CBID)	DISJ (CBID)	SOBOP (CBID)		
<b>CBID TOTAL FOR FY 18-19 (FROM CTRY OF SJ)</b>						<b>\$256,371.12</b>
Copier Rental	3,000.00					3,000.00
Event equipment (tables, chairs, etc)						
Equipment/Furnishings						
Insurance				2,710.00		2,710.00
Meetings						
Miscellaneous						
Volunteers						
Other						
Our Avenue Committee Misc. Projects				6,000.00		6,000.00
Permits and Fees						
Personnel						
Compensation - All Staff	26,144.77		7,200.82			33,345.59
Payroll service						
Postage and Delivery						
Printing and Reproduction						
Professional Fees						
Graphic Design						
Accounting/Financial	8,500.00					8,500.00
Sponsorship consultant						
Computer/tech support						
Rent						
Supplies	3,000.00					3,000.00
Taxes	2,000.00					2,000.00
Telephones and DSL						
Website						
Total Expense	<u>89,401.86</u>	<u>12,818.86</u>	<u>3,000.00</u>	<u>2,710.00</u>	<u>186,860.00</u>	<u>3,000.00</u>
Net Ordinary Income	-0.00	0.00	0.00	0.00	0.00	0.00
Net Income	<u>-0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>





**Board  
purposes**

**Willow Glen Business Association  
PROPOSED BUDGET FY2018-2019  
PROMOTIONS EVENTS DETAIL  
July 1, 2018 through June 30, 2019**

**P+E Detail**

Ordinary Income/Expense	Wine Walk Fall 2018 (Other - Fundraising)	BBO Fall 2018 (Other - Fundraising)	Bubbly Walk 2018 (Other - Fundraising)	Wine Walk Spring 2018 (Other - Fundraising)	Trick or Treat 2018 (Other - P&E)	Holidays 2018 (Other - P&E)
<b>Income</b>						
<b>CBID</b>						
Event Revenue	33,750.00	24,000.00	49,500.00	38,250.00		30,000.00
Grants		5,000.00				2,500.00
In-Kind						
Interest Income						
Member Dues						
Miscellaneous Income						
Sponsorships	3,000.00	2,500.00				
<b>Total Income</b>	<u>36,750.00</u>	<u>31,500.00</u>	<u>49,500.00</u>	<u>41,250.00</u>	<u>0.00</u>	<u>32,500.00</u>
<b>Expense</b>						
<b>Advertising and Public Relations</b>						
Strategic Marketing Initiatives						
Other Advertising	500.00					
Sponsorship of Community Events		1,000.00	2,000.00			2,500.00
Bad Debt						
Bank Service Charges						
City Fees						
Contract Services						
City of SJ - BofA Parking						
Décor (kiosk updates)						
Décor (misc. street decor)						
Décor (lighting & decorations)						3,000.00
Décor (change of banners 3x and Am flags 3x)						
Décor (lighting electrical repairs)						
Landscaping						
Street Maintenance / Cleaning						
Event Production		2,500.00				
Entertainment		1,000.00	3,200.00			
Security (SYPD and/or private security)	1,500.00	2,000.00	1,500.00	750.00		10,000.00
Photographer					2,000.00	
Contingency						
County Fees						
Dues and Subscriptions						
Equipment Rental						
Copier Rental						
Event equipment (tables, chairs, etc)	500.00	2,500.00	8,000.00	500.00		



**Willow Glen Business Association**  
**PROPOSED BUDGET FY2018-2019**  
**PROMOTIONS EVENTS DETAIL**  
 July 1, 2018 through June 30, 2019

