

January 25, 2012

TO: SPBG members  
FROM: Anne Mery  
RE: Financial History of South Park Business. Group

In the early years (2003-2008) of the Walkabouts, contributions of \$20-\$30 were collected from various South Park businesses to pay for flyers, posters, and an occasional ad. Sometimes we drafted our own news releases and sent them to local media contacts. The website was also created using funds collected from businesses.

In 2008 we had an opportunity to apply for a grant from the BID Council to provide additional funds, which would allow us to include the trolley at all the Walkabouts, to buy ad sponsorships on KPBS, and to fund a professional publicity/PR campaign. The BID grants basically required that we have matching funds and a bank account to systematically manage our finances.

So we opened an account in the name of the South Park Business Group at California Bank & Trust, and organized the first "Ask" Campaign in December 2008. The participating businesses each contributed \$150 for 2009. Subsequent "Ask Campaigns" for 2010 and 2011 were at \$100 per business.

The original bank account was opened under the personal social security #s of Anne Mery and Maureen Ceccarelli, d/b/a South Park Business Group. In 2011 we applied for a tax id# and filed fictitious name statements in order that the account more accurately reflect the organization, and to remove potential tax liabilities from Anne and Maureen. Then, on 1/19/11 we transferred \$19,922.64 into a new account at California Bank & trust. All our CBT bank accounts have been checking accounts with no interest accruing, and no annual tax filing were made.

The source of these monies are

1) BID Grants Reimbursements:

2007/2008	\$ 8500
2008/2009	\$ 8500
2009/2010	\$6375
2010//2011	\$7763
2011/2012	\$6800

2) Proceeds from annual Ask campaign,

3) Funds received from businesses who buy ad/banner space on the Walkabout trolleys.

4) Contributions from the Old House Fair. (Note: Until 2011, the GGH CDC acted as fiscal agent for Old House Fair. When CDC underwent financial reorganization in late 2010, it indicated that OHF Reserves of approximately \$6000 were unfunded and would not be available for distribution to SPBG, or for use of the OHF until a later date. SPBG

held the cash receipts of approximately \$9,000 from the 2010 OHF in its account, and transferred those funds into a dedicated OHF account administered by Maureen Ceccarelli, also held at California Bank & Trust.

What are the SPBG monies spent on?

For each Walkabout, we spend approximately \$1000.00 for KBPS, \$560 for the trolley, \$75 for walking tours, and \$100 for postcards. Additional expenditures for website hosting, Walkabout posters, South Park map/guides, holiday lights, postal center mailbox, and occasional ads are also incurred during each year.

Further, we spend \$500 per month to Marsha Smelkinson to handle on-going PR, email and social media marketing, website maintenance, SPBG member correspondence, Ask campaign coordination, monthly meeting communication, promotional advice, walkabout postcard and graphic design and production, plus a lot of other minutiae which most folks do not see. The BID grant reimburses us for most of this expense.

We have now come to a turning point in our SPBG where our events have become successful, our neighborhood is “on the map” and it’s time to have more people handling the decisions and responsibilities for the group. Hence we have proceeded with the incorporation and are now chartered as South Park Business Group, Inc., identified a CPA to assist with filing for 501-c-6 nonprofit status, and opened new bank accounts in the name of our new corporation.

When opened on December 12, 2011, the balances in each account are:

SPBG: \$16,325.00

OHF: \$ 9,500.00

These figures do not reflect several recent and upcoming expenditures (including costs for the SPBG incorporation, insurance and accounting fees) , as well as BID reimbursements.

-- Anne Mery