



RDA Agenda (Thursday, 4-18-2024)

Meeting location: College Ave Presbyterian Church, 5951 College Avenue, Oakland, CA 94618

Time: 8:30am-10:00am PST

Join via Zoom Meeting

<https://us02web.zoom.us/j/88040772391?pwd=UXR4RE5PN UdUalM2MkZwa3c4RTBaQT09>

Meeting ID: 880 4077 2391

Passcode: 268426

One tap mobile +16699006833,,88040772391# US (San Jose)

+16694449171,,88040772391# US

I. Approve Agenda

II. Approve Minutes

III. Chair's report

- a. Nomination of Christine Garofoli as a Community at large representative director for our board. (election as per Article III, V, Sect 12 of our bylaws)

IV. Treasurer's Report

- a. Treasury committee update
- b. We're aiming to switch our book-keeping/accounting from the Henry Levy Group to Robin Rosario in the next month.

V. Streetscape and Security

- a. Parklets: new permanent ones built without clear permitting approval
- b. Trees & tree wells — Chris
- c. Security/safety/unsheltered updates — Chris

VI. Marketing and Promotions

- a. Rockridge Business Owner Spring Mingle. Wed. 5/15 5-6:30pm (Saffron Kitchen) [[INVITATION LINK](#)]
- b. Rock and Stroll Vote – on whether to do Rock-N-Stroll on August 24 or October 12. [[SURVEY LINK](#)]
- c. Investigation hiring someone to do video reels/stories for us on Social Media
- d. Proposed Marketing budget

VII. Land Use

VIII. Old Business

- a. Updating vendors and accounts with Officer and Address changes — Jody, Robin, Monte
- b. Discussion about moving to a PBID
- c. Potentially discussion about reaching out to Dan Kalb for help around security — Matt Zimbalist

IX. New Business

- a. Next meeting (May 16) we will be talking with someone from the city of Oakland to learn more

Rockridge District Association, a Rockridge Business Improvement District

5951 College Avenue ▪ Oakland ▪ CA 94618

▪ Phone 510-604-3125 ▪

info@rockridgedistrict.com ▪ www.rockridgedistrict.com



about the process of converting from a Revenue-based BID (RBID) to a Property Owner BID (PBID)

- b. Annual Elections
- c. RDA Merchant Welcome Guide

IX. Public Comment

X. Adjourn

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The RDA posts Agendas at 5951 College Avenue, Oakland, CA 94618. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Jackson at 510-604-3125 at least 48 hours prior to the meeting.

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04/15/2024



RDA Meeting Minutes
Thursday, 3-21-2024

Members Present: Monte McClain, Robert Pennell, Louise Rothman-Reimer, Katy Winter, Matt Zimbalist

Absent: Veronica Bhonsle,

Staff Present: Jody Colley, Chris Jackson

Monte began the meeting 8:32 am noting a Quorum.

- I. The directors approved the agenda by consent.
- II. The directors approved the Minutes from the January 18, 2024 meeting by consent.

III. Chair's report

- a. a. We had 2 great brainstorming sessions regarding marketing led Christine Garofoli 3/7 and 3/8 that involved 17 merchants. More in the marketing report time.
- b. We're working with Kingsley of Talisman Antiques to help him with an exorbitant BID fee from the city. previous cards all canceled.
- d. Monte has obtained a new log-in for our Fremont Bank account.
- e. Monte wrote a letter in support of Fanus and his efforts to open a bottle shop at 6021 College

IV. Treasurer's Report

- a. We didn't have a precise treasurer's report to submit as we are in the midst of switching to our new accountant Robin Rosario in April. A month later than projected due to some health issues.

V. Streetscape and Security

- a. Streetscape — Chris gave an update on current situations in the district.
- b. Security/safety/unsheltered updates — Chris gave an update on current problems in the district.