	Wine Walk Fall 2018 (Other - Fundraising)	BBQ Fall 2018 (Other - Fundraising)	Bubbly Walk 2018 (Other - Fundraising)	Wine Walk Spring 2019 (Other - Fundraising)	Trick or Treat 2018 (Other - P&E)	Holidays 2018 (Other - P&E)
Equipment/Furnishings						
Insurance						
Meetings						
Miscellaneous						
Volunteers		200.00	200.00	100.00	200.00	
Other						
Our Avenue Committee Misc. Projects						
Permits and Fees	800.00	2,600.00	2,000.00	1,000.00		
Personnel						
Compensation - All Staff	3,000.00	3,000.00	3,000.00	3,000.00	2,000.00	3,000.00
Payroll services						
Postage and Delivery						
Printing and Reproduction	300.00	500.00	300.00	300.00		500.00
Professional Fees						
Graphic Design	300.00			300.00		250.00
Accounting/Financial						
Sponsorship consultant						
Computer/tech support						
Rent						
Supplies						
Taxes	9,000.00	10,000.00	13,000.00	9,000.00	500.00	
Telephone and DSL						
Website						
<b>Total Expense</b>	<b>15,900.00</b>	<b>25,300.00</b>	<b>33,200.00</b>	<b>18,450.00</b>	<b>4,700.00</b>	<b>19,250.00</b>
<b>Net Ordinary Income</b>	<b>20,850.00</b>	<b>14,700.00</b>	<b>16,300.00</b>	<b>24,800.00</b>	<b>-4,700.00</b>	<b>13,250.00</b>



Willow Glen Business Association  
**PROPOSED BUDGET FY2018-2019**  
**PROMOTIONS EVENTS DETAIL**  
 July 1, 2018 through June 30, 2019

Ordinary Income/Expense	OTHER EVENTS (Other - P&E)	TOTAL PROMOTIONS/EVENTS
<b>Income</b>		
<b>CBID</b>		
Event Revenue		175,500.00
Grants	5,000.00	12,500.00
In-Kind		0.00
Interest Income		0.00
Member Dues		0.00
Miscellaneous Income	2,000.00	4,500.00
Sponsorships		14,500.00
<b>Total Income</b>	<b>7,000.00</b>	<b>207,000.00</b>
<b>Expense</b>		
<b>Advertising and Public Relations</b>		0.00
Strategic Marketing Initiatives		0.00
Other Advertising		6,500.00
Sponsorship of Community Events	2,000.00	2,000.00
Bad Debt		0.00
Bank Service Charges		0.00
City Fees		0.00
Contract Services		0.00
City of SJ - BofA Parking		0.00
Décor (kiosk updates)		0.00
Décor (molec. street decor)		0.00
Décor (lighting & decorations)		3,000.00
Décor (change of banners 3x and Am flags 3x)		0.00
Décor (lighting electrical repairs)		0.00
Landscaping		0.00
Street Maintenance / Cleaning		0.00
Event Production		5,700.00
Entertainment		11,750.00
Security (S/JPD and/or private security)		8,000.00
Photographer		0.00
Contingency		0.00
County Fees		0.00
Dues and Subscriptions		0.00
Equipment Rental		0.00
Copier Rental		0.00
Event equipment (tables, chairs, etc)		11,500.00



Willow Glen Business Association  
**PROPOSED BUDGET FY2018-2019**  
**PROMOTIONS EVENTS DETAIL**  
 July 1, 2018 through June 30, 2019

	OTHER EVENTS (Other - P&E)	TOTAL PROMOTIONS/EVENTS
Equipment/Furnishings	0.00	0.00
Insurance	0.00	0.00
Meetings	0.00	0.00
Miscellaneous	0.00	0.00
Volunteers	0.00	0.00
Other	700.00	700.00
Our Avenue Committee Misc. Projects	0.00	0.00
Permits and Fees	0.00	0.00
Personnel	6,400.00	6,400.00
Compensation - All Staff	5,000.00	5,000.00
Payroll services	22,000.00	22,000.00
Postage and Delivery	0.00	0.00
Printing and Reproduction	0.00	0.00
Professional Fees	1,900.00	1,900.00
Graphic Design	0.00	0.00
Accounting/Financial	850.00	850.00
Sponsorship consultant	0.00	0.00
Computer/tech support	0.00	0.00
Rent	0.00	0.00
Supplies	41,500.00	41,500.00
Taxes	0.00	0.00
Telephone and DSL	0.00	0.00
Website	0.00	0.00
<b>Total Expense</b>	<b>7,000.00</b>	<b>121,800.00</b>
<b>Net Ordinary Income</b>	<b>0.00</b>	<b>85,200.00</b>





