

HB Downtown  
Business Improvement District

July 2023 Financials

# Huntington Beach Downtown Business Improvement District

## Statement of Financial Position

As of July 31, 2023

|  | TOTAL               |
|--|---------------------|
| <b>ASSETS</b>                          |                     |
| Current Assets                         |                     |
| Bank Accounts                          |                     |
| 1020 First Bank - Main Acct            | 46,269.50           |
| 1030 First Bank - MM                   | 160,784.08          |
| 1040 First Bank - Maintenance          | -193.67             |
| <b>Total Bank Accounts</b>             | <b>\$206,859.91</b> |
| Other Current Assets                   |                     |
| 1330 Prepaid Rent                      | 500.00              |
| Undeposited Funds                      | 5,786.50            |
| <b>Total Other Current Assets</b>      | <b>\$6,286.50</b>   |
| <b>Total Current Assets</b>            | <b>\$213,146.41</b> |
| Fixed Assets                           |                     |
| 1640 Machinery & Equipment             | 11,651.68           |
| 1660 Office Equipment                  | 538.74              |
| 1670 Computers                         | 2,931.66            |
| 1700 Accumulated Depreciation          | -13,496.73          |
| <b>Total Fixed Assets</b>              | <b>\$1,625.35</b>   |
| <b>TOTAL ASSETS</b>                    | <b>\$214,771.76</b> |
| <b>LIABILITIES AND EQUITY</b>          |                     |
| Liabilities                            |                     |
| Current Liabilities                    |                     |
| Other Current Liabilities              |                     |
| 2080 Payroll Clearing                  | -185.08             |
| 2100 Payroll Tax Payable               | -888.39             |
| <b>Total Other Current Liabilities</b> | <b>\$ -1,073.47</b> |
| <b>Total Current Liabilities</b>       | <b>\$ -1,073.47</b> |
| Long-Term Liabilities                  |                     |
| 2400 Notes Payable - SBA EIDL          | 150,000.00          |
| <b>Total Long-Term Liabilities</b>     | <b>\$150,000.00</b> |
| <b>Total Liabilities</b>               | <b>\$148,926.53</b> |
| Equity                                 |                     |
| 3100 Unrestricted Net Assets           | 101,885.99          |
| Retained Earnings                      | 0.00                |
| Net Revenue                            | -36,040.76          |
| <b>Total Equity</b>                    | <b>\$65,845.23</b>  |
| <b>TOTAL LIABILITIES AND EQUITY</b>    | <b>\$214,771.76</b> |

# Huntington Beach Downtown Business Improvement District

## Statement of Activity

July 2023

|                                  | TOTAL              |                           |
|----------------------------------|--------------------|---------------------------|
|                                  | JUL 2023           | OCT 2022 - JUL 2023 (YTD) |
| <b>Revenue</b>                   |                    |                           |
| 4050 BID Assessments             | 5,148.00           | 102,937.00                |
| 4100 Chili at the Beach          |                    | 16,931.57                 |
| 4200 Event Revenue               | 55,842.09          | 397,065.01                |
| 4300 Surf City Nights            | 4,960.01           | 37,230.17                 |
| 4800 City of HB Maintenance      | 16,500.00          | 66,000.00                 |
| Unapplied Cash Payment Revenue   | 0.00               | 0.00                      |
| <b>Total Revenue</b>             | <b>\$82,450.10</b> | <b>\$620,163.75</b>       |
| <b>Cost of Goods Sold</b>        |                    |                           |
| 5100 Rental & Setup              | 8,315.45           | 42,896.67                 |
| 5150 Parking                     | -306.25            | 2,417.75                  |
| 5200 Street Cleaning             |                    | 14,318.00                 |
| 5300 Event Expenses              | 538.31             | 17,563.27                 |
| 5330 Entertainment               | 700.00             | 4,800.00                  |
| 5380 Printing & Production       | 2,089.01           | 17,157.22                 |
| <b>Total 5300 Event Expenses</b> | <b>3,327.32</b>    | <b>39,520.49</b>          |
| 5600 Holiday Beautification      |                    | 19,750.00                 |
| 5800 Maintenance                 | 16,500.00          | 181,500.00                |
| <b>Total Cost of Goods Sold</b>  | <b>\$27,836.52</b> | <b>\$300,402.91</b>       |
| <b>GROSS PROFIT</b>              | <b>\$54,613.58</b> | <b>\$319,760.84</b>       |
| <b>Expenditures</b>              |                    |                           |
| 7010 Advertising & Marketing     | 459.82             | 788.69                    |
| 7050 Bank Charges & Fees         | 27.64              | 272.24                    |
| 7070 Consultants                 | 27,547.20          | 214,079.04                |
| 7090 Charitable Contributions    |                    | 3,000.00                  |
| 7100 Dues & subscriptions        | 153.76             | 2,145.99                  |
| 7150 Insurance                   |                    | 890.00                    |
| 7170 Legal & Accounting Services | 1,066.00           | 9,296.50                  |
| 7190 Meeting & Training          | 50.00              | 1,805.23                  |
| 7200 Miscellaneous Expense       |                    | 181.19                    |
| 7210 Office Supplies             | 585.61             | 2,429.99                  |
| 7290 Rent & Lease                | 900.00             | 9,000.00                  |
| 7300 Repairs & Maintenance       | 100.00             | 650.00                    |
| 7310 Security                    | 700.00             | 10,275.00                 |
| 7315 Ambassador Program          | 14,801.08          | 43,799.38                 |
| <b>Total 7310 Security</b>       | <b>15,501.08</b>   | <b>54,074.38</b>          |
| 7320 Taxes & Licenses            | 3,900.00           | 43,987.08                 |
| 7330 Telephone                   | 202.95             | 2,004.50                  |

