

Downtown Community Improvement Budget

Recurring Revenue

	FYE 2020 Budget	FYE 2021 Budget	FYE 2021 Budget vs FYE 2020	%
Property Assessment	\$ 286,250	\$ 292,182	\$ 5,932	2.1% FY21 = Property Assessment for CY2019 currently received \$290,741.69 - estimate includes interest expectations
Sales Tax	\$ 621,000	\$ 329,861	\$ (291,139)	-46.9% FY20 Tax received \$637,502.15 - Reduced budget due to COVID 19
Interest Income	\$ 15,000	\$ 9,000	\$ (6,000)	-40.0% Interest from Banking Accounts - spending of Gateway and sales tax income reduces interest earned.
Miscellaneous	\$ -	\$ -	\$ -	0.0% Credit for redeeming credit card points
Investment Income	\$ 900	\$ 450	\$ (450)	-50.0% Investment Income expected to decrease
Total Recurring Revenue	\$ 923,150	\$ 631,493	\$ (291,657)	-31.6%

Recurring Expenses

Program Management

Insurance-Health	\$ -	\$ -	\$ -	0.0% No full-time employee with health/dental/vision/life insurance benefits in FY 2020
Insurance -Property, D&O	\$ 2,450	\$ 7,065	\$ 4,615	188.4% Property, Banners, Hubs, Gateway Plaza and D&O Insurance for Board - Increase of
Meals & Entertainment	\$ 900	\$ 900	\$ -	0.0% Monthly Downtown CID Networking Events and Annual Meeting
Industry Membership	\$ 2,100	\$ 2,100	\$ -	0.0% REDI, IDA, Chamber of Commerce Memberships - moved from Econ. Development
Office Equipment-Rental	\$ 710	\$ -	\$ (710)	-100.0% Copier - Monthly Lease, Maintenance, Copies - stopping in March
Office Equipment-Repair	\$ 500	\$ 300	\$ (200)	-40.0%
Office Repairs & Maintenance	\$ 3,500	\$ 2,100	\$ (1,400)	-40.0% Repairs to office per lease agreement now maximum of \$2,000/year - Fire Extinguisher Inspection
Office Supplies	\$ 16,050	\$ 10,000	\$ (6,050)	-37.7% Decrease due to no large purchases in FY21
Office cleaning	\$ -	\$ 3,900	\$ 3,900	N/A Separated out was in Professional Services
Parking-Staff	\$ 2,400	\$ 2,400	\$ -	0.0% Three parking permits remain "flat" to PY at \$800 each
Payroll	\$ 204,000	\$ 204,000	\$ -	0.0% Same as FY20
Payroll Taxes	\$ 20,101	\$ 20,101	\$ -	0.0% Assumes 9.85% of payroll
Professional Services	\$ 33,620	\$ 26,500	\$ (7,120)	-21.2% Accounting, Attorney, Payroll, (Take out audit in FY21)
Rent-Office	\$ 34,800	\$ 29,631	\$ (5,169)	-14.9% \$2469.22 per month x 12 months= Balance goes to CPD substation account
Retirement Plan	\$ -	\$ -	\$ -	N/A Assumes no contribution in FY20 & FY21
Seminars & Conferences	\$ 5,500	\$ 5,500	\$ -	N/A Leadership Visit (Chamber), Int'l Downtown Assn. Convention, Missouri Main Street Convention
Telephone	\$ 1,100	\$ 2,200	\$ 1,100	100.0% Includes web/internet
Travel	\$ -	\$ -	\$ -	N/A
TIF Reimbursement	\$ 87,292	\$ 12,000	\$ (75,292)	-86.3% Moved from Econ. Development
Utilities	\$ 7,900	\$ 7,900	\$ -	0.0%
Total Program Management	\$ 422,923	\$ 336,597	\$ (86,326)	-20.4%

Programs & Services

Operations

Banners (Installation & Repair)	\$ 23,000	\$ 21,000	\$ (2,000)	-8.7% Installation of Banners - replace broken brackets when needed
City Horticulture	\$ 7,500	\$ 7,500	\$ -	0.0% \$625/month paid to City for plantings and maintenance of Broadway planter boxes
Cleaning & Maintenance	\$ 173,000	\$ 176,804	\$ 3,804	2.2% FY20 Proposed Contracted Janitorial Service w/ Block by Block
Cleaning & Maint Equipment	\$ 1,500	\$ 500	\$ (1,000)	-66.7% Supplies purchased by Block by Block
Contract Labor	\$ 65,000	\$ 20,000	\$ (45,000)	-69.2% Flat for FY20. \$40k for additional safety measures not utilized in FY20 or budgeted in FY21.

