

**PACIFICA HOTEL BUSINESS IMPROVEMENT DISTRICT
 REPORT OF RESOURCES AND USES - PROJECTED - working draft
 JULY 1, 2017 - JUNE 30, 2018**

Projected Resources:

Projected BID Assessments	\$56,800.00	
Previous Fund Balance (Note 1)	36,901.16	
Total Projected Resources	93,701.16	\$93,701.16

Recommended Uses: (allocate \$30,000)

Public Relations & Marketing		
Press Fam Tours		
Trip Advisor		
Twitter Chat		
Visitor Guide Update and Print		
Visit Pacifica		
Pacifica Kiosk		
Advertising - Other		
Managing Agency (Note 2)	28,400.00	
Total Projected Uses	28,400.00	28,400.00

Resources in Excess of Uses (Fund Balance) **\$65,301.16**

Note 1: Previous Fund Balance represents the previous year's carryforward resources in excess of uses.

Note 2: The Pacifica Chamber of Commerce is the managing agency. Managing Agency funds offset compensation and other expenses to enable the following:

- a. Staffing the Visitor Center during the weekdays. On average, approximately 1/3 of the Chamber's staff time is spent with visitors
- b. Planning the itineraries for the Press Fam Tours which occur usually twice a year.

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