# Huntington Beach Downtown Business Improvement District

## Statement of Activity

July 2023

|                            | TOTAL              |                           |
|----------------------------|--------------------|---------------------------|
|                            | JUL 2023           | OCT 2022 - JUL 2023 (YTD) |
| QuickBooks Payments Fees   | 1,845.86           | 11,216.86                 |
| <b>Total Expenditures</b>  | <b>\$52,339.92</b> | <b>\$355,821.69</b>       |
| NET OPERATING REVENUE      | <b>\$2,273.66</b>  | <b>\$ -36,060.85</b>      |
| Other Revenue              |                    |                           |
| 8000 Interest Earned       | 2.05               | 20.09                     |
| <b>Total Other Revenue</b> | <b>\$2.05</b>      | <b>\$20.09</b>            |
| NET OTHER REVENUE          | <b>\$2.05</b>      | <b>\$20.09</b>            |
| NET REVENUE                | <b>\$2,275.71</b>  | <b>\$ -36,040.76</b>      |

# Huntington Beach Downtown Business Improvement District

## Statement of Activity October 2022 - July 2023

|                                  | OCT 2022           | NOV 2022            | DEC 2022           | JAN 2023            | FEB 2023           | MAR 2023           | APR 2023           | MAY 2023           | JUN 2023           | JUL 2023           | TOTAL               |
|----------------------------------|--------------------|---------------------|--------------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|
| <b>Revenue</b>                   |                    |                     |                    |                     |                    |                    |                    |                    |                    |                    |                     |
| 4050 BID Assessments             | 20,052.00          |                     | 25,064.00          |                     | 9,650.00           | 19,100.00          |                    | 23,923.00          |                    | 5,148.00           | \$102,937.00        |
| 4100 Chili at the Beach          |                    |                     |                    |                     |                    |                    |                    |                    | 16,931.57          |                    | \$16,931.57         |
| 4200 Event Revenue               | 50.00              | 14,250.00           | 81,099.25          | 23,055.00           | 58,154.91          | 38,172.50          | 48,428.45          | 45,570.76          | 32,442.05          | 55,842.09          | \$397,065.01        |
| 4300 Surf City Nights            | 30,442.30          | 15,323.41           | -27,574.75         | 5,072.20            | 0.00               | 0.00               | 2,536.00           | 2,988.00           | 3,483.00           | 4,960.01           | \$37,230.17         |
| 4800 City of HB Maintenance      | 30.00              | 10.00               | -40.00             |                     |                    | 16,500.00          |                    |                    | 33,000.00          | 16,500.00          | \$66,000.00         |
| Unapplied Cash Payment Revenue   | 0.00               | 0.00                | 46.00              | -46.00              | 0.00               | 0.00               | 0.00               | 0.00               | 0.00               | 0.00               | \$0.00              |
| <b>Total Revenue</b>             | <b>\$50,574.30</b> | <b>\$29,563.41</b>  | <b>\$78,594.50</b> | <b>\$28,081.20</b>  | <b>\$67,804.91</b> | <b>\$73,772.50</b> | <b>\$50,964.45</b> | <b>\$72,481.76</b> | <b>\$85,856.62</b> | <b>\$82,450.10</b> | <b>\$620,163.75</b> |
| <b>Cost of Goods Sold</b>        |                    |                     |                    |                     |                    |                    |                    |                    |                    |                    |                     |
| 5100 Rental & Setup              | 5,117.19           | 5,194.70            |                    | 6,858.28            | 2,398.50           |                    | 1,845.00           | 5,076.65           | 8,090.90           | 8,315.45           | \$42,896.67         |
| 5150 Parking                     | 400.00             | -159.00             | 600.00             |                     | 600.00             | -240.00            | 800.00             | -277.00            | 1,000.00           | -306.25            | \$2,417.75          |
| 5200 Street Cleaning             | 6,272.00           | 6,996.00            |                    | 1,050.00            |                    |                    |                    |                    |                    |                    | \$14,318.00         |
| 5300 Event Expenses              | 7,103.99           | 1,581.08            |                    |                     | 464.00             | 1,252.73           | 575.00             |                    | 6,048.16           | 538.31             | \$17,563.27         |
| 5330 Entertainment               |                    | 1,025.00            |                    | 2,775.00            |                    |                    | 300.00             |                    |                    | 700.00             | \$4,800.00          |
| 5380 Printing & Production       | 498.45             | 7,487.26            | 435.00             |                     | 1,896.25           | 2,317.47           | 43.05              | 364.80             | 2,025.93           | 2,089.01           | \$17,157.22         |
| <b>Total 5300 Event Expenses</b> | <b>7,602.44</b>    | <b>10,093.94</b>    | <b>435.00</b>      | <b>2,775.00</b>     | <b>2,360.25</b>    | <b>3,570.20</b>    | <b>918.05</b>      | <b>364.80</b>      | <b>8,074.09</b>    | <b>3,327.32</b>    | <b>\$39,520.49</b>  |
