

Downtown Activity Report

January 1, 2011 – June 30, 2011

Red Brick
Gallery

Palermo
INTERIOR & GIFTS

Palermo
18
FLAVOR
GRAND BAR
WINE
TASTING
Olea CULINARIA
LARGE SOUVENIR
OF
EXPERIENCE

New Classes

Painting With Italian Colors

Learn to paint with Italian colors and techniques. This class is designed for those who want to learn the basics of painting with oil paints. The instructor will provide a step-by-step guide to painting with oil paints, including how to mix colors, how to apply paint, and how to finish a painting.

Watercolor With Jan Olson

Learn to paint with watercolor. This class is designed for those who want to learn the basics of painting with watercolor. The instructor will provide a step-by-step guide to painting with watercolor, including how to mix colors, how to apply paint, and how to finish a painting.

Art Basics and Watercolor Workshop

Learn to paint with watercolor. This class is designed for those who want to learn the basics of painting with watercolor. The instructor will provide a step-by-step guide to painting with watercolor, including how to mix colors, how to apply paint, and how to finish a painting.

Workshop With Pigeon Kahan

Learn to paint with watercolor. This class is designed for those who want to learn the basics of painting with watercolor. The instructor will provide a step-by-step guide to painting with watercolor, including how to mix colors, how to apply paint, and how to finish a painting.

The Magic of Glass Painting

Learn to paint with watercolor. This class is designed for those who want to learn the basics of painting with watercolor. The instructor will provide a step-by-step guide to painting with watercolor, including how to mix colors, how to apply paint, and how to finish a painting.

Watercolor "A Painting & Day" Workshop with Pigeon

Learn to paint with watercolor. This class is designed for those who want to learn the basics of painting with watercolor. The instructor will provide a step-by-step guide to painting with watercolor, including how to mix colors, how to apply paint, and how to finish a painting.

Workshop With Jan Olson

Learn to paint with watercolor. This class is designed for those who want to learn the basics of painting with watercolor. The instructor will provide a step-by-step guide to painting with watercolor, including how to mix colors, how to apply paint, and how to finish a painting.

Exploring Acrylics

Learn to paint with watercolor. This class is designed for those who want to learn the basics of painting with watercolor. The instructor will provide a step-by-step guide to painting with watercolor, including how to mix colors, how to apply paint, and how to finish a painting.

Floral and Photography Workshop

Learn to paint with watercolor. This class is designed for those who want to learn the basics of painting with watercolor. The instructor will provide a step-by-step guide to painting with watercolor, including how to mix colors, how to apply paint, and how to finish a painting.

Kathleen Eriksen, Executive Director
Downtown Ventura Partners
420 East Santa Clara
Ventura, CA 93001

805.641.1090

INTRODUCTION

Downtown Ventura Partners (“DVP”) manages the Downtown Ventura Business Improvement District (“BID”) under a contract with the City of Ventura. Pursuant to this contract, DVP provides a semi-annual “Activity Report” that documents the BID programs and activities during the prior six-month period. This report provides a narrative description of the activities from January 1 – June 30, 2011. A statistical summary of Clean and Safe activities and financial statements are included as attachments. The report is divided into four major categories as defined in the voter-approved District Management Plan:

- Clean and Safe Program
- Economic Development Program
- Marketing and Promotions Program
- Advocacy and Administration Program

CLEAN AND SAFE PROGRAM

Creating a clean, safe environment for shoppers, visitors, employees, residents and other stakeholders is fundamental for businesses to thrive in downtown. A multi-faceted approach is used to effectively address the many sanitation and maintenance issues downtown. The Clean and Safe Program focuses primarily on downtown's overall physical appearance through its buildings, streetscape, level of cleanliness, sidewalks, landscaping, parking lots, alleys and roadways, resulting in an enhanced perception of safety and accessibility.

DVP contracts with Service Group Inc., a national expert in downtowns, to provide clean and safe services. The Clean and Safe crew is made up of five uniformed employees whose main function is to keep downtown looking sharp; however, they also are trained to interact with visitors, offer directions and share relevant information. A Clean & Safe Committee made up of volunteers meets monthly to review the program’s status and discuss district improvements, sanitation and security issues. Priority project areas of the Clean and Safe Program include:

Activities & Programs

Clean and Safe Team

The Clean and Safe team focuses on sidewalk cleaning, trash collection, graffiti removal, landscape improvements/maintenance, paper sign and handbill removal and vagrancy/nuisance issues. The team also acts as ambassadors for visitors and residents alike. All Clean and Safe team members are trained in CPR and relevant visitor information.

Mike Sandoval, a member of our original crew, was recently promoted to program manager. In addition to the BID-funded three person crew, two additional staff members provide baseline janitorial services through a contract with the city. With this contract, DVP is able to maintain a consistent quality of cleanliness while providing more efficient services.

DVP also works with Goodwill's job-training program to get additional clean and safe crew on the streets. Goodwill provides employment to individuals and pays their wages at no cost to DVP. In return, DVP provides on-the-job-training and has hired four full-time staff members at the conclusion of their training period. Thanks to Goodwill, downtown is cleaner, individuals are given an opportunity to re-enter the workforce and DVP is able to leverage its resources.

SnapShot System

The SnapShot work order system allows us to carefully track the location and types of activities that are being conducted and also allows merchants, property owners or District stakeholders to submit their own web-based work order. If someone sees litter or graffiti, for example, he can go to our website and fill out a request. The request goes immediately to a Clean and Safe team member's cell phone, and a confirmation is sent to the requestor. Once the issue is resolved, a follow-up e-mail is sent. This also allows us to track the timeliness of our responses and benchmark our activities.

