

2018 - 2019 Budget

<b>INCOME - Proposed for 2018-2019</b>	
	<b>(Projected)</b>
CITY APPROPRIATION	\$50,000
TAX DISTRICT CONTRIBUTION	\$119,365
TRANSIT SIGNS	\$10,000
MEMBERSHIP DUES	\$5,000
EVENT SPONSORSHIP	\$12,000
DIG GRANT ACCRUAL	\$5,000
BEV ST LIGHTS DONATIONS	\$11,000
DONATION FROM CHIP CLARKE	\$3,674
Gift Card Grant	\$5,000
<b>Projected INCOME</b>	<b>\$221,039</b>

<b>EXPENSES - Proposed for 2018-2019</b>	
<b>BOARD</b>	
Board Development	\$100
Liability Insurance	\$2,559
D&O Insurance	\$1,258
Association Memberships	\$350
Print Production	\$160
<b>Total BOARD</b>	<b>\$4,427</b>

<b>DESIGN</b>	
Plantings Memorial Day ~ Labor Day	\$15,000
Beverley Street Lighting (donations)	\$11,000
Print Production	\$50
<b>Total DESIGN</b>	<b>\$26,050</b>

<b>ECONOMIC DEVELOPMENT</b>	
Business Seminars 2 - 3	\$422
Retention/New Business Packet	\$100
Resident/Prop owner gatherings	\$500
Ambassador Program (Volunteer Incentives)	\$640
Central Avenue	\$2,038

Print Production	\$400
<b>Total ECONOMIC DEVELOPMENT</b>	<b>\$4,100</b>

<b>OPERATING</b>	
Rent	\$13,050
Banking Fees	\$200
Computer Software	\$1,143
Xerox Lease	\$2,500
Postage & Shipping	\$918
Supplies & Service	\$1,500
Phone	\$960
Professional Services	\$1,800
Payroll Service	\$1,200
Misc. Operating Expenses	\$252
<b>Total OPERATING</b>	<b>\$23,523</b>

<b>ORGANIZATION</b>	
Website	\$1,738
Board Election/Annual Meeting	\$600
Downtown Round Table	\$100
Membership Decals	\$0
Print Production	\$200
<b>Total ORGANIZATION</b>	<b>\$2,638</b>

<b>PROMOTIONS</b>	
Local & Regional PR/Advertising	\$4,000
Shopping/Dining Guide Printing	\$1,800
Buy Locally	\$1,234
Community Events	\$500
Gift Card Program	\$10,906
StauntoNites (Grant accrual)	\$5,000
Print Production	\$860
<b>Total PROMOTIONS</b>	<b>\$24,300</b>

Promo funds and Grant to offset difference

<b>2017-2018 Full Time MKT MGR</b>	
<b>SALARIES &amp; COMPENSATION</b>	
Salary-Director	\$64,000
FICA-Director (7.65% of Gross)	\$5,000
SDDA Marketing Manager	\$35,360
FICA-Marketing Manager	\$2,720
Bookkeeper	\$7,020

FICA - Bookkeeper	\$550
Employee Training	\$392
Director Insurance	\$9,809
<b>Total SALARIES &amp; COMPENSATION</b>	<b>\$124,851</b>

<b>TRAVEL &amp; CONFERENCES</b>	
Conference/Registration Fees	\$250
Lodging	\$200
Meals	\$200
Transportation	\$500
<b>Total TRAVEL &amp; CONFERENCE</b>	<b>\$1,150</b>

<b>TROLLEY</b>	
Payment to PDC	\$10,000
<b>Total TROLLEY</b>	<b>\$10,000</b>

<b>TOTAL EXPENSES</b>	<b>\$221,039</b>
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<b>NET INCOME</b>	<b>\$221,039</b>
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