



NOTICE OF MEETING

CITY OF PACIFIC GROVE
CITY COUNCIL
ERRATA SHEET

(To view full Errata, please press "Download PDF Agenda.")



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

ERRATA SHEET

TO: HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: Sandra Kandell, City Clerk/DEI Coordinator
MEETING DATE: 05/21/2025
SUBJECT: City Council Meeting Agenda- Errata Sheet

Attached is additional information for your consideration at the May 21, 2025 City Council Meeting:

Agenda Item	Information Provided/Corrected
9A	Corrected "not to exceed" amount in Harris Contract Amendment #3. (See attached redlined Amendment #3.)
9B	Added the missing language to Supporting Task under Goal 2.1: "Develop and present a 5-year CIP plan to the City Council"
11B	Missing pages from Chamber Annual Report. (See full PG Chamber of Commerce report with attachments.)
11C	Additional information to Council, "All Board Advisory members are current on their license."
	Replacement Page for Community Development Department fees adding "Parklet / Sidewalk Dining" Language (See attached page.)
11D	New Fee Proposed for Non-Resident/Commercial Application Proposing the Lovers Point Park – Per Hour Fee for Over 100 Persons <u>(non-resident/commercial)</u> be \$594. The Resident/Non-Profit rate should remain as proposed at \$399. (See attached page.)

Attachments

9A Redlined Harris Contract Amendment #3
11B Annual District Report
11D CDD Fees Page
11D Recreation Fees Page

AMENDMENT #3

AGREEMENT FOR PROFESSIONAL SERVICES WITH **HARRIS & ASSOCIATES**

WHEREAS, the City of Pacific Grove (“City”) and **Harris & Associates, Inc.** (“Contractor”) entered into a Professional Services Agreement (“Agreement”) dated July 1, 2022; and

WHEREAS, the City and contractor amended the Agreement (Amendment #2) dated March 27, 2024 to increase the Agreement amount to \$~~724,705~~876,805.00 and extend the Agreement to June 30, 2025; and

WHEREAS, the City and Contractor desire to amend certain terms of the Agreement.

NOW, THEREFORE, the parties agree to amend the Agreement as follows:

1. **SERVICES TO BE PROVIDED.** The City hereby engages CONTRACTOR to perform, and CONTRACTOR hereby agrees to perform, the services described in **Exhibit A** in conformity with the terms of this Agreement. The services are generally described as follows: Provide contract planning services.
2. **PAYMENTS BY CITY.** City shall pay the CONTRACTOR in accordance with the payment provisions set forth in Exhibit A, subject to the limitations set forth in this Agreement. The total amount payable by City to CONTRACTOR under this Agreement shall not exceed the sum of \$~~724,705~~876,805.00.
3. **TERM OF AGREEMENT.** The term of this Agreement is from July 1, 2022, to June 30, 2026, unless sooner terminated pursuant to the terms of this Agreement. This Agreement is of no force or effect until signed by both CONTRACTOR and City and with City signing last, and CONTRACTOR may not commence work before City signs this Agreement. All other terms of the Agreement remain the same.

Dated: _____

Kate Elliott, Director, Environmental Planning
+ Compliance

Dated: _____

Jon Biggs, Community Development Director

Dated: _____

Fred Marsh, Administrative Services Director

Dated: _____

Brian Pierik, City Attorney

Dated: _____

Nick Smith, Mayor



CHAMBER OF COMMERCE & TOURIST CENTERS

April 17, 2025

To: Lori Frati - Finance Manager
From: Christi Metzner - Pacific Grove Chamber of Commerce
Subject: Pacific Grove Hospitality Improvement District Annual Report

In accordance with the City's approved agreement with Pacific Grove Chamber of Commerce (PGCC), I am submitting the HID annual report.

Introduction

The start of FY 24/25 was moderately slow. The summer months and well into the fall saw visitors rebound.