Power Washing



A comprehensive power washing schedule is now in place ensuring consistent cleaning of the sidewalks, alleys, and parking structure stairwells. The schedule was distributed to all affected businesses, providing clearer communication and coordination of services.

Planters

The DVP purchased 26 new planters, extending down Main Street into the 200-, 600-, and 700-block areas. The new planters were installed in July as part of a larger beautification effort which included replanting the original 46 planters with nutrient-rich soil and new plant materials where needed. The beautification effort was funded in part with revenue generated from the parking meters. All 72 planters are maintained by our Clean and Safe team, which took over the watering contract in July.

City Janitorial Services

DVP has entered into a contract with the City to provide baseline janitorial services in the downtown, previously provided by the City.

Maintenance of Festival Swag Lighting on Main Street

New electrical outlets were installed at the top of each light pole this past winter. Also, a new system for reporting and repairing lighting outages was implemented ensuring timely repairs.

Review and Approval Process for Recycling Bin Advertising Program

All artwork for advertisements posted on the black recycling bins downtown requires approval considered for approval and the advertiser must be located within the Property Based Improvement District (PBID).

Reduce Panhandling and Vagrancy Issues



The Clean and Safe team deters panhandling and vagrancy on a daily basis. The team moves the offenders outside of the district, removes unattended belongings and garbage, and reports severe cases of public intoxication, nudity or violence to the police department. The team works jointly with the police department and the parking cadets to keep the area secure, safe and welcoming to visitors.

American Flag Replacement

DVP funded the replacement of 26 flags this past July. This was to ensure a fresh appearance for the 4th of July festivities on Main Street. The flags remain in place through the end of the County Fair.

ECONOMIC DEVELOPMENT PROGRAM

The District's economic development activities are designed to enhance business activity and increase values within the downtown boundaries. Activities include recruiting key businesses, developments and venues that respond to the Downtown market needs including those of residents, employees, businesses, and tourists. The DVP Economic Restructuring Committee involves merchants, property owners and other stakeholders who meet monthly to develop and implement economic strategies. Some of their recent activities are listed below.

Activities & Programs

Downtown Available Property Listing

We now have a listing of available properties located downtown sorted by office, retail, for sale and/or, for lease. The listing includes property, cost, and broker contact information. The information is updated weekly, attractively packaged and available online.

Downtown Broker Open House

DVP sponsored a very successful Broker Open House in July with over 60 area brokers in attendance. The event was preceded by a Mayoral Round Table designed to provide an open discussion for brokers, developers and potential tenants. Valuable information and networking resulted from both events. 93% of survey respondents found the open house to be beneficial and 100% thought we should have the event again!

Database

DVP created a new database of downtown businesses, property owners and economic information. We now have a comprehensive listing of all businesses and available properties, and this information is available online at any time. We continue to fine tune the database so we can begin tracking vacancies, tenant mix, lease rate trends and values.

Staff is frequently meeting with businesses to discuss concerns, business health and development plans. DVP offers assistance tailored to the individual business needs and acts as a liaison between the private business owner and various governmental agencies

Business Recruitment – New Businesses



We are pleased to announce that nineteen new businesses have opened in the past six months!

- Bollywood, 500 East Main
- Buenaventura Massage, 105 South Oak
- El Patio Hotel, 167 South Oak
- Holwick Construction, 60 California
- Homes by Cecil, 717 East Main
- Little Birdy Lane, 654 East Main
- Making You Cosmetics & Skincare, 671 East Main
- Media Trust – 472 East Main
- Nature Conservancy – East Main
- Nexgen Packaging – 394 East Main
- Pyur Real Estate – 366 East Santa Clara
- California
- Rasmussen & Associates – 21 South California
- Rat Zapper – 721 East Main
- Send Rover on Over – 616 East Main Street
- The Tax Guys – 433 East Main Street
- Turquoise Eco Beauty Skincare – 35 South Oak
- White Sand – 394 East Main

Marketing and Promotions Program

DVP works to market existing business, events, available spaces and business opportunities while promoting an enhanced vibrant image of Downtown. This is achieved with the guidance of

our Marketing and Promotions Committee comprised of business owners, downtown residents and interested stakeholders. Following are some of our achievements from the past six months.

Activities & Programs

Newsletter

The quarterly newsletter highlights important news about events, special projects, and programs. The print piece is written in-house and will be undergoing a complete new re-design this winter. It is mailed to nearly 1,000 stakeholders. The newsletter is also available electronically to those who prefer this delivery system and is available online.

Social Media

DVP's Facebook group has nearly doubled in size in the last six months. We post frequent messaging alerting stakeholders with up-to-the minute happenings downtown.

Electronic News & Monthly Events Eblast

DVP regularly sends electronic communiqués to over 900 email addresses. Our new *Monthly Events Eblast* highlights larger events occurring downtown, while our intermittent updates relay information about special projects, programs and news to help keep people informed.

New Downtown Website

The newly designed website is as functional as it is beautiful! Photos, featured events, business listings, maps and even a virtual tour of downtown is available on the new site. So much more is too. If we wrote it, designed it, promoted it or programmed it – it's on our site. Check it out at www.downtownventura.org.

Comprehensive Downtown Events Calendar

Staff maintains the most comprehensive downtown events calendar available. If it's happening downtown – it's likely on our calendar. This calendar is available online with highlights of larger events with their own direct links, emailed on a monthly basis.

