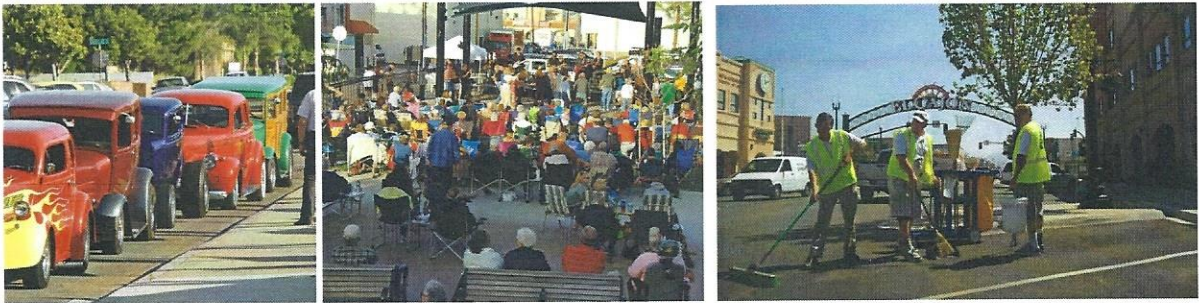


Downtown El Cajon Business Partners Inc. dba;



Annual Report



Prepared by:

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270 E. Douglas Ave, El Cajon, California 92020
August 15, 2024

Introduction

Fiscal 2024/25 PBID Improvements and Activities Plan

El Cajon PBID Management District Plan

As determined by the Downtown El Cajon Business Partners Management Plan for the existing district, the top priorities for improvements and activities within the El Cajon PBID are Environmental and Economic Enhancements. Based upon this finding, the following improvements and activities were performed and provided in the current fiscal year.

All of the services and activities detailed below are provided only within the boundaries of the PBID and provide special benefit to the properties in the boundary area (see attachment A: PBID Boundary Map). All benefits derived from the assessments outlined in this Management District Plan go only for services directly benefiting the properties in the PBID to increase commerce and fulfill the goals and objectives of the PBID.

ENVIRONMENTAL ENHANCEMENTS

Clean and Safe: These services continue to be the top priority of the stakeholders. The Downtown El Cajon Business Partners has initiated an excellent program that provides a clean environment but also eliminates graffiti and helps to manage the homeless and transient populations.

The 2024/25 Plan for Clean and Safe;

Deployment and Visibility of Staff

We have developed and deployed a team that cleans Monday through Friday throughout the district and is power washing sidewalks, park areas and bus stops. The clean team has a Team member that is also responsible for identifying homeless, graffiti and safety issues in the district and either responds directly or reports to the graffiti online application or the police department for resolution of the issue. The team also removes large items like mattresses, desks, and household furniture that is on the street or near dumpsters.

District split into premium and standard zones will remain the same

The downtown core (the Premium Zone), those parcels fronting Main and Magnolia are receiving more intense and frequent service delivery where the demand is greater. The remaining parcels in the district (the Standard Zone) do not require the same level of service intensity and frequency as the downtown core.

Deployment of District Security Officers:

Due to the extent of the of the homeless issue that we encountered we found that interacting in a significant way with the El Cajon Police Department was the best way to provide the highest level of security to our district. This program has resulted in a safer and more secure Downtown area and garnered a high level of cooperation and proactivity to the benefit of the district. We have continued private security patrol seven nights a week from 10pm until 6am.

Promotion of Services – Equipment, shirts, vests and collateral material promote the Clean and Safe program currently. We continue to send regular email communications to stakeholders promoting accomplishments and activities. We continue to grow our database with the email addresses of more stakeholders.

Beautification: Through the Clean & Safe Program, Downtown El Cajon Business Partners has improved the aesthetics of the downtown area by reducing graffiti, cleaning streets, and working effectively with law enforcement to reduce the public nuisance. We have also installed stringer lights to improve the night time aesthetics of the Downtown area. The colored light bulbs are changed four times per year to reflect the season. During the holidays we install wreaths that hang from the light poles and a 35 foot Christmas tree at the corner of Main St and Magnolia Ave. We constructed a permanent stage in The Promenade in 2022.

ECONOMIC ENHANCEMENTS

A comprehensive economic development program is included as a key component of the downtown PBID, to proactively work on filling office and retail vacancies with targeted businesses, compete with other commercial districts, and bring more visitors and shoppers to Downtown El Cajon.

Business Retention and Recruitment: The PBID will provide on an as-requested basis services for locating open office spaces or buildings for new businesses to lease or purchase and assistance with dealing with the City of El Cajon.

Special Events: The Special Events budget is reserved for opportunities to continue providing existing events downtown, (e.g. the Cajon Classic Cruise or Dinner & a Concert, Holiday Lights on Main), or to contribute to additional events like HauntFest on Main, and America on Main St. These special events improve commerce by drawing people downtown and introducing them to opportunities to dine, shop, or engage in commerce.

