

**SAN JOSE DOWNTOWN ASSOCIATION
STATEMENT OF REVENUE AND EXPENSES
FY 2010-11
Year ended June 30, 2011**

REVENUE

San Jose Downtown Association (SJDA) Program & Activity	2,233,579
Business Improvement District (BID)	600,000
Redevelopment Agency (RDA) Promotions and Management Contract Services	495,000
City of San Jose Parking (Marketing) Contract Services	72,075
TOTAL REVENUE	3,400,655

EXPENSES

Events, Marketing, Promotions & Other programs	2,824,062
Management & Administration	595,593
Parking and Transportation programs	66,179
TOTAL EXPENSES	3,485,834
NET REVENUE (EXPENSES)	(85,179)
BEGINNING FUND BALANCE	627,963
ENDING FUND BALANCE *	542,784

* fund balance includes office condo equity, ice rink equipment and current assets net of current liabilities

FY 2010-11 Revenue Sources and Project Expenses

