

**GEORGETOWN BID
ANNUAL BUDGET**
October 2011 through September 2012

	BOARD APPROVED Oct '11 - Sep 12	% of 2012 Total
INCOME		
BID Tax Revenues	\$ 3,075,300	101.7%
2% Delinquency Factor	(61,500)	-2.0%
Interest Income	9,000	0.3%
TOTAL INCOME	\$ 3,022,800	100.0%
ADMINISTRATIVE EXPENSES		
Administrative Expenses		
Bank Service Charges	1,500	
Annual Report	12,000	
BID Council/Dues & Memberships	13,250	
Meetings/Conferences/BOD/Other	27,500	
Contract Labor	5,000	
E-mail/ Internet	2,040	
Equipment Maintenance	17,000	
Insurance	11,000	
Rent	109,580	
Postage and Delivery	3,000	
Printing and Reproduction	1,000	
Telephone	3,000	
Travel & Transportation	3,700	
Office Supplies	4,000	
Subtotal Administrative	213,570	
Administrative payroll		
Total Salaries, taxes, and Benefits	142,064	
Subtotal Payroll	142,064	
Professional Fees		
Accounting	69,000	
Audit/Tax Prep	22,500	
Legal Fees	10,000	
Subtotal Total Professional Fees	101,500	
TOTAL ADMINISTRATIVE EXPENSES	\$ 457,134	12.8%
PROGRAM EXPENSES		
MARKETING EXPENSES		
Marketing Expenses		
Membership Communication	9,000	
Public Relations	48,825	
French Market	15,000	
Merriment in Georgetown	30,000	
Taste of Georgetown	-	
Fashion's Night Out	100,000	
Media & Production	300,000	
Brand Events	25,000	
Website/Online & Digital Marketing	25,000	
Subtotal Marketing	552,825	
Marketing Payroll		
Total Salaries, taxes, and Benefits	330,793	
Subtotal Payroll	330,793	
TOTAL MARKETING EXPENSES	\$ 883,618	24.7%
TRANSPORTATION		
Circulator Contribution	\$ 20,000	0.6%

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PUBLIC SAFETY		
Police Seasonal Reimbursable Detail/Other	300,000	
Public Safety Payroll		
Total Salaries, taxes, and Benefits	86,520	
Subtotal Payroll	86,520	
TOTAL PUBLIC SAFETY	\$ 386,520	10.8%
STREETSCAPE		
Summer & Winter enhancements	405,000	
Special Projects Winter, signage, other	600,000	
Streetscape Payroll		
Total Salaries, taxes, and Benefits	69,096	
Subtotal Payroll	69,096	
TOTAL STREETSCAPE	\$ 1,074,096	30.0%
STREET SERVICES		
Street Cleaning Contract	655,000	
Program Alleys	45,000	
Street Services Payroll		
Total Salaries, taxes, and Benefits	39,121	
Subtotal Payroll	39,121	
TOTAL STREET SERVICES	\$ 739,121	20.7%
MEMBER SERVICES		
WiFi Service	5,000	
Education Series	12,000	
TOTAL MEMBER SERVICES	\$ 17,000	0.5%
TOTAL PROGRAM EXPENSES	\$ 3,120,355	86.7%
TOTAL EXPENSES	\$ 3,577,489	100.0%
SURPLUS/DEFICIT	\$ (554,689)	
ANTICIPATED BOARD TRANSFER FROM UNRESTRICTED RESERVES	554,689	
NET INCOME	\$ -	