Leadership and Policy: The PBID will provide advocacy for Downtown business interests and will help the business community to speak with one clear voice. The PBID Management Plan offers flexibility to develop programs and policies to improve the overall quality of life and economic and cultural vitality of Downtown El Cajon.

MANAGEMENT

We have hired promoter contractors for both the Cajon Classic Cruise and Dinner and a Concert on the Promenade. We also use a contractor to administer the Clean and Safe program. Our managers spend a significant portion of their time producing events and also double as staff members not only managing the work but also creating, developing and monitoring the programs they manage. This minimizes administrative hours and ensures the lowest admin expense possible. The management team is responsible for providing the day-to-day operations of the PBID. PBID funds may be used to leverage additional monies from sponsorships, contracts, grants and earned income. Additional administrative costs will include; accounting and annual financial audit, insurance, program support costs including supplies, equipment and permit fees, County PBID assessment collection fee, estimated at 1% of assessments, and other administration costs associated with the overhead and administrative support of programs.

We recently moved our office to the City administration building eliminating the expenditure of monthly rent. We are also utilizing City staff for our social media and web presence, again, eliminating an expense.

A 10% reserve fund is also budgeted to provide a contingency for unforeseen program needs and to provide a cushion for assessment delinquencies.

2023/24 Actual Expenses:

Services	Expense
Environmental Enhancements	\$ 282,908
Economic Enhancements	\$ 228,413
Management	\$ 79,215
TOTAL Expenses	\$ 590,536

2024/25 Budget

For fiscal 2024/25 there will be no increase in the PBID assessment as allowed in the Downtown Management Plan. The services and allocations are outlined below.

Services	Budget
Environmental Enhancements	\$ 235,000
Economic Enhancements	\$ 245,000
Management	\$ 80,000
Reserves	\$ 10,000
TOTAL BUDGET	\$ 570,000

Assessments: 2024/25 Annual assessments are calculated based upon each property's special benefit received from the identified services and activities and their relative cost. The assessments are based on lot square footage plus building square footage and whether they are in the Premium or Standard Zone. Properties with residential or non-profit ownership and uses will pay an adjusted rate. These parcels benefit fully from the Environmental Enhancements but not from the Economic Enhancements. The assessment rates per foot for 2024/25 are as follows:

Annual Assessments:	Assmt per SQ Foot
Premium Zone:	
Commercial/Govt	\$0.084
Residential/Non-Profits	\$0.054
Standard Zone:	
Commercial/Govt	\$0.067
Residential/Non-Profits	\$0.043

Collection: Assessments appear as a separate line item on the annual County of San Diego Property Tax bills and either paid in one lump sum or in two equal installments. As part of the collection process, the County retains 1% of the assessment funds and the remaining 99% will be distributed to the PBID to provide services.

City Services: The City Council, by accepting this report, confirms its intention to ensure existing level of services in the district equivalent to the level that is being provided elsewhere in the City.

**DOWNTOWN EL CAJON PBID
DATABASE FOR FY2024-25**

APN	Site Address	Assmt Code	Benefit Zone	Assessment
488 111 33 00		Govt	1	\$645.86
487 321 12 00		Govt	2	\$528.48
487 121 76 00	*no Site Address*	Utility	2	\$4680.93
488 233 47 00	*no Site Address*	Utility	2	\$4166.54
487 321 31 00	*no Site Address*	Comm	2	\$707.70
488 072 45 00	100 Civic Center Way	Govt	2	\$24899.84
488 152 45 00	100 W Douglas Ave	Res	2	\$126.24
487 121 50 00	1002 W Main St	Comm	2	\$1988.94
488 191 01 00	101 E Main St	NP	1	\$1036.09
487 301 25 00	101 Richfield Ave	Comm	2	\$883.54
488 152 38 00	102 W Douglas Ave	Res	2	\$126.60
488 083 26 00	102-110 E Main St	Comm	1	\$1031.22
487 281 32 00	1033 W Main St	Comm	2	\$620.75
487 281 33 00	1033 W Main St	Comm	2	\$283.75
487 301 30 00	104 Richardson Ave	Comm	2	\$758.04
488 152 44 00	104 W Douglas Ave	Res	2	\$121.69
488 152 37 00	106 W Douglas Ave	Res	2	\$121.69
488 152 43 00	108 W Douglas Ave	Res	2	\$121.69
488 200 45 00	109 E Lexington Ave	Comm	2	\$923.04
487 121 41 00	1090 W Main St	Comm	2	\$1543.46
488 083 02 00	109-111 Rea Ave	Comm	1	\$741.23
487 281 28 00	1099 W Main St	Comm	2	\$1047.40
487 192 56 00	110 N Magnolia Ave	Comm	1	\$2609.31
488 152 36 00	110 W Douglas Ave	Res	2	\$121.69
483 330 32 00	112 E Madison Ave	Comm	2	\$652.36
488 152 42 00	112 W Douglas Ave	Res	2	\$121.69
487 262 09 00	1133 W Main St	Govt	2	\$1246.09
488 152 35 00	114 W Douglas Ave	Res	2	\$121.69
488 083 03 00	115 Rea Ave	Govt	2	\$536.24
488 191 02 00	115-117 E Main St	Comm	1	\$1112.69
488 152 41 00	116 W Douglas Ave	Res	2	\$121.69
488 083 09 00	116-118 E Main St	Comm	1	\$884.63
488 152 34 00	118 W Douglas Ave	Res	2	\$121.69
488 083 01 00	119-123 N Magnolia Ave	Comm	1	\$922.54
488 172 20 00	119-137 W Lexington Ave	Comm	2	\$1271.23