## **Promotions & Events Proposed Budget Notes**

Fall Wine Walk - income calculated at 750 tickets at \$45 each

Bubbly Walk - income calculated at 900 tickets at \$55 each

Spring Wine Walk - income calculated at 850 tickets at \$45 each

BBQ - numbers are from the grant application for FY18-19 + allocation of \$3,000 personnel

Holiday - entertainment amount is for cable car and any other entertainment scheduled

Other events - Beer walk donation and other promotional events that are expenses only (such as LNO and Small Business Sat)

Portion of personnel expenses is now allocated to each event



## **Admin Proposed Budget Notes**

Increased personnel expense by approx 25% from current level to allow for increased compensation

Added \$15,000 in professional fees to cover consulting services, as needed

Added \$10,000 for website updates



Willow Glen Business Association  
Profit & Loss by Class  
July 2017 through March 2018

	ADMIN (CBID)	C & R (CBID)	DIS (CBID)	BOBOP (CBID)	CBID - Other (CBID)	Total CBID	Bubbly Walk (Fundraising Events)	Ciderwalk (Fundraising Events)	DOTA (Fundraising Events)	Fall Wine Walk (Fundraising Events)
<b>Ordinary Income/Expense</b>										
<b>Income</b>										
<b>CBID</b>	27,138.85	2,010.29	11,056.57	60,308.56	0.00	100,514.27	0.00	0.00	0.00	0.00
<b>Event Revenue</b>										
Booth Fees	0.00	0.00	0.00	0.00	0.00	0.00	825.00	0.00	0.00	225.00
Cable Car/Horse & Car. Tickets	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Merchandise (taxable)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	450.00
Tickets	0.00	0.00	0.00	0.00	0.00	0.00	44,138.74	0.00	0.00	21,885.00
<b>Total Event Revenue</b>	0.00	0.00	0.00	0.00	0.00	0.00	44,963.74	0.00	0.00	22,560.00
Grants	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16,889.00	0.00
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sponsorships</b>										
Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00	14,500.00	0.00
Sponsorships - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Sponsorships</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00	14,500.00	0.00
<b>Total Income</b>	27,138.85	2,010.29	11,056.57	60,308.56	0.00	100,514.27	44,963.74	2,000.00	31,489.00	22,560.00
<b>Gross Profit</b>	27,138.85	2,010.29	11,056.57	60,308.56	0.00	100,514.27	44,963.74	2,000.00	31,489.00	22,560.00
<b>Expense</b>										
<b>Advertising and PIR</b>										
Other Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sponsorship of Community Events	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Advertising and PIR - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Advertising and PIR</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bad Debt	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	7.00	0.00	45.00	0.00
City Fees	2,500.00	0.00	0.00	0.00	0.00	2,500.00	0.00	0.00	0.00	0.00
<b>Contract Services</b>										
City of SJ - BofA Parking	5,250.00	0.00	0.00	0.00	0.00	5,250.00	0.00	0.00	0.00	0.00
Decor (Banner)	0.00	0.00	3,240.00	0.00	0.00	3,240.00	0.00	0.00	0.00	0.00
Decor (Holiday)	0.00	0.00	3,947.48	0.00	0.00	3,947.48	0.00	0.00	0.00	0.00
Decor (Kiosk)	0.00	0.00	721.88	0.00	0.00	721.88	0.00	0.00	0.00	0.00
Entertainment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event Production	0.00	0.00	0.00	0.00	0.00	0.00	250.00	0.00	0.00	0.00
Fundraising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	875.00	0.00