| 5600 Holiday Beautification      |                    | 9,875.00            |                    |                     |                    |                    |                    |                    |                    |                    | \$19,750.00         |
| 5800 Maintenance                 |                    | 33,000.00           |                    | 49,500.00           | 16,500.00          | 16,500.00          | 33,000.00          |                    | 16,500.00          | 16,500.00          | \$181,500.00        |
| <b>Total Cost of Goods Sold</b>  | <b>\$19,391.63</b> | <b>\$65,000.04</b>  | <b>\$1,035.00</b>  | <b>\$70,058.28</b>  | <b>\$21,858.75</b> | <b>\$19,830.20</b> | <b>\$36,563.05</b> | <b>\$5,164.45</b>  | <b>\$33,664.99</b> | <b>\$27,836.52</b> | <b>\$300,402.91</b> |
| <b>GROSS PROFIT</b>              | <b>\$31,182.67</b> | <b>\$-35,416.63</b> | <b>\$77,559.50</b> | <b>\$-41,977.08</b> | <b>\$45,946.16</b> | <b>\$53,942.30</b> | <b>\$14,401.40</b> | <b>\$67,317.31</b> | <b>\$52,191.63</b> | <b>\$54,613.58</b> | <b>\$319,760.84</b> |
| <b>Expenditures</b>              |                    |                     |                    |                     |                    |                    |                    |                    |                    |                    |                     |
| 7010 Advertising & Marketing     | 36.78              | 30.99               |                    |                     |                    | 182.23             | 4.59               | 5.62               | 68.66              | 459.82             | \$788.69            |
| 7050 Bank Charges & Fees         | 29.32              | 29.70               | 27.94              | 26.52               | 28.19              | 25.51              | 23.94              | 26.83              | 26.65              | 27.64              | \$272.24            |
| 7070 Consultants                 | 18,560.09          | 13,739.85           | 17,990.36          | 18,751.61           | 18,963.80          | 21,988.58          | 25,102.60          | 26,360.85          | 25,074.10          | 27,547.20          | \$214,079.04        |
| 7090 Charitable Contributions    |                    |                     |                    |                     |                    |                    |                    |                    | 3,000.00           |                    | \$3,000.00          |
| 7100 Dues & subscriptions        | 277.71             | 277.71              | 277.71             | 192.71              | 152.71             | 233.76             | 232.40             | 193.76             | 153.76             | 153.76             | \$2,145.99          |
| 7150 Insurance                   |                    |                     | 890.00             |                     |                    |                    |                    |                    |                    |                    | \$890.00            |
| 7170 Legal & Accounting Services |                    |                     | 2,240.00           | 2,469.00            | 450.00             | 603.00             | 1,281.00           | 450.00             | 737.50             | 1,066.00           | \$9,296.50          |
| 7190 Meeting & Training          | 373.74             | 137.95              |                    | 248.23              | 788.75             | 106.56             | 100.00             |                    | 50.00              |                    | \$1,805.23          |
| 7200 Miscellaneous Expense       | 83.92              |                     | 97.27              |                     |                    |                    |                    |                    |                    |                    | \$181.19            |
| 7210 Office Supplies             | 470.93             | 31.54               | 62.93              | 416.29              | 584.80             | 82.99              | 36.14              | 103.99             | 54.77              | 585.61             | \$2,429.99          |
| 7250 Rent & Lease                | 900.00             | 900.00              | 900.00             | 900.00              | 900.00             | 900.00             | 900.00             | 900.00             | 900.00             | 900.00             | \$9,000.00          |
| 7300 Repairs & Maintenance       | 50.00              |                     |                    | 150.00              | 100.00             | 50.00              | 50.00              | 50.00              | 100.00             | 100.00             | \$650.00            |
| 7310 Security                    | 1,750.00           | 2,850.00            |                    |                     | 1,500.00           |                    | 3,475.00           |                    |                    | 700.00             | \$10,275.00         |
| 7315 Ambassador Program          | 5,916.00           | 7,149.60            | 3,177.60           | 4,766.40            | -7,808.40          | 1,984.07           | -815.40            | 6,665.20           | 7,963.23           | 14,801.08          | \$43,799.38         |
| <b>Total 7310 Security</b>       | <b>7,666.00</b>    | <b>9,999.60</b>     | <b>3,177.60</b>    | <b>4,766.40</b>     | <b>-6,308.40</b>   | <b>1,984.07</b>    | <b>2,659.60</b>    | <b>6,665.20</b>    | <b>7,963.23</b>    | <b>15,501.08</b>   | <b>\$54,074.38</b>  |
| 7320 Taxes & Licenses            | 1,145.00           |                     |                    | 10,117.08           |                    | 10,400.00          |                    | 18,375.00          | 50.00              | 3,900.00           | \$43,987.08         |
| 7330 Telephone                   | 197.95             | 197.95              | 197.95             | 197.95              | 197.95             | 202.95             | 202.95             | 202.95             | 202.95             | 202.95             | \$2,004.50          |