488 083 08 00	120 E Main St	Comm	1	\$358.06
488 152 40 00	120 W Douglas Ave	Res	2	\$121.69
488 072 44 00	120-128 Rea Ave	Comm	2	\$173.63
488 162 13 00	120-180 W Lexington Ave	Comm	2	\$673.13
488 152 33 00	122 W Douglas Ave	Res	2	\$121.69
488 191 03 00	123 E Main St	Comm	1	\$507.86
488 083 11 00	124 E Main St	Comm	1	\$358.06
488 152 39 00	124 W Douglas Ave	Res	2	\$126.60
487 192 55 00	124 W Main St #240	Comm	1	\$3469.41
488 152 32 00	126 W Douglas Ave	Res	2	\$126.60
483 330 33 00	126-128 E Madison Ave	Comm	2	\$530.10
488 200 02 00	127 E Lexington Ave	Comm	2	\$765.66
487 331 04 00	127 Van Houten Ave	Comm	2	\$251.06
488 152 31 00	128 W Douglas Ave	Res	2	\$126.60
488 083 12 00	130 E Main St	Comm	1	\$716.13
488 112 25 00	130 Roanoke Rd	Res	2	\$390.82
488 152 24 00	130 W Douglas Ave	Res	2	\$124.84
488 232 28 00	131 Avocado Ave	NP	2	\$532.88
488 191 04 00	131 E Main St	Comm	1	\$4786.57
488 191 09 00	131 N Magnolia Ave	NP	1	\$439.88
488 083 05 00	131 Rea Ave	Comm	2	\$572.90
488 152 30 00	132 W Douglas Ave	Res	2	\$121.69
488 151 21 00	132-144 S Orange Ave	Comm	2	\$1106.30
488 152 47 00	133 W Main St	Comm	1	\$3432.42
488 152 23 00	134 W Douglas Ave	Res	2	\$121.69
488 152 29 00	136 W Douglas Ave	Res	2	\$121.69
488 152 22 00	138 W Douglas Ave	Res	2	\$121.74
488 083 13 00	140 E Main St	Comm	1	\$716.13
488 152 28 00	140 W Douglas Ave	Res	2	\$121.69
487 172 70 00	140 W Park Ave #152	Comm	2	\$1786.71
488 152 21 00	142 W Douglas Ave	Res	2	\$121.74
488 191 05 00	143 E Main St	Comm	1	\$1196.94
488 152 27 00	144 W Douglas Ave	Res	2	\$121.69
488 083 36 00	144-148 E Main St	Comm	1	\$648.72
488 200 01 00	145 E Lexington Ave	Comm	2	\$744.09
488 191 15 00	145 S Magnolia Ave	NP	1	\$97.80
488 191 06 00	145-155 E Main St	Comm	1	\$879.32
488 111 14 00	146 Ballantyne St	Comm	1	\$562.29
488 152 20 00	146 W Douglas Ave	Res	2	\$121.74
488 191 16 00	147 S Magnolia Ave	NP	1	\$665.37
488 072 43 00	148 Rea Ave	Comm	2	\$5578.29
488 151 14 00	148 S Orange Ave	Comm	2	\$842.50
488 152 26 00	148 W Douglas Ave	Res	2	\$121.69