Photographer	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Security	0.00	0.00	0.00	0.00	0.00	0.00	1,478.80	0.00	0.00	1,478.80
Street Maintenance/Cleaning	0.00	0.00	0.00	101,970.75	0.00	101,970.75	0.00	0.00	0.00	0.00
Website	0.00	0.00	284.65	0.00	0.00	284.65	0.00	0.00	0.00	0.00
<b>Total Contract Services</b>	5,250.00	0.00	8,174.01	101,970.75	0.00	115,394.77	1,728.80	0.00	875.00	1,478.80
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Equipment Rental</b>										
Copier Rental	4,043.16	0.00	0.00	0.00	0.00	4,043.16	0.00	0.00	0.00	0.00
Event Equipment	0.00	0.00	0.00	0.00	0.00	0.00	752.63	0.00	0.00	453.63
<b>Total Equipment Rental</b>	4,043.16	0.00	0.00	0.00	0.00	4,043.16	752.63	0.00	0.00	453.63
<b>Equipment/Furnishings</b>										
Insurance	1,117.62	0.00	0.00	0.00	0.00	1,117.62	0.00	0.00	0.00	0.00
Meetings	3,300.31	0.00	0.00	0.00	0.00	3,300.31	0.00	0.00	0.00	0.00
Permits and Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Personnel</b>										
<b>Compensation - Staff Salaries</b>										
BM	1,683.01	0.00	425.95	7,879.18	0.00	9,988.14	0.00	0.00	0.00	0.00
ED	1,375.42	0.00	101.88	1,884.82	0.00	3,382.12	0.00	0.00	0.00	0.00
<b>Total Compensation - Staff Salaries</b>	3,058.43	0.00	527.83	9,764.00	0.00	13,350.25	0.00	0.00	0.00	0.00
Payroll Service	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Payroll Taxes	2,682.10	0.00	0.00	0.00	0.00	2,682.10	0.00	0.00	0.00	0.00
<b>Total Personnel</b>	5,740.53	0.00	627.83	9,764.00	0.00	16,032.36	0.00	0.00	0.00	0.00
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Printing and Reproduction	206.64	0.00	0.00	0.00	0.00	206.64	284.98	0.00	270.00	160.00
<b>Professional Fees</b>										
Accounting/Financial	8,426.50	0.00	0.00	0.00	0.00	8,426.50	0.00	0.00	0.00	0.00
Computer/Tech Support	625.00	0.00	0.00	0.00	0.00	625.00	0.00	0.00	0.00	0.00
Graphic Design	400.00	0.00	0.00	0.00	0.00	400.00	400.00	0.00	625.00	300.00
Professional Fees - Other	7,368.75	0.00	0.00	0.00	0.00	7,368.75	0.00	0.00	0.00	0.00
<b>Total Professional Fees</b>	16,820.25	0.00	0.00	0.00	0.00	16,820.25	400.00	0.00	625.00	300.00
<b>Rent</b>										
Office	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rent - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Rent</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sales Tax Adjustment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Software	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Supplies	595.98	0.00	0.00	0.00	0.00	595.98	12,787.88	0.00	0.00	8,214.63
Taxes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Telephone and Internet	222.06	0.00	0.00	0.00	0.00	222.06	0.00	0.00	0.00	0.00
Website	150.00	0.00	752.27	0.00	0.00	902.27	0.00	0.00	0.00	0.00
<b>Total Expense</b>	39,846.55	0.00	9,454.11	111,734.78	0.00	161,135.42	16,707.39	0.00	1,815.00	11,890.36
<b>Net Ordinary Income</b>	-12,807.70	2,010.29	1,602.46	-51,426.20	0.00	-60,621.15	28,256.35	2,000.00	29,674.00	10,669.64
<b>Other Income/Expense</b>										
<b>Other Expense</b>										
Other Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Other Expense</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Net Other Income</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Net Income</b>	-12,807.70	2,010.29	1,602.46	-51,426.20	0.00	-60,621.15	28,256.35	2,000.00	29,674.00	10,669.64

Willow Glen Business Association  
Profit & Loss by Class  
July 2017 through March 2018