During the more favorable weather months of May through November, large outdoor events such as Good Old Days, Car Week and Downtown Trick-or-Treat, attracted thousands to our area. Asilomar Conference Grounds rebounded this year with group and conference business bookings, and our restaurant parklets and now the new outside dining served as an attraction for visitors to experience Pacific Grove.

Starting in late January 2025, occupancy was impacted again, for the second year in a row, the AT&T Pebble Beach PGA Tour visitor draw didn't result in full occupancy due to a change in the tournament format. Several hotel properties and retail businesses reported their worst February on record this year.

The outlook for the final quarter of this FY is uncertain. Visitors to our area this year have been down... but we are hopeful the second half of the year will look better.

Election of Board Members

On Thursday, April 17, 2025, the Chamber hosted a public meeting and invited all HID members to a meeting at the City Manager's conference room at City Hall in order to facilitate the re-election of the following innkeepers to a two-year term from July 1, 2025 through June 30, 2027:

1. Robert Boerner – Pacific Gardens Inn (renewal)
2. Vacant

The newly elected HID members will join the Advisory Board members below that are serving until June 30, 2026:

1. Fady Hanna – Lighthouse Lodge & Cottages
2. Michael Grech - Monterey Peninsula Inn
3. Alex Marin – Asilomar Conference Grounds (permanent seat)

For your information, the ordinance which created the HID stipulated that, "a conference facility," in reference to Asilomar Conference Grounds, will have one representative on the board at all times.



CHAMBER OF COMMERCE & TOURIST CENTERS

Income/Beginning Balance

The beginning balance of the HID account on July 1, 2024 was \$56,130.76. Total income of the HID from July 1, 2024 through June 30, 2025 iprojected to be \$239,000.

Anticipated costs, revenues, number of lodging establishments, and activities to be provided in Fiscal Year 2025-26 include, but are not limited to, promotion, marketing, and advertising. Reporting on the estimated 2025-26 fiscal year, the HID has 23 lodging establishments plus the new PG Kimpton Hotel (opening Dec 2025) and revenues are \$259,000 including a \$20,000 carryover.

Expenditures and Details

Total expenses from July 1, 2024 until April 17, 2025 were \$129,832.80.

HID expenditures have been invested in the below main areas:

1. Tourist Center (see attachment)
 - a. The Tourist Center at 100 Central Avenue is the largest operating expense of the HID. The center attracts hundreds of visitors each week who are referred to all business districts in Pacific Grove.
 - b. From July 2024 to February 2025, the Center had a total of 12,000 visit the center, averaging 1,860 each summer month and 1,050 each month in the off-season and a 1,443 overall annual average.
 - c. Visitors are excited to be traveling. Most are California residents who love our destination. However, we continue to see travelers from across the US and international travelers as well.
 - d. Since its opening in May of 2011, the center has served as a connection point from the Central/Eardley District through to the downtown Lighthouse District. Its location is strategically located at the very northern edge of Pacific Grove and just one block from the entrance to the Monterey Bay Aquarium.
2. Online Marketing
 - a. Online marketing remains the most effective method of reaching targeted market segments in an engaging manner.
 - b. The chamber's total following continues to rise across all social media platforms. This year our combined accounts saw a steady following with a modest increase of 1.2% overall, bringing the total to 31,200 with Instagram increasing the most.
 - c. The HID contracts with several media companies as well as a local independent marketing consultant who handle strategic campaigns that attract visitors to Pacific Grove.
 - d. The focus is on generating overnight visitors who will stay, dine and shop in town.
3. Print Advertising
 - a. The Bay Area, Los Angeles and the Central Valley are the top feeder markets for Pacific Grove.
 - b. Most HID print advertising targets key markets and utilize Bay Area publications and travel magazines.
 - c. This year, the HID placed a full-page back cover ad plus two-page editorial with photos in the 2025-2026 Travel Guide to California including a full-page ad in Dreamscapes that has wide distribution to our northern neighbor. The Travel Guide to California will be



CHAMBER OF COMMERCE & TOURIST CENTERS

sent out one time each with the LA Times and SF Chronicle. More digital advertising as well. The chamber has been working with See Monterey and Visit California and they both have added Pacific Grove to more of their advertising and on their websites and we will continue our working relationship.

