

Belleville Downtown Improvement Area

Comparative Income Statement

	Actual 01/01/2021 to 31/01/2021	Budget 01/01/2021 to 31/01/2021
REVENUE		
Revenue		
Grants	19,325.00	0.00
Other	5,085.00	0.00
Subsidy (Goodbye)	1,116.23	1,116.23
Net Sales	<u>25,526.23</u>	<u>1,116.23</u>
TOTAL REVENUE	<u>25,526.23</u>	<u>1,116.23</u>
EXPENSE		
Marketing		
Media - Print	784.07	7,620.00
Media - Collateral	0.00	700.00
Media - Radio	183.17	291.66
Media - Digital	0.00	60.00
Media - Billboard	661.44	661.44
Total Media	<u>1,628.68</u>	<u>9,333.10</u>
Apps / Plugin	216.19	200.00
Marketing Miscellaneous	1,084.46	50.00
Marketplace Expense	4,125.35	286.00
Gifts & Giveaways	0.00	30.00
Website Related	0.00	200.00
Downtown Dollars (Historical Trx)	1,160.56	0.00
Merchandise	0.00	200.00
Total General Marketing	<u>8,215.24</u>	<u>10,299.10</u>
Events		
Recruitment / Welcome / Farewell	0.00	200.00
Impromptu Events	0.00	400.00
Total Events	<u>0.00</u>	<u>600.00</u>
Special Projects		
Goodbye Graffiti	2,232.45	2,194.00
Total Special Projects	<u>2,232.45</u>	<u>2,194.00</u>
Payroll Expenses		
Wages & Salaries	13,708.92	11,346.41
EI Expense	303.26	0.00
CPP Expense	688.44	0.00
Total Payroll Expense	<u>14,700.62</u>	<u>11,346.41</u>
Signature		
Signature Enchanted (Nov, Dec)	20,361.22	0.00
Signature Total	<u>20,361.22</u>	<u>0.00</u>
General & Administrative Expe...		
Accounting & Legal	260.76	350.00
Website & Email Hosting	2.79	4.00
Phone & Internet	106.74	105.00
AGM & Meetings	0.00	50.00
Interest & Bank Charges	-459.38	15.00
Office Supplies	102.06	20.00
Gifts/Giveaways - Funeral, Retire...	0.00	30.00
Rent	1,017.60	1,017.60
Memberships & Subscriptions	853.65	500.00
Total General & Admin. Expen...	<u>1,884.22</u>	<u>2,091.60</u>
TOTAL EXPENSE	<u>47,393.75</u>	<u>26,531.11</u>

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NET INCOME	<u>-21,867.52</u>	<u>-25,414.88</u>

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Balance Sheet As at 31/01/2021

ASSET

Current Assets

Petty Cash	425.92	
GIC Account	14,057.65	
Marketplace	5,455.04	
Chequing Bank Account	42,344.05	
Total Cash		62,282.66
Accounts Receivable	11,562.34	
Total Receivable		11,562.34
Purchase Prepayments		3,897.39
Prepaid Expenses		3,133.44
Total Current Assets		80,875.83

Capital Assets

Computer Equipment	9,162.65	
Accum. Amort. - Computer Equi...	-4,003.93	
Net - Computer Equipment		5,158.72
Seasonal Decorations	161,127.52	
Accum. Amort. - Seasonal Deco...	-92,405.80	
Net - Seasonal Decorations		68,721.72
Streetscape Improvements	136,252.83	
Accum. Amort. - Streetscape	-79,745.34	
Net - Streetscape		56,507.49
Total Capital Assets		130,387.93

TOTAL ASSET 211,263.76

LIABILITY

Current Liabilities

Accounts Payable		9,051.42
Marketplace Trust		4,234.96
Accrued Liabilities		5,211.02
Credit Card Payable	4,106.22	
Total Credit Card Payables		4,106.22
EI Payable	519.87	
Federal Income Tax Payable	1,571.04	
Total Receiver General		2,090.91
GST/HST Paid on Purchases	-44,260.42	
GST/HST Owing (Refund)		-44,260.42
Prepaid Sales/Deposits		3,718.59
Total Current Liabilities		-15,847.30

TOTAL LIABILITY -15,847.30

EQUITY

Owners Equity

Surplus from Capital Assets	113,076.00	
Retained Earnings - Previous Year	82,893.50	
Build Belleville Reserve	30,000.00	
Security Camera Reserve	13,009.08	
Reserve Contingency	10,000.00	
Current Earnings	-21,867.52	
Total Owners Equity		227,111.06

TOTAL EQUITY 227,111.06

LIABILITIES AND EQUITY 211,263.76