VI. Marketing and Promotions

- a. Report from the Marketing and Promotions Committee reported back to the board, specifically regarding ideas gathered from the Brainstorming Sessions led by Christine Garofoli. The board asked the PC to further work with Jody and the larger BID community to ascertain what is desired and what we can do. Jody will work on a budget proposal for promotions and marketing for 2024 reflecting that community collected data.

- a. Business community survey

VII. Land Use

VIII. Old Business

- a. Jody shared about the good success that we had from the communication of 2/23/24 Annual RBID Assessment Due March 1 — for all Rockridge Merchants, Professionals, and Businesses. We had several encouraging responses and conversations.

IX. New Business

- a. We had a Redevelopment Briefing for Marc Babsin of Craig Communications regarding the former California College of the Arts (CCA)- 5212 Broadway Oakland- property.

IX. Public Comment

There was no comment.

X. Adjourn

Monte adjourned the meeting at 9:58am

Minutes taken by Monte McClain

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The RDA posts Agendas at 5951 College Avenue, Oakland, CA 94618. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Jackson at 510-604-3125 at least 48 hours prior to the meeting.



MERCHANT WELCOME PACKET

**Info@RockridgeDistrict.com
RockridgeDistrict.com**

FOLLOW & SUBSCRIBE

The Rockridge District Association (RDA) offers a variety of ways to stay connected to what's happening in the business community, including:

- Event Opportunities & Happenings
- Marketing Opportunities
- Local Security Issues
- City of Oakland Announcements
- Streetscaping and Construction Projects
- Grant Opportunities
- Networking Mixers
- Board Elections
- ...and More!

There are two important communications lists to join:

- 1) Mailchimp: rockridgedistrict.com/subscribe (good for all employees to join)
- 2) Google Group: Email marketing@rockridgedistrict.com to join (appropriate for key personnel only)

You are encouraged to follow the RDA on social media and we will also follow your business accounts to promote your activities:

facebook.com/rockridgeoakland
instagram.com/rockridgeoakland

Common hashtags used for the District are:
#rockridgeoakland #rockridgedistrict

ADD YOUR LISTING

Visit our website at RockridgeDistrict.com to see how each business is listed in our directory. You can submit your photo and listing details to: marketing@rockridgedistrict.com.

WHAT IS THE RDA?

The **Rockridge District Association (RDA)** is a program of the Rockridge Business Improvement District (RBID), a 501(c)(3) nonprofit. The RDA formed in 2000 with a annual working budget of approximately \$150,000, subsidized by fees assessed through the City of Oakland on all business owners operating in the footprint of the District.

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

- A private-public consortium
- A product of motivated businesses owners
- A geographically-defined special assessment district
- The act of enhancing not replacing Oakland city services
- Self-assessed, self-governed special services, activities, and programs
- A coordinated effort to respond to the needs of our community
- A proven method for maintaining and growing our business district
- A tool for economic development

THE RDA PICKS UP WHERE THE CITY LEAVES OFF

We provide the special services desired and needed by business owners to drive consumer spending and branding of our district, thus gaining a stronger identity. In a time of overwhelming local, state, and national deficits, these enhanced benefits are the most efficient and effective means of ensuring that dedicated funds stay and are spent within our district.

BID's provide services every business district and property needs but that will not be funded by the City of Oakland. The result is self-funded programs to strengthen the image of our district that the city could not offer. We do this with such tools as marketing efforts that include business directories, advertising, website, street fair, holiday celebrations, safety enhancements, banner program, and more.

Relevant Fact: BIDs & CBDs generate sum \$4+ million in private-sourced and controlled funds that are currently being utilized in Oakland on an annual basis to help secure and improve business districts. Some Districts assess fees on business owners while others on business and/or residential property owners.

ARE YOU INCLUDED?

If your business is located within specific addresses, you are assessed a fee annually, in addition to – and at the same time as – paying your City of Oakland business taxes. This supports the efforts of the Rockridge District Association.

ANNUAL GROSS RECEIPTS AS REPORTED TO THE CITY OF OAKLAND

Note: Assessment fees have not increased since their inception in 2000.