4. Video Promotions

- a. The HID has approved updated videography for establishments who have recently undergone significant renovations to create a new video campaign.
- b. The new video campaign will be used for in-flight marketing in partnership with Monterey Regional Airport airlines, as well as in-airport video screens and marketing banners.

5. Promotional Brochures

- a. In January 2025, our tourist guide was updated, slightly re-designed and published 35,000 copies to distribute throughout the year.
- b. Printed materials are still frequently requested by travel partners; however, our Guide to Pacific Grove is also published on our website as a digital flipbook so we can also utilize QR codes in all of our marketing to point toward it.
- c. Again, this year our Tourist Information Center, as well as a special feature on Pacific Grove's Magic Carpet, has been added to the Central Coast Tourism Council's map/brochure, gaining additional visibility.

6. Distribution Services

- a. The HID funded the distribution of the tourist Guide to key locations in the County as well as San Jose airport.
- b. Certified Folder Display Services is a company that specializes in delivery of brochures in California. The company distributes the guide on behalf of the HID. We also utilize storage space in Certified Folder's unit to keep our fees down.

Key Goals for 2025 – 2026

1. Educate and support local innkeepers in developing stronger relationships with See Monterey. It is critical to take advantage of the services and elevation of PG-owned strategic marketing offered by See Monterey, to which our properties are now contributing a larger portion of their self-assessment.
2. Continue to collaborate with internationally recognized organizations that benefit Pacific Grove such as Asilomar Conference Grounds, CourseCo Inc., Pebble Beach Co., the Monterey Bay Aquarium, WeatherTech Raceway Laguna Seca and others.
3. Promote Pacific Grove during major events in the area such as the AT&T Pebble Beach PGA Tour, Monterey Jazz Festival, Car Week, WeatherTech Raceway Laguna Seca event series, US Open, Monterey Bay Half Marathon, and at our one and only professional football club - Monterey Bay Football Club.
4. Subsidize marketing opportunities that may not be affordable to small innkeepers. We will bring back the coupon program again this year.
5. Research and evaluate additional Canadian travel marketing opportunities.
6. Introduce new local's insider destination exploration videos on a variety of social media channels, including additional paid content.



CHAMBER OF COMMERCE & TOURIST CENTERS

7. Consider curated influencer stays, to highlight how to be a compassionate visitor to our destination.
8. The Chamber continues converting all possible messages and images to reflect the new branding completed in April 2020. Since our new Chamber/Destination website rolled out in the summer of 2022, we continue to build in, "Book Direct" messaging.
9. Research & Develop a Lodging Quality Assurance (LQA) Program to ensure our lodging partners are provided with information and tools to consistently improve lodging standards, and that visitors to Pacific Grove always experience the finest in accommodations.
10. Develop a Certified Vendor Program to assist the area's lodging partners on reaching higher LQA ratings. The program would educate vendors on the LQA rating system so they can assist property owners with purchasing high quality products that correspond with inspection qualifications.
11. Evaluate and consider supporting new opportunities that will benefit the lodging establishments.

Reserve

Typically, the HID maintains a reserve of one year of operation. This is mainly due to the lease of the tourist center. In FY 25/26, the HID plans to implement a new policy indicating a specific percentage (such as 20%) in annual reserves each FY.

In the unlikely event that the HID is dissolved, the center will remain operational for as long as possible until an alternative funding source is created.

