

# Belleville Downtown Improvement Area

## Comparative Income Statement

	Actual May 01, 2021 to May 31, 2021	Budget May 01, 2021 to May 31, 2021	Difference
<b>REVENUE</b>			
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Grants	39,040.00	47,590.00	-8,550.00
Miscellaneous Revenue	60.00	0.00	60.00
Sponsorship Revenue	7,500.00	0.00	7,500.00
Goodbye Graffiti Revenue	0.00	1,116.00	-1,116.00
Culture Days Revenue	0.00	1,625.00	-1,625.00
Other Income	40.00	0.00	40.00
<b>TOTAL REVENUE</b>	<u>46,640.00</u>	<u>50,331.00</u>	-3,691.00
<b>TOTAL REVENUE</b>	<u>46,640.00</u>	<u>50,331.00</u>	-3,691.00
<b>EXPENSE</b>			
<b>GENERAL MARKETING</b>			
Media - Print	952.47	575.00	377.47
Media - Radio	1,744.64	291.66	1,452.98
Media - Billboard	661.44	650.00	11.44
Media / Influencers	0.00	50.00	-50.00
Media - Digital	50.00	60.00	-10.00
Apps and Plugins	190.69	200.00	-9.31
MARKETPLACE	78.50	286.00	-207.50
Gifts & Giveaways	0.00	30.00	-30.00
Website Related	250.31	200.00	50.31
Merchandise	228.71	200.00	28.71
Seasonal Decor	0.00	2,700.00	-2,700.00
Miscellaneous	0.00	50.00	-50.00
Flowers to businesses	0.00	200.00	-200.00
<b>TOTAL MARKETING</b>	<u>4,156.76</u>	<u>5,492.66</u>	-1,335.90
<b>SPECIAL PROJECTS</b>			
Goodbye Graffiti Program	2,232.45	2,193.83	38.62
Special Projects	0.00	400.00	-400.00
<b>TOTAL SPECIAL PROGRAMS</b>	<u>2,232.45</u>	<u>2,593.83</u>	-361.38
<b>SALARIES</b>			
Wages & Salaries	13,965.60	11,441.00	2,524.60
EI Expense	308.93	0.00	308.93
CPP Expense	702.44	0.00	702.44
Miscellaneous	0.00	11,875.00	-11,875.00
<b>Salary Totals</b>	<u>14,976.97</u>	<u>23,316.00</u>	-8,339.03
<b>SIGNATURE</b>			
Al Fresco	15,639.87	0.00	15,639.87
<b>SIGNATURE TOTAL</b>	<u>15,639.87</u>	<u>0.00</u>	15,639.87
<b>General Administration</b>			
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
Interest & Bank Charges	174.76	76.00	98.76
Office Supplies & Expense	27.48	120.00	-92.52
Rent	1,017.60	1,018.00	-0.40
Telephone & Internet	106.74	106.75	-0.01
<b>TOTAL ADMINISTRATION</b>	<u>1,326.58</u>	<u>1,724.75</u>	-398.17
<b>OTHER</b>			
Suspense	60.92	0.00	60.92
<b>TOTAL OTHER</b>	<u>60.92</u>	<u>0.00</u>	60.92

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<b>TOTAL EXPENSE</b>	<u>38,393.55</u>	<u>33,127.24</u>	5,266.31
<b>NET INCOME</b>	<u>8,246.45</u>	<u>17,203.76</u>	-8,957.31