# Huntington Beach Downtown Business Improvement District

## Statement of Activity October 2022 - July 2023

|                          | OCT 2022    | NOV 2022     | DEC 2022    | JAN 2023     | FEB 2023    | MAR 2023    | APR 2023     | MAY 2023    | JUN 2023    | JUL 2023    | TOTAL        |
|--------------------------|-------------|--------------|-------------|--------------|-------------|-------------|--------------|-------------|-------------|-------------|--------------|
| QuickBooks Payments Fees | 832.17      | 895.63       | 617.78      | 900.32       | 821.49      | 1,199.85    | 1,393.17     | 1,512.64    | 1,197.95    | 1,845.86    | \$11,216.86  |
| Total Expenditures       | \$30,623.61 | \$26,240.92  | \$26,479.54 | \$39,136.11  | \$16,679.29 | \$37,959.50 | \$31,986.39  | \$54,846.84 | \$39,529.57 | \$52,339.92 | \$355,821.69 |
| NET OPERATING REVENUE    | \$559.06    | \$-61,657.55 | \$51,079.96 | \$-81,113.19 | \$29,266.87 | \$15,982.80 | \$-17,584.99 | \$12,470.47 | \$12,662.06 | \$2,273.66  | \$-36,060.85 |
| Other Revenue            |             |              |             |              |             |             |              |             |             |             |              |
| 8000 Interest Earned     | 2.05        | 1.98         | 1.98        | 2.12         | 1.85        | 2.05        | 1.85         | 2.18        | 1.98        | 2.05        | \$20.09      |
| Total Other Revenue      | \$2.05      | \$1.98       | \$1.98      | \$2.12       | \$1.85      | \$2.05      | \$1.85       | \$2.18      | \$1.98      | \$2.05      | \$20.09      |
| NET OTHER REVENUE        | \$2.05      | \$1.98       | \$1.98      | \$2.12       | \$1.85      | \$2.05      | \$1.85       | \$2.18      | \$1.98      | \$2.05      | \$20.09      |
| NET REVENUE              | \$561.11    | \$-61,655.57 | \$51,081.94 | \$-81,111.07 | \$29,268.72 | \$15,984.85 | \$-17,583.14 | \$12,472.65 | \$12,664.04 | \$2,275.71  | \$-36,040.76 |

# Huntington Beach Downtown Business Improvement District

## Budget vs. Actuals: 2022-2023 Budget - FY23 P&L

October 2022 - July 2023

|                                  | TOTAL               |                     |                       |                 |
|----------------------------------|---------------------|---------------------|-----------------------|-----------------|
|                                  | ACTUAL              | BUDGET              | OVER BUDGET           | % OF BUDGET     |
| <b>Revenue</b>                   |                     |                     |                       |                 |
| 4050 BID Assessments             | 102,937.00          | 91,000.00           | 11,937.00             | 113.12 %        |
| 4100 Chili at the Beach          | 16,931.57           | 10,000.00           | 6,931.57              | 169.32 %        |
| 4200 Event Revenue               | 397,065.01          | 249,500.00          | 147,565.01            | 159.14 %        |
| 4300 Surf City Nights            | 37,230.17           | 145,400.00          | -108,169.83           | 25.61 %         |
| 4400 Surf City Days              |                     | 0.00                | 0.00                  |                 |
| 4500 Miracle on Main             |                     | 3,000.00            | -3,000.00             |                 |
| 4800 City of HB Maintenance      | 66,000.00           | 165,000.00          | -99,000.00            | 40.00 %         |
| Unapplied Cash Payment Revenue   | 0.00                |                     | 0.00                  |                 |
| <b>Total Revenue</b>             | <b>\$620,163.75</b> | <b>\$663,900.00</b> | <b>\$ -43,736.25</b>  | <b>93.41 %</b>  |
| <b>Cost of Goods Sold</b>        |                     |                     |                       |                 |
| 5100 Rental & Setup              | 42,896.67           | 53,830.00           | -10,933.33            | 79.69 %         |
| 5150 Parking                     | 2,417.75            | 2,000.00            | 417.75                | 120.89 %        |
| 5200 Street Cleaning             | 14,318.00           | 14,500.00           | -182.00               | 98.74 %         |
| 5300 Event Expenses              | 17,563.27           | 194,069.00          | -176,505.73           | 9.05 %          |
| 5330 Entertainment               | 4,800.00            |                     | 4,800.00              |                 |
| 5380 Printing & Production       | 17,157.22           |                     | 17,157.22             |                 |
| <b>Total 5300 Event Expenses</b> | <b>39,520.49</b>    | <b>194,069.00</b>   | <b>-154,548.51</b>    | <b>20.36 %</b>  |
| 5500 Miscellaneous               |                     | 2,000.00            | -2,000.00             |                 |
| 5600 Holiday Beautification      | 19,750.00           | 20,000.00           | -250.00               | 98.75 %         |
| 5800 Maintenance                 | 181,500.00          | 165,000.00          | 16,500.00             | 110.00 %        |
| <b>Total Cost of Goods Sold</b>  | <b>\$300,402.91</b> | <b>\$451,399.00</b> | <b>\$ -150,996.09</b> | <b>66.55 %</b>  |
| <b>GROSS PROFIT</b>              | <b>\$319,760.84</b> | <b>\$212,501.00</b> | <b>\$107,259.84</b>   | <b>150.47 %</b> |
| <b>Expenditures</b>              |                     |                     |                       |                 |
| 7010 Advertising & Marketing     | 788.69              | 7,000.00            | -6,211.31             | 11.27 %         |
| 7050 Bank Charges & Fees         | 272.24              | 1,000.00            | -727.76               | 27.22 %         |
| 7070 Consultants                 | 214,079.04          | 126,000.00          | 88,079.04             | 169.90 %        |
| 7090 Charitable Contributions    | 3,000.00            |                     | 3,000.00              |                 |
| 7100 Dues & subscriptions        | 2,145.99            | 6,550.00            | -4,404.01             | 32.76 %         |
| 7150 Insurance                   | 890.00              | 2,207.00            | -1,317.00             | 40.33 %         |
| 7170 Legal & Accounting Services | 9,296.50            | 4,455.00            | 4,841.50              | 208.68 %        |
| 7190 Meeting & Training          | 1,805.23            | 700.00              | 1,105.23              | 257.89 %        |
| 7191 Election                    |                     | 0.00                | 0.00                  |                 |
| 7200 Miscellaneous Expense       | 181.19              | 1,000.00            | -818.81               | 18.12 %         |
| 7210 Office Supplies             | 2,429.99            | 6,500.00            | -4,070.01             | 37.38 %         |
| 7290 Rent & Lease                | 9,000.00            | 14,600.00           | -5,600.00             | 61.64 %         |
| 7300 Repairs & Maintenance       | 650.00              | 800.00              | -150.00               | 81.25 %         |
| 7310 Security                    | 10,275.00           |                     | 10,275.00             |                 |
| 7315 Ambassador Program          | 43,799.38           | 41,426.00           | 2,373.38              | 105.73 %        |
| <b>Total 7310 Security</b>       | <b>54,074.38</b>    | <b>41,426.00</b>    | <b>12,648.38</b>      | <b>130.53 %</b> |
| 7320 Taxes & Licenses            | 43,987.08           | 2,500.00            | 41,487.08             | 1,759.48 %      |
| 7330 Telephone                   | 2,004.50            | 2,000.00            | 4.50                  | 100.23 %        |

