

# PROPOSED PICO ANNUAL BUDGET JULY '22- JUNE '23

## SUMMARY BY CATEGORY

Category	Last Year	% of last year's Budget	Proposed Budget 7/20-6/21	% of Proposed Budget	Difference from last year
<b>Income:</b>					
City of SM	\$80,000	50%	\$85,000	53%	\$5,000
Council Discretionary Funds	\$8,000	5%	\$8,600	5%	\$600
Grants and Collaborations	\$9,000	6%	\$10,000	6%	\$1,000
Carryover from prior years	\$63,000	39%	\$20,000	13%	-\$43,000
<b>Total Income:</b>	<b>\$160,000</b>	<b>100%</b>	<b>\$123,600</b>	<b>77%</b>	<b>-\$36,400</b>
<b>Staff Support:</b>					
Pico Director	\$36,000	23%	\$40,000	25%	\$4,000
Secretary	\$6,000	4%	\$6,000	4%	\$0
Treasurer	\$0	0%	\$0	0%	\$0
Intern, extra staff	\$0	0%	\$6,000	4%	\$6,000
Payroll Costs (Tax & Insurance)	\$5,400	3%	\$6,900	4%	\$1,500
<b>Total Staff Support:</b>	<b>\$47,400</b>	<b>30%</b>	<b>\$58,900</b>	<b>37%</b>	<b>\$11,500</b>
<b>Beautification:</b>	<b>\$30,000</b>	<b>19%</b>	<b>\$20,000</b>	<b>13%</b>	<b>-\$10,000</b>
<b>Merchant Support/ Economic Recovery:</b>					
Events	\$20,000	13%	\$27,400	17%	\$7,400
Advertising	\$10,000	6%	\$9,000	6%	-\$1,000
Pico Pop Up, Rent & Office Exp.	\$15,000	0%	\$20,000	13%	\$5,000
Promotional Materials	\$6,500	4%	\$2,500	2%	-\$4,000
Graphic Design/Website Design	\$6,500	4%	\$6,500	4%	\$0
<b>Total Marketing/Promotion:</b>	<b>\$58,000</b>	<b>36%</b>	<b>\$65,400</b>	<b>41%</b>	<b>\$7,400</b>
<b>Administration:</b>					
Insurance	\$2,500	2%	\$1,200	1%	-\$1,300
Accounting	\$6,000	4%	\$6,000	4%	\$0
Bus. Tax & Lic	\$500	0.3%	\$500	0.3%	\$0
Food	\$1,200	0.8%	\$1,000	0.6%	-\$200
Misc	\$1,400	0.9%	\$2,000	1.3%	\$600
<b>Total Administration:</b>	<b>\$11,600</b>	<b>7%</b>	<b>\$10,700</b>	<b>7%</b>	<b>-\$900</b>
Contingency	\$13,000	8%	\$5,000	3%	-\$8,000
<b>Grand Total:</b>	<b>\$160,000</b>	<b>100%</b>	<b>\$160,000</b>	<b>100%</b>	<b>\$0</b>