	Founder's Day (Fundraising Events)	Spring Wine Walk (Fundraising Events)	Summer Wine Walk (Fundraising Events)	Fundraising Events - Other (Fundraising Events)	Total Fundraising Events	Member Relations	BBQ In the Glen (Promotions & Events)
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
CBID	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Event Revenue</b>							
Booth Fees	0.00	0.00	0.00	0.00	1,050.00	0.00	0.00
Cable Car/Horse & Car. tickets	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Merchandise (taxable)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Fees	0.00	50.00	100.00	0.00	600.00	0.00	0.00
Tickets	0.00	0.00	27,167.75	0.00	93,221.49	220.00	18,814.02
<b>Total Event Revenue</b>	0.00	50.00	27,267.75	0.00	94,871.49	220.00	18,814.02
Grants	0.00	0.00	0.00	0.00	16,069.00	0.00	7,500.00
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Member Dues	0.00	0.00	0.00	0.00	0.00	800.00	0.00
<b>Sponsorships</b>							
Sponsorships	0.00	0.00	0.00	0.00	16,500.00	0.00	4,075.00
Sponsorships - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Sponsorships</b>	0.00	0.00	0.00	0.00	16,500.00	0.00	4,075.00
<b>Total Income</b>	0.00	50.00	27,267.75	0.00	128,360.49	820.00	28,389.02
<b>Gross Profit</b>	0.00	50.00	27,267.75	0.00	128,360.49	820.00	28,389.02
<b>Expense</b>							
<b>Advertising and P/R</b>							
Other Advertising	0.00	0.00	134.00	0.00	134.00	0.00	0.00
Sponsorship of Community Events	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Advertising and P/R - Other	0.00	0.00	366.00	0.00	366.00	0.00	0.00
<b>Total Advertising and P/R</b>	0.00	0.00	533.00	0.00	533.00	0.00	0.00
Bad Debt	250.00	0.00	0.00	8,852.82	8,852.82	5,265.00	0.00
Bank Service Charges	0.00	0.00	0.00	0.00	52.00	5.82	0.00
City Fees	0.00	0.00	0.00	0.00	0.00	0.00	850.00
<b>Contract Services</b>							
City of S.J. - BofA Parking	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Decor (Banner)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Decor (Holiday)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Decor (Kiosk)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Entertainment	0.00	0.00	300.00	0.00	300.00	0.00	650.00
Event Production	0.00	0.00	0.00	0.00	250.00	0.00	4,225.00
Fundraising	0.00	0.00	0.00	0.00	875.00	0.00	0.00
Photographer	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Security	0.00	598.60	1,379.00	0.00	4,935.40	0.00	1,725.90
Street Maintenance/Cleaning	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Webbels	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Contract Services</b>	0.00	598.60	1,879.00	0.00	6,360.40	0.00	6,600.90
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Equipment Rental</b>							
Copier Rental	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event Equipment	0.00	151.09	604.18	0.00	1,961.83	0.00	5,418.40
<b>Total Equipment Rental</b>	0.00	151.09	604.18	0.00	1,961.83	0.00	5,418.40
<b>Equipment/Furnishings</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Meetings	0.00	0.00	0.00	0.00	0.00	10.33	0.00
Permits and Fees	0.00	126.00	0.00	0.00	2,135.00	0.00	3,640.00
<b>Personnel</b>							
<b>Compensation - Staff Salaries</b>							
Bill	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ED	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Compensation - Staff Salaries</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Payroll Service	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Payroll Taxes	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Personnel</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Printing and Reproduction	0.00	1,900.95	293.83	0.00	2,919.56	0.00	0.00
<b>Professional Fees</b>							
Accounting/Financial	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Computer/Tech Support	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Graphic Design	0.00	600.00	200.00	0.00	2,125.00	0.00	0.00
Professional Fees - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Professional Fees</b>	0.00	600.00	200.00	0.00	2,125.00	0.00	0.00
<b>Rent</b>							
Office	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rent - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Rent</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sales Tax Adjustment	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Software	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Supplies	0.00	3,456.00	9,716.55	0.00	34,185.85	19.00	11,474.43
Taxes	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Webbels	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Expense</b>	250.00	6,833.53	13,026.38	8,852.82	59,176.48	5,300.35	27,885.73
<b>Net Ordinary Income</b>	-250.00	-6,783.53	14,271.39	-8,852.82	69,185.03	-4,480.35	505.29
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
Other Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Other Expense</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Net Other Income</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Net Income</b>	-250.00	-6,783.53	14,271.39	-8,852.82	69,185.03	-4,480.35	505.29

