

Belleville Downtown Improvement Area

Comparative Balance Sheet

	As at Oct 31, 2020	As at Oct 31, 2019
ASSET		
Current Assets		
Petty Cash	744.52	180.11
Chequing Bank Account	68,210.67	123,841.63
Marketplace Account	3,888.79	0.00
GIC Account	14,057.65	2,057.65
Total Cash	86,901.63	126,079.39
Total Receivable	9,626.68	3,015.62
Purchase Prepayments	2,397.38	214.85
Prepaid Expenses	3,133.44	3,133.44
Total Current Assets	102,059.13	132,443.30
CAPITAL ASSETS		
Computer Equipment	8,454.40	6,096.34
Accum. amort. Computer Equip...	-4,003.93	-4,003.93
Total Computer Equipment	4,450.47	2,092.41
Seasonal Decorations	161,127.52	156,802.74
Accum. amort. Seasonal Decor...	-92,405.80	-92,405.80
Total Seasonal Decorations	68,721.72	64,396.94
Streetscape Improvements	136,252.83	127,928.89
Accum. amort. Streetscape Imp...	-79,745.34	-79,745.34
Total Streetscape Improvement	56,507.49	48,183.55
Total Office Equipment & Fixtures	0.00	0.00
Total Capital Assets	129,679.68	114,672.90
TOTAL ASSET	231,738.81	247,116.20
LIABILITY		
Current Liabilities		
Accounts Payable	18,267.62	20,385.69
MC BMO-3665	1,842.05	152.43
MC BMO-6212	32.98	0.00
Accrued Liabilities	5,211.02	5,211.02
Due to City of Belleville	-0.01	-0.01
Federal Income Tax Payable	1,571.04	0.00
Total Receiver General	1,571.04	0.00
HST Charged on Sales	89.00	0.00
HST Paid on Purchases	-1,598.49	0.00
GST/PST Paid on Purchases	-36,841.44	-16,298.89
HST Owing (Refund)	-38,350.93	-16,298.89
Downtown Dollars	-1,060.56	-485.56
Total Current Liabilities	-12,486.79	8,964.68
TOTAL LIABILITY	-12,486.79	8,964.68
EQUITY		
Owners Equity		
Surplus from Capital Assets	113,076.00	113,076.00
Retained Earnings - Previous Year	100,441.49	86,571.85
Build Belleville Reserve	30,000.00	30,000.00
Security Camera Reserve	13,009.08	13,009.08
Reserve Constingency	10,000.00	10,000.00
Current Earnings	-22,300.97	-14,505.41
Total Owners Equity	244,225.60	238,151.52
TOTAL EQUITY	244,225.60	238,151.52
LIABILITIES AND EQUITY	231,738.81	247,116.20

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Comparative Income Statement

	Actual Oct 01, 2020 to Oct 31, 2020	Actual Oct 01, 2019 to Oct 31, 2019
REVENUE		
REVENUE		
Sponsorship Revenue	0.00	250.00
Taxation and User Charges	0.00	68,750.00
Goodbye Graffiti Revenue	0.00	1,239.53
Other Income	70.78	0.00
TOTAL REVENUE	<u>70.78</u>	<u>70,239.53</u>
TOTAL REVENUE	<u>70.78</u>	<u>70,239.53</u>
EXPENSE		
GENERAL MARKETING		
Media - Print	0.00	1,465.07
Media - Radio	0.00	1,147.85
Media - Signage	1,017.60	0.00
Media - Video / Photography	0.00	224.38
Media - Digital	0.00	125.00
Media - Signage	0.00	93.09
Seasonal Decor	2,025.02	0.00
Miscellaneous	0.00	902.34
Website Design	0.00	12,360.21
Flowers to businesses	45.28	0.00
TOTAL MARKETING	<u>3,087.90</u>	<u>16,317.94</u>
THIRD PARTY		
Third Party Master	0.00	1,854.91
Promotions Total	0.00	1,854.91
TOTAL THIRD PARTY	<u>0.00</u>	<u>1,854.91</u>
PLANNING & INFRASTRUCTU...		
Seasonal Decor	0.00	2,853.26
TOTAL INFRASTRUCTURE	<u>0.00</u>	<u>2,853.26</u>
SPECIAL PROJECTS		
Goodbye Graffiti Program	2,232.45	2,232.45
TOTAL SPECIAL PROGRAMS	<u>2,232.45</u>	<u>2,232.45</u>
SALARIES		
Wages & Salaries	14,213.39	10,269.24
EI Expense	190.33	232.90
CPP Expense	507.12	496.26
Salary Totals	<u>14,910.84</u>	<u>10,998.40</u>
SIGNATURE		
Al Fresco	129.96	0.00
Christmas	0.00	70.45
SIGNATURE TOTAL	<u>129.96</u>	<u>70.45</u>
General Administration		
Accounting & Legal	0.00	3,453.47
AGM & Meeting Expenses	0.00	539.96
Photo Copier Lease & Charges	0.00	51.02
Credit Card Charges	0.00	417.82
Software / Apps	0.00	182.79
Insurance	0.00	-48.24
Interest & Bank Charges	124.78	6.90
Office Supplies & Expense	0.00	40.43
Rent	1,017.60	966.72
Telephone & Internet	0.00	106.74

