

# Belleville Downtown Improvement Area

## Comparative Income Statement

	Actual Sep 01, 2021 to Sep 30, 2021	Budget Sep 01, 2021 to Sep 30, 2021	Difference
<b>REVENUE</b>			
<b>REVENUE</b>			
Miscellaneous Revenue	40.00	0.00	40.00
Taxation and User Charges	68,750.00	68,750.00	0.00
Goodbye Graffiti Revenue	0.00	1,116.00	-1,116.00
Culture Days Revenue	0.00	1,625.00	-1,625.00
<b>TOTAL REVENUE</b>	<u>68,790.00</u>	<u>71,491.00</u>	-2,701.00
<b>TOTAL REVENUE</b>	<u>68,790.00</u>	<u>71,491.00</u>	-2,701.00
<b>EXPENSE</b>			
<b>GENERAL MARKETING</b>			
Media - Print Advertising	609.54	0.00	609.54
Media - Collateral	976.89	0.00	976.89
Media - Print	0.00	974.00	-974.00
Media - Radio	0.00	291.66	-291.66
Media - Billboard	918.13	0.00	918.13
Media / Influencers	0.00	50.00	-50.00
Media - Digital	0.00	60.00	-60.00
Apps and Plugins	230.79	200.00	30.79
MARKETPLACE	102.33	286.00	-183.67
Gifts & Giveaways	0.00	30.00	-30.00
Website Related	132.23	200.00	-67.77
Merchandise	0.00	200.00	-200.00
Miscellaneous	0.00	50.00	-50.00
Flowers to businesses	0.00	200.00	-200.00
Meetings	74.01	0.00	74.01
<b>TOTAL MARKETING</b>	<u>3,043.92</u>	<u>2,541.66</u>	502.26
<b>THIRD PARTY</b>			
After Party	3,709.69	0.00	3,709.69
(Membership) Social Event	0.00	1,000.00	-1,000.00
Promotions Total	<u>3,709.69</u>	<u>1,000.00</u>	2,709.69
<b>TOTAL THIRD PARTY</b>	<u>3,709.69</u>	<u>1,000.00</u>	2,709.69
<b>SPECIAL PROJECTS</b>			
Welcoming Streets	906.38	0.00	906.38
Goodbye Graffiti Program	0.00	2,193.83	-2,193.83
Special Projects	0.00	400.00	-400.00
<b>TOTAL SPECIAL PROGRAMS</b>	<u>906.38</u>	<u>2,593.83</u>	-1,687.45
<b>SALARIES</b>			
Wages & Salaries	10,144.76	11,441.00	-1,296.24
Welcoming Streets Salary	4,320.00	0.00	4,320.00
EI Expense	307.80	0.00	307.80
CPP Expense	707.00	0.00	707.00
Miscellaneous	113.97	0.00	113.97
<b>Salary Totals</b>	<u>15,593.53</u>	<u>11,441.00</u>	4,152.53
<b>SIGNATURE</b>			
Al Fresco	3,003.41	0.00	3,003.41
<b>SIGNATURE TOTAL</b>	<u>3,003.41</u>	<u>0.00</u>	3,003.41
<b>General Administration</b>			
Accounting & Legal	763.20	350.00	413.20
AGM & Meeting Expenses	0.00	50.00	-50.00
Photo Copier Lease & Charges	111.98	0.00	111.98
Website / Email	0.00	4.00	-4.00
Conferences & Seminars	538.47	0.00	538.47

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Insurance	0.00	800.00	-800.00
Interest & Bank Charges	718.00	76.00	642.00
Office Supplies & Expense	34.03	120.00	-85.97
Rent	1,078.65	1,018.00	60.65
Telephone & Internet	196.79	106.75	90.04
<b>TOTAL ADMINISTRATION</b>	<u>3,441.12</u>	<u>2,524.75</u>	916.37
<b>OTHER</b>			
Amortization of Capital Assets	0.00	2,499.00	-2,499.00
<b>TOTAL OTHER</b>	<u>0.00</u>	<u>2,499.00</u>	-2,499.00
<b>TOTAL EXPENSE</b>	<u>29,698.05</u>	<u>22,600.24</u>	7,097.81
<b>NET INCOME</b>	<u>39,091.95</u>	<u>48,890.76</u>	-9,798.81