TYPE	\$0-\$25,000	\$25,001-\$75,000	\$75,001-\$149,999	\$150,000-\$299,999	\$300,000-\$499,999	\$500,000-\$749,999	\$750,000-\$999,999	\$1,000,000-\$1,499,999	\$1,500,000-\$1,999,999	\$2,000,000 OR HIGHER
<i>Special Businesses</i>										\$5,000
<i>Banks</i>	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
<i>Retail/ Restaurant</i>	\$60	\$120	\$180	\$250	\$500	\$750	\$1,000	\$1,500	\$2,000	\$2,500
<i>Service</i>	\$60	\$120	\$150	\$180	\$250	\$500	\$750	\$1,000	\$1,000	\$1,000
<i>Professional</i>	\$60	\$120	\$150	\$180	\$250	\$250	\$250	\$500	\$500	\$500
<i>Ind. Mfg/ Wholesale</i>	\$60	\$120	\$120	\$120	\$120	\$180	\$250	\$500	\$500	\$500

RDA ADDRESS BOUNDARIES BY STREET [ADDRESS SERIES]:

62nd Street [307]

Broadway [5050, 5152, 5100 - 5301 (odd numbers only)]

Chabot [6201]

Claremont [6076 - 6250]

College [5231 - 6323]

Florio [6201]

Keith [5655]

Manila [5400]

Miles [5697 - 5699]

Oak Grove [5723]

NEW BUSINESS OR JUST MOVED INTO THE DISTRICT?

If your *business is new to Oakland* and you have yet to pay your annual taxes and RBID assessment fees to the City, you need to get an **Oakland business license** and create an **RBID Account** at the same time/place that you do.

Relocated to Rockridge from elsewhere in Oakland? Update your address at the business licensing department at the City of Oakland and at the same time get an **RBID Account** established.

Contact the RDA if you have questions: Info@RockridgeDistrict.com.

COMMON ACTIVITIES

- Produce the Rockridge Rock-N-Stroll featuring live outdoor music, sales, and events at Rockridge restaurants, retailers, and personal services providers.
- Partner with the neighborhood association, RCPC, in producing the very popular annual Halloween Parade.
- Publish 4000 copies of the annual Rockridge Guide, a stylish “look book” promoting participating district businesses.
- Subsidize and coordinate College Avenue holiday lighting and decorations.
- Host merchant mixers and create dialogue intra-district merchant communications with Google Groups.
- Assist property owners to fill and activate vacant storefronts; partner with a local art organization for installations in vacant storefronts.
- Lead a major holiday season (Thanksgiving - New Years) marketing and press engagement (earned media) to help drive consumer spending.
- Partner with Visit Oakland, City of Oakland, BART, and other organizations to promote Rockridge to locals and Bay Area visitors.
- Maintain a current business directory online promoting district businesses.
- Promote Rockridge businesses and their activities through social media platforms, public e-Newsletters, and advertorials in the *Rockridge News*.
- Tree trimming, removal, and planting along College Avenue.
- Remove blighted and broken/hazardous newsstands, abandoned bus shelters, hang street banners, repaint streetlight poles, procure street cleaning services, purchase and maintain public trash receptacles, etc.
- Collaborate with peace officers, elected officials, city services, and business owners to promote a safer district and in effort to reduce crime.
- Coordinate with local government and business owners on issues including street paving, parklet installations, public safety, and A-frame permitting.
- Liaison with City staff to answer questions and facilitate the process of paying annual Assessment fees.
- Offer the opportunity to serve on the Board of the RDA to help shape the future of the district.