Willow Glen Business Association  
Profit & Loss by Class  
July 2017 through March 2018

	Halloween Trick or Treat (Promotions & Events)	Holidays (Promotions & Events)	SJ Glens Willow Glen Day (Promotions & Events)	Spring Ladies Night Out (Promotions & Events)	Summer Ladies Night Out (Promotions & Events)	Promotions & Events - Other (Promotions & Events)
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
CBD	0.00	0.00	0.00	0.00	0.00	0.00
<b>Event Revenue</b>						
Booth Fees	0.00	0.00	0.00	0.00	0.00	0.00
Cable Car/Horse & Car. Tickets	0.00	33,911.00	0.00	0.00	0.00	0.00
Merchandise (taxable)	0.00	646.33	0.00	0.00	0.00	0.00
Other Fees	0.00	0.00	0.00	0.00	0.00	0.00
Tickets	0.00	472.00	10.00	0.00	0.00	0.00
<b>Total Event Revenue</b>	0.00	35,029.33	10.00	0.00	0.00	0.00
Grants	0.00	2,500.00	0.00	0.00	0.00	0.00
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sponsorships</b>						
Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00
Sponsorships - Other	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Sponsorships</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Income</b>	0.00	37,529.33	10.00	0.00	0.00	0.00
<b>Gross Profit</b>	0.00	37,529.33	10.00	0.00	0.00	0.00
<b>Expense</b>						
<b>Advertising and P/R</b>						
Other Advertising	0.00	0.00	0.00	0.00	0.00	312.04
Sponsorship of Community Events	0.00	0.00	0.00	0.00	0.00	0.00
Advertising and P/R - Other	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Advertising and P/R</b>	0.00	0.00	0.00	0.00	0.00	312.04
Bad Debt	0.00	360.00	0.00	0.00	0.00	4,890.00
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00
City Fees	0.00	0.00	0.00	0.00	0.00	0.00
<b>Contract Services</b>						
City of SJ - BofA Parking	0.00	0.00	0.00	0.00	0.00	0.00
Decor (Banner)	0.00	0.00	0.00	0.00	0.00	0.00
Decor (Holiday)	0.00	29.95	0.00	0.00	0.00	0.00
Decor (Kiosk)	0.00	0.00	0.00	0.00	0.00	0.00
Entertainment	0.00	5,750.00	0.00	0.00	0.00	0.00
Event Production	0.00	1,000.00	0.00	0.00	0.00	0.00
Fundraising	0.00	0.00	0.00	0.00	0.00	0.00
Photographer	0.00	0.00	0.00	0.00	0.00	0.00
Security	1,897.50	0.00	0.00	0.00	0.00	0.00
Street Maintenance/Cleaning	0.00	0.00	0.00	0.00	0.00	0.00
Website	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Contract Services</b>	1,897.50	6,779.95	0.00	0.00	0.00	0.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00
<b>Equipment Rental</b>						
Copier Rental	0.00	0.00	0.00	0.00	0.00	0.00
Event Equipment	0.00	11,200.00	0.00	0.00	0.00	0.00
<b>Total Equipment Rental</b>	0.00	11,200.00	0.00	0.00	0.00	0.00
Equipment/Furnishings	0.00	0.00	0.00	0.00	0.00	0.00
Insurance	0.00	0.00	0.00	0.00	0.00	0.00
Meetings	0.00	0.00	0.00	0.00	0.00	0.00
Permits and Fees	0.00	0.00	0.00	0.00	0.00	0.00
<b>Personnel</b>						
<b>Compensation - Staff Salaries</b>						
BM	0.00	0.00	0.00	0.00	0.00	0.00
ED	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Compensation - Staff Salaries</b>	0.00	0.00	0.00	0.00	0.00	0.00
Payroll Service	0.00	0.00	0.00	0.00	0.00	0.00
Payroll Taxes	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Personnel</b>	0.00	0.00	0.00	0.00	0.00	0.00
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00
Printing and Reproduction	0.00	294.98	0.00	163.88	303.83	0.00
<b>Professional Fees</b>						
Accounting/Financial	0.00	0.00	0.00	0.00	0.00	0.00
Computer/Tech Support	0.00	0.00	0.00	0.00	0.00	0.00
Graphic Design	0.00	500.00	0.00	475.00	200.00	0.00
Professional Fees - Other	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Professional Fees</b>	0.00	900.00	0.00	475.00	200.00	0.00
<b>Rent</b>						
Office	0.00	0.00	0.00	0.00	0.00	0.00
Rent - Other	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Rent</b>	0.00	0.00	0.00	0.00	0.00	0.00
Sales Tax Adjustment	0.00	0.00	0.00	0.00	0.00	0.00
Software	0.00	0.00	0.00	0.00	0.00	0.00
Supplies	118.93	-5,633.26	0.00	131.10	318.47	0.00
Taxes	0.00	0.00	0.00	0.00	0.00	0.00
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	0.00
Website	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Expense</b>	2,016.43	13,501.87	0.00	769.88	822.10	5,242.04
<b>Net Ordinary Income</b>	-2,016.43	24,027.46	10.00	-769.88	-822.10	-5,242.04
<b>Other Income/Expense</b>						
<b>Other Expense</b>						
Other Expenses	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Other Expense</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Net Other Income</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Net Income</b>	-2,016.43	24,027.46	10.00	-769.88	-822.10	-5,242.04