Support for Downtown Events

DVP sponsors and provides in-kind support to numerous events. In-kind support may include assistance with coordination, promotion, management, special security or clean up. Here are

Communication & Outreach

Six Months—In the Numbers

1067 – Number of on-line views of downtown newsletter

31,283 – Number of views on downtown Facebook account – up 460% from previous 6 month period

2,400 – Number of printed newsletters mailed

44 – Number of public meetings hosted by DVP

780 – Number of attendees to public meetings

35 - Average number of attendees at each Third Thursday event

36 – Number of e-blasts sent to downtown database

some of the larger events we were involved with in the past six months: Winter Wine Walk, Restaurant Week, Good for Kids Week, Music Week, St. Patty's Day Parade, Film Society, Film Festival, Farmers Market, Westside Art Walk, Beer Festival, Johnny Cash Festival and VC Fusion.

Johnny CASH Promo

Johnny CASH was available to all Johnny Cash concert goers and downtown visitors over this past Father's Day weekend. 12,000 \$5 bills with Johnny Cash's face on it were being exchanged for \$5 off at participating businesses. We're utilizing this concept with our new Downtown VIP Card to be released next quarter.

"Ventura LOVES" Campaign

Ventura Loves Foodies!
With over 50 places to eat & drink downtown is the place to meet.

394 Burgers & Tapas Lounge 71 Palm Restaurant Aloha Steakhouse Anacapa Brewing Company Aqua Lounge Bariloche Restaurant Ben & Jerry's Of Ventura Bernadette's On Main Blenders In The Grass Bombay Bar & Grill Brooks Busy Bee Café C-Street Restaurant Cafe Fiore Caffe Bella Cajun Kitchen Café Candlelight Kitchen & Bar Capriccio Chicago Ribs & More Chill Chilled Dragon's Irish Pub & Restaurant El Rey Cantina Eric Ericssons on the Pier Fuji Sushi Ventura Sicily by Gino The Habit Hong Kong Inn Good Bar Jersey Mike's Subs Jimmy's Slice	Jonathan's At Peirano's Main Street Café Maria Bonita Mary's Secret Garden My Florist Winecave & Bakery Natures Grill Nonna's Courtyard Café Palermo Paradise Pantry Rice Thai Cuisine Rookees Sports Bar Rusty's Pizza Parlor Sans Souci Cocktails Savory Café & Bakery Sportsman Restaurant Star Lounge Starbucks Coffee Subway Sugar Bear's Cupcake Shack Sushi Marina Thai Peru Ventura The Taj Café The Wine Rack Tutti's Off Main Vallarta Taqueria Watermark On Main We Olive Winchesters Grill & Saloon Zoey's Café
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Rice Thai Cuisine
387 E. Main St.
641.3573

Chef Didier Poirvior of 71 Palm
71 N. Palm St.
653.7222

Anacapa Brewing Co.
472 E. Main St.
643.2337

DVP assembled an exciting fourth quarter advertising campaign promoting ALL downtown businesses. The three-part campaign centered on love: loving downtown, all its customers, and each other. Each of the following ad campaigns featured three paid advertisers/businesses followed by a comprehensive listing of all the businesses within each category. *Ventura Loves Foodies*, *Ventura Loves Shoppers*, and *Ventura Loves to Pamper You!* The campaign clearly listed all the options available downtown for shoppers, diners and those in need of a little pampering. The ads ran in the 805, VC Reporter, Ventana, Ventura Breeze, and VC Star over the course of two months. Radio spots were also broadcast over the same time period.

Downtown Dining Guide / Restaurant Listing and Map

A map and comprehensive listing of downtown restaurants and bars were highlighted in the Downtown Ventura Dining and Entertainment Guide. This information is being re-purposed into pads of tear-off sheets to be distributed by hotel concierges and our Clean and Safe Team to help direct visitors in and around downtown.

Meetings / Workshops / Events



DVP hosted numerous meetings over the past six months. Some examples are the quarterly merchant meetings, monthly committee and board meetings, and a free social media workshop, and our monthly Third Thursday mixer open to all downtown businesses.

ADVOCACY & ADMINISTRATION

DVP is very active in advocating for downtown interests. DVP works closely with departments throughout the city to effect positive changes for downtown.

ACTIVITIES & PROGRAMS

DVP Board of Directors and Committees

The DVP board is elected by the property owners and consists of a super majority of property owners as well. The board meets monthly to set policy, implement programs and review finances. The board also receives regular updates from the Ventura Police Department, city staff and reports from each of the committees.

DVP Staff

Three additional employees have been hired or promoted in the past six months: Mike Sandoval, SGI Program Manger; Manuel Mendez, SGI Crew Member; and Meredith Dilg, DVP Administrative Coordinator. Under the direction of Executive Director Kathleen Eriksen, the staff continues to grow and evolve.

City Partnerships

DVP works as a liaison for the City to communicate information regarding special projects, events, and programs to the downtown property and business owners. We work closely with all departments in the City including but not limited to Department of Public Works, Community Development, Economic Development, Police Department, and Parks and Recreation.

Agency Partnerships

Collaboration is key to success and the DVP recognizes this. We are grateful to our many partners who have generously shared resources and teamed up with us to achieve common goals. Many thanks to Downtown Ventura Organization, Visitor and Convention Bureau, the Chamber of Commerce, the newly formed Tourism Improvement District, and so many others.

Downtown Action Team

DVP board members meet monthly with city department heads and city staff to set strategy

and track progress on a large number of downtown programs, capital improvements and initiatives.

Parking Management



DVP is working closely with the city and the downtown Parking Advisory Committee to effectively manage the limited supply of parking in the district. We're currently advocating against the ballot initiative to remove the meters from downtown and are requiring a 2/3 vote for any future paid parking.

