

**SAN JOSE DOWNTOWN ASSOCIATION  
STATEMENT of REVENUE and EXPENSES  
FY 2009-10  
Year ended June 30, 2010**

**REVENUE**

San Jose Downtown Association (SJDA) Program & Activity	2,060,816
Business Improvement District (BID)	600,000
Redevelopment Agency (RDA) Promotions and Management Contract Services	657,140
City of San Jose Parking & Transportation Contract Services	79,775
<b>TOTAL REVENUE</b>	<b>3,397,731</b>

**EXPENSES**

Events, Marketing, Promotions & Other programs	2,745,588
Management & Administration	589,591
Parking and Transportation programs	92,313
<b>TOTAL EXPENSES</b>	<b>3,427,492</b>
<b>NET REVENUE (EXPENSES)</b>	<b>(29,761)</b>
<b>BEGINNING FUND BALANCE</b>	<b>657,724</b>
<b>ENDING FUND BALANCE *</b>	<b>627,963</b>

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

**FY 2009-10 Revenue Sources and Project Expenses**