RDA BOARD & STAFF

BOARD MEETINGS

3rd Thursday each month, 8:30am
College Avenue Presbyterian
5951 College Avenue, Oakland, CA 94618

RDA STAFF

Operations Manager: Chris Jackson, 510-604-3125, Chris@RockridgeDistrict.com
Marketing/Events Manager: Jody Colley, Marketing@RockridgeDistrict.com

GENERAL INQUIRIES

Info@RockridgeDistrict.com

CURRENT RDA OFFICERS

President: Monte McClain, College Avenue Presbyterian Church
Vice President: Robin Pennell, Jarvis Architects
Secretary: Monte McClain, College Avenue Presbyterian Church
Treasurer: Robin Pennell, Jarvis Architects

CURRENT RDA BOARD MEMBERS

Katy Winter, Vita
Louise Rothman-Riemer, Schultz Collins
Matt Zimbalist, Re-Up Refill Shop
Veronica Bhonsle, Vero

MAILING ADDRESS

Rockridge District Association
c/o College Avenue Presbyterian
5951 College Avenue, Oakland, CA 94618

INTERESTED IN JOINING THE BOARD?

WE ENCOURAGE YOU TO ATTEND A BOARD MEETING AND TO
CONTACT THE BOARD PRESIDENT ABOUT YOUR INTEREST.

ELECTIONS ARE HELD ANNUALLY IN LATE SPRING.

HISTORY OF THE RDA

EXCERPT FROM A JUNE 2021 ARTICLE IN THE ROCKRIDGE NEWS

"The shops and services that line College Avenue are re-emerging from a challenging year of pandemic-induced restrictions and closures. Despite some business turnover, the overall low vacancy rate relative to other districts in Oakland is a testament to Rockridge's resilient local economy. The area's demographics, ideal location, and public transit access all contribute to a relatively quick recovery. But less understood are the contributions of the Rockridge District Association (RDA) and the businesses that operate within its boundaries.

The RDA is a Business Improvement District formed in 2000 by the vote of business owners to self-assess an annual fee to generate funds for vital projects such as streetscaping, lighting, safety, and promotions to attract locals and visitors. Essentially, RDA members pay to fill in the gaps where City of Oakland services end for the benefit of the community at large. Prior to this model, Rockridge was represented by a traditional merchants association which relied purely on the volunteer work and generosity of a handful of donor merchants. By formalizing a Business Improvement District, the steady stream of revenue meant much needed and costly projects could be undertaken and sustained over the years.

Though one of the first of its kind in Oakland, over a dozen districts have since followed with similar merchant tenant, commercial property owner, and even residential property owner assessments to raise funds for similar projects. Despite being one of the top revenue-generating districts funding the City of Oakland, the RDA works off a lean budget of approximately \$180,000 per year. Despite being one of the top revenue-generating districts funding the City of Oakland, the RDA works off a lean budget of approximately \$180,000 per year--a small slice of the overall \$4+ million in private-sourced and controlled funds that are currently being utilized by business districts in Oakland on an annual basis.

At the time of its formation as a Business Improvement District, property owners lobbied successfully to only apply assessment fees to business operators, not commercial property or residential property owners. This limited the revenue potential for the district significantly and keeps the burden of investment into the district overwhelmingly on the shoulders of the small businesses and solopreneurs that line the first and second floors of College Avenue. While it's an investment back into their business, everyone in the community benefits from a safer, cleaner, more bustling business district.

Just one of the city services that the RDA takes under its wings is the stewardship of tree maintenance and planting along College Avenue. This alone over the years exceeds \$100,000 in costs and continues to grow. The RDA is also responsible for removing damaged and hazardous newsstands and abandoned bus shelters, street cleaning, trash receptacles, and repainting blighted street poles. Neighborhood festivities are led by the RDA with holiday lights, shopping campaigns, and the annual Out & About Festival. As a liaison between City services and Rockridge businesses, the RDA monitors issues such as public safety, road work, economic development opportunities, and regulations that may impact merchants in the area."