Forecasted Expenses Through June 30, 2025

Marketing Opportunities	\$ 10,000
Marketing Support Events	\$ 5,000
Online Marketing	\$ 10,000
Print Media	\$ 10,000
Promotion and Signage	\$ 3,000
Visitor Center Lease	\$ 12,000
Visitor Center Property Tax	\$ 5,100
Visitor Center Operation	\$ 4,000
Visitor Center Staffing	\$ 30,000
Misc. Expenses	\$ 1,000

Due to Council agenda deadlines, this report was submitted by April 17, 2025, as requested by the City. The Pacific Grove Chamber of Commerce is confident that travel sentiment has turned a corner; however, we are cautiously optimistic that we'll see strong occupancy numbers amidst having a new presidential year. Adjustments will be made accordingly if/when needed.

Respectfully submitted by,

Christi Metzner
HID Administrator
President/CEO Pacific Grove Chamber of Commerce

PG Hospitality Improvement District

Balance Sheet

As of March 31, 2025

		TOTAL
ASSETS		
Current Assets		
Bank Accounts		
Mechanics Bank		107,566.09
Total Bank Accounts		\$107,566.09
Total Current Assets		\$107,566.09
TOTAL ASSETS		\$107,566.09
LIABILITIES AND EQUITY		
Liabilities		
Total Liabilities		
Equity		
C/Fwd from Prior Year		-300,000.00
Retained Earnings		356,130.76
Net Income		51,435.33
Total Equity		\$107,566.09
TOTAL LIABILITIES AND EQUITY		\$107,566.09

PG Hospitality Improvement District

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 2024 - March 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
Carried Fwd Prior Year		20,000.00	-20,000.00	
Income	195,990.08	299,000.00	-103,009.92	65.55 %
Total Income	\$195,990.08	\$319,000.00	\$ -123,009.92	61.44 %
Expenses				
Bookkeeping	2,175.00	2,400.00	-225.00	90.63 %
Marketing/Advertising				
Marketing Opportunities	13,674.87	32,000.00	-18,325.13	42.73 %
Marketing Support Events	7,591.38	15,000.00	-7,408.62	50.61 %
Online Marketing		25,000.00	-25,000.00	
Print Media	7,009.98	20,000.00	-12,990.02	35.05 %
Promotions and signage	2,706.05	12,000.00	-9,293.95	22.55 %
Research, Support & Development	11,437.50	53,000.00	-41,562.50	21.58 %
Total Marketing/Advertising	42,419.78	157,000.00	-114,580.22	27.02 %
Miscellaneous Expense		4,300.00	-4,300.00	
Visitor Center				
Lease	34,707.84	45,000.00	-10,292.16	77.13 %
Lease Insurance	2,213.19	2,000.00	213.19	110.66 %
Lease Real Estate Tax	3,170.35	4,300.00	-1,129.65	73.73 %
Operating Expense				
Landscaping	1,500.00	2,400.00	-900.00	62.50 %
Operation	9,925.52	15,000.00	-5,074.48	66.17 %
Staffing/Other	48,169.96	86,000.00	-37,830.04	56.01 %
Technology	273.11	3,000.00	-2,726.89	9.10 %
Total Operating Expense	59,868.59	106,400.00	-46,531.41	56.27 %
Total Visitor Center	99,959.97	157,700.00	-57,740.03	63.39 %
Total Expenses	\$144,554.75	\$321,400.00	\$ -176,845.25	44.98 %
NET OPERATING INCOME	\$51,435.33	\$ -2,400.00	\$53,835.33	-2,143.14 %
NET INCOME	\$51,435.33	\$ -2,400.00	\$53,835.33	-2,143.14 %