# Huntington Beach Downtown Business Improvement District

Budget vs. Actuals: 2022-2023 Budget - FY23 P&L

October 2022 - July 2023

|                            | TOTAL               |                     |                     |                 |
|----------------------------|---------------------|---------------------|---------------------|-----------------|
|                            | ACTUAL              | BUDGET              | OVER BUDGET         | % OF BUDGET     |
| QuickBooks Payments Fees   | 11,216.86           | 4,652.80            | 6,564.06            | 241.08 %        |
| <b>Total Expenditures</b>  | <b>\$355,821.69</b> | <b>\$221,390.80</b> | <b>\$134,430.89</b> | <b>160.72 %</b> |
| NET OPERATING REVENUE      | \$ -36,060.85       | \$ -8,889.80        | \$ -27,171.05       | 405.64 %        |
| Other Revenue              |                     |                     |                     |                 |
| 8000 Interest Earned       | 20.09               |                     | 20.09               |                 |
| <b>Total Other Revenue</b> | <b>\$20.09</b>      | <b>\$0.00</b>       | <b>\$20.09</b>      | <b>0.00%</b>    |
| NET OTHER REVENUE          | \$20.09             | \$0.00              | \$20.09             | 0.00%           |
| NET REVENUE                | \$ -36,040.76       | \$ -8,889.80        | \$ -27,150.96       | 405.42 %        |