– Jody Colley, Rockridge District Association



- Medical / Fire Emergency Only.....510-444-1616**
- Police / Fire Emergency.....911 (Land Line)**
- Police Emergency from Cell Phone.....510-777-3211**
- Police Non-Emergency.....510-777-3333 (Press 0)**
- BART Police.....877-679-7000**
- Waste Management.....510-613-8710**
- EBMUD.....866-403-2683**
- City Call Center.....510-615-5566 or 311**
- PG&E.....1-800-743-5000**

MARKETING DEPT BUDGET: Proposed FY2024														
Projected Expenses	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	TOTAL	
Marketing / Events Manger														
Jody Colley (Independent Contractor)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	(24,000.00)
Social Media														
Social Media Videos/Reels (Independent Contractor)					\$ (500)	\$ (500)	\$ (500)	\$ (500)	\$ (500)	\$ (500)	\$ (500)	\$ (500)	\$ (500)	(4,000.00)
Block Parties/Initiatives Support														
Events Grant Fund					\$ (500)	\$ (500)	\$ (500)	\$ (500)	\$ (500)	\$ (500)	\$ (500)	\$ (500)	\$ (500)	(4,000.00)
Advertising Support					\$ (250)	\$ (250)	\$ (250)	\$ (250)	\$ (250)	\$ (250)	\$ (250)	\$ (250)	\$ (250)	(2,000.00)
Merchant Mixers														
Events					\$ (500)				\$ (500)			\$ (500)		(1,500.00)
Rock-N-Stroll														
Music / Entertainment Programming								\$ (6,000)						(6,000.00)
Sound Permit								\$ (55)						(55.00)
Full Calendar						\$ (20)								(20.00)
Oaklandside								\$ (500)						(500.00)
Posters / Fliers / Postcards							\$ (500)							(500.00)
Rockridge News							\$ (300)	\$ (300)						(600.00)
SF Funcheap								\$ (400)						(400.00)
510Families.com								\$ (270)						(270.00)
META (Facebook/Instagram)							\$ (400)	\$ (400)						(800.00)
RCPC Kitchen Tour														
Advertising/Support										\$ (1,000)				(1,000.00)
Halloween Parade														
Posters										\$ (200)				(200.00)
Fliers										\$ (50)				(50.00)
DJ Danny Santos										\$ (250)				(250.00)
META (Facebook/Instagram)								\$ (250)		\$ (250)				(500.00)
510Families.com										\$ (270)				(270.00)
Oaklandside										\$ (300)				(300.00)
Bags (\$500)										\$ (500)				(500.00)
Holidays (Thanksgiving - New Years)														
Posters										\$ (200)				(200.00)
META (Facebook/Instagram)										\$ (250)	\$ (250)	\$ (250)		(750.00)
Lights / decorations / window painting										\$ (1,000)				(1,000.00)
Rockridge Printed Guide (SAMPLE)														

MARKETING DEPT BUDGET: Proposed FY2024															
Projected Expenses		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	TOTAL	
	Distribution										\$ (500)			(500.00)	
	Printing										\$ (6,000)			(6,000.00)	
	Advertising the Digital Edition										\$ (200)	\$ (200)	\$ (200)	(600.00)	
Other Expenses															
	Welcome Packet Printing					\$ (500)									
	Mailchimp	\$ (39)	\$ (39)	\$ (39)	\$ (39)	\$ (39)	\$ (39)	\$ (39)	\$ (39)	\$ (39)	\$ (39)	\$ (39)	\$ (39)	(468.00)	
	Squarespace website												\$ (252)	(252.00)	
	Issuu.com (digital editions of guides)	\$ (44)	\$ (44)	\$ (44)	\$ (44)	\$ (44)	\$ (44)	\$ (44)	\$ (44)	\$ (44)	\$ (44)	\$ (44)	\$ (44)	(528.00)	
	Credit Card Fees	\$ (83)	\$ (83)	\$ (83)	\$ (83)	\$ (83)	\$ (83)	\$ (83)	\$ (83)	\$ (83)	\$ (83)	\$ (83)	\$ (83)	(996.00)	
Projected Expenses		\$ (2,166)	\$ (2,166)	\$ (2,166)	\$ (2,166)	\$ (4,416)	\$ (3,436)	\$ (4,616)	\$ (11,591)	\$ (3,916)	\$ (14,386)	\$ (3,866)	\$ (4,618)	(59,009.00)	
Projected Income		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	TOTAL	
Rock-N-Stroll														0.00	
	Sponsors								\$ 1,000					1,000.00	
	Donations								\$ 200						
Halloween Parade														0.00	
	Sponsors									\$ 500				500.00	
	Donations								\$ 200						
Rockridge Guide (SAMPLE)														0.00	
	Sponsors									\$ 3,000				3,000.00	
	Ad Pages									\$ 3,000				3,000.00	
		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,400	\$ -	\$ 6,500	\$ -	\$ -	7,500.00	
Projected Budget		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Sept	Oct	Nov	Dec	TOTAL
		\$ (2,166)	\$ (2,166)	\$ (2,166)	\$ (2,166)	\$ (4,416)	\$ (3,436)	\$ (4,616)	\$ (10,191)	\$ (3,916)	\$ (7,886)	\$ (3,866)	\$ (4,618)		(51,509.00)