488 083 27 00	149 Rea Ave	Govt	2	\$1467.97
488 152 19 00	150 W Douglas Ave	Res	2	\$121.74
482 301 05 00	150 W Madison Ave	Comm	2	\$2196.09
488 231 17 00	151 Claydelle Ave	Comm	2	\$2224.20
488 231 18 00	151 Claydelle Ave	Comm	2	\$1213.20
488 231 19 00	151 Claydelle Ave	Comm	2	\$1213.20
488 151 12 00	151 S Sunshine Ave	Comm	2	\$1382.78
487 331 05 00	151 Van Houten Ave	Comm	2	\$3402.08
488 152 25 00	152 W Douglas Ave	Res	2	\$126.56
488 152 18 00	154 W Douglas Ave	Res	2	\$126.63
488 152 48 00	155 Main St	Comm	1	\$360.51
488 083 15 00	156 E Main St	Govt	1	\$183.49
488 083 16 00	156 E Main St	Govt	1	\$183.49
488 083 17 00	158 E Main St	Comm	1	\$682.43
488 191 07 00	161 E Main St	Comm	1	\$1378.08
487 172 27 00	164-168 W Park Ave	Comm	2	\$1244.40
488 191 08 00	165-169 E Main St	Comm	1	\$1473.36
487 262 04 00	166 S Marshall Ave	Govt	2	\$3435.04
488 010 23 00	166 Wells Ave	Comm	2	\$603.50
488 083 18 00	168 E Main St	Comm	1	\$379.12
488 010 13 00	172 Wells Ave	Res	2	\$487.47
488 083 19 00	172-174 E Main St	Comm	1	\$633.56
488 172 01 00	175 W Lexington Ave	Comm	2	\$966.24
488 152 49 00	175 W Main St	Comm	1	\$812.08
488 083 20 00	176-178 E Main St	Comm	1	\$591.44
488 083 24 00	181 Rea Ave	Comm	2	\$1144.79
488 083 21 00	182 E Main St	Comm	1	\$1348.00
482 302 06 00	185 W Madison Ave	Comm	2	\$1351.43
488 083 22 00	188 E Main St	Comm	1	\$454.95
488 191 14 00	190 E Douglas Ave	NP	2	\$1877.54
487 192 48 00	190 N Magnolia Ave	Comm	1	\$2637.61
488 083 23 00	194 E Main St	Comm	1	\$655.04
487 192 54 00	194 W Main St	Comm	1	\$2458.84
487 192 47 00	198 W Main St	Comm	1	\$27274.49
488 162 17 00	200 Magnolia Ave	Govt	1	\$3389.71
487 331 19 00	200-210 Van Houten Ave	Comm	2	\$1638.57
488 192 08 00	201 E Douglas Ave	Govt	1	\$5211.29
488 211 21 00	201 E Main St	Govt	2	\$1027.58
488 231 10 00	205 Claydelle Ave	Comm	2	\$1060.97
488 151 05 00	205 W Main St	Comm	1	\$602.39
488 161 17 00	208 W Lexington Ave	NP	2	\$587.36
488 231 12 00	211 Claydelle Ave	NP	2	\$587.04
488 171 16 00	215 W Lexington Ave	Comm	2	\$915.29

488 231 24 00	220 Avocado Ave	Res	2	\$613.64
487 192 50 00	220 W Main St	Comm	1	\$2995.00
488 211 07 00	221-225 E Main St	Comm	1	\$1120.77
482 301 09 00	222 W Madison Ave	Comm	2	\$1605.19
488 151 16 00	224 W Douglas Ave	Comm	2	\$532.46
487 171 50 00	225 W Madison Ave	Comm	2	\$5689.09
488 231 25 00	226 Avocado Ave	Comm	2	\$871.48
488 161 02 00	227-231 W Douglas Ave	Comm	2	\$378.11
488 211 06 00	229 E Main St	Comm	1	\$535.07
488 211 22 00	230 Douglas St	Govt	2	\$1732.18
488 231 23 00	230-292 Avocado Ave	Comm	2	\$6045.50
488 151 20 00	231 W Main St	Comm	1	\$2121.16
488 151 18 00	231 W Main St	Comm	1	\$721.09
487 173 37 00	234 N Magnolia Ave	Comm	1	\$2070.61
488 222 01 00	235 E Lexington Ave	Comm	2	\$951.61
488 211 05 00	237 E Main St	Comm	1	\$1965.47
488 151 02 00	237 W Main St	Comm	1	\$593.96
488 162 18 00	240 S Magnolia Ave	Comm	1	\$1637.31
488 211 04 00	245 E Main St	Comm	1	\$1276.14
488 211 15 00	250 E Douglas Ave	Comm	2	\$760.34
488 211 03 00	251 E Main St	Comm	1	\$319.23
488 161 01 00	255 W Douglas Ave	Comm	2	\$567.04
488 151 15 00	260 W Douglas Ave	Comm	2	\$623.45
488 211 01 00	261 E Main St	Comm	1	\$2005.66
488 211 02 00	261 E Main St	Comm	1	\$592.95
488 162 16 00	266 S Magnolia Ave	Comm	1	\$1661.75
488 221 31 00	269 E Lexington Ave	Comm	2	\$917.78
488 211 20 00	270 E Douglas Ave	Comm	2	\$1620.16
488 212 17 07	275 E Douglas Ave #101	Comm	2	\$161.69
488 212 17 08	275 E Douglas Ave #102	Comm	2	\$145.52
488 212 17 09	275 E Douglas Ave #103	Comm	2	\$247.35
488 212 17 14	275 E Douglas Ave #104	Comm	2	\$118.15
488 212 17 13	275 E Douglas Ave #105	Comm	2	\$159.60
488 212 17 10	275 E Douglas Ave #106	Comm	2	\$136.89
488 212 17 11	275 E Douglas Ave #107	Comm	2	\$145.52
488 212 17 12	275 E Douglas Ave #108	Comm	2	\$214.73
488 212 17 01	275 E Douglas Ave #109	Comm	2	\$134.80
488 212 17 02	275 E Douglas Ave #110	Comm	2	\$145.52
488 212 17 03	275 E Douglas Ave #111	Comm	2	\$136.89
488 212 17 16	275 E Douglas Ave #112	Comm	2	\$159.60
488 212 17 15	275 E Douglas Ave #113	Comm	2	\$118.15
488 212 17 04	275 E Douglas Ave #114	Comm	2	\$247.35
488 212 17 05	275 E Douglas Ave #115	Comm	2	\$145.52