Willow Glen Business Association  
Profit & Loss by Class  
July 2017 through March 2018

	Total Promotions & Events	Strategic Marketing	WGBA Administration	TOTAL
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
CBID	0.00	0.00	0.00	100,514.27
<b>Event Revenue</b>				
Booth Fees	0.00	0.00	0.00	1,050.00
Cable Car/Horse & Car. tickets	33,911.00	0.00	0.00	33,911.00
Merchandise (taxable)	646.33	0.00	0.00	646.33
Other Fees	0.00	0.00	0.00	600.00
Tickets	17,296.02	0.00	0.00	110,737.51
<b>Total Event Revenue</b>	<b>51,853.35</b>	<b>0.00</b>	<b>0.00</b>	<b>146,944.84</b>
Grants	10,000.00	0.00	0.00	28,989.00
Interest Income	0.00	0.00	0.03	0.03
Member Dues	0.00	0.00	0.00	600.00
<b>Sponsorships</b>				
Sponsorships	4,075.00	0.00	0.00	20,575.00
Sponsorships - Other	0.00	0.00	0.00	0.00
<b>Total Sponsorships</b>	<b>4,075.00</b>	<b>0.00</b>	<b>0.00</b>	<b>20,575.00</b>
<b>Total Income</b>	<b>65,928.35</b>	<b>0.00</b>	<b>0.03</b>	<b>295,623.14</b>
<b>Gross Profit</b>	<b>65,928.35</b>	<b>0.00</b>	<b>0.03</b>	<b>295,623.14</b>
<b>Expense</b>				
<b>Advertising and P/R</b>				
Other Advertising	312.04	0.00	405.46	851.50
Sponsorship of Community Events	0.00	2,000.00	0.00	2,000.00
Advertising and P/R - Other	0.00	0.00	0.00	399.00
<b>Total Advertising and P/R</b>	<b>312.04</b>	<b>2,000.00</b>	<b>405.46</b>	<b>3,250.50</b>
Bad Debt	5,280.00	0.00	0.00	19,457.82
Bank Service Charges	0.00	0.00	284.80	342.82
City Fees	850.00	0.00	469.00	3,819.00
<b>Contract Services</b>				
City of SJ - BoFA Parking	0.00	0.00	0.00	5,250.00
Decor (Banner)	0.00	0.00	400.00	3,640.00
Decor (Holiday)	28.95	0.00	0.00	3,977.43
Decor (Kiosk)	0.00	0.00	0.00	721.88
Entertainment	6,300.00	0.00	0.00	6,600.00
Event Production	5,225.00	0.00	0.00	5,475.00
Fundraising	0.00	0.00	0.00	875.00
Photographer	0.00	0.00	0.00	0.00
Security	3,623.40	0.00	0.00	8,558.80
Street Maintenance/Cleaning	0.00	0.00	0.00	101,970.76
Website	0.00	0.00	0.00	264.65
<b>Total Contract Services</b>	<b>15,178.35</b>	<b>0.00</b>	<b>400.00</b>	<b>137,333.52</b>
Dues and Subscriptions	0.00	0.00	855.00	855.00
<b>Equipment Rental</b>				
