

Downtown Port Perry Business Improvement Association

06/05/24

Profit & Loss Budget vs. Actual

Accrual Basis

January through May 2024

	Jan - May 24	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
49900 · Event Revenues			
Tourism Relief Fund	1,848.22		
Total 49900 · Event Revenues	1,848.22		
50740 · Annual Levy	70,000.00	149,992.00	-79,992.00
Total Income	71,848.22	149,992.00	-78,143.78
Gross Profit	71,848.22	149,992.00	-78,143.78
Expense			
1 · Administration			
71110 · Part Time Staff & Bookkeeping	3,116.74	14,000.00	-10,883.26
74000 · Office Expenses	918.98	1,144.00	-225.02
75050 · Phone,internet,postage,computer	927.79	1,000.00	-72.21
76000 · Rent	4,240.00	6,784.00	-2,544.00
77000 · Utilities	90.62	700.00	-609.38
Total 1 · Administration	9,294.13	23,628.00	-14,333.87
2 · Marketing & Promotion			
66500 · Media Buy			
66005 · Digital incl. Facebook, Google	218.78	1,000.00	-781.22
66008 · Social Media Services	2,596.58	6,000.00	-3,403.42
66010 · Print/Radio/TV	610.56	3,500.00	-2,889.44
Total 66500 · Media Buy	3,425.92	10,500.00	-7,074.08
66800 · Marketing Services	12,746.84	30,000.00	-17,253.16
66900 · Influencer Comps	257.22	1,500.00	-1,242.78
68000 · Events			
68004 · Spring	632.95	700.00	-67.05
68005 · Summer	220.82	800.00	-579.18
68010 · Christmas	0.00	650.00	-650.00
Total 68000 · Events	853.77	2,150.00	-1,296.23
69000 · Website Maintenance	0.00	5,000.00	-5,000.00
Total 2 · Marketing & Promotion	17,283.75	49,150.00	-31,866.25
3 · Events			
79900 · Christmas Lighting			
a) · Store building tops	0.00	24,544.00	-24,544.00
b) · Street, Trees, Lights and Decor	0.00	4,400.00	-4,400.00
c) · Reflection Park	0.00	3,400.00	-3,400.00
e) · Boom Truck	0.00	1,600.00	-1,600.00
Total 79900 · Christmas Lighting	0.00	33,944.00	-33,944.00
79902 · Christmas - Santa, sleigh rides	0.00	9,000.00	-9,000.00
79904 · Spring Event	631.39	800.00	-168.61
79905 · Summer Event	0.00	800.00	-800.00
79906 · Fall Event	0.00	600.00	-600.00
79907 · Christmas shopt/eat	0.00	650.00	-650.00
79910 · Street Entertainment	0.00	4,000.00	-4,000.00
79915 · Carriage rides	0.00	1,000.00	-1,000.00
Total 3 · Events	631.39	50,794.00	-50,162.61
4 · Area Beautifications			
62801 · Street Cleaning	0.00	2,000.00	-2,000.00
62840 · Flowers	0.00	7,420.00	-7,420.00
62845 · Lighting Infrastructure	0.00	5,800.00	-5,800.00

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	<u>Jan - May 24</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Total 4 · Area Beautifications	0.00	15,220.00	-15,220.00
5 · Capital Expenditures			
70000 · Capital Purchases			
70001 · Gabage cans / recycle / benches	2,288.07	2,000.00	288.07
70002 · Lighting Project	0.00	3,000.00	-3,000.00
70003 · Banners	0.00	6,200.00	-6,200.00
Total 70000 · Capital Purchases	<u>2,288.07</u>	<u>11,200.00</u>	<u>-8,911.93</u>
Total 5 · Capital Expenditures	2,288.07	11,200.00	-8,911.93
80000 · Prior Year			
80001 · Expenses	-1,409.28		
Total 80000 · Prior Year	<u>-1,409.28</u>		
Total Expense	<u>28,088.06</u>	<u>149,992.00</u>	<u>-121,903.94</u>
Net Ordinary Income	<u>43,760.16</u>	<u>0.00</u>	<u>43,760.16</u>
Net Income	<u><u>43,760.16</u></u>	<u><u>0.00</u></u>	<u><u>43,760.16</u></u>