488 212 17 06	275 E Douglas Ave #116	Comm	2	\$156.23
482 283 05 00	275 W Madison Ave	Comm	2	\$1609.04
488 221 32 00	277 E Lexington Ave	Comm	2	\$579.64
488 211 18 00	290 E Douglas Ave	Comm	2	\$703.52
488 162 15 00	290 S Magnolia Ave	Comm	1	\$1525.50
488 221 33 00	291 E Lexington Ave	Comm	2	\$852.48
488 151 17 00	291 W Main St	Comm	1	\$698.86
487 341 04 00	300-350 W Douglas Ave	Comm	2	\$1321.58
488 040 08 00	301 N Magnolia Ave	Comm	1	\$4880.26
487 341 05 00	301-345 W Main St	Comm	1	\$4676.38
488 231 22 00	303-305 E Main St	Comm	1	\$1239.23
488 111 06 00	306-312 Ballantyne St	Comm	2	\$599.73
488 221 30 00	309 Prescott Ave	NP	2	\$1362.90
488 222 21 00	311 Highland Ave	NP	2	\$2643.64
487 192 52 00	312 W Main St	Comm	1	\$3414.23
488 172 18 00	314 S Magnolia Ave	Comm	2	\$364.29
488 040 11 00	315-327 N Magnolia Ave	Comm	2	\$8429.04
488 231 03 00	321 E Main St	Comm	1	\$669.28
487 331 09 00	321-325 Van Houten Ave	Comm	2	\$1733.33
488 231 04 00	323 E Main St	Comm	1	\$265.72
487 172 67 00	326 N Magnolia Ave	Govt	1	\$1489.96
488 231 05 00	327-333 E Main St	Comm	1	\$863.56
487 172 75 00	330-360 N Magnolia Ave	Comm	1	\$3276.82
487 351 13 00	333 W Lexington Ave	Comm	2	\$624.26
482 283 06 00	337 W Madison Ave	Comm	2	\$1235.71
487 351 18 00	338 W Lexington Ave #214b	Comm	2	\$1851.27
488 241 41 00	343 E Lexington Ave	Comm	2	\$1938.55
488 231 26 00	343 E Main St	Comm	1	\$1301.41
488 040 14 00	345 Wells Ave	NP	1	\$4022.78
487 331 01 00	351 W Main St	Comm	1	\$880.16
488 040 02 00	353 E Park Ave	Comm	2	\$1455.71
482 283 09 00	359 W Madison Ave	Comm	2	\$1363.24
487 331 08 00	360 W Lexington Ave	Comm	2	\$569.73
488 040 13 00	367-389 N Magnolia	NP	2	\$7097.30
487 172 22 00	374 N Magnolia Ave	Comm	1	\$2806.79
482 283 08 00	375 W Madison Ave	Comm	2	\$1036.67
488 111 24 00	388 E Main St	Comm	1	\$1110.83
487 192 53 00	390 W Main St	Comm	1	\$6251.17
487 331 02 00	393 W Main St	Comm	1	\$836.18
487 172 49 00	396 N Magnolia Ave	Comm	1	\$2693.73
487 273 06 00	398 S Marshall Ave	Govt	2	\$4873.62
488 040 07 00	399 N Magnolia Ave	Comm	1	\$3038.30
487 331 35 00	401 W Main St	Comm	1	\$3526.62

