



THIRD AVENUE VILLAGE ASSOCIATION

353 Third Avenue
Chula Vista, CA 91910
(619) 422-1982 Phone
(619) 422-1452 Facsimile

www.thirdavenuevillage.com

2014 Board of Directors

Christine Moore – President
Michael Green – Past President
Betsy Keller – Vice President
John Mendez – Secretary
Greg Smyth – Treasurer

Steve Bandoian
Eric Crockett
Carl Harry
John Moreno
Todd Reinheimer
Snooky Rico
Kathy Sparks
Ian Trotter

EXECUTIVE DIRECTOR

Luanne Hulsizer

OFFICE MANAGER

Heather Marshall

EVENT COORDINATOR

Jim Schneider

MAINTENANCE MANAGER

James Atencio

April 15, 2014

City of Chula Vista
Attention: Eric Crockett
276 Fourth Avenue
Chula Vista, CA 91910

RE: Third Avenue Village Association- BID Budget

Dear Mr. Crockett,

As you are aware, The Third Avenue Village Association (TAVA) is a business improvement district (BID) that each year receives funding from the City of Chula Vista through annual district business license fees.

It is with the assistance of these fees, along with event driven income, that TAVA is able to promote our business district and the city of Chula Vista through our annual events.

Attached to this document is the 2013-2014 BID budget that demonstrates the projected event expenses and revenue categories for the BID. The actual expense items will be submitted to the City of Chula Vista for reimbursement up to the collected fees which is estimated to be 22,600 for the current fiscal year.

On behalf of the Third Avenue Village Association, we express our thanks and gratitude to the City of Chula Vista for your continued support of our business improvement district.

Respectfully submitted,

Luanne Hulsizer
Executive Director



Third Avenue Village Association BID Budget 2013 - 2014

Activity / Items	Lemon Festival	Village Vibe Concerts	Holiday in the Village	Taste of Third	Village Street Faire	Farmers Market
City Permits & Fees	700	0	200	0	700	0
CV Police	6,000	0	1,300	0	6,000	0
Public Works	2,500	0	500	0	2,500	0
Sound System (2) stages	1,400	0	600	0	1,400	0
Communications (radios)	145	0	75	0	145	0
Entertainment	2,500	2,500	1,300	0	2,500	0
Generator Rentals	400	0	0	0	400	0
Rentals	2,500	0	800	0	2,500	0
Port-o-potties /Sinks	1,400	250	400	0	1,400	4,800
Advertising/Marketing	1,000	1,000	1,000	1,000	1,000	1,000
Recycling Expense	400	0	0	0	400	0
4 Points – traffic control	1,200	0	0	0	1,200	0
Signage/Banners	1,000	450	450	450	450	400
Printing	200	100	100	300	200	300
Supplies	300	100	300	100	300	0
Website / Graphic Art	300	300	300	400	300	0
J & S Power Cleaning	2,600	0	2,600	0	2,600	0
BMI & ASCAP	200	200	200	0	200	0
Event Expenses	24,745	4,900	10,125	2,250	24,195	6,500
Total Event Expense						72,715
Projected Income	Events	Grants	Business Lic	Associate Members		
	103,800	2,500	22,600	1,200		
Total Income						130,100
Total Net Income						57,385