Public Safety

DVP and the Ventura Police Department are implementing new strategies to create a safer downtown district. Through the parking management program, a new dedicated officer is now patrolling downtown and police cadets provide additional "eyes and ears" on the street and use their police radios to immediately call in incidents. The Redevelopment Agency continues to fund two officers for a summer weekend foot patrol, but with the loss of RDA revenues, this program is unlikely to continue. Through these efforts, serious crime in downtown is down 44% and the total calls for service are down four times more than the city as a whole.

Clean & Safe Report - 1/1/10-6/30/11

Description	Units	Description	Units
Assault	0	New/Out Business	1
Bike-Found/Abandoned	4	Newsletters Delivered	86
Blood Clean Up	35	Other	128
Blow/Vac- # Block Faces	1958	Pan & Broom - # Block faces	2865
Broken glass (Bottles)	359	Panhandling	67
Broken Window Discovered	5	Panhandling - Aggressive	2
Building Maintenance -#Hrs	20	Parking Meter Vandalized	30
Bus shelters/bench cleaned - #	104	Parking Meters Assistance	626
City Work Order #	1	Parking Meters Cleaned - #	4102
Clean Public Restrooms	484	PC - Newspaper Rack Abandoned	0
Collected Abandoned Property -#	0	PC - Newspaper Rack Vandalized	0
Compliment(s)	54	PC - Phone booth	9
Debris Removal - # of bags	746	PC - Private Building	0
Debris Removal - other	96	PC - Street Light	0
Deceased Animal Removal	10	PC - Street Sign	0
Drug Activity (Reported)	6	PC - Tree Grate	0
Dump Run -#	106	PC - Utility Box	0
EMS called	0	PC " Pedestrian Lighting	0
Equipment Service/Maintenance - # Hrs.	38	Personal Safety Escort	2
Errands Ran	249	Pressure Washing - # Block Faces	73
Fight	7	Pressure Washing - Parking Garage	10
Fire	0	Pressure Washing - Trash Enclosure	2
First Aid Administered	2	Public Drinking	117
Found Lost Items	9	Public Intoxication	9
Fountains Cleaned - #	313	Remove human/animal waste	584

Graffiti Removed - Other	155		Safety Hazard	1
Graffiti Removed - Paint	631		Scheduled Task	16
Graffiti Removed - Stickers	281		Shoplifting	0
Graffiti reports - Etching	4		Shopping Cart Retrieval - #	340
Graffiti reports - Paint	44		Special Event(s)	1
Graffiti reports - Private Property	0		Storm/Sidewalk Drains Cleaned- #	5
Graffiti reports - Stickers	0		Suspicious person/s checked	2
Gum Removal - #	3456		Suspicious person/s Police called	0
Homeless - Contact	157		Tennant Scrubber - # Block faces	21
Homeless - Sleeping	18		Traffic Accident	0
Illegal Vendors Reported	0		Traffic Hazards	0
Information/Directions (Tourists)	153		Trash Cans - # bags	474
Landscaping	99		Trash Cans - # emptied	320
Leaf Removal - # of bags	28		Trash Cans/Newspaper racks - # cleaned	3496
Loitering	0		Vandalism	8
Meeting(s)	10		Vehicle Assistance	2
Merchant/Business Contacts #	69		Weed Abatement - # block faces	93
				23352

Financial Statements

**Downtown Ventura Property Owners Association
d.b.a Downtown Ventura Partners**

June 30, 2011

Downtown Ventura Property Owners Association
d.b.a. Downtown Ventura Partners
(A California Nonprofit Corporation)
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GALLARDO & ASSOCIATES

CERTIFIED PUBLIC ACCOUNTANTS
AN ACCOUNTANCY CORPORATION

Thomas P. Gallardo, CPA
Peter J. Satuloff, CPA
Michael R. Mendelsohn, CPA

July 11, 2011

Downtown Ventura Property Owners Association
d.b.a Downtown Ventura Partners
PO Box 1414
Ventura, CA 93002

We have compiled the accompanying statements of financial position of Downtown Ventura Property Owners Association, (A California Nonprofit Organization) as of June 30, 2011 and the related statements of activities for the one and six months then ended. We have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or provide any assurance about whether the financial statements are in accordance with accounting principles generally accepted in the United States of America.

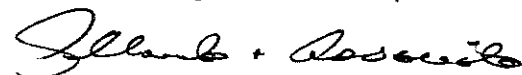
Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America and for designing, implementing, and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

Our responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

Management has elected to omit substantially all of the disclosures and the statement of cash flows required by generally accepted accounting principles. If the omitted disclosures and the statement of cash flows were included in the financial statements, they might influence the user's conclusions about the Organization's financial position, results of activities, and cash flows. Accordingly, these financial statements are not designed for those who are not informed about such matters.

The supplementary schedules one through seven are not a required part of the basic financial statements, and we have not audited or reviewed the schedules and, accordingly, do not express an opinion or any other form of assurance on them.

We are not independent with respect to Downtown Ventura Property Owners Association.