488 010 24 00	405 N Magnolia Ave	Comm	1	\$1578.85
482 282 03 00	407 W Madison Ave	Comm	2	\$308.35
488 112 67 00	410 E Main St	Comm	1	\$1285.23
487 171 38 00	414 N Magnolia Ave	NP	1	\$2621.26
488 232 31 00	421 E Main St	Comm	1	\$1204.77
488 112 19 00	422 E Main St	Comm	1	\$719.02
488 232 03 00	423-437 E Main St	Comm	1	\$1457.52
487 331 22 00	425 W Main St	Comm	1	\$3004.36
487 331 23 00	435 W Main St	Comm	1	\$854.37
487 331 30 00	437-447 W Douglas Ave	Comm	2	\$684.65
487 160 07 00	444 W Main St	Comm	1	\$3130.30
488 232 04 00	445 E Main St	Comm	1	\$737.86
487 331 29 00	449-469 W Douglas Ave	Comm	2	\$1301.22
487 331 25 00	450-482 W Douglas Ave	Comm	2	\$1585.05
488 010 25 00	451-455 N Magnolia Ave	Comm	1	\$3472.27
487 171 37 00	456 N Magnolia Ave	Comm	1	\$4077.28
487 171 47 00	460 N Magnolia Ave	Comm	1	\$2199.77
488 010 38 00	461 N Magnolia Ave	Comm	1	\$2283.35
488 010 27 00	463-467 N Magnolia Ave	Comm	1	\$2004.31
487 160 04 00	464 W Main St	Comm	1	\$4636.86
488 010 40 00	471 N Magnolia Ave	Comm	1	\$4098.60
488 010 36 00	475 N Magnolia Ave	Comm	1	\$2332.80
487 160 05 00	476 W Main St	Comm	1	\$1190.11
482 302 02 00	480 N Magnolia Ave	Comm	1	\$2207.68
488 112 20 00	484-490 E Main St	Comm	1	\$815.57
487 331 24 00	489 W Main St	Comm	1	\$1630.49
482 302 01 00	490 N Magnolia Ave	Comm	1	\$2508.71
488 112 21 00	502 E Main St	Comm	1	\$1825.59
483 330 31 00	515 N Magnolia Ave	Comm	1	\$1693.26
488 112 22 00	518-536 E Main St	Comm	1	\$3100.99
488 112 43 00	522 E Main St	Res	2	\$1299.74
488 233 01 00	525 E Main St	Comm	1	\$4471.82
483 330 34 00	531-565 N Magnolia Ave	Comm	1	\$2204.15
487 321 29 00	533 W Main St	Comm	2	\$761.62
488 233 02 00	533-545 E Main St	Comm	1	\$1541.78
487 321 30 00	537 W Main St	Comm	2	\$606.60
482 301 10 00	550 Montrose Ct	Comm	2	\$12013.70
488 112 23 00	550-554 E Main St	Comm	1	\$1519.13
487 321 11 00	553-557 W Main St	Comm	2	\$626.82
482 301 11 00	555 Montrose Ct	Comm	2	\$4996.77
488 233 03 00	555 W Main St	Comm	1	\$518.14
487 122 40 00	556 W Main St	Comm	2	\$10062.34
488 112 24 00	562-566 E Main St	Comm	1	\$975.99

488 233 04 00	575 E Main St	Comm	1	\$730.62
487 321 33 00	601-607 W Main St	Comm	2	\$2829.25
487 321 34 00	613 W Main St	Comm	2	\$3180.27
488 113 10 00	620 E Main St	Comm	1	\$1899.92
487 321 27 00	623 W Main St	Comm	2	\$3145.83
488 233 05 00	665-669 E Main St	Comm	1	\$686.64
488 233 06 00	677 E Main St	Comm	1	\$627.50
488 233 08 00	689 E Main St	Comm	1	\$605.75
487 122 49 00	698 W Main St	NP	2	\$4460.87
487 122 48 00	698 W Main St	NP	2	\$4323.15
487 302 29 00	701 W Main St	Comm	2	\$1592.05
487 302 31 00	737-747 W Main St	Comm	2	\$2628.47
487 301 27 00	813 W Main St	Comm	2	\$444.03
487 301 26 00	821 W Main St	Comm	2	\$612.66
487 282 33 00	905 W Main St	Comm	2	\$803.68
487 282 32 00	907 W Main St	Comm	2	\$314.09
487 282 29 00	925 W Main St	Comm	2	\$428.67
487 282 27 00	935 W Main St	Comm	2	\$404.26
487 282 31 00	939 W Main St	Comm	2	\$283.75
488 232 29 00	Avocado Ave	Res	2	\$212.91
488 111 34 00	Ballantyne St	Comm	1	\$2055.19
488 191 11 00	Douglas Ave	Comm	2	\$1072.33
488 191 12 00	Douglas Ave	Comm	2	\$536.17
488 191 13 00	Douglas Ave	Comm	2	\$536.17
488 212 20 00	Douglas Ave	Govt	2	\$469.77
487 331 26 00	Douglas St	Comm	2	\$1132.32
488 192 09 00	E Douglas St	Govt	1	\$14151.72
488 212 22 00	E Douglas St	Govt	2	\$2671.74
488 111 30 00	E Main St	Govt	1	\$19088.00
488 111 28 00	E Main St	Govt	1	\$8210.08
488 212 19 00	Lexington Ave	Govt	2	\$528.48
488 111 32 00	Magnolia Ave N	Govt	1	\$23123.16
488 111 31 00	Magnolia Ave N	Govt	1	\$10361.93
488 072 38 00	Magnolia Ave N	Govt	1	\$4051.58
482 301 03 00	Magnolia Ave N	Comm	1	\$2458.84
482 301 06 00	Magnolia Ave N	Comm	1	\$2201.95
483 330 22 00	Magnolia Ave N	Comm	1	\$2112.40
487 121 24 00	Main St	Utility	2	\$9388.41
487 121 92 00	Main St	Utility	2	\$4726.90
487 121 25 00	Main St	Utility	2	\$2378.14
487 341 01 00	Main St	Comm	1	\$626.49
488 233 53 00	Main St	Comm	2	\$381.62
488 233 07 00	Main St E	Comm	1	\$518.14