CPD Substation - Rent	\$ 5,150	\$ 5,169	\$ 19	0.4%	<i>CID provides CPD Substation</i>
Equipment and Lighting	\$ 2,500	\$ -	\$ (2,500)	-100.0%	
Maintenance (Gateway)		\$ 2,000	\$ 2,000	N/A	
Interest Expense (Gateway)	\$ -	\$ 19,500	\$ 19,500	N/A	
	\$ 277,650	\$ 252,473	\$ (25,177)	-9.1%	

Economic Development

Business Marketing	\$ 1,000	\$ 1,000	\$ -	0.0%	<i>Enhanced communications w/businesses located within The District. Econ Dev Committee</i>
Development Programs	\$ 500	\$ 500	\$ -	0.0%	<i>Enhanced recruitment and retention initiatives. Econ Dev Committee</i>
Economic Benchmarking		\$ 4,000	\$ 4,000	N/A	<i>In the late fall/spring</i>
Public Art - Art Boxes	\$ 500	\$ 500	\$ -	0.0%	<i>Marketing Agreed to move to Econ. Development</i>
Public Art - Alley Door	\$ -	\$ 2,000	\$ 2,000	N/A	<i>Marketing Agreed to move to Econ. Development - new program</i>
	\$ 2,000	\$ 8,000	\$ 6,000	300.0%	

Marketing

Image Marketing/Media Buy	\$ 32,400	\$ 32,400	\$ -	0.0%	<i>Non-digital media buy</i>
Promotions & Events	\$ 11,000	\$ 11,000	\$ -	0.0%	<i>Mktg. printed materials, college market outreach, new event. Includes \$2k (T/F sponsorship), \$1k (Coffee Crawl), \$2k (balloons/sandwich boards)</i>
Online Marketing	\$ 20,000	\$ 20,000	\$ -	0.0%	<i>Boosted social media ad placement - vantage</i>
Graphic Designer	\$ 16,000	\$ 10,000	\$ (6,000)	-37.5%	<i>Design/Layout service moved to Marketing FY20. In Professional Services in FY19.</i>
Holiday Décor	\$ 49,000	\$ 49,000	\$ -	0.0%	<i>Payment for Holiday Décor for FY21 normally due in September- Moved from Operations</i>
Marketing Subscriptions	\$ 3,500	\$ 3,500	\$ -	0.0%	<i>Mail Chimp, Adobe, Website Hosting</i>
Postage	\$ 1,700	\$ 800	\$ (900)	-52.9%	
Printing	\$ 14,000	\$ 14,000	\$ -	0.0%	<i>FY20F includes promo, events and mktg printing.</i>
	\$ 147,600	\$ 140,700	\$ (6,900)	-4.7%	

Total Programs & Services \$ 427,250 \$ 401,173 \$ (26,077) -6.1%

Total Recurring Expenses \$ 850,173 \$ 737,770 \$ (112,403) -13.2%

Non-Recurring Expenses

Special Projects

Broadway Gateway	\$ 653,330	\$ 500,000	\$ (153,330)	-23.5%	<i>Plan to spend \$500,000 of designated funds and finance remainder of project - Yearly payment est. \$66000</i>
Streetscape/Landscaping	\$ 21,000	\$ -	\$ (21,000)	-100.0%	<i>Enhanced horticulture project. Explore creating design plans, self watering planters.</i>
Grease Tank Grant Fund	\$ -	\$ -	\$ -	N/A	<i>Spent under contingency fund budget approval authority</i>
Infrastructure Programs	\$ -	\$ 30,000	\$ 30,000	0.0%	<i>Enhanced Street Lighting within The District. Funding designated from PYs budgets.</i>
	\$ 674,330	\$ 530,000	\$ (144,330)	-21.4%	

Contingency \$ 25,000 \$ 25,000 \$ - N/A

Total Non-Recurring Expenses \$ 699,330 \$ 555,000 \$ (144,330) -20.6%

Depreciation \$ 300 \$ 300 \$ - N/A

Total Expenses \$ 1,549,803 \$ 1,293,070 \$ (256,733) -16.6%

Total Surplus/(Deficit) \$ (626,653) \$ (661,577) \$ (34,924) 5.6%