

| | FY 2022 Budget (Revised) | FY2023 Revised | FY 2024 Proposed | Notes |
|--------------------------------|--------------------------------|---------------------|---------------------|--|
| Recurring Revenue | | | | |
| | | | | 0 |
| Property Assessment | \$ 292,182 | \$ 294,000 | \$ 294,000 | <i>No change in assessment rate of .4778 one-half cent sales tax</i> |
| Sales Tax | \$ 740,000 | \$ 775,000 | \$ 825,000 | |
| Interest Income | \$ 3,000 | \$ 8,800 | \$ 10,000 | |
| Miscellaneous | \$ 100 | \$ - | \$ 50 | |
| Gateway donaton (payback) | \$ 250,000 | \$ 50,000 | \$ 26,700 | |
| City of Columbia Rembursement | | | \$ 30,400 | <i>Alley Cleaning remburesment</i> |
| From Fund Balance | | \$ 175,500 | \$ - | |
| Total Recurring Revenue | \$ 1,285,282 | \$ 1,303,300 | \$ 1,186,150 | |

Recurring Expenses

Program Management

| | | | | |
|------------------------------|------------|------------|------------|------------------------------------|
| Insurance-Health | \$ 9,600 | \$ 14,000 | \$ 14,000 | |
| Insurance -Property, D&O | \$ 8,770 | \$ 9,200 | \$ 9,800 | |
| Meals & Entertainment | \$ 1,000 | \$ 2,378 | \$ 3,000 | |
| Industry Membership | \$ 3,000 | \$ 3,200 | \$ 3,200 | |
| Office Equipment-Rental | \$ - | | \$ - | |
| Office Equipment-Repair | \$ 300 | \$ 300 | \$ - | |
| Office Repairs & Maintenance | \$ 2,100 | \$ 2,100 | \$ 2,100 | |
| Office Supplies | \$ 7,500 | \$ 9,000 | \$ 9,000 | |
| Office cleaning | \$ 3,900 | \$ 3,900 | \$ 3,250 | |
| Parking-Staff | \$ 2,400 | \$ 3,750 | \$ 4,300 | <i>Increase in staff over 2023</i> |
| Payroll | \$ 201,000 | \$ 224,500 | \$ 246,500 | <i>Added staff</i> |
| Payroll Taxes - employer | \$ 19,095 | \$ 19,000 | \$ 20,000 | <i>Added staff entire year.</i> |
| Professional Services | \$ 20,670 | \$ 20,670 | \$ 20,500 | |
| Rent-Office | \$ 34,800 | \$ 34,800 | \$ 34,800 | |
| Retirement Plan | \$ - | | | |
| Seminars & Conferences | \$ 5,500 | \$ 11,000 | \$ 15,000 | |
| Telephone/Internet | \$ 3,400 | \$ 5,000 | \$ 5,000 | |

| | | | |
|---------------------------------|-------------------|-------------------|-------------------|
| Travel | \$ - | | |
| TIF Reimbursement | \$ 10,000 | \$ 10,000 | \$ 11,000 |
| Utilities | \$ 9,000 | \$ 9,000 | \$ 9,000 |
| Total Program Management | \$ 342,035 | \$ 381,798 | \$ 410,450 |

Programs & Services

Operations

| | | | |
|---------------------------------|-------------------|-------------------|-------------------|
| Banners (Installation & Repair) | \$ 15,000 | \$ 15,000 | \$ 18,000 |
| City Horticulture | \$ 7,500 | \$ 28,000 | \$ 28,000 |
| Cleaning & Maintenance | \$ 217,614 | \$ 255,352 | \$ 268,000 |
| Cleaning & Maint Equipment | \$ 1,000 | \$ 1,000 | \$ 1,500 |
| Contract Labor | \$ 25,000 | \$ 30,000 | \$ 30,000 |
| CPD Substation - Rent | \$ 6,600 | \$ 6,600 | \$ 6,600 |
| Maintenance (Gateway) | \$ 2,000 | \$ 3,000 | \$ 4,000 |
| Interest Expense (Gateway) | \$ 3,980 | \$ 1,000 | \$ - |
| Contengency | | \$ - | \$ - |
| | \$ 278,694 | \$ 339,952 | \$ 356,100 |

Economic Development

| | | | |
|--|------------------|------------------|------------------|
| Business Recruitment/Retention | \$ 5,000 | \$ 7,000 | \$ 5,000 |
| Development Programs | \$ - | \$ - | |
| Business Metrics | \$ 1,000 | \$ 10,000 | \$ 14,000 |
| Gift Card Grant Program | \$ 20,000 | \$ 20,000 | \$ 20,000 |
| <u>One Card - District Gift Card Program</u> | | \$ 18,950 | \$ 10,000 |
| Total Economic Development | \$ 26,000 | \$ 55,950 | \$ 49,000 |