GALLARDO & ASSOCIATES
Certified Public Accountants
An Accountancy Corporation

Downtown Ventura Property Owners Association
d.b.a. Downtown Ventura Partners
(A California Nonprofit Corporation)
Statement of Financial Position
As of June 30, 2011

ASSETS

Current Assets:

Unrestricted:

Cash	\$ 4,635.81
Due From DVO	4,318.46
Prepaid Expenses	<u>8,333.33</u>

Total Unrestricted Current Assets: \$ 17,287.60

Temporarily Restricted:

Cash	230,461.49
Accounts Receivable	21,292.97
Reserve for Bad Debt	(9,486.67)
Prepaid Expenses	22,322.13
Other Receivable	<u>565.00</u>

Total Temporarily Restricted Current Assets 265,154.92

Total Current Assets 282,442.52

Property and Equipment:

Vehicles	13,884.66
Furniture and Equipment	42,165.62
Accumulated Depreciation	<u>(7,562.94)</u>

Total Property and Equipment 48,487.34

Other Assets:

Rent Deposit	<u>1,420.00</u>
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Total Other Assets 1,420.00

Total Assets \$ 332,349.86

Downtown Ventura Property Owners Association
d.b.a. Downtown Ventura Partners
(A California Nonprofit Corporation)
Statement of Financial Position
As of June 30, 2011

LIABILITIES AND NET ASSETS

Current Liabilities:

Accounts Payable	\$ 6,818.67
Payroll Liabilities	1,210.98
Deferred Revenue - Temporarily Restricted	213,305.00
Current Portion Note Payable	<u>2,816.68</u>

Total Current Liabilities \$ 224,151.33

Long Term Liabilities:

Note Payable MSBT	9,308.85
Less Current Portion	<u>(2,816.68)</u>

Total Long Term Liabilities 6,492.17

Total Liabilities 230,643.50

Net Assets:

Unrestricted Fund Balance	49,856.44
Temporarily Restricted Fund Balance	<u>51,849.92</u>

Total Net Assets 101,706.36

Total Liabilities and Net Assets \$ 332,349.86

Downtown Ventura Property Owners Association
d.b.a. Downtown Ventura Partners
(A California Nonprofit Corporation)
Statement of Activities
For the One and Six Months Ended June 30, 2011

	For the One Month Ended June 30, 2011		Actual Vs. Budget	For the Six Months Ended June 30, 2011		2011 Annual
	Actual	Budget	(Over)/Under	Actual	Budget	Budget
Revenue and Other Support						
PBID Assessments	\$ 35,551.00	\$ 35,552.00	\$ 1.00	\$ 213,304.00	\$ 213,312.00	\$ 426,609.00
Contracted SGI Service Income	9,500.00	9,500.00	0.00	57,000.00	57,000.00	85,500.00
Other Income	2,125.00	0.00	(2125.00)	2,125.00	0.00	0.00
Total Revenue and Other Support	47,176.00	45,052.00	(2,124.00)	272,429.00	270,312.00	512,109.00
Expenses						
SGI Director Fees	8,583.86	9,207.67	623.81	50,503.16	55,246.02	110,496.00
Salaries Staff	1,260.00	1,293.00	33.00	6,794.88	7,758.00	15,516.00
Accounting	693.00	5,000.00	4307.00	6,022.00	10,000.00	16,000.00
Advertising	1,510.72	958.00	(552.72)	3,777.92	5,748.00	11,500.00
Auto Expense & Fuel	737.43	684.00	(53.43)	2,407.73	4,104.00	6,954.00
Bad Debt	0.00	0.00	0.00	0.00	5,057.00	5,057.00
Banner Expense	0.00	0.00	0.00	0.00	0.00	2,500.00
City Fees	0.00	0.00	0.00	0.00	1,600.00	1,600.00
Contracted SGI Service Expenses	8,333.33	8,333.00	(0.33)	49,999.98	49,998.00	75,000.00
Depreciation Expense	1,147.84	449.00	(698.84)	4,594.94	2,694.00	5,388.00
Dues & Subscriptions	0.00	300.00	300.00	670.00	1,700.00	2,000.00
Education and Training	0.00	83.00	83.00	0.00	498.00	996.00
Events	1,733.47	250.00	(1483.47)	3,112.68	500.00	25,000.00
Insurance-General	365.35	300.00	(65.35)	2,390.63	1,800.00	3,600.00
Insurance-Workers Comp	84.25	0.00	(84.25)	505.36	0.00	0.00
Interest Expense	65.68	83.00	17.32	609.90	498.00	996.00
Legal Services	0.00	83.00	83.00	0.00	498.00	996.00
Licenses & Permits	0.00	0.00	0.00	0.00	250.00	250.00
Maintenance & Hospitality SGI	9,839.65	10,300.67	461.02	57,982.00	60,036.00	121,840.00
Meals & Entertainment	60.08	250.00	189.92	790.74	500.00	1,000.00
Meetings/Seminars/Workshops	82.92	790.00	707.08	782.94	1,980.00	3,960.00
Newsletter	1,585.81	1,310.00	(275.81)	3,029.73	2,745.00	5,365.00
Planning	104.11	0.00	(104.11)	104.11	0.00	0.00
Postage	30.86	0.00	(30.86)	44.72	0.00	0.00
Printing	0.00	0.00	0.00	3,768.29	6,000.00	12,000.00
Public Relations - Business Recruitment	343.00	500.00	157.00	343.00	2,000.00	5,000.00
Public Relations - Business Retention	1,416.66	1,417.00	0.34	8,913.71	8,502.00	17,000.00
Rent Expense	700.00	750.00	50.00	4,220.00	4,500.00	9,000.00
Repairs and Maintenance	0.00	0.00	0.00	407.17	0.00	0.00
Streetscape-Sidewalk Planters Labor	1,200.00	1,250.00	50.00	7,200.00	7,500.00	15,000.00
Streetscape-Sidewalk Planting Materials	0.00	508.33	508.33	0.00	1,849.98	3,700.00
Supplies-Office	284.74	167.00	(117.74)	2,995.54	1,002.00	2,000.00
Supplies-Program	425.84	500.00	74.16	4,986.39	3,000.00	4,500.00
Taxes-Payroll	184.57	207.00	22.43	995.44	1,242.00	2,484.00
Taxes-Other	0.00	0.00	0.00	50.00	0.00	0.00
Telephone	218.24	200.00	(18.24)	915.79	1,200.00	2,400.00
Utilities	283.50	67.00	(216.50)	288.00	402.00	804.00
Website Maintenance	0.00	250.00	250.00	437.50	1,500.00	3,000.00
Total Expenses	41,274.91	45,490.67	4215.76	229,644.25	251,908.00	492,902.00
Total Revenue Over/(Under) Expenses	\$ 5,901.09	\$ (438.67)	\$ (6,339.76)	\$ 42,784.75	\$ 18,404.00	\$ 19,207.00

