

Total Net Cost 2018			21590	-250.00	-9750.00	0.00	-33000.00	0.00	117825.00	-5400.00	-15000.00	-2600.00	-9055.00	0.00	-9680.00	-10000.00	-1500.00
City of Guelph Involvement						Operations	Operations			CSS					Ops/Transit/CC		
REVENUE	2017	2018	Total	AITs - A	AOTS - A	Banners - A	Beautification - A	Co-op - A	DGBA Ops	Dig-in - B	Music Wknd	Night Life - A	Noon - A	Parade Imp - A	Santa - A	Special Promo	Wed Mrkt - A
Revenue																	
Tax Levy Income	487,000.00	605,000.00							605000								
Tax Levy Adjustment	-10,000.00	-10,000.00							-10000								
Total Tax Levy Income	477,000.00		595,000.00						595000								
Surplus from Prior Fiscal	0.00		0.00														
Funds from City - Events	12,750.00		750.00							750							
Funds from City - Revitalization	28,000.00		28,000.00			18000	10000										
Co-op Advertising Revenue	21,000.00		18,000.00					18000									
Sponsorship & Grant Income	36,700.00		21,000.00								7500				13500		
Events & Workshop Revenue	12,000.00		21,000.00		5000	10000							2000	2000			2000
Gift Certificate Write-off Income	1,000.00		1,000.00						1000								
Bank Interest	0.00		0.00														
Miscellaneous Revenue	-		0.00														
Total Revenue	588,450.00		684,750.00	0.00	5,000.00	28,000.00	10,000.00	18,000.00	596,000.00	750.00	7,500.00	0.00	2,000.00	2,000.00	13,500.00	0.00	2,000.00
TOTAL REVENUE	588,450.00		684,750.00	0.00	5,000.00	28,000.00	10,000.00	18,000.00	596,000.00	750.00	7,500.00	0.00	2,000.00	2,000.00	13,500.00	0.00	2,000.00
EXPENSE																	
Payroll Expenses																	
Wages & Salaries	175,000.00		192,000.00						192000								
Contract & Part-time Staff	10,000.00		15,000.00						15000								
El Expense	4,000.00		5,000.00						5000								
CPP Expense	7,000.00		10,000.00						10000								
EHT Expense	2,000.00		4,000.00						4000								
Benefits	15,000.00		15,000.00						15000								
Pension	4,000.00		7,000.00						7000								
Total Payroll Expenses	217,000.00		248,000.00	0	0	0	0	0	248000	0	0	0	0	0	0	0	0
Marketing & Promotion Expenses																	
Newspaper Advertising	32,950.00		31,100.00		800			18000	8000	2150		1250			650		250
Radio Advertising	4,500.00		8,100.00		0				5250	1350					1500		
Directories & Guides	3,000.00		3,000.00						3000								
Flyer & Printing Expenses	6,980.00		3,260.00		1000				500	950	150	350	130		130		50
Website Expenses	10,250.00		10,450.00		100				10000						350		
Signage	7,800.00		13,600.00		1000				10000	500	700		600		500		300
Promotional Material	6,900.00		3,500.00			500			3000								
Design Fees	12,650.00		13,050.00		1250	5000			3000	950	1050		500		1000		300
Distribution	500.00		500.00						200						300		
Sponsorships	16,000.00		20,000.00						20000								
Gift Certificate Donations	6,925.00		8,200.00		200				8000								
Other General Advertising Expenses	5,675.00		13,600.00	250	750				10000	250	1000		750		500		100
Total Marketing & Promotion Expense	114,130.00		128,360.00	250	5100	5500	0	18000	80950	6150	2900	1600	1980	0	4930	0	1000
Event Expenses																	
Road Closure Expense	14,000.00		2,000.00		2000												
Artist & Musician Fees	36,000.00		44,825.00		5000						18250		7575		14000		
Casual Workers	1,200.00		1,600.00		1200								400				
Rentals	5,410.00		6,980.00		250							1000	230	500	2500		2500
Materials	4,400.00		3,450.00		600								600	1500	750		
Misc Event Expenses	3,600.00		3,450.00		600	500					1350				1000		

