

Rockridge District Association
Profit & Loss Budget Performance
 March through October 2010

	<u>Mar - Oct 10</u>	<u>Annual Budget</u>	<u>Variance</u>
Ordinary Income/Expense			
Income			
BID Revenues			
BID Revenue	124,219.24	120,000.00	4,219.24
Total BID Revenues	<u>124,219.24</u>	<u>120,000.00</u>	<u>4,219.24</u>
Out & About	0.00	50,000.00	-50,000.00
Unclassified Income	225.00		
Miscellaneous Income	0.00	2,000.00	-2,000.00
Transfer from Reserve	0.00	63,250.00	-63,250.00
Total Income	<u>124,444.24</u>	<u>235,250.00</u>	<u>-110,805.76</u>
Expense			
Organization Committee			
Board Meeting Expense	62.10	500.00	437.90
City of Oakland Collection Cost	0.00	4,000.00	4,000.00
Insurance	619.00	2,000.00	1,381.00
Office Expense	682.33	4,500.00	3,817.67
Postage, Copy & Printing	4,269.50	1,000.00	-3,269.50
Professional Administration			
Wages-Prof Admin	19,200.00		
Professional Administration - Other	9,731.28	50,000.00	40,268.72
Total Professional Administration	<u>28,931.28</u>	<u>50,000.00</u>	<u>21,068.72</u>
Professional Services	3,835.00	4,500.00	665.00
Telecommunications	389.58	2,500.00	2,110.42
Total Organization Committee	<u>38,788.79</u>	<u>69,000.00</u>	<u>30,211.21</u>
Marketing & Promotion Committee			
Advertising & Graphics	295.97	2,400.00	2,104.03
Events	2,752.44	70,000.00	67,247.56
Marketing & Materials	2,063.37	6,000.00	3,936.63
Streetscape Amenities	0.00	9,000.00	9,000.00
Storage & Rent	1,200.00	1,000.00	-200.00
Web Design & Communication	1,279.64	7,300.00	6,020.36
Total Marketing & Promotion Committee	<u>7,591.42</u>	<u>95,700.00</u>	<u>88,108.58</u>
Streetscape & Security Committee			
Security & Public Safety	315.00	32,050.00	31,735.00
Streetcleaning Wages			
Streetcleaning-Insurance	5,459.43		
Streetcleaning Wages - Other	13,519.50	31,000.00	17,480.50
Total Streetcleaning Wages	<u>18,978.93</u>	<u>31,000.00</u>	<u>12,021.07</u>

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Beautification-Streetscape Misc	1,873.71	4,200.00	2,326.29
Total Streetscape & Security Committe	<u>21,167.64</u>	<u>67,250.00</u>	<u>46,082.36</u>
Land Use Committee			
Miscellaneous Land Use	0.00	750.00	750.00
Total Land Use Committee	<u>0.00</u>	<u>750.00</u>	<u>750.00</u>
Total Expense	<u>67,547.85</u>	<u>232,700.00</u>	<u>165,152.15</u>
Net Ordinary Income	56,896.39	2,550.00	-54,346.39
Other Income/Expense			
Other Expense			
Void	0.00		
City of Oakland Loan	0.00	2,550.00	2,550.00
Total Other Expense	<u>0.00</u>	<u>2,550.00</u>	<u>2,550.00</u>
Net Other Income	<u>0.00</u>	<u>-2,550.00</u>	<u>-2,550.00</u>
Net Income	<u><u>56,896.39</u></u>	<u><u>0.00</u></u>	<u><u>-56,896.39</u></u>