Downtown Ventura Property Owners Association
d.b.a. Downtown Ventura Partners
(A California Nonprofit Corporation)
SELECTED INFORMATION - Substantially All
Disclosures Required by Generally Accepted
Accounting Principles Are Not Included
June 30, 2011

Summary of Significant Accounting Policies

Nature of Operations

The Organization's goal is to create a vibrant commercial/cultural district with strategic capital improvements, enhanced maintenance and security, effective marketing and promotions, education and administration within the downtown Ventura area.

Depreciation

Depreciation of office furniture, fixtures, and equipment is provided using the modified accelerated cost recovery system method for both financial and tax purposes over the estimated useful lives of the assets ranging from five to seven years.

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Downtown Ventura Property Owners Association
d.b.a. Downtown Ventura Partners
(A California Nonprofit Corporation)
Statement of Activities - Advocacy and Administration
For the One and Six Months Ended June 30, 2011

	For the One Month Ended June 30, 2011		Actual Vs. Budget (Over)/Under	For the Six Months Ended June 30, 2011		2011 Annual Budget
	Actual	Budget		Actual	Budget	
Revenue and Other Support						
PBID Assessments	<u>\$ 8,916.00</u>	<u>\$ 8,916.00</u>	<u>\$ 0.00</u>	<u>\$ 53,496.00</u>	<u>\$ 53,496.00</u>	<u>\$ 106,994.00</u>
Total Revenue and Other Support	8,916.00	8,916.00	0.00	53,496.00	53,496.00	106,994.00
Expense						
SGI Director Fees	4,291.93	4,583.00	291.07	25,251.55	27,498.00	55,000.00
Salaries - Staff	419.99	431.00	11.01	2,264.94	2,586.00	5,172.00
Accounting	693.00	5,000.00	4307.00	6,022.00	10,000.00	16,000.00
Auto Expense & Fuel	0.00	100.00	100.00	0.00	600.00	1,200.00
Dues & Subscriptions	0.00	0.00	0.00	670.00	1,000.00	1,000.00
Education and Training	0.00	83.00	83.00	0.00	498.00	996.00
Insurance-General	365.35	300.00	(65.35)	2,390.63	1,800.00	3,600.00
Insurance-Workers Comp	42.12	0.00	(42.12)	252.67	0.00	0.00
Interest Expense	65.68	83.00	17.32	589.56	498.00	996.00
Legal Services	0.00	83.00	83.00	0.00	498.00	996.00
Licenses & Permits	0.00	0.00	0.00	0.00	250.00	250.00
Meals & Entertainment	0.00	250.00	250.00	301.27	500.00	1,000.00
Meetings/Seminars/Workshops	10.65	100.00	89.35	443.79	600.00	1,200.00
Postage	30.86	0.00	(30.86)	38.78	0.00	0.00
Rent Expense	700.00	750.00	50.00	4,220.00	4,500.00	9,000.00
Repairs & Maintenance	0.00	0.00	0.00	86.34	0.00	0.00
Supplies-Office	252.13	167.00	(85.13)	2,962.93	1,002.00	2,000.00
Taxes-Payroll	61.52	69.00	7.48	382.70	414.00	828.00
Taxes-Other	0.00	0.00	0.00	50.00	0.00	0.00
Telephone	218.24	200.00	(18.24)	915.79	1,200.00	2,400.00
Utilities	<u>283.50</u>	<u>67.00</u>	<u>(216.50)</u>	<u>288.00</u>	<u>402.00</u>	<u>804.00</u>
Total Expenses	<u>7,434.97</u>	<u>12,266.00</u>	<u>4831.03</u>	<u>47,130.95</u>	<u>53,846.00</u>	<u>102,442.00</u>
Total Revenue Over/(Under) Expenses	<u>\$ 1,481.03</u>	<u>\$ (3,350.00)</u>	<u>\$ (4,831.03)</u>	<u>\$ 6,365.05</u>	<u>\$ (350.00)</u>	<u>\$ 4,552.00</u>

Downtown Ventura Property Owners Association
d.b.a. Downtown Ventura Partners
(A California Nonprofit Corporation)
Statement of Activities - Clean and Safe
For the One and Six Months Ended June 30, 2011

