

Belleville Downtown Improvement Area

Comparative Income Statement

	Actual Jul 01, 2021 to Jul 31, 2021	Budget Jul 01, 2021 to Jul 31, 2021	Difference
REVENUE			
REVENUE			
Grants	3,723.00	0.00	3,723.00
Sponsorship Revenue	3,000.00	0.00	3,000.00
Goodbye Graffiti Revenue	0.00	1,116.00	-1,116.00
Culture Days Revenue	0.00	1,625.00	-1,625.00
Other Income	3,045.00	0.00	3,045.00
TOTAL REVENUE	9,768.00	2,741.00	7,027.00
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EXPENSE			
GENERAL MARKETING			
Media - Print Advertising	1,118.04	0.00	1,118.04
Media - Radio	4,294.79	291.66	4,003.13
Media - Billboard	0.00	900.00	-900.00
Media / Influencers	0.00	50.00	-50.00
Media - Digital	27.52	60.00	-32.48
Apps and Plugins	284.70	200.00	84.70
MARKETPLACE	79.32	286.00	-206.68
Gifts & Giveaways	0.00	30.00	-30.00
Website Related	13.23	200.00	-186.77
Merchandise	0.00	200.00	-200.00
Miscellaneous	0.00	50.00	-50.00
Downtown Dollars	120.18	0.00	120.18
Flowers to businesses	0.00	200.00	-200.00
TOTAL MARKETING	5,937.78	2,467.66	3,470.12
SPECIAL PROJECTS			
Welcoming Streets	504.46	0.00	504.46
Goodbye Graffiti Program	0.00	2,193.83	-2,193.83
Special Projects	0.00	400.00	-400.00
TOTAL SPECIAL PROGRAMS	504.46	2,593.83	-2,089.37
SALARIES			
Wages & Salaries	25,595.52	17,162.00	8,433.52
EI Expense	566.14	0.00	566.14
CPP Expense	1,264.27	0.00	1,264.27
Salary Totals	27,425.93	17,162.00	10,263.93
SIGNATURE			
Al Fresco	4,405.93	2,646.00	1,759.93
SIGNATURE TOTAL	4,405.93	2,646.00	1,759.93
General Administration			
Accounting & Legal	0.00	350.00	-350.00
AGM & Meeting Expenses	0.00	50.00	-50.00
Website / Email	0.00	4.00	-4.00
Conferences & Seminars	210.00	0.00	210.00
Interest & Bank Charges	113.88	76.00	37.88
Office Supplies & Expense	304.89	120.00	184.89
Gifts / Giveaway - Funeral, Retir...	13.22	0.00	13.22
Rent	1,078.65	1,018.00	60.65
Telephone & Internet	396.79	106.75	290.04
TOTAL ADMINISTRATION	2,117.43	1,724.75	392.68
OTHER			
Suspense	-1,480.91	0.00	-1,480.91
TOTAL OTHER	-1,480.91	0.00	-1,480.91

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TOTAL EXPENSE	<u>38,910.62</u>	<u>26,594.24</u>	12,316.38
NET INCOME	<u><u>-29,142.62</u></u>	<u><u>-23,853.24</u></u>	-5,289.38