Rockridge District Association

Balance Sheet

As of March 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	64,170.12
Total Bank Accounts	\$64,602.59
Total Current Assets	\$64,602.59
TOTAL ASSETS	\$64,602.59
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	118.39
Total Credit Cards	\$118.39
Total Current Liabilities	\$118.39
Total Liabilities	\$118.39
Equity	
Unrestricted Net Assets	77,196.68
Net Income	-12,712.48
Total Equity	\$64,484.20
TOTAL LIABILITIES AND EQUITY	\$64,602.59

Rockridge District Association

Profit and Loss

March 2023 - March 2024

	TOTAL	
	MAR 2023 - MAR 2024	MAR 2022 - MAR 2023 (PY)
Income		
BID Revenues		
BID Revenue	206,333.20	268,390.06
Total BID Revenues	206,333.20	268,390.06
Total Income	\$206,333.20	\$268,390.06
GROSS PROFIT	\$206,333.20	\$268,390.06
Expenses		
Bank service charges	1,610.90	1,586.49
Marketing & Promotion Committee		
Advertising & Graphics	3,053.75	12,593.46
Advertising/Promotional		151.93
Events	22.80	3,310.88
Marketing & Materials	270.00	1,643.40
Rock n Stroll	8,900.00	31,449.50
Web Design & Communication	26,873.67	27,381.30
Total Marketing & Promotion Committee	39,120.22	76,530.47
Organization Committee		
Accounting & Legal	4,549.30	4,290.00
Administrative	6,519.00	6,500.00
Insurance	3,871.31	2,685.60
Office Expense	22.00	149.90
Postage, Copy & Printing	925.77	-2,418.38
Professional Administration		
Payroll Service Fees-Prof Admin	1,895.30	1,483.27
Payroll Tax Expense	5,741.93	3,990.54
Wages-Prof Admin	72,953.42	49,693.32
Workers Comp-Prof Admin	809.25	872.75
Total Professional Administration	81,399.90	56,039.88
Total Organization Committee	97,287.28	67,247.00
Streetscape & Security Committe		
Beautification-Streetscape Misc	51,056.38	104,661.87
Total Streetscape & Security Committe	51,056.38	104,661.87
Uncategorized Expense	3,695.38	5,824.84
Total Expenses	\$192,770.16	\$255,850.67
NET OPERATING INCOME	\$13,563.04	\$12,539.39
NET INCOME	\$13,563.04	\$12,539.39

