

FY11 Downtown Management Board Budget

DMB ACCOUNT	FY2010 YEAR END	FY2011 BUDGET
Revenues:		
Assessment - Real Property	\$46,191.00	\$46,190.00
Interest Revenues	\$250.00	\$250.00
Reappropriated Fund Balance	\$0.00	\$0.00
Misc. Advertising Revenues	\$500.00	\$0.00
Total Revenue	\$46,941.00	\$46,440.00
Expenditures:		
Direct Work Order Salaries	\$10,400.00	\$5,625.00
Social Security	\$0.00	\$0.00
Workers Compensation	\$0.00	\$0.00
Direct Work Order Benefits	\$800.00	\$1,875.00
Equipment Charge/Copier	\$25.00	\$25.00
Computer Charge	\$2,711.00	\$1,155.00
Contract Services	\$0.00	\$0.00
Contract Services/Marketing	\$33,375.00	\$33,330.00
Printing & Binding	\$29.00	\$30.00
Miscellaneous	\$0.00	\$0.00
Dues and Membership	\$250.00	\$400.00
Transfer to General Fund	\$4,000.00	\$4,000.00
Total Expenditures	\$51,590.00	\$46,440.00
Difference	(\$4,649.00)	\$0.00
Prior Year Fund Balance	\$18,687.70	\$14,038.70
Projected Year End Fund Balance	\$14,038.70	\$14,038.70

FY2011 DMB Marketing Budget \$33,330.00

Contract Services/Marketing Budget

Events	Budget
MSU Homecoming parade - Marketing	\$500.00
	<u>\$500.00</u>

Co-Op Advertising	Budget
Co-Op Advertising	\$9,000.00
	<u>\$9,000.00</u>

Sidewalk Sales
 Back to School
 Holiday
 GLCVB Membership

Marketing Miscellaneous	Budget
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Year Around - Advertising	\$5,775.00
Direct Advertising/Events (1)	\$3,550.00
Visitors Guide (2 prints plus posters)	\$5,500.00
Revised DMB Commercial	\$2,000.00
Holiday Decorating	<u>\$4,000.00</u>
	\$20,825.00

Total \$30,325.00

(1)		
Winter Bowl	\$2,250.00	\$3,005.00 Available
Art Festival	\$400.00	
Jazz Festival	\$350.00	
Film Festival (Nov. 2010)	\$250.00	
Folk Festival	<u>\$300.00</u>	
	\$3,550.00	