PG Hospitality Improvement District

General Ledger
March 2025

DATE	TRANSACTION TYPE	NUM	ADJ	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Mechanics Bank								
Beginning Balance								122,288.04
03/01/2025	Check	13710	No	Robert Silverberg	March 2025 Rent - 100 Central Ave	Visitor Center:Lease	-3,837.24	118,450.80
03/01/2025	Check	13716	No	Social Monterey	1174	Marketing/Advertising:Marketing Opportunities	-1,400.00	117,050.80
03/01/2025	Check	13714	No	Illusion Landscaping	February 2025	Visitor Center:Operating Expense:Landscaping	-200.00	116,850.80
03/01/2025	Check	13713	No	Brad Herzog	Inv 22325	Marketing/Advertising:Research, Support & Development	-1,250.00	115,600.80
03/03/2025	Check	13722	No	Robert Silverberg	December 2024 Rent - 100 Central Ave	Visitor Center:Lease	-172.68	115,428.12
03/04/2025	Check	13718	No	Pacific Grove Hardware Inc	Acct 7830	Visitor Center:Operating Expense:Operation	-2.52	115,425.60
03/04/2025	Check	13719	No	Moore Design, Inc	#2782	Marketing/Advertising:Print Media	-200.00	115,225.60
03/04/2025	Check	13720	No	Dolowich Bookkeeping	Inv 2150	Bookkeeping	-250.00	114,975.60
03/04/2025	Check	13721	No	Pacific Gas & Electric Co	Acct 1760048763-5	Visitor Center:Operating Expense:Operation:Gas and Electric	-579.11	114,396.49
03/14/2025	Check	13723	No	1-800 Plumber		Visitor Center:Operating Expense:Operation	-350.00	114,046.49
03/21/2025	Check	13725	No	Comcast	8155 10 026 0208305	Visitor Center:Operating Expense:Operation:Web Marketing	-284.36	113,762.13
03/21/2025	Check	13724	No	California American Water	1015-210021468547	Visitor Center:Operating Expense:Operation:Water	-64.80	113,697.33
03/28/2025	Check	13726	No	Pacific Gas & Electric Co	Acct 1760048763-5	Visitor Center:Operating Expense:Operation:Gas and Electric	-492.64	113,204.69
03/28/2025	Check	13727	No	Illusion Landscaping	March 2025	Visitor Center:Operating Expense:Landscaping	-200.00	113,004.69
03/31/2025	Check	13661	No	Pacific Grove Chamber of Commerce		-Split-	-5,438.60	107,566.09
Total for Mechanics Bank							\$ - 14,721.95	
C/Fwd from Prior Year								
Beginning Balance								- 300,000.00
Total for C/Fwd from Prior Year								
Income								
Beginning Balance								195,990.08
Total for Income								
Retained Earnings								
Beginning Balance								356,130.76
Total for Retained Earnings								
Bookkeeping								
Beginning Balance								1,925.00
03/04/2025	Check	13720	No	Dolowich Bookkeeping	Bookkeeping Feb	Mechanics Bank	250.00	2,175.00
Total for Bookkeeping							\$250.00	
Marketing/Advertising								
Marketing Opportunities								
Beginning Balance								12,274.87
03/01/2025	Check	13716	No	Social Monterey	March	Mechanics Bank	1,400.00	13,674.87
Total for Marketing Opportunities							\$1,400.00	
Marketing Support Events								
Beginning Balance								7,591.38
Total for Marketing Support Events								
Print Media								
Beginning Balance								6,809.98
03/04/2025	Check	13719	No	Moore Design, Inc	CA Travel back page ad	Mechanics Bank	200.00	7,009.98
Total for Print Media							\$200.00	
Promotions and signage								
Beginning Balance								2,706.05
Total for Promotions and signage								

