

Attachment One:
Scope of Work

	FY 23/24	FY 24/25	FY 25/26	FY 25/26	FY 25/26	
	Actual	Adopted Budget	Assessment Budget	TOT Budget	Total Budget	Notes
Beginning Fund Balance	\$ 44,242	\$ 32,486	\$ 18,000		\$ 18,000	
Revenues						
Member Assessment	53,854	53,370	55,000		55,000	
Associate Assessment		0			0	
Assessment Revenues - Trade	0	0			0	
Late Fees	0	0			0	
TOT Revenue	36,761	37,000	0	35,000	35,000	
Sip N' Stroll	41,704	54,000	54,000		54,000	
Cookie Walk		2,500	5,000		5,000	
Interest Revenue	1,936	100	100		100	
Total Revenues	\$ 134,254	\$ 146,970	\$ 114,100	\$ 35,000	\$ 149,100	
Total Source of Funds	\$ 178,496	\$ 179,456	\$ 132,100	\$ 35,000	\$ 167,100	
Expenditures						
Charitable Donations		6,000	6,000		6,000	
CDS Direct Distribution	3,028	4,000	4,000		4,000	
Doubtful Accounts	8,376	5,000	3,000		3,000	Scope of Work
Insurance	0	2,000	2,000		2,000	
Office Supplies	418	1,000	500		500	
Storage Unit	1,836	1,700	2,000		2,000	Scope of Work
Renewal	636	800	800		800	Scope of Work
Total Administration	\$ 14,293	\$ 20,500	\$ 18,300	\$ -	\$ 18,300	
City Accounting Services	\$ 4,200	\$ 4,200	\$ 4,200		\$ 4,200	Scope of Work
City Public Works	3,000	3,000	3,000		3,000	Scope of Work
Total City Services	\$ 7,200	\$ 7,200	\$ 7,200	\$ -	\$ 7,200	
Ambassador	\$6,600	\$7,200	\$6,000		\$6,000	Scope of Work
Communications Manager	25,500	18,000	36,000		36,000	Scope of Work
Directories Printing	74	2,000	4,500		4,500	
VSC TV Partnership	9,407	0	25,000		25,000	
VSC Map	700	400	0		0	
Insurance	1,435	2,000			0	
Miscellaneous Print	2,990	0			0	
Miscellaneous Advertising		15,000	0		0	
Miscellaneous Marketing			0		0	
Monterey Travel Magazine		600			0	
Print Explore		1,000			0	
Social Media Boost	2,250	3,000	1,500		1,500	
Website Management	7,199	6,000	10,000		10,000	
Video Photo Production		6,000	3,000		3,000	
Village Enhancement	13,340	16,000	0	14,000	14,000	
Total Marketing	\$ 69,496	\$ 77,200	\$ 86,000	\$ 14,000	\$ 100,000	
Holiday & Events	\$474	\$15,000	\$0	\$4,000	\$4,000	
Palm Tree Lights		0	0		0	
Sip N' Stroll - Cookie Walk	54,547	36,000	36,000		36,000	
Total Special Events	\$ 55,021	\$ 51,000	\$ 36,000	\$ 4,000	\$ 40,000	
Total Expenditures	\$ 146,011	\$ 155,900	\$ 147,500	\$ 18,000	\$ 165,500	
Ending Fund Balance	\$ 32,486	\$ 23,556			\$ 1,600	