

EXHIBIT C

Total Cost of Annual Expenses

Mesa Town Center Improvement District No. 228

FY 2024 / 2025 ESTIMATED COST OF EXPENSES EXPENSES ESTIMATED COST*

Administrative Salaries/Retirement/Benefits	\$171,000.00
Clean Sweep Ambassador Staffing Costs	\$99,640.61
Rent	\$1.00
Utilities	\$4,000.00
Telephones	\$1,000.00
Building, Liability, D&O Insurance	\$4,500.00
Repairs and Maintenance	\$5,500.00
Equipment	\$1,000.00
Printing/Publishing	\$1,000.00
Postage	\$300.00
Supplies	\$2,000.00
Vehicles Costs	\$3,710.11
Conferences/Seminars	\$2,000.00
Dues/Subscriptions	\$300.00
Taxes/Licenses	\$400.00
Promotions/Marketing/Advertising	\$25,000.00
Weed Control & graffiti Abatement	\$5,000.00
Business Development	\$10,021.39
Pressure Washing	\$10,000.00
Events	\$25,000.00
TOTAL BUDGET	\$371,373.11

*Estimated cost of contract as part of overall Downtown Mesa Association budget.

Figures relate only to the SID Assessment not reflecting overall assessments and other City Contract related expenses.