PG Hospitality Improvement District

General Ledger

March 2025

DATE	TRANSACTION TYPE	NUM	ADJ	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Research, Support & Development								
Beginning Balance								10,187.50
03/01/2025	Check	13713	No	Brad Herzog	March 2025 - 2 Tide Pool Stories	Mechanics Bank	1,250.00	11,437.50
Total for Research, Support & Development							\$1,250.00	
Total for Marketing/Advertising							\$2,850.00	
Visitor Center								
Lease								
Beginning Balance								30,697.92
03/01/2025	Check	13710	No	Robert Silverberg	100 Central Ave Rent March	Mechanics Bank	3,837.24	34,535.16
03/03/2025	Check	13722	No	Robert Silverberg	100 Central Ave 4.5% Increase on TIC Rent	Mechanics Bank	172.68	34,707.84
Total for Lease							\$4,009.92	
Lease Insurance								
Beginning Balance								2,213.19
Total for Lease Insurance								
Lease Real Estate Tax								
Beginning Balance								3,170.35
Total for Lease Real Estate Tax								
Operating Expense								
Landscaping								
Beginning Balance								1,100.00
03/01/2025	Check	13714	No	Illusion Landscaping	February 2025 Landscaping	Mechanics Bank	200.00	1,300.00
03/28/2025	Check	13727	No	Illusion Landscaping	March 2025 Landscaping	Mechanics Bank	200.00	1,500.00
Total for Landscaping							\$400.00	
Operation								
Beginning Balance								1,422.45
03/04/2025	Check	13718	No	Pacific Grove Hardware Inc		Mechanics Bank	2.52	1,424.97
03/14/2025	Check	13723	No	1-800 Plumber	100 Central Plumbing	Mechanics Bank	350.00	1,774.97
Total for Operation							\$352.52	
Gas and Electric								
Beginning Balance								3,472.65
03/04/2025	Check	13721	No	Pacific Gas & Electric Co	02/24/2025	Mechanics Bank	579.11	4,051.76
03/28/2025	Check	13726	No	Pacific Gas & Electric Co	03/25/2025	Mechanics Bank	492.64	4,544.40
Total for Gas and Electric							\$1,071.75	
Professional Services								
Beginning Balance								485.00
Total for Professional Services								
Water								
Beginning Balance								578.76
03/21/2025	Check	13724	No	California American Water	Feb 11 - Mar 11	Mechanics Bank	64.80	643.56
Total for Water							\$64.80	
Web Marketing								
Beginning Balance								2,193.23
03/21/2025	Check	13725	No	Comcast	Bill Date 02/26/25	Mechanics Bank	284.36	2,477.59
Total for Web Marketing							\$284.36	
Total for Operation with sub-accounts							\$1,773.43	
Staffing/Other								
Beginning Balance								42,731.36
03/31/2025	Check	13661	No	Pacific Grove Chamber of Commerce	03/14/2025	Mechanics Bank	2,513.00	45,244.36
03/31/2025	Check	13661	No	Pacific Grove Chamber of Commerce	03/31/2025	Mechanics Bank	2,925.60	48,169.96

PG Hospitality Improvement District

General Ledger

March 2025

DATE	TRANSACTION TYPE	NUM	ADJ	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Total for Staffing/Other							\$5,438.60	
Technology								
Beginning								273.11
Balance								
Total for Technology								
Total for Operating Expense							\$7,612.03	
Total for Visitor Center							\$11,621.95	

PG Hospitality Improvement District

Profit and Loss YTD Comparison

March 2025

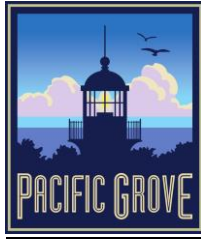
	TOTAL	
	MAR 2025	JUL 2024 - MAR 2025 (YTD)
Income		
Income		195,990.08
Total Income	\$0.00	\$195,990.08
Expenses		
Bookkeeping	250.00	2,175.00
Marketing/Advertising		
Marketing Opportunities	1,400.00	13,674.87
Marketing Support Events		7,591.38
Print Media	200.00	7,009.98
Promotions and signage		2,706.05
Research, Support & Development	1,250.00	11,437.50
Total Marketing/Advertising	2,850.00	42,419.78
Visitor Center		
Lease	4,009.92	34,707.84
Lease Insurance		2,213.19
Lease Real Estate Tax		3,170.35
Operating Expense		
Landscaping	400.00	1,500.00
Operation	1,773.43	9,925.52
Staffing/Other	5,438.60	48,169.96
Technology		273.11
Total Operating Expense	7,612.03	59,868.59
Total Visitor Center	11,621.95	99,959.97
Total Expenses	\$14,721.95	\$144,554.75
NET OPERATING INCOME	\$ -14,721.95	\$51,435.33
NET INCOME	\$ -14,721.95	\$51,435.33