Marketing

| | | | |
|---------------------------|-----------|-----------|-----------|
| | | | FY 2024 |
| Image Marketing/Media Buy | \$ 42,000 | \$ 42,000 | \$ 42,000 |
| Promotions & Events | \$ 17,000 | \$ 22,000 | \$ 22,000 |
| Christmas Events | \$ 2,000 | \$ 10,000 | \$ 16,800 |
| Online Marketing | \$ 13,000 | \$ 13,000 | \$ 10,000 |
| Graphic Designer | \$ 10,000 | \$ 28,000 | \$ 15,000 |
| Holiday Décor install | \$ 50,000 | \$ 40,000 | \$ 20,000 |

| | | | |
|-------------------------------------|-------------------|-------------------|-------------------|
| Public Safety/Cleanliness Campaigns | \$ 1,600 | \$ - | \$ - |
| Marketing Subscriptions | \$ 3,500 | \$ 3,500 | \$ 3,500 |
| Postage | \$ 800 | \$ 800 | \$ 800 |
| Printing | \$ 11,800 | \$ 13,800 | \$ 12,000 |
| Contengency | | \$ - | |
| Total Marketing | \$ 151,700 | \$ 173,100 | \$ 142,100 |

| | | | |
|--------------------------------------|-------------------|-------------------|-------------------|
| Total Programs & Services | \$ 456,394 | \$ 569,002 | \$ 547,200 |
| Total Recurring Expenses | \$ 798,429 | \$ 950,800 | \$ 957,650 |

Special Projects

| | | | |
|-------------------------------------|-------------------|-------------------|-------------------|
| Broadway Gateway - expenses | \$ 106,305 | \$ - | \$ - |
| Banner Purchases | \$ 15,000 | \$ 25,000 | \$ - |
| Convention Center Study | \$ 62,000 | | |
| Camera Grants to Businesses | \$ 30,000 | | \$ 30,000 |
| FUSUS Cameras with CPD | | \$ 20,000 | |
| Distirct Cameras New | | \$ 4,000 | \$ - |
| Wayfinding Signs | | \$ 30,000 | \$ - |
| Minority Business Grants | \$ 20,000 | \$ 30,000 | \$ 30,000 |
| Sharp End Shops | | | \$ 15,000 |
| Gateway -More on masterplan | | \$ 100,000 | \$ 100,000 |
| Public Art - Art Boxes | \$ 500 | \$ 500 | \$ 500 |
| Public Art - Alley Door/Mural | \$ 12,000 | \$ 18,000 | \$ 18,000 |
| Purchase new of Holiday Decorations | | | \$ 10,000 |
| <u>Reserve for future projects</u> | <u>\$ -</u> | <u>\$ 100,000</u> | <u>\$ -</u> |
| Special Projects | \$ 245,805 | \$ 327,500 | \$ 203,500 |
| Contingency | \$ 25,000 | \$ 25,000 | \$ 25,000 |
| Total Non-Recurring Expenses | \$ 270,805 | \$ 352,500 | \$ 228,500 |

Total Expenses

\$ 1,069,234

\$ 1,303,300

\$ 1,186,150

Marketing

FY 2024

| | | |
|---------------------------|----|--------|
| Image Marketing/Media Buy | \$ | 42,000 |
| Promotions & Events | \$ | 22,000 |
| Christmas Events | \$ | 16,800 |
| Online Marketing | \$ | 10,000 |
| Graphic Designer | \$ | 15,000 |
| Holiday Décor install | \$ | 20,000 |



Marketing

| | | | | |
|---------------------------|------------------|------------------|-------------------|-------------------|
| Image Marketing/Media Buy | | | \$ 42,000 | |
| Promotions & Events | \$ 12,000 | \$ 5,000 | \$ 17,000 | \$ 17,000 |
| Christmas Events | | \$ 2,000 | \$ 2,000 | \$ 10,000 |
| Online Marketing | \$ 13,000 | \$ - | \$ 13,000 | \$ 13,000 |
| Graphic Designer | \$ 10,000 | \$ - | \$ 10,000 | \$ 10,000 |
| Holiday Décor install | \$ 40,000 | \$ 10,000 | \$ 50,000 | \$ 40,000 |
| Public Safety/Cleanliness | \$ - | \$ 1,600 | \$ 1,600 | \$ - |
| Marketing Subscriptions | \$ 3,500 | \$ - | \$ 3,500 | \$ 3,500 |
| Postage | \$ 800 | \$ - | \$ 800 | \$ 800 |
| Printing | \$ 11,800 | \$ - | \$ 11,800 | \$ 11,800 |
| Contengency | | | | \$ 10,000 |
| Total Marketing | \$ 91,100 | \$ 18,600 | \$ 151,700 | \$ 116,100 |