# Huntington Beach Downtown Business Improvement District

## Statement of Activity by Class

July 2023

|                                  | 4TH OF JULY       | ADMIN             | CHILI AT THE BEACH  | MAINTENANCE        | SURF CITY ARTISAN FAIR | SURF CITY NIGHTS   | NOT SPECIFIED | TOTAL              |
|----------------------------------|-------------------|-------------------|---------------------|--------------------|------------------------|--------------------|---------------|--------------------|
| Revenue                          |                   |                   |                     |                    |                        |                    |               |                    |
| 4050 BID Assessments             |                   | 5,148.00          |                     |                    |                        |                    |               | \$5,148.00         |
| 4200 Event Revenue               |                   | 100.00            | 300.00              |                    | 36,625.00              | 18,817.09          |               | \$55,842.09        |
| 4300 Surf City Nights            |                   |                   |                     |                    |                        | 4,960.01           |               | \$4,960.01         |
| 4800 City of HB Maintenance      |                   |                   |                     | 16,500.00          |                        |                    |               | \$16,500.00        |
| Unapplied Cash Payment Revenue   |                   | 0.00              |                     |                    |                        |                    | 0.00          | \$0.00             |
| <b>Total Revenue</b>             | <b>\$0.00</b>     | <b>\$5,248.00</b> | <b>\$300.00</b>     | <b>\$16,500.00</b> | <b>\$36,625.00</b>     | <b>\$23,777.10</b> | <b>\$0.00</b> | <b>\$82,450.10</b> |
| Cost of Goods Sold               |                   |                   |                     |                    |                        |                    |               |                    |
| 5100 Rental & Setup              | 375.00            |                   | 975.00              |                    | 1,199.25               | 5,766.20           |               | \$8,315.45         |
| 5150 Parking                     |                   | 1.75              |                     |                    | 200.00                 | -508.00            |               | \$ -306.25         |
| 5300 Event Expenses              |                   |                   | 700.00              |                    | 538.31                 |                    |               | \$538.31           |
| 5330 Entertainment               |                   |                   | 2,089.01            |                    |                        |                    |               | \$700.00           |
| 5380 Printing & Production       |                   |                   | 2,789.01            |                    | 538.31                 |                    |               | \$2,089.01         |
| <b>Total 5300 Event Expenses</b> |                   |                   | <b>2,789.01</b>     |                    | <b>538.31</b>          |                    |               | <b>\$3,327.32</b>  |
| 5800 Maintenance                 |                   |                   |                     | 16,500.00          |                        |                    |               | \$16,500.00        |
| <b>Total Cost of Goods Sold</b>  | <b>\$375.00</b>   | <b>\$1.75</b>     | <b>\$3,764.01</b>   | <b>\$16,500.00</b> | <b>\$1,937.56</b>      | <b>\$5,258.20</b>  | <b>\$0.00</b> | <b>\$27,836.52</b> |
| <b>GROSS PROFIT</b>              | <b>\$ -375.00</b> | <b>\$5,246.25</b> | <b>\$ -3,464.01</b> | <b>\$0.00</b>      | <b>\$34,687.44</b>     | <b>\$18,518.90</b> | <b>\$0.00</b> | <b>\$54,613.58</b> |
| Expenditures                     |                   |                   |                     |                    |                        |                    |               |                    |
| 7010 Advertising & Marketing     |                   | 417.18            |                     |                    |                        | 42.64              |               | \$459.82           |
| 7050 Bank Charges & Fees         |                   | 7.64              |                     | 20.00              |                        |                    |               | \$27.64            |
| 7070 Consultants                 |                   | 21,374.00         |                     |                    | 6,173.20               |                    |               | \$27,547.20        |
| 7100 Dues & subscriptions        |                   | 153.76            |                     |                    |                        |                    |               | \$153.76           |
| 7170 Legal & Accounting Services |                   | 1,066.00          |                     |                    |                        |                    |               | \$1,066.00         |
| 7190 Meeting & Training          |                   | 50.00             |                     |                    |                        |                    |               | \$50.00            |
| 7210 Office Supplies             |                   | 585.61            |                     |                    |                        |                    |               | \$585.61           |
| 7290 Rent & Lease                |                   | 900.00            |                     |                    |                        |                    |               | \$900.00           |
| 7300 Repairs & Maintenance       |                   | 100.00            |                     |                    |                        |                    |               | \$100.00           |
| 7310 Security                    |                   |                   |                     |                    | 700.00                 |                    |               | \$700.00           |
| 7315 Ambassador Program          |                   | 14,801.08         |                     |                    |                        |                    |               | \$14,801.08        |
| <b>Total 7310 Security</b>       |                   | <b>14,801.08</b>  |                     |                    | <b>700.00</b>          |                    |               | <b>\$15,501.08</b> |
| 7320 Taxes & Licenses            |                   |                   |                     |                    | 3,900.00               |                    |               | \$3,900.00         |
| 7330 Telephone                   |                   | 202.95            |                     |                    |                        |                    |               | \$202.95           |

# Huntington Beach Downtown Business Improvement District

## Statement of Activity by Class

July 2023

|                          | 4TH OF JULY | ADMIN         | CHILI AT THE BEACH | MAINTENANCE | SURF CITY ARTISAN FAIR | SURF CITY NIGHTS | NOT SPECIFIED | TOTAL       |
|--------------------------|-------------|---------------|--------------------|-------------|------------------------|------------------|---------------|-------------|
| QuickBooks Payments Fees |             | 185.00        |                    |             | 1,013.12               | 647.74           | 0.00          | \$1,845.86  |
| Total Expenditures       | \$0.00      | \$39,843.22   | \$0.00             | \$20.00     | \$11,786.32            | \$690.38         | \$0.00        | \$52,339.92 |
| NET OPERATING REVENUE    | \$ -375.00  | \$ -34,596.97 | \$ -3,464.01       | \$ -20.00   | \$22,901.12            | \$17,828.52      | \$0.00        | \$2,273.66  |
| Other Revenue            |             |               |                    |             |                        |                  |               |             |
| 8000 Interest Earned     |             | 2.05          |                    |             |                        |                  |               | \$2.05      |
| Total Other Revenue      | \$0.00      | \$2.05        | \$0.00             | \$0.00      | \$0.00                 | \$0.00           | \$0.00        | \$2.05      |
| NET OTHER REVENUE        | \$0.00      | \$2.05        | \$0.00             | \$0.00      | \$0.00                 | \$0.00           | \$0.00        | \$2.05      |
| NET REVENUE              | \$ -375.00  | \$ -34,594.92 | \$ -3,464.01       | \$ -20.00   | \$22,901.12            | \$17,828.52      | \$0.00        | \$2,275.71  |

