

## EXHIBIT C

### Total Cost of Annual Expenses

#### Mesa Town Center Improvement District No. 228

#### 2023 ESTIMATED COST OF EXPENSES

#### EXPENSES ESTIMATED COST\*

Administrative Salaries/Retirement/Benefits	\$175,000.00
Clean Sweep Ambassador Staffing Costs	\$99,640.61
Rent	\$1.00
Utilities	\$4,700.00
Telephones	\$1,789.00
Building, Liability, D&O Insurance	\$4,500.00
Repairs and Maintenance	\$7,500.00
Equipment	\$1,400.00
Printing/Publishing	\$2,000.00
Postage	\$300.00
Supplies	\$4,000.00
Vehicles Costs	\$4,000.00
Conferences/Seminars	\$2,200.00
Dues/Subscriptions	\$600.00
Taxes/Licenses	\$500.00
Promotions/Marketing/Advertising	\$25,000.00
Weed Control & graffiti Abatement	\$5,000.00
Business Development	\$10,118.55
Pressure Washing	\$10,000.00
Events	\$25,000.00
<b>TOTAL BUDGET</b>	<b>\$383,249.16</b>

\*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.