

Belleville Downtown Improvement Area

Comparative Income Statement

	Actual 01/02/2021 to 28/02/2021	Budget 01/02/2021 to 28/02/2021
REVENUE		
Revenue		
Subsidy (Goodbye)	1,116.23	1,116.23
Net Sales	<u>1,116.23</u>	<u>1,116.23</u>
Other Revenue		
Miscellaneous Revenue	1,950.00	0.00
Total Other Revenue	<u>1,950.00</u>	<u>0.00</u>
TOTAL REVENUE	<u>3,066.23</u>	<u>1,116.23</u>
EXPENSE		
Marketing		
Media - Radio	304.26	291.66
Media - Video / Photography	0.00	2,500.00
Media - Digital	255.55	60.00
Media - Billboard	0.00	661.44
Total Media	<u>559.81</u>	<u>3,513.10</u>
Apps / Plugin	389.17	200.00
Marketing Miscellaneous	111.87	50.00
Marketplace Expense	7,172.36	286.00
Gifts & Giveaways	0.00	30.00
Website Related	0.00	200.00
Merchandise	0.00	200.00
Total General Marketing	<u>8,233.21</u>	<u>4,479.10</u>
Events		
Recruitment / Welcome / Farewell	0.00	550.00
Impromptu Events	0.00	400.00
Total Events	<u>0.00</u>	<u>950.00</u>
Special Projects		
Goodbye Graffiti	4,464.90	2,194.00
Total Special Projects	<u>4,464.90</u>	<u>2,194.00</u>
Payroll Expenses		
Wages & Salaries	11,806.40	11,346.41
EI Expense	261.17	0.00
CPP Expense	599.44	0.00
Total Payroll Expense	<u>12,667.01</u>	<u>11,346.41</u>
Signature		
Winter - Savour (Jan-Mar, Nov, ...	0.00	4,000.00
Signature Enchanted (Nov, Dec)	407.04	0.00
Signature Total	<u>407.04</u>	<u>4,000.00</u>
General & Administrative Expe...		
Accounting & Legal	133.56	350.00
Website & Email Hosting	0.00	4.00
Phone & Internet	106.74	105.00
AGM & Meetings	534.23	50.00
Interest & Bank Charges	140.15	15.00
Office Supplies	30.00	20.00
Gifts/Giveaways - Funeral, Retire...	0.00	30.00
Rent	1,017.60	1,017.60
Total General & Admin. Expen...	<u>1,962.28</u>	<u>1,591.60</u>

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TOTAL EXPENSE	<u>27,734.44</u>	<u>24,561.11</u>
NET INCOME	<u>-24,668.21</u>	<u>-23,444.88</u>

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Balance Sheet As at 28/02/2021

ASSET

Current Assets

Petty Cash	523.08	
GIC Account	13,866.79	
Marketplace	5,955.95	
Chequing Bank Account	18,297.29	
Total Cash		38,643.11
Accounts Receivable	14,628.57	
Total Receivable		14,628.57
Purchase Prepayments		3,897.39
Prepaid Expenses		3,133.44
Total Current Assets		60,302.51

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 190,690.44

LIABILITY

Current Liabilities

Accounts Payable		10,408.06
Marketplace Trust		4,735.87
Dollars \$\$		-50.00
Accrued Liabilities		5,211.02
Credit Card Payable	4,251.35	
Total Credit Card Payables		4,251.35
EI Payable	967.59	
CPP Payable	1,198.88	
Federal Income Tax Payable	3,635.56	
Total Receiver General		5,802.03
GST/HST Paid on Purchases	-45,829.33	
GST/HST Owing (Refund)		-45,829.33
Prepaid Sales/Deposits		3,718.59
Total Current Liabilities		-11,752.41

TOTAL LIABILITY -11,752.41

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		-46,535.73
Total Owners Equity		202,442.85

TOTAL EQUITY 202,442.85

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LIABILITIES AND EQUITY

190,690.44