

# Belleville Downtown Improvement Area

## Comparative Income Statement

	Actual Aug 01, 2021 to Aug 31, 2021	Actual Aug 01, 2020 to Aug 31, 2020	Difference
<b>REVENUE</b>			
<b>REVENUE</b>			
Goodbye Graffiti Revenue	0.00	1,239.53	-1,239.53
Interest Income	30.25	0.00	30.25
Other Income	0.00	502.60	-502.60
<b>TOTAL REVENUE</b>	<u>30.25</u>	<u>1,742.13</u>	-1,711.88
<b>TOTAL REVENUE</b>	<u>30.25</u>	<u>1,742.13</u>	-1,711.88
<b>EXPENSE</b>			
<b>GENERAL MARKETING</b>			
Media - Print	95.20	0.00	95.20
Media - Radio	483.36	387.34	96.02
Media - Signage	6,028.75	0.00	6,028.75
Media - Billboard	686.88	0.00	686.88
Media - Digital	77.94	201.86	-123.92
Media - Signage	0.00	1,322.88	-1,322.88
Apps and Plugins	204.03	97.47	106.56
MARKETPLACE	79.66	15.58	64.08
Website Related	151.69	0.00	151.69
Merchandise	0.00	1,383.09	-1,383.09
Downtown Dollars	250.00	0.00	250.00
Meetings	107.95	0.00	107.95
<b>TOTAL MARKETING</b>	<u>8,165.46</u>	<u>3,408.22</u>	4,757.24
<b>SPECIAL PROJECTS</b>			
Welcoming Streets	106.44	0.00	106.44
Goodbye Graffiti Program	0.00	2,232.45	-2,232.45
<b>TOTAL SPECIAL PROGRAMS</b>	<u>106.44</u>	<u>2,232.45</u>	-2,126.01
<b>SALARIES</b>			
Wages & Salaries	16,553.06	10,473.60	6,079.46
EI Expense	366.14	231.70	134.44
CPP Expense	821.99	521.58	300.41
<b>Salary Totals</b>	<u>17,741.19</u>	<u>11,226.88</u>	6,514.31
<b>SIGNATURE</b>			
Al Fresco	15,012.46	12,728.17	2,284.29
Summer	0.00	8.56	-8.56
<b>SIGNATURE TOTAL</b>	<u>15,012.46</u>	<u>12,736.73</u>	2,275.73
<b>General Administration</b>			
Consulting Fees	0.00	26.84	-26.84
Memberships & Subscriptions	0.00	17.41	-17.41
Janitorial Expense	30.15	0.00	30.15
Insurance	869.40	0.00	869.40
Interest & Bank Charges	184.76	130.16	54.60
Office Supplies & Expense	0.00	149.53	-149.53
Gifts / Giveaway - Funeral, Retir...	37.41	0.00	37.41
Rent	1,078.65	1,119.36	-40.71
Office Repair & Maint	0.00	119.20	-119.20
Telephone & Internet	196.79	213.48	-16.69
<b>TOTAL ADMINISTRATION</b>	<u>2,397.16</u>	<u>1,775.98</u>	621.18
<b>OTHER</b>			
Suspense	0.00	-22.60	22.60
<b>TOTAL OTHER</b>	<u>0.00</u>	<u>-22.60</u>	22.60
<b>TOTAL EXPENSE</b>	<u>43,422.71</u>	<u>31,357.66</u>	12,065.05

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	Actual Aug 01, 2021 to Aug 31, 2021	Actual Aug 01, 2020 to Aug 31, 2020	Difference
<b>NET INCOME</b>	<u>-43,392.46</u>	<u>-29,615.53</u>	-13,776.93