

# Belleville Downtown Improvement Area

## Comparative Income Statement

	Actual Jan 01, 2020 to Dec 31, 2020	Actual Jan 01, 2019 to Dec 31, 2019
<b>REVENUE</b>		
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Grants	9,531.80	0.00
Sponsorship Revenue	650.00	6,950.00
Taxation and User Charges	268,137.35	286,635.57
Goodbye Graffiti Revenue	16,113.89	13,634.82
Seasonal Revenue	0.00	3,257.79
Downtown Improvement (City Gr...	0.00	12,293.48
Rural Economic Development Gr...	2,210.00	0.00
Special Projects Revenue	110.00	10,000.00
Other Income	69,457.49	124.41
<b>TOTAL REVENUE</b>	<u>366,210.53</u>	<u>332,896.07</u>
<b>TOTAL REVENUE</b>	<u>366,210.53</u>	<u>332,896.07</u>
<b>EXPENSE</b>		
<b>GENERAL MARKETING</b>		
Media - Print Advertising	5,677.14	0.00
Media - Collateral	584.82	0.00
Media - Print	9,054.17	20,278.08
Photography/Video/Content	466.07	0.00
Media - Radio	1,878.55	6,070.49
Media - Signage	1,017.60	0.00
Media - Video / Photography	0.00	3,077.05
Media - Digital	4,203.15	1,392.38
Media - Signage	661.44	703.65
Apps and Plugins	134.55	0.00
Gifts & Giveaways	304.54	0.00
Website Related	269.62	0.00
Merchandise	1,586.61	0.00
Seasonal Decor	3,221.71	0.00
Miscellaneous	1,107.85	2,649.39
Website Design	929.66	35,128.92
Flowers to businesses	45.28	0.00
Meetings	144.17	0.00
<b>TOTAL MARKETING</b>	<u>31,286.93</u>	<u>69,299.96</u>
<b>THIRD PARTY</b>		
After Party	0.00	124.48
Downtown at Dusk	0.00	8,703.34
Spicy Food	0.00	992.32
(Membership) Social Event	0.00	238.43
Third Party Master	0.00	8,166.78
Promotions Total	<u>0.00</u>	<u>18,225.35</u>
<b>TOTAL THIRD PARTY</b>	<u>0.00</u>	<u>18,225.35</u>
<b>PLANNING &amp; INFRASTRUCTU...</b>		
Cardboard Collection	409.53	3,803.29
Seasonal Decor	45.89	24,071.87
<b>TOTAL INFRASTRUCTURE</b>	<u>455.42</u>	<u>27,875.16</u>
<b>SPECIAL PROJECTS</b>		
Miscellaneous Projects	1,002.33	0.00
Goodbye Graffiti Program	24,556.95	29,021.85
Special Projects	51.88	0.00
<b>TOTAL SPECIAL PROGRAMS</b>	<u>25,611.16</u>	<u>29,021.85</u>
<b>SALARIES</b>		
Wages & Salaries	166,978.45	103,800.32

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	Actual Jan 01, 2020 to Dec 31, 2020	Actual Jan 01, 2019 to Dec 31, 2019
EI Expense	2,811.64	2,313.83
CPP Expense	6,672.14	4,925.76
EHT Expense	1,019.09	535.60
Miscellaneous	11,875.00	0.00
<b>Salary Totals</b>	<u>189,356.32</u>	<u>111,575.51</u>
<b>SIGNATURE</b>		
Spring	801.36	0.00
Al Fresco	59,277.25	0.00
Summer	10,472.85	0.00
Fall	1,272.00	0.00
Winter	7,491.58	3,292.71
Christmas	20,720.00	17,822.72
<b>SIGNATURE TOTAL</b>	<u>100,035.04</u>	<u>21,115.43</u>
<b>General Administration</b>		
Accounting & Legal	4,090.23	7,006.94
Consulting Fees	86.64	5,723.48
Memberships & Subscriptions	1,286.14	1,325.82
AGM & Meeting Expenses	0.00	1,980.89
Photo Copier Lease & Charges	56.42	1,719.34
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	986.09
Insurance	756.00	394.20
Interest & Bank Charges	943.21	96.73
Office Supplies & Expense	401.10	2,448.10
Capital Equipment	0.00	3,893.16
Rent	11,956.80	11,056.74
Office Repair & Maint	551.32	25.44
Telephone & Internet	1,005.59	1,662.10
Utilities	0.00	213.04
<b>TOTAL ADMINISTRATION</b>	<u>21,133.45</u>	<u>40,383.17</u>
<b>OTHER MAJOR EXPENSES</b>		
Travel Expense	138.68	30.00
Sponsorship	0.00	1,500.00
<b>TOTAL OTHER MAJOR EXPEN...</b>	<u>138.68</u>	<u>1,530.00</u>
<b>OTHER</b>		
Suspense	96.22	0.00
<b>TOTAL OTHER</b>	<u>96.22</u>	<u>0.00</u>
<b>TOTAL EXPENSE</b>	<u>368,113.22</u>	<u>319,026.43</u>
<b>NET INCOME</b>	<u><u>-1,902.69</u></u>	<u><u>13,869.64</u></u>