

Exhibit B

South Beach BID Budget Narrative & Scope of Services

INITIAL BUDGET PROJECTION

Year 1: October 1, 2025- September 30, 2026

Summary:

Revenue

Assessments	\$ 2,147,242
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Expenses

Administration	\$ 205,000
Beautification	\$ 144,600
General Expenses	\$ 140,794
Marketing	\$ 390,908
Programming	\$ 349,400
Sanitation	\$ 309,000
Security	\$ 607,480
Total	\$ 2,147,242

Budget Year 1

Income	BID Assessment	\$2,147,242
		\$2,147,242

Expenses

Administrative

Executive Director FT salary	\$135,000
Support Staff	\$55,000
Legal fees	\$15,000

Administrative	\$205,000
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Beautification

Movable Furniture	\$15,000
Supplemental Services	\$125,000
Supplies	\$5,000

Beautification	\$145,000
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General Expenses

Filing and Permit Fees	\$500
Startup Costs - seed funding	\$65,000
Membership & Subscriptions	\$3,000
Insurance	\$6,000
Office expense - Rent	\$24,000
Office expense - Utilities	\$1,500
Office expense - Supplies, Post	\$25,000
IT	\$5,000
Payroll processing fees	\$1,794
Accounting Fees (Audit fee, qtrly account reconciliation)	\$7,500

General Expenses	\$139,294
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Marketing

Branding campaign	\$150,000
Marketing Manager/Social Media	\$83,000
Advertising	\$55,000
Printing and Listings	\$15,000
Pedestrian counts	\$35,000
Shopping Guide/Publications	\$11,000
Website	\$12,000
Photography	\$4,908
Graphics work	\$10,000
Banners	\$15,000

Marketing Total	\$390,908
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Programming		
	Programs and Activities	\$140,000
	Events	\$65,000
	Equipment & Materials	\$15,000
	Hourly staff	\$131,400
Programming		\$349,400

Sanitation		
	Street/Sidewalk Cleaning	\$220,000
	Street manager	\$60,000
	Supplies	\$20,000
	Uniforms	\$5,000
	Radios, tech and miscellaneous	\$4,000
Sanitation		\$309,000

Security		
	Off Duty	\$368,640
	Public Safety Officers/Ambassadors	\$190,000
	Uniforms	\$4,000
	Radios, tech and miscellaneous	\$4,000
	Supplies	\$5,000
Security		\$607,480

Total Expenses		\$2,147,242
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