

Mesa Town Center Improvement District No. 228
Thirty Fifth Year 2021

March 10, 2021

EXHIBIT C

ESTIMATED COST OF EXPENSES

<u>EXPENSES</u>	ESTIMATED COST*
Administrative Salaries/Retirement/Benefits	\$ 170,000.00
Annual Audit	\$ 1,948.84
Branding/Graphic Design/Photography	\$ 15,000.00
Building, Liability, D&O Insurance	\$ 3,300.00
Business Development	\$ 10,000.00
Computer/IT Support	\$ 6,000.00
Conferences/Seminars	\$ 2,200.00
Contractors	\$ 45,000.00
Dues/Subscriptions	\$ 600.00
Equipment	\$ 1,400.00
Marketing/Banners	\$ 15,000.00
Postage	\$ 300.00
Printing/Publishing	\$ 1,000.00
Promotions/Events	\$ 10,000.00
Rent	\$ 1.00
Repairs and Maintenance	\$ 6,726.46
Supplies	\$ 4,300.00
Taxes/Licenses	\$ 500.00
Telephones/Internet	\$ 2,800.00
Utilities	\$ 3,700.00
Vehicles Costs	\$ 500.00
TOTAL BUDGET	\$ 300,276.30

*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.**