	For the One Month Ended June 30, 2011		Actual Vs. Budget	For the Six Months Ended June 30, 2011		2011 Annual
	Actual	Budget	(Over)/Under	Actual	Budget	Budget
Revenue and Other Support						
PBID Assessments	\$ 11,956.00	\$ 11,956.00	\$ 0.00	\$ 71,736.00	\$ 71,736.00	\$ 143,469.00
Total Revenue and Other Support	11,956.00	11,956.00	0.00	71,736.00	71,736.00	143,469.00
Expense						
SGI Director Fees	171.68	208.00	36.32	1,010.08	1,248.00	2,496.00
Auto Expense & Fuel	737.43	167.00	(570.43)	1,443.41	1,002.00	2,004.00
Insurance-Workers Comp	1.69	0.00	(1.69)	10.11	0.00	0.00
Interest Expense	0.00	0.00	0.00	20.34	0.00	0.00
Licenses & Permits	0.00	0.00	0.00	0.00	0.00	0.00
Maintenance & Hospitality SGI	9,839.65	10,300.67	461.02	57,982.00	60,036.00	121,840.00
Meals & Entertainment	60.08	0.00	(60.08)	60.08	0.00	0.00
Postage	0.00	0.00	0.00	0.00	0.00	0.00
Repairs and Maintenance	0.00	0.00	0.00	320.83	0.00	0.00
Streetscape-Miscellaneous Maintenance	0.00	0.00	0.00	0.00	0.00	0.00
Streetscape-Sidewalk Planters Labor	1,200.00	1,250.00	50.00	7,200.00	7,500.00	15,000.00
Streetscape-Sidewalk Planting Materials	0.00	300.00	300.00	0.00	600.00	1,200.00
Supplies - Office	32.61	0.00	(32.61)	32.61	0.00	0.00
Supplies - Program	399.88	0.00	(399.88)	756.35	0.00	0.00
Total Expenses	12,443.02	12,225.67	(217.35)	68,835.81	70,386.00	142,540.00
Total Revenue Over/(Under) Expenses	\$ (487.02)	\$ (269.67)	\$ 217.35	\$ 2,900.19	\$ 1,350.00	\$ 929.00

Downtown Ventura Property Owners Association
d.b.a. Downtown Ventura Partners
(A California Nonprofit Corporation)
Statement of Activities - Economic Development
For the One and Six Months Ended June 30, 2011

	For the One Month Ended June 30, 2011		Actual Vs. Budget	For the Six Months Ended June 30, 2011		2011 Annual Budget
	<u>Actual</u>	<u>Budget</u>	<u>(Over)/Under</u>	<u>Actual</u>	<u>Budget</u>	<u>Budget</u>
Revenue and Other Support						
PBID Assessments	\$ 5,532.00	\$ 5,532.00	\$ 0.00	\$ 33,192.00	\$ 33,192.00	\$ 66,380.00
Total Revenue and Other Support	5,532.00	5,532.00	0.00	33,192.00	33,192.00	66,380.00
Expense						
SGI Director Fees	2,832.67	3,000.00	167.33	16,666.02	18,000.00	36,000.00
Salaries - Staff	420.01	431.00	10.99	2,264.99	2,586.00	5,172.00
Dues and Subscriptions	0.00	300.00	300.00	0.00	700.00	1,000.00
Events	1,020.54	250.00	(770.54)	1,899.75	500.00	1,000.00
Insurance-Workers Comp	27.80	0.00	(27.80)	166.77	0.00	0.00
Licenses & Permits	0.00	0.00	0.00	0.00	0.00	0.00
Meals & Entertainment	0.00	0.00	0.00	52.11	0.00	0.00
Planning	104.11	0.00	(104.11)	104.11	0.00	0.00
Public Relations - Business Recruitment	343.00	500.00	157.00	343.00	2,000.00	5,000.00
Public Relations-Retention	1,416.66	1,417.00	0.34	8,913.71	8,502.00	17,000.00
Supplies - Program	25.96	0.00	(25.96)	25.96	0.00	0.00
Taxes - Payroll	61.53	69.00	7.47	306.37	414.00	828.00
Total Expenses	6,252.28	5,967.00	(285.28)	30,742.79	32,702.00	66,000.00
Total Revenue Over/(Under) Expenses	\$ (720.28)	\$ (435.00)	\$ 285.28	\$ 2,449.21	\$ 490.00	\$ 380.00

Downtown Ventura Property Owners Association
d.b.a. Downtown Ventura Partners
(A California Nonprofit Corporation)
Statement of Activities - Communications & Marketing
For the One and Six Months Ended June 30, 2011

	For the One Month Ended June 30, 2011		Actual Vs. Budget	For the Six Months Ended June 30, 2011		2011 Annual Budget
	Actual	Budget	(Over)/Under	Actual	Budget	
Revenue and Other Support						
PBID Assessments	\$ 5,532.00	\$ 5,532.00	\$ 0.00	\$ 33,192.00	\$ 33,192.00	\$ 66,380.00
Other Income	2,125.00	0.00	(2,125.00)	2,125.00	0.00	0.00
Total Revenue and Other Support	7,657.00	5,532.00	(2125.00)	35,317.00	33,192.00	66,380.00
Expense						
SGI Director Fees	944.22	1,000.00	55.78	5,555.32	6,000.00	12,000.00
Salaries - Staff	420.00	431.00	11.00	2,264.95	2,586.00	5,172.00
Advertising	1,510.72	958.00	(552.72)	3,777.92	5,748.00	11,500.00
Events	712.93	0.00	(712.93)	712.93	0.00	12,000.00
Insurance-Workers Comp	9.27	0.00	(9.27)	55.59	0.00	0.00
Meals & Entertainment	0.00	0.00	0.00	377.28	0.00	0.00
Meetings/Seminars/Workshops	72.27	690.00	617.73	339.15	1,380.00	2,760.00
Newsletter	1,585.81	1,310.00	(275.81)	3,029.73	2,745.00	5,365.00
Postage	0.00	0.00	0.00	5.94	0.00	0.00
Printing	0.00	0.00	0.00	3,768.29	6,000.00	12,000.00
Taxes - Payroll	61.52	69.00	7.48	306.37	414.00	828.00
Website Maintenance	0.00	250.00	250.00	437.50	1,500.00	3,000.00
Total Expenses	5,316.74	4,708.00	(608.74)	20,630.97	26,373.00	64,625.00
Total Revenue Over/(Under) Expenses	\$ 2,340.26	\$ 824.00	\$ (1,516.26)	\$ 14,686.03	\$ 6,819.00	\$ 1,755.00