Profit and Loss Comparison

PG Hospitality Improvement District

July 1, 2024-April 14, 2025

DISTRIBUTION ACCOUNT	TOTAL	
	JUL 1 2024 - APR 14 2025	JUL 1 2023 - APR 14 2024 (PY)
Income		
Income	195,990.08	187,219.92
Carried Fwd Prior Year		20,000.00
Total for Income	\$195,990.08	\$207,219.92
Cost of Goods Sold		
Gross Profit	\$195,990.08	\$207,219.92
Expenses		
Bookkeeping	2,425.00	2,000.00
Marketing/Advertising	0	0
Marketing Opportunities	15,074.87	21,445.68
Marketing Support Events	7,591.38	8,791.38
Print Media	7,009.98	12,906.91
Promotions and signage	2,706.05	5,316.94
Research, Support & Development	12,687.50	13,916.21
Online Marketing		524.99
Total for Marketing/Advertising	\$45,069.78	\$62,902.11
Visitor Center	0	0
Lease	38,717.76	34,909.65
Lease Insurance	2,213.19	1,929.22
Lease Real Estate Tax	8,298.48	6,421.74
Operating Expense	0	0
Landscaping	1,500.00	6,925.92
Operation	\$1,774.97	\$2,100.26
Gas and Electric	4,544.40	4,394.12
Professional Services	485.00	263.28
Water	643.56	840.65
Web Marketing	2,761.95	2,402.62
Lighting and Flooring		130.96
Total for Operation	\$10,209.88	\$10,131.89
Staffing/Other	48,169.96	69,442.70
Technology	273.11	
Total for Operating Expense	\$60,152.95	\$86,500.51
Furniture and Fixtures		201.00
Total for Visitor Center	\$109,382.38	\$129,962.12
Miscellaneous Expense		77.70
Total for Expenses	\$156,877.16	\$194,941.93
Net Operating Income	\$39,112.92	\$12,277.99
Other Income		
Other Expenses		
Net Other Income	0	0
Net Income	\$39,112.92	\$12,277.99



Hospitality Improvement District
Profit & Loss Proposed Budget Overview
July 2025 – June 2026

Ordinary Income/Expense	<u>July 1, '25 – June 30, '26</u>
<u>Income</u>	
Program Income	
Carry Over, Prior Year, Mktg	20,000.00
City Assessment	<u>239,000.00</u>
Total Program Income	<u>239,000.00</u>
Total Income	239,000.00
<u>Expenses</u>	
Total Administration	<u>2,000.00</u>
Total Visitor Center	<u>128,000.00</u>
Total Advertising	<u>7,000.00</u>
Total Community Projects	<u>5,000.00</u>
Total Marketing Opportunities	<u>92,000.00</u>
Total Operations Events/Promotion	<u>5,000.00</u>
Total Expenses	\$239,000.00
Net Ordinary Income	<u>0.00</u>
Net Income	<u>0.00</u>