487 331 03 00	Main St W	Comm	1	\$823.45
487 282 28 00	Main St W	Res	2	\$184.43
488 083 04 00	Rea Ave	Comm	2	\$337.00
487 192 51 00	Sunshine Ave N	Comm	1	\$1513.13
487 342 06 00	Sunshine St S	Comm	2	\$2730.44
488 233 51 00	Taft Ave	Comm	2	\$2994.64
488 152 50 00	W Main St	Comm	1	\$1981.73
487 281 31 00	W Main St	Comm	2	\$327.56
Total				\$566,021.05

NON-PBID Account Income Breakdown FY 23/24	
SOURCE OF INCOME	TOTAL
SPONSORSHIPS	\$19,000.00
HAT SALES INCOME (CONCERTS)	\$20,698.08
T-SHIRT SALES INCOME (CAR SHOWS)	\$6,200.00
VENDOR INCOME (CONCERTS & CAR SHOWS)	\$4,642.00
TOTAL ADDITIONAL INCOME:	\$50,540.08

Downtown El Cajon Business Partners

Profit and Loss by Class

July 2023 - June 2024

Income	ECONOMIC ENHANCEMENT	AMERICA ON MAIN ST	IMAGE/MARKETING	SPECIAL EVENTS	CAJON CLASSIC CRUISE	CONCERTS ON THE PROMENADE
Hat Sales Income						18,446.00
PBID Direct Income						
PBID Tax Income						
Sponsor Income						
T-Shirt					16,000.00	3,000.00
Vendor Income					6,200.00	
Total Income	\$0.00	\$0.00	\$0.00	\$0.00	692.00	1,050.00
GROSS PROFIT	\$0.00	\$0.00	\$0.00	\$0.00	\$22,892.00	\$22,496.00
Expenses					\$22,892.00	\$22,496.00
Accounting Expense						
Bank Charges						
Business Meals						
Environmental Enhancements						
Equipment Rental						
Total Environmental Enhancements						
Event Sponsor						
Insurance				20,000.00	2,525.10	
Insurance, Event						
Legal Expense					3,192.00	7,923.00
Licenses & Fees						
Marketing			779.01		6,388.00	638.00
Meetings					7,250.00	
Office Expense						
Outside Contract Services		2,500.00	12,979.00	1,500.00		224.00
Printing					88,394.51	79,665.36
Promotional					378.51	333.55
Recertification Expenses Accrue						968.54
Rent						
Supplies						
Total Expenses	\$0.00	\$2,500.00	\$13,758.01	\$21,500.00	6,255.13	1,277.52
NET OPERATING INCOME	\$0.00	\$ -2,500.00	\$ -13,758.01	\$ -21,500.00	\$114,323.25	\$91,030.77
Other Expenses					\$ -91,431.25	\$ -68,534.77
Ask My Accountant						
Total Other Expenses	\$0.00	\$0.00	\$0.00	\$0.00	229.46	
NET OTHER INCOME	\$0.00	\$0.00	\$0.00	\$0.00	\$ -229.46	\$0.00
NET INCOME	\$0.00	\$ -2,500.00	\$ -13,758.01	\$ -21,500.00	\$ -91,660.71	\$ -68,534.77

