

**Mission Rock Commons**

DRAFT Initial Operations & Programming Budget - 2025 Split  
 Draft: February 6, 2025

	Split*				
	75%	25%			
<b>GENERAL</b>					
	2025 CBP	2025 Streets + Paseos	2025 Total	Notes	
<b>BASELINE REVENUE</b>					
Vertical Parcel Dues / Special Services Tax Equivalent	\$ 1,116,770	\$ 372,257	\$ 1,489,026	3% Escalation	
<b>ADDITIONAL ASSUMED REVENUE</b>					
Parkside Restaurant Outdoor Use	\$ 10,000		\$ 10,000	License fee from adjacent restaurant retailers	
Paseo Restaurant Outdoor Use		\$ 2,000	\$ 2,000	License fee from adjacent restaurant retailers	
Street Restaurant Outdoor Use		\$ 1,000	\$ 1,000	License fee from adjacent restaurant retailers	
Parcel K Rent to CBP			\$ -	To be negotiated in a future agreement	
	\$ 1,126,770	\$ 375,257	\$ 1,502,026		
<b>EXPENSES</b>					
<b>Site</b>					
Facilities & Engineering					
Facilities Staffing	\$ 198,185	\$ 66,062	\$ 264,247	0.75 FTE	
Facilities Office	\$ 4,629	\$ 1,543	\$ 6,172		
Maintenance & Repairs					
Sprinkler Testing	\$ 1,275	\$ 425	\$ 1,700		
Plumbing Repairs & Maintenance	\$ 13,600		\$ 13,600		
Door Maintenance & Repairs	\$ 3,000		\$ 3,000		
Sidewalk Repair	\$ 4,050	\$ 1,350	\$ 5,400		
Metal Maintenance	\$ 9,000	\$ 3,000	\$ 12,000		
Painting	\$ 4,500	\$ 1,500	\$ 6,000		
Security Equipment & Maintenance	\$ 17,507	\$ 5,836	\$ 23,343		
Fire Alarm & Equip. Testing	\$ 3,500		\$ 3,500		
Exterior Landscaping	\$ 63,113	\$ 21,038	\$ 84,150	Under partial warranty	
Radio Maintenance	\$ 2,550	\$ 850	\$ 3,400		
Permits	\$ 113	\$ 38	\$ 150		
<b>Custodial</b>					
Day Cleaning	\$ 216,736	\$ 72,245	\$ 288,981	Pressure Washing/Steam Cleaning: (1x week); Litter/debris collection, sweeping (3x week/ 2x day- min) CBP restroom service: (7-day/ week, min 2x day service on non-peak demand times and min 3x day service on high-peak demands); Disposal: (7 day-week); Street Sweeper: (1x week); Graffiti Removal: As needed	
Exterminating	\$ 2,673	\$ 891	\$ 3,564		
Janitorial/Cleaning Supplies	\$ 4,500	\$ 1,500	\$ 6,000		
Rubbish Removal	\$ 2,250	\$ 750	\$ 3,000		
<b>Utilities / Other</b>					
Electric	\$ 13,500	\$ 4,500	\$ 18,000		
Water & Sewer	\$ 488,727	\$ 162,909	\$ 651,636		
CBP Capital Assessment Report	NA	NA	-	Assessment to inform capital planning , to be completed in 2026	
Administrative					
Management Fee		\$ 10,000	\$ 10,000		
Administrator	\$ 43,002	\$ 1,001	\$ 44,002	Accounting, reporting, and contract management	
Audit + Legal + Filing Fees	\$ 6,165	\$ 2,055	\$ 8,220		
Insurance					
Commercial General Liability	\$ 180,000	\$ 60,000	\$ 240,000	\$40M GL	
<b>TOTAL BASELINE OPERATING COSTS</b>	<b>\$ 1,282,573</b>	<b>\$ 417,491</b>	<b>\$ 1,700,065</b>		
<b>NET OPERATING DEFICIT WITH ADDITIONAL REVENUE</b>	<b>\$ (155,804)</b>	<b>\$ (42,235)</b>	<b>\$ (198,039)</b>		
<b>PROGRAMMING &amp; SPONSORSHIPS</b>					
	2025 CBP	2025 Streets + Paseos	2025 Total		
<b>REVENUE</b>					
Concessions + F&B	\$ 53,000		\$ 53,000	Food trucks, alcohol	
CBP Sponsorships	\$ 150,000		\$ 150,000	Programming and naming sponsorships	
CBP Event Usage Rental (3rd Party Events)	\$ 177,000		\$ 177,000	3rd Party event rentals	
<b>SUBTOTAL</b>	<b>\$ 380,000</b>		<b>\$ 380,000</b>		
<b>EXPENSES</b>					
Programming + Permitting					

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Programming + Permitting + Day-Of Activation Staffing	\$ 400,000		\$ 400,000	2.35 FTE. Staff includes concessions coordination, sales outreach, marketing, administration, permitting, SF Port communications, event planning + programming, day-of event managers.
Programming Costs	\$ 67,500		\$ 67,500	Programming fees to support the execution of programming sponsorships (estimate, dependent on deal structure)
Programming Office + Supplies	\$ 5,000		\$ 5,000	Office, licenses
Sponsorship Commission	\$ 27,000		\$ 27,000	Commission to entity securing sponsorships (18%)
Marketing				
Marketing / Social Media Staff	\$ 38,667		\$ 38,667	0.35 FTE
Signage	\$ 5,000		\$ 5,000	General park signage
Website Maintenance	\$ 3,333		\$ 3,333	CBP site maintenance, ongoing calendar updates, event inquiry intake
<b>SUBTOTAL</b>	<b>\$ 546,500</b>	<b>\$ -</b>	<b>\$ 546,500</b>	
<b>PROGRAMMING &amp; SPONSORSHIPS NET</b>	<b>\$ (166,500)</b>	<b>\$ -</b>	<b>\$ (166,500)</b>	
<b>NET OPERATING DEFICIT WITH SPONSORSHIPS</b>	<b>\$ (322,304)</b>	<b>\$ (42,235)</b>	<b>\$ (364,539)</b>	

**MASTER ASSOCIATION ADDITIONAL EXPENSES**

	2025 CBP	2025 Streets + Paseos	2025 Total	
<b>EXPENSES</b>				
Security / Ambassadors			\$ 150,509	6am-10pm daily roamer, spotter at night
TDM			\$ 50,000	
Administrative				
Administrator			\$ 54,002	Accounting, reporting, and contract management
Audit + Legal + Filing Fees			\$ 8,200	
Insurance				
Commercial General Liability			\$ 17,931	
Reporting				
LCC			\$ 2,500	
Marketing				