COMMUNITY DEVELOPMENT	F/Y 24-25 Fees	Proposed F/Y 25-26 Fees	Acct. #
Grading Inspection (hourly fee, 1-hour minimum)	\$192	\$197	
Grading Plan Checking (hourly fee, ½-hour minimum)	\$192	\$197	
Residential Zoning Records Report (RZRR) & Sewer Lateral Report (combined)	\$490	\$502	
Sewer Lateral Report Review	\$326	\$334	
PARKLETS			Various
New Parklet / Sidewalk Dining Permit	\$905	\$927	
Parklet / Sidewalk Dining Permit Renewal	\$300	\$307	
Investigative fee for work without proper City permits	Cost equal to the permit cost plus staff time to investigate	Cost equal to the permit cost plus staff time to investigate	
Excavation and Inspection Services			01-4203
Inspections for which no fee is specifically indicated (per hour with a ½-hour minimum)	\$192	\$197	
Encroachment permit: street opening/excavation	\$414	\$424	
Encroachment permit: driveway	\$414	\$424	
Encroachment permit: sidewalk	\$414	\$424	
Encroachment: temporary (e.g., building construction requiring scaffolding in Right-of-Way	\$414	\$424	
Encroachment permit: permanent underground (e.g. utility line)	\$414	\$424	
Encroachment permit: permanent above ground (e.g. retaining wall, fence, etc.)	\$414	\$424	
Encroachment permit hourly processing fee, if more than 2 hours review or inspection required.	\$192	\$197	
Annual encroachment permit (Encompasses up to 40 utility openings per year)	\$10,476	\$10,727	

PARKS AND RECREATION	FY 24-25 Resident / Non-Profit	Proposed FY 25-26 Resident / Non- Profit	F/Y 24-25 Non- Resident / Commercial	Proposed F/Y 25-26 Non- Resident / Commercial	Acct. #
FACILITY RENTAL (Cont.)					01-4670
Lovers Point Park – Per Hour Fee for 1 – 100 Persons (Special Events or Special Use)	\$190	\$195	\$330	\$338	
Lovers Point Park – Per Hour Fee for Over 100 Persons (Special Events or Special Use)	\$390	\$399	\$390	~~\$399~~ \$594	
Lovers Point Wedding or Staging Area; Berwick Park, Jewell Park, Pt. Pinos Lighthouse and Elmarie Dyke Gazebo reservation fee per hour. (Minimum 2 hours Min.)	\$280	\$287	\$560	\$573	
Damage Deposit Point Pinos Lighthouse	\$207	\$570	\$212	\$570	
Recreation Trail Rental Fee Per Hour for 1 – 100 Persons	\$250	\$256	\$300	\$307	
Recreation Trail Rental Fee Per Hour for over 100 Persons	\$332	\$340	\$400	\$410	
MUNICIPAL SOFTBALL PARK RENTAL POLICY					01-4670
Programs, activities, or events that are co-sponsored by the Recreation Department and a civic, community, or local organization are not charged Softball Park Rental rates. The City also does not charge facility rental fees for official City of Pacific Grove activities and those of any other public agency that has a reciprocal use arrangement with the City. Fees for direct costs, such as staffing and utilities are charged to these entities.					
Daily Use	\$230	\$236	\$400	\$410	
Field Use, Per Hour	\$35	\$36	\$60	\$61	
Lights per hour	\$30	\$31	\$30	\$31	
Staff, Per hour	Fully burdened rate	Fully burdened rate	Fully burdened rate	Fully burdened rate	
Restrooms (Previously charged under other Class rates)	No charge	No charge	No charge	No charge	
Deposit on daily rate (same as prior Class II, Class III, Class IV)	\$187	\$191	\$187	\$191	
MISCELLANEOUS RECREATION FEES & CHARGES					01-4462
Refund Processing Fee (if within written time frame)	25% of refund	25% of refund	25% of refund	25% of refund	
SPECIAL EVENT FEES					
Application fee – Events with 1 – 999 participants	\$250	\$256	\$250	\$256	
Application fee – Events with more than 1,000 participants	\$850	\$870	\$850	\$870	
SPECIAL EVENT INSURANCE PREMIUMS (Note: This is a pass through of rates charged to the City by insurance carrier, so fees will change as premium rates change)					01-4462
All private parties, wedding receptions, anniversaries, and events with or without alcohol or admissions fees	Cost + 10%	Cost + 10%	Cost + 10%	Cost + 10%	

Note: If insurance is provided by the event holder, the City requires \$2,000,000 coverage per event and the City must be named as Additional Insured under the policy.

Note: The 10% added to Cost represents an administrative fee.