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	Actual Oct 01, 2020 to Oct 31, 2020	Actual Oct 01, 2019 to Oct 31, 2019
TOTAL ADMINISTRATION	<u>1,142.38</u>	<u>5,717.61</u>
TOTAL EXPENSE	<u>21,503.53</u>	<u>40,045.02</u>
NET INCOME	<u><u>-21,432.75</u></u>	<u><u>30,194.51</u></u>

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Comparative Income Statement

	Actual Jan 01, 2020 to Oct 31, 2020	Actual Jan 01, 2019 to Oct 31, 2019
REVENUE		
REVENUE		
Sponsorship Revenue	650.00	1,950.00
Taxation and User Charges	206,250.00	206,250.00
Goodbye Graffiti Revenue	12,395.30	11,155.77
Special Projects Revenue	110.00	10,000.00
Other Income	49,438.53	60.00
TOTAL REVENUE	<u>268,843.83</u>	<u>229,415.77</u>
TOTAL REVENUE	<u>268,843.83</u>	<u>229,415.77</u>
EXPENSE		
GENERAL MARKETING		
Media - Print Advertising	4,477.04	0.00
Media - Print	9,054.17	18,761.21
Photography/Video/Content	407.04	0.00
Media - Radio	1,878.55	4,525.78
Media - Signage	1,017.60	0.00
Media - Video / Photography	0.00	3,077.05
Media - Digital	4,203.15	1,109.29
Media - Signage	661.44	703.65
Apps and Plugins	134.55	0.00
Website Related	269.62	0.00
Merchandise	1,586.61	0.00
Seasonal Decor	2,025.02	0.00
Miscellaneous	509.73	2,649.39
Website Design	929.66	27,527.48
Flowers to businesses	45.28	0.00
Meetings	144.17	0.00
TOTAL MARKETING	<u>27,343.63</u>	<u>58,353.85</u>
THIRD PARTY		
After Party	0.00	124.48
Downtown at Dusk	0.00	8,188.72
Spicy Food	0.00	992.32
(Membership) Social Event	0.00	238.43
Third Party Master	0.00	6,511.21
Promotions Total	0.00	16,055.16
TOTAL THIRD PARTY	<u>0.00</u>	<u>16,055.16</u>
PLANNING & INFRASTRUCTU...		
Cardboard Collection	409.53	3,067.31
Seasonal Decor	45.89	11,549.46
TOTAL INFRASTRUCTURE	<u>455.42</u>	<u>14,616.77</u>
SPECIAL PROJECTS		
Miscellaneous Projects	1,002.33	0.00
Goodbye Graffiti Program	22,324.50	24,556.95
Special Projects	51.88	0.00
TOTAL SPECIAL PROGRAMS	<u>23,378.71</u>	<u>24,556.95</u>
SALARIES		
Wages & Salaries	131,826.63	83,261.84
EI Expense	2,596.71	1,892.66
CPP Expense	6,024.45	3,933.24
EHT Expense	1,019.09	535.60
Salary Totals	<u>141,466.88</u>	<u>89,623.34</u>
SIGNATURE		

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	Actual Jan 01, 2020 to Oct 31, 2020	Actual Jan 01, 2019 to Oct 31, 2019
Spring	801.36	0.00
Al Fresco	58,819.33	0.00
Summer	11,872.85	0.00
Fall	1,272.00	0.00
Winter	7,471.23	2,867.71
Christmas	0.00	925.17
SIGNATURE TOTAL	<u>80,236.77</u>	<u>3,792.88</u>
General Administration		
Accounting & Legal	4,090.23	6,489.98
Consulting Fees	86.64	5,723.48
Memberships & Subscriptions	1,224.07	622.70
AGM & Meeting Expenses	0.00	1,751.93
Photo Copier Lease & Charges	56.42	1,626.06
Credit Card Charges	0.00	532.85
Website / Email	0.00	198.88
Janitorial Expense	0.00	162.10
Conferences & Seminars	0.00	957.27
Software / Apps	0.00	521.79
Insurance	756.00	394.20
Interest & Bank Charges	685.53	78.93
Office Supplies & Expense	341.60	1,681.84
Capital Equipment	0.00	3,893.16
Rent	9,921.60	9,123.30
Office Repair & Maint	76.32	25.44
Telephone & Internet	878.95	1,395.28
Utilities	0.00	213.04
TOTAL ADMINISTRATION	<u>18,117.36</u>	<u>35,392.23</u>
OTHER MAJOR EXPENSES		
Travel Expense	105.35	30.00
Sponsorship	0.00	1,500.00
TOTAL OTHER MAJOR EXPEN...	<u>105.35</u>	<u>1,530.00</u>
OTHER		
Suspense	40.68	0.00
TOTAL OTHER	<u>40.68</u>	<u>0.00</u>
TOTAL EXPENSE	<u>291,144.80</u>	<u>243,921.18</u>
NET INCOME	<u><u>-22,300.97</u></u>	<u><u>-14,505.41</u></u>