Downtown Ventura Property Owners Association
d.b.a. Downtown Ventura Partners
(A California Nonprofit Corporation)
Statement of Activities - Special Projects
For the One and Six Months Ended June 30, 2011

	For the One Month Ended June 30, 2011		Actual Vs. Budget	For the Six Months Ended June 30, 2011		2011 Annual
	Actual	Budget	(Over)/Under	Actual	Budget	Budget
Revenue and Other Support						
PBID Assessments	\$ 2,009.00	\$ 2,009.00	\$ 0.00	\$ 12,052.00	\$ 12,054.00	\$ 24,103.00
Total Revenue and Other Support	2,009.00	2,009.00	0.00	12,052.00	12,054.00	24,103.00
Expense						
SGI Director Fees	343.36	416.67	73.31	2,020.19	2,500.02	5,000.00
Banner Expense	0.00	0.00	0.00	0.00	0.00	2,500.00
Events	0.00	0.00	0.00	500.00	0.00	12,000.00
Insurance-Workers Comp	3.37	0.00	(3.37)	20.22	0.00	0.00
Outside Services	0.00	0.00	0.00	0.00	0.00	0.00
Printing	0.00	0.00	0.00	0.00	0.00	0.00
Streetscape-Sidewalk Planters Labor	0.00	0.00	0.00	0.00	0.00	0.00
Streetscape-Sidewalk Planting Materials	0.00	208.33	208.33	0.00	1,249.98	2,500.00
Total Expenses	346.73	625.00	278.27	2,540.41	3,750.00	22,000.00
Total Revenue Over/(Under) Expenses	\$ 1,662.27	\$ 1,384.00	\$ (278.27)	\$ 9,511.59	\$ 8,304.00	\$ 2,103.00

Downtown Ventura Property Owners Association
d.b.a. Downtown Ventura Partners
(A California Nonprofit Corporation)
Statement of Activities - City Fees/Depreciation/Bad Debt
For the One and Six Months Ended June 30, 2011

	For the One Month Ended June 30, 2011		Actual Vs. Budget	For the Six Months Ended June 30, 2011		2011 Annual Budget
	<u>Actual</u>	<u>Budget</u>	<u>(Over)/Under</u>	<u>Actual</u>	<u>Budget</u>	<u>Budget</u>
Revenue and Other Support						
PBID Assessments	<u>\$ 1,606.00</u>	<u>\$ 1,607.00</u>	<u>\$ 1.00</u>	<u>\$ 9,636.00</u>	<u>\$ 9,642.00</u>	<u>\$ 19,283.00</u>
Total Revenue and Other Support	<u>1,606.00</u>	<u>1,607.00</u>	<u>1.00</u>	<u>9,636.00</u>	<u>9,642.00</u>	<u>19,283.00</u>
Expense						
Bad Debt	0.00	0.00	0.00	0.00	5,057.00	5,057.00
City Fees	0.00	0.00	0.00	0.00	1,600.00	1,600.00
Depreciation Expense	<u>1,147.84</u>	<u>449.00</u>	<u>(698.84)</u>	<u>4,594.94</u>	<u>2,694.00</u>	<u>5,388.00</u>
Total Expenses	<u>1,147.84</u>	<u>449.00</u>	<u>(698.84)</u>	<u>4,594.94</u>	<u>9,351.00</u>	<u>12,045.00</u>
Total Revenue Over/(Under) Expenses	<u>\$ 458.16</u>	<u>\$ 1,158.00</u>	<u>\$ 699.84</u>	<u>\$ 5,041.06</u>	<u>\$ 291.00</u>	<u>\$ 7,238.00</u>

Downtown Ventura Property Owners Association
d.b.a. Downtown Ventura Partners
(A California Nonprofit Corporation)
Statement of Activities - City Contracts
For the One and Six Months Ended June 30, 2011

	For the One Month Ended June 30, 2011		Actual Vs. Budget	For the Six Months Ended June 30, 2011		2011 Annual Budget
	<u>Actual</u>	<u>Budget</u>	<u>(Over)/Under</u>	<u>Actual</u>	<u>Budget</u>	<u>Budget</u>
Revenue and Other Support						
Contracted SGI Service Income	<u>\$ 9,500.00</u>	<u>\$ 9,500.00</u>	<u>\$ 0.00</u>	<u>\$ 57,000.00</u>	<u>\$ 57,000.00</u>	<u>\$ 85,500.00</u>
Total Revenue and Other Support	<u>9,500.00</u>	<u>9,500.00</u>	<u>0.00</u>	<u>57,000.00</u>	<u>57,000.00</u>	<u>85,500.00</u>
Expense						
Auto Expense and Fuel	<u>-</u>	<u>417.00</u>	<u>417.00</u>	<u>964.32</u>	<u>2,502.00</u>	<u>3,750.00</u>
Contracted SGI Service Expense	<u>8,333.33</u>	<u>8,333.00</u>	<u>(0.33)</u>	<u>49,999.98</u>	<u>49,998.00</u>	<u>75,000.00</u>
Supplies - Program	<u>0.00</u>	<u>500.00</u>	<u>500.00</u>	<u>4,204.08</u>	<u>3,000.00</u>	<u>4,500.00</u>
Total Expenses	<u>8,333.33</u>	<u>9,250.00</u>	<u>916.67</u>	<u>55,168.38</u>	<u>55,500.00</u>	<u>83,250.00</u>
Total Revenue Over/(Under) Expenses	<u>\$ 1,166.67</u>	<u>\$ 250.00</u>	<u>\$ (916.67)</u>	<u>\$ 1,831.62</u>	<u>\$ 1,500.00</u>	<u>\$ 2,250.00</u>