# Huntington Beach Downtown Business Improvement District

## Statement of Activity by Class

October 2022 - July 2023

|                                  | 4TH OF JULY      | ADMIN                | CHILI AT THE BEACH | HALLOWEEN          | MAINTENANCE         | MIRACLE ON MAIN     | SURF CITY ARTISAN FAIR | SURF CITY DAYS     | SURF CITY NIGHTS    | NOT SPECIFIED | TOTAL               |
|----------------------------------|------------------|----------------------|--------------------|--------------------|---------------------|---------------------|------------------------|--------------------|---------------------|---------------|---------------------|
| <b>Revenue</b>                   |                  |                      |                    |                    |                     |                     |                        |                    |                     |               |                     |
| 4050 BID Assessments             |                  | 102,937.00           |                    |                    |                     |                     |                        |                    |                     |               | \$102,937.00        |
| 4100 Chili at the Beach          |                  |                      | 16,931.57          |                    |                     |                     |                        |                    |                     |               | \$16,931.57         |
| 4200 Event Revenue               | 125.00           | 410.00               | 2,637.50           |                    | 69,600.00           |                     | 228,031.25             | 1,516.00           | 94,745.26           |               | \$37,065.01         |
| 4300 Surf City Nights            | 0.00             |                      | 250.00             |                    | 0.00                |                     | 0.00                   | 0.00               | 36,980.17           |               | \$37,230.17         |
| 4800 City of HB Maintenance      |                  |                      |                    |                    | 66,000.00           |                     | 0.00                   |                    |                     |               | \$66,000.00         |
| Unapplied Cash Payment Revenue   |                  | 0.00                 |                    |                    |                     |                     | 0.00                   |                    | 0.00                |               | \$0.00              |
| <b>Total Revenue</b>             | <b>\$125.00</b>  | <b>\$103,347.00</b>  | <b>\$19,819.07</b> | <b>\$0.00</b>      | <b>\$195,600.00</b> | <b>\$0.00</b>       | <b>\$228,031.25</b>    | <b>\$1,516.00</b>  | <b>\$131,725.43</b> | <b>\$0.00</b> | <b>\$620,163.75</b> |
| <b>Cost of Goods Sold</b>        |                  |                      |                    |                    |                     |                     |                        |                    |                     |               |                     |
| 5100 Rental & Setup              | 375.00           | 175.00               | 975.00             |                    |                     |                     | 12,159.13              | 2,320.99           | 26,891.55           |               | \$42,896.67         |
| 5150 Parking                     |                  | 1.75                 |                    |                    |                     |                     | 1,000.00               |                    | 1,416.00            |               | \$2,417.75          |
| 5200 Street Cleaning             |                  | 13,268.00            |                    | 450.00             |                     |                     | 5,767.35               | 600.00             | 1,741.73            |               | \$14,318.00         |
| 5300 Event Expenses              |                  | 77.85                | 6,044.12           | 2,383.99           | 786.75              |                     | 1,825.00               | 761.48             |                     |               | \$17,563.27         |
| 5300 Entertainment               |                  | 325.00               | 700.00             |                    | 1,950.00            |                     |                        |                    |                     |               | \$4,800.00          |
| 5300 Printing & Production       |                  | 1,111.43             | 3,055.32           | 2,792.44           | 2,465.02            |                     | 2,594.80               | 952.25             | 4,185.96            |               | \$17,157.22         |
| <b>Total 5300 Event Expenses</b> |                  | <b>1,514.28</b>      | <b>9,799.44</b>    | <b>5,176.43</b>    | <b>5,201.77</b>     |                     | <b>10,187.15</b>       | <b>1,713.73</b>    | <b>5,927.69</b>     |               | <b>\$39,520.49</b>  |
| 5600 Holiday Beautification      |                  |                      |                    |                    | 181,500.00          |                     |                        |                    |                     |               | \$181,500.00        |
| 5800 Maintenance                 |                  |                      |                    |                    | \$181,500.00        |                     | \$23,346.28            | \$4,634.72         | \$34,235.24         | \$0.00        | \$300,402.91        |
| <b>Total Cost of Goods Sold</b>  | <b>\$375.00</b>  | <b>\$14,959.03</b>   | <b>\$10,774.44</b> | <b>\$5,626.43</b>  | <b>\$181,500.00</b> | <b>\$24,951.77</b>  | <b>\$23,346.28</b>     | <b>\$4,634.72</b>  | <b>\$34,235.24</b>  | <b>\$0.00</b> | <b>\$300,402.91</b> |
| <b>GROSS PROFIT</b>              | <b>\$-250.00</b> | <b>\$88,387.97</b>   | <b>\$9,044.63</b>  | <b>\$-5,626.43</b> | <b>\$-45,900.00</b> | <b>\$-24,951.77</b> | <b>\$204,684.97</b>    | <b>\$-3,118.72</b> | <b>\$97,490.19</b>  | <b>\$0.00</b> | <b>\$319,760.84</b> |
| <b>Expenditures</b>              |                  |                      |                    |                    |                     |                     |                        |                    |                     |               |                     |
| 7010 Advertising & Marketing     |                  | 559.41               |                    |                    |                     |                     |                        |                    | 229.28              |               | \$788.69            |