Copier Rental	0.00	0.00	2,756.97	8,800.13
Event Equipment	16,818.40	0.00	0.00	18,580.23
<b>Total Equipment Rental</b>	<b>16,818.40</b>	<b>0.00</b>	<b>2,756.97</b>	<b>25,380.36</b>
<b>Equipment/Furnishings</b>	<b>0.00</b>	<b>0.00</b>	<b>288.32</b>	<b>1,405.94</b>
Insurance	0.00	0.00	3,058.59	6,358.90
Meetings	0.00	0.00	41.95	52.48
Permits and Fees	3,640.00	0.00	14.00	5,769.00
<b>Personnel</b>				
<b>Compensation - Staff Salaries</b>				
BM	0.00	0.00	14,063.17	24,051.31
ED	0.00	0.00	1,731.69	5,084.11
<b>Total Compensation - Staff Salaries</b>	<b>0.00</b>	<b>0.00</b>	<b>15,795.16</b>	<b>29,135.42</b>
Payroll Service	0.00	0.00	1,807.01	1,807.01
Payroll Taxes	0.00	0.00	330.46	3,212.56
<b>Total Personnel</b>	<b>0.00</b>	<b>0.00</b>	<b>17,932.63</b>	<b>33,964.99</b>
Postage and Delivery	0.00	0.00	469.40	469.40
Printing and Reproduction	782.49	0.00	0.00	3,888.69
<b>Professional Fees</b>				
Accounting/Financial	0.00	0.00	0.00	8,426.50
Computer/Tech Support	0.00	0.00	0.00	625.00
Graphic Design	1,175.00	0.00	0.00	3,700.00
Professional Fees - Other	0.00	0.00	12.00	7,360.75
<b>Total Professional Fees</b>	<b>1,175.00</b>	<b>0.00</b>	<b>12.00</b>	<b>20,132.25</b>
<b>Rent</b>				
Office	0.00	0.00	2,000.00	2,000.00
Rent - Other	0.00	0.00	250.00	250.00
<b>Total Rent</b>	<b>0.00</b>	<b>0.00</b>	<b>2,250.00</b>	<b>2,250.00</b>
Sales Tax Adjustment	0.00	0.00	0.01	0.01
Software	0.00	0.00	54.99	54.99
Supplies	6,409.67	0.00	503.72	41,714.22
Taxes	0.00	0.00	135.43	135.43
Telephone and Internet	0.00	0.00	1,127.10	1,349.16
Website	0.00	0.00	300.00	1,202.27
<b>Total Expense</b>	<b>60,235.95</b>	<b>2,000.00</b>	<b>31,359.37</b>	<b>309,206.65</b>
<b>Net Ordinary Income</b>	<b>15,692.40</b>	<b>-2,000.00</b>	<b>-31,359.34</b>	<b>-13,583.41</b>
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
Other Expenses	0.00	0.00	675.00	675.00
<b>Total Other Expense</b>	<b>0.00</b>	<b>0.00</b>	<b>675.00</b>	<b>675.00</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>-675.00</b>	<b>-675.00</b>
<b>Net Income</b>	<b>15,692.40</b>	<b>-2,000.00</b>	<b>-32,034.34</b>	<b>-14,256.41</b>