Rockridge District Association

Profit and Loss

February 2023 - February 2024

	TOTAL	
	FEB 2023 - FEB 2024	FEB 2022 - FEB 2023 (PY)
Income		
BID Revenues		
BID Revenue	206,126.95	243,690.06
Total BID Revenues	206,126.95	243,690.06
Total Income	\$206,126.95	\$243,690.06
GROSS PROFIT	\$206,126.95	\$243,690.06
Expenses		
Bank service charges	1,614.77	1,607.94
Marketing & Promotion Committee		
Advertising & Graphics	3,553.75	12,749.46
Advertising/Promotional	-96.02	151.93
Events	22.80	3,264.98
Marketing & Materials	520.00	1,643.40
Rock n Stroll	9,200.00	31,695.40
Web Design & Communication	26,873.67	27,381.30
Total Marketing & Promotion Committee	40,074.20	76,886.47
Organization Committee		
Accounting & Legal	4,424.30	4,290.00
Administrative	6,519.00	6,500.00
Insurance	3,986.92	3,813.00
Office Expense	22.00	301.00
Postage, Copy & Printing	925.77	-2,418.38
Professional Administration		
Payroll Service Fees-Prof Admin	1,877.82	1,452.49
Payroll Tax Expense	5,820.95	3,965.60
Wages-Prof Admin	72,953.42	49,367.31
Workers Comp-Prof Admin	809.25	872.75
Total Professional Administration	81,461.44	55,658.15
Total Organization Committee	97,339.43	68,143.77
Streetscape & Security Committe		
Beautification-Streetscape Misc	48,903.31	109,354.43
Total Streetscape & Security Committe	48,903.31	109,354.43
Uncategorized Expense	3,695.38	10,018.06
Total Expenses	\$191,627.09	\$266,010.67
NET OPERATING INCOME	\$14,499.86	\$ -22,320.61
NET INCOME	\$14,499.86	\$ -22,320.61

Rockridge District Association

Profit and Loss

March 2023 - February 2024

	TOTAL	
	MAR 2023 - FEB 2024	MAR 2022 - FEB 2023 (PY)
Income		
BID Revenues		
BID Revenue	206,333.20	243,690.06
Total BID Revenues	206,333.20	243,690.06
Total Income	\$206,333.20	\$243,690.06
GROSS PROFIT	\$206,333.20	\$243,690.06
Expenses		
Bank service charges	1,488.23	1,463.82
Marketing & Promotion Committee		
Advertising & Graphics	3,053.75	12,593.46
Advertising/Promotional		151.93
Events	22.80	3,264.98
Marketing & Materials	270.00	1,643.40
Rock n Stroll	8,900.00	31,449.50
Web Design & Communication	24,873.67	25,381.30
Total Marketing & Promotion Committee	37,120.22	74,484.57
Organization Committee		
Accounting & Legal	4,094.30	3,960.00
Administrative	6,019.00	6,000.00
Insurance	3,752.92	2,567.00
Office Expense	22.00	149.90
Postage, Copy & Printing	925.77	-2,418.38
Professional Administration		
Payroll Service Fees-Prof Admin	1,762.83	1,357.69
Payroll Tax Expense	5,430.32	3,678.93
Wages-Prof Admin	68,880.08	45,619.98
Workers Comp-Prof Admin	809.25	872.75
Total Professional Administration	76,882.48	51,529.35
Total Organization Committee	91,696.47	61,787.87
Streetscape & Security Committe		
Beautification-Streetscape Misc	46,057.38	104,632.44
Total Streetscape & Security Committe	46,057.38	104,632.44
Uncategorized Expense	3,695.38	5,824.84
Total Expenses	\$180,057.68	\$248,193.54
NET OPERATING INCOME	\$26,275.52	\$ -4,503.48
NET INCOME	\$26,275.52	\$ -4,503.48

Rockridge District Association

Balance Sheet

As of February 29, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	76,997.77
Total Bank Accounts	\$77,430.24
Total Current Assets	\$77,430.24
TOTAL ASSETS	\$77,430.24
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	233.56
Total Credit Cards	\$233.56
Total Current Liabilities	\$233.56
Total Liabilities	\$233.56
Equity	
Unrestricted Net Assets	50,921.16
Net Income	26,275.52
Total Equity	\$77,196.68
TOTAL LIABILITIES AND EQUITY	\$77,430.24