Downtown El Cajon Business Partners

Profit and Loss by Class

July 2023 - June 2024

Income	HAUNTFEST ON MAIN	HOLIDAY LIGHTS ON MAIN	MOTHER GOOSE	TOTAL SPECIAL EVENTS	TOTAL ECONOMIC ENHANCEMENT	ENVIRONMENTAL ENHANCEMENT
Hat Sales Income						
PBID Direct Income		2,252.08		20,698.08	20,698.08	
PBID Tax Income						
Sponsor Income						
T Shirt				19,000.00	19,000.00	
Vendor Income		2,900.00		6,200.00	6,200.00	
Total Income	\$0.00	\$5,152.08	\$0.00	\$50,540.08	\$50,540.08	
GROSS PROFIT	\$0.00	\$5,152.08	\$0.00	\$50,540.08	\$50,540.08	\$0.00
Expenses						
Accounting Expense						
Bank Charges						
Business Meals						
Environmental Enhancements						
Equipment Rental						
Total Environmental Enhancements						
Event Sponsor	12,660.20		-10,000.00	25,185.30	25,185.30	
Insurance						
Insurance, Event		1,639.00		12,694.00	12,694.00	
Legal Expense						
Licenses & Fees				7,026.00	7,026.00	
Marketing				7,250.00	8,029.01	
Meetings						
Office Expense				224.00	224.00	
Outside Contract Services	3,000.00	32,379.20		204,939.07	220,418.07	
Printing		28.15		740.51	740.61	
Promotional				968.94	968.94	
Recertification Expenses Accrue						
Rent						
Supplies						
Total Expenses	\$15,660.20	\$34,046.35	\$ -10,000.00	\$266,560.57	\$282,818.58	\$0.00
NET OPERATING INCOME	\$ -15,660.20	\$ -28,894.27	\$10,000.00	\$ -216,020.49	\$ -232,278.50	\$0.00
Other Expenses						
Ask My Accountant				229.46	229.46	
Total Other Expenses	\$0.00	\$0.00	\$0.00	\$229.46	\$229.46	\$0.00
NET OTHER INCOME	\$0.00	\$0.00	\$0.00	\$ -229.46	\$ -229.46	\$0.00
NET INCOME	\$ -15,660.20	\$ -28,894.27	\$10,000.00	\$ -216,249.95	\$ -232,507.96	\$0.00

Downtown El Cajon Business Partners

Profit and Loss by Class

July 2023 - June 2024

Income	BEAUTIFICATION	CLEAN & SAFE	TOTAL ENVIRONMENTAL ENHANCEMENT	MANAGEMENT	NOT SPECIFIED	TOTAL
Hat Sales Income						\$20,698.08
PBID Direct Income						\$136,509.51
PBID Tax Income						\$424,152.28
Sponsor Income				136,509.51		\$19,000.00
T Shirt				424,152.28		\$6,200.00
Vendor Income						\$4,642.00
Total Income	\$0.00	\$0.00	\$0.00	\$580,661.79	\$0.00	\$611,201.87
GROSS PROFIT	\$0.00	\$0.00	\$0.00	\$580,661.79	\$0.00	\$611,201.87
Expenses						
Accounting Expense						\$5,496.50
Bank Charges				5,496.50		\$52.00
Business Meals				-38.00	90.00	\$566.36
Environmental Enhancements				566.36		\$0.00
Equipment Rental						\$0.00
Total Environmental Enhancements	1,687.82		1,687.82			\$1,687.82
Event Sponsor	1,687.82		1,687.82			\$1,687.82
Insurance	1,500.00		1,500.00			\$26,685.30
Insurance, Event				5,011.50		\$5,011.50
Legal Expense						\$12,694.00
Licenses & Fees				11,025.00		\$11,025.00
Marketing				4.00		\$7,030.00
Meetings				1,920.00		\$9,949.01
Office Expense				974.96		\$974.96
Outside Contract Services	43,972.00	181,252.96		-38.95		\$185.05
Printing			225,224.96	38,970.65		\$484,613.68
Promotional				785.54		\$1,527.15
Recertification Expenses Accrue						\$968.94
Rent				5,000.04		\$5,000.04
Supplies				9,000.00		\$9,000.00
Total Expenses	\$47,159.82	\$181,252.96	\$228,412.78	\$79,215.31	\$90.00	\$8,069.36
NET OPERATING INCOME	\$ -47,159.82	\$ -181,252.96	\$ -228,412.78	\$481,446.48	\$ -90.00	\$590,536.67
Other Expenses						\$20,665.20
Ask My Accountant						
Total Other Expenses	\$0.00	\$0.00	\$0.00	1,060.78		\$1,290.24
NET OTHER INCOME	\$0.00	\$0.00	\$0.00	\$ -1,060.78	\$0.00	\$ -1,290.24
NET INCOME	\$ -47,159.82	\$ -181,252.96	\$ -228,412.78	\$480,385.70	\$ -90.00	\$19,374.96