

2020 - 2021 SDDA Budget

INCOME - 2020-2021

	(Projected)
CITY APPROPRIATION	\$50,000
TAX DISTRICT CONTRIBUTION	\$124,736
TRANSIT SIGNS	\$5,000
MEMBERSHIP DUES	\$3,500
EVENT SPONSORSHIP	\$12,000
BETTER TOGETHER GRANT	\$10,000
Projected INCOME	\$205,236

EXPENSES - 2020-2021

BOARD	
Board Development	\$546
Liability Insurance	\$2,258
D&O Insurance	\$1,260
Association Memberships	\$375
Print Production	\$160
Total BOARD	\$4,999

DESIGN	
Plantings Memorial Day ~ Labor Day	\$15,000
Print Production	\$50
Total DESIGN	\$15,050

ECONOMIC DEVELOPMENT	
Business Seminars 2 - 3	\$400
Retention/New Business Packet	\$100
COVID Recovery	\$4,000
Ambassador Program (Volunteer Incentives)	\$300
Print Production	\$700
Total ECONOMIC DEVELOPMENT	\$5,500

OPERATING	
Rent	\$14,110

Banking Fees	\$200
Computer Software	\$1,400
LingoNetworks	\$1,392
Zoom	\$170
Xerox Lease	\$2,550
Postage & Shipping	\$400
Supplies & Service	\$1,500
Phone	\$800
Professional Services	\$1,800
Payroll Service	\$1,200
Misc. Operating Expenses	\$252
Total OPERATING	\$25,774

ORGANIZATION	
Website	\$775
Board Election/Annual Meeting	\$600
Downtown Round Table	\$100
Membership Decals	\$0
Anniversary Program	\$375
Print Production	\$200
Total ORGANIZATION	\$2,050

PROMOTIONS	
Local & Regional PR/Advertising	\$4,000
Shopping/Dining Guide Printing	\$1,800
Buy Locally	\$1,230
Community Events	\$500
Gift Card Program	\$15,000
Better Together	\$10,000
Print Production	\$860
Total PROMOTIONS	\$33,390

SALARIES & COMPENSATION	
Salary-Director	\$58,000
Director Insurance	\$9,600
FICA-Director (7.65% of Gross)	\$6,000
Part Time Marketing	\$26,530
FICA - PT Marketing	\$2,040
Bookkeeper	\$13,600
FICA - Bookkeeper	\$1,100

Employee Training	\$392
Total SALARIES & COMPENSATION	\$117,262

TRAVEL & CONFERENCES	
Conference/Registration Fees	\$250
Lodging	\$200
Meals	\$261
Transportation	\$500
Total TRAVEL & CONFERENCE	\$1,211

TOTAL EXPENSES	\$205,236
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NET INCOME	\$205,236
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