| 7050 Bank Charges & Fees         |                  | 72.24                |                    |                    | 200.00              |                     |                        |                    |                     |               | \$272.24            |
| 7070 Consultants                 |                  | 151,341.80           |                    |                    |                     |                     | 61,662.24              |                    | 1,075.00            |               | \$214,079.04        |
| 7090 Charitable Contributions    |                  |                      | 3,000.00           |                    |                     |                     |                        |                    |                     |               | \$3,000.00          |
| 7100 Dues & subscriptions        |                  |                      |                    |                    |                     |                     |                        |                    | 39.32               |               | \$2,145.99          |
| 7150 Insurance                   |                  | 2,067.35             |                    |                    |                     |                     |                        |                    |                     |               | \$890.00            |
| 7170 Legal & Accounting Services |                  | 8,465.50             |                    |                    |                     |                     |                        |                    | 831.00              |               | \$9,296.50          |
| 7190 Meeting & Training          |                  | 1,435.28             |                    |                    |                     |                     |                        | 310.50             |                     |               | \$1,805.23          |
| 7200 Miscellaneous Expense       |                  | 181.19               |                    | 59.45              |                     |                     |                        |                    |                     |               | \$181.19            |
| 7210 Office Supplies             |                  | 2,429.99             |                    |                    |                     |                     |                        |                    |                     |               | \$2,429.99          |
| 7290 Rent & Lease                |                  | 9,000.00             |                    |                    |                     |                     |                        |                    |                     |               | \$9,000.00          |
| 7300 Repairs & Maintenance       |                  | 650.00               |                    |                    |                     |                     |                        |                    |                     |               | \$650.00            |
| 7310 Security                    |                  |                      |                    |                    |                     |                     | 10,275.00              |                    |                     |               | \$10,275.00         |
| 7315 Ambassador Program          |                  | 43,799.38            |                    |                    |                     |                     |                        |                    |                     |               | \$43,799.38         |
| <b>Total 7310 Security</b>       |                  | <b>43,799.38</b>     |                    |                    |                     |                     | <b>10,275.00</b>       |                    |                     |               | <b>\$54,074.38</b>  |
| 7320 Taxes & Licenses            |                  | 166.08               | 1,475.00           |                    |                     |                     | 40,300.00              |                    | 2,046.00            |               | \$43,987.08         |
| 7330 Telephone                   |                  | 2,004.50             |                    |                    |                     |                     |                        |                    |                     |               | \$2,004.50          |
| QuickBooks Payments Fees         |                  | 705.00               | 77.91              |                    | 99.86               |                     | 6,491.05               | 40.00              | 3,803.04            | 0.00          | \$11,216.86         |
| <b>Total Expenditures</b>        | <b>\$0.00</b>    | <b>\$223,767.72</b>  | <b>\$4,552.91</b>  | <b>\$59.45</b>     | <b>\$299.86</b>     | <b>\$0.00</b>       | <b>\$118,767.61</b>    | <b>\$350.50</b>    | <b>\$8,023.64</b>   | <b>\$0.00</b> | <b>\$355,821.69</b> |
| <b>NET OPERATING REVENUE</b>     | <b>\$-250.00</b> | <b>\$-135,379.75</b> | <b>\$4,491.72</b>  | <b>\$-5,685.88</b> | <b>\$-46,199.86</b> | <b>\$-24,951.77</b> | <b>\$85,917.36</b>     | <b>\$-3,469.22</b> | <b>\$89,466.55</b>  | <b>\$0.00</b> | <b>\$-36,060.85</b> |
| <b>Other Revenue</b>             |                  |                      |                    |                    |                     |                     |                        |                    |                     |               |                     |
| 8000 Interest Earned             |                  | 20.09                |                    |                    |                     |                     |                        |                    |                     |               | \$20.09             |
| <b>Total Other Revenue</b>       | <b>\$0.00</b>    | <b>\$20.09</b>       | <b>\$0.00</b>      | <b>\$0.00</b>      | <b>\$0.00</b>       | <b>\$0.00</b>       | <b>\$0.00</b>          | <b>\$0.00</b>      | <b>\$0.00</b>       | <b>\$0.00</b> | <b>\$20.09</b>      |
| <b>NET OTHER REVENUE</b>         | <b>\$0.00</b>    | <b>\$20.09</b>       | <b>\$0.00</b>      | <b>\$0.00</b>      | <b>\$0.00</b>       | <b>\$0.00</b>       | <b>\$0.00</b>          | <b>\$0.00</b>      | <b>\$0.00</b>       | <b>\$0.00</b> | <b>\$20.09</b>      |
| <b>NET REVENUE</b>               | <b>\$-250.00</b> | <b>\$-135,359.66</b> | <b>\$4,491.72</b>  | <b>\$-5,685.88</b> | <b>\$-46,199.86</b> | <b>\$-24,951.77</b> | <b>\$85,917.36</b>     | <b>\$-3,469.22</b> | <b>\$89,466.55</b>  | <b>\$0.00</b> | <b>\$-36,040.76</b> |