



**Harrisonburg Downtown Renaissance  
Profit and Loss Budget vs. Actual  
July 1, 2010 to June 30 2011\*\***

<b>Annual Budget 2011-2012</b>	
<b>Revenues:</b>	<b>7/1/11 - 6/30/12</b>
<b>Administration revenue</b>	
City Appropriation	\$80,000
City Appropriation - Special Events	\$43,891
Donations	\$100
Interest	\$209
Merchandise	\$1,000
FundFest	\$1,000
Pavilion/Park Rental	\$1,200
Gift Certificate Transfer	\$0
<i>Total Administration revenue</i>	<i>\$127,400</i>
<b>Organization Committee revenue</b>	
Celebration & Reception	\$2,500
Renaissance Night	\$41,900
Temptations at the Theater	\$4,500
Memberships	\$32,000
<i>Total Organization Committee revenue</i>	<i>\$80,900</i>
<b>Promotion Committee revenue</b>	
<b>Coop Advertising</b>	
Spring Coop Ad	\$0
Tourism Guide	\$8,600
Holiday Guide	\$750
Downtown Alliance ad	\$0
Coop Ads - Other	\$800
<b>Retail Events</b>	
Taste of Downtown	\$4,500
Rocktown Beer & Music Festival	\$3,000
<b>Community Events</b>	
Halloween on the Square	\$1,000
Bike Bash	\$0
Court & Market Days	\$8,000
Valley 4th	\$27,000
Block Party	\$15,000
Holidays on Main Street	\$1,000
Veterans Day Festivities	\$991
Veterans Day Parade - Carryover Funds	\$359

**Annual Budget  
2011-2012**

Grant - Virginia Main Street	\$0
<i>Total Promotion Committee revenue</i>	\$71,000
<b>Design Committee</b>	
Walking Tours	\$100
Holiday Tour	\$4,000
Renaissance Night Special Project	\$5,000
<i>Total Design Committee revenue</i>	\$9,100
<b>Economic Development Committee revenue</b>	
EDG Services	\$1,000
Façade Enhancement Grant	\$7,500
Façade Grant - Carryover Funds	\$5,000
<i>Total Economic Development Committee</i>	\$13,500
<b>Carryover summary revenue</b>	
Allocated Carryover - Façade Grant	\$5,000
Proposed Carryover - Veteran's Day	\$359
<i>Total Carryover revenue</i>	\$5,359
<b>TOTAL REVENUE</b>	<b>\$301,900</b>
<b>Expenses: Administrative expenses</b>	
<b>Personnel</b>	
Executive Director, salary, FICA, health	\$66,993
Program Manager, salary & FICA	\$28,829
Program Manager, Contract	\$0
Promotions Manager, salary, FICA, health	\$41,391
Special Events Manager, salary, FICA, hlth	\$41,391
Workers Comp Insurance	\$529
Retirement, FICA	\$4,167
<i>Total Personnel expenses</i>	\$183,300
<b>Office Administration expenses</b>	
Board Expenses	\$800
Conferences/Seminars	\$2,500
Credit Card Fees	\$900
Dues/Memberships	\$500
HHH Supplies	\$200
Incorporation Fees	\$75
Liability Insurance	\$300
Meals	\$500
Merchandise	\$750
Miscellaneous	\$225

<b>Annual Budget 2011-2012</b>	
Office Equipment	\$1,600
Office Supplies	\$1,400
Postage/Shipping	\$400
Printing/Stationery	\$400
Staff Development/Support	\$900
Professional Fees	\$800
Publications/Books	\$150
Telecommunications	\$600
Travel	\$1,500
Website	\$700
<i>Total Office Administration expenses</i>	<i>\$15,200</i>
<b>Subtotal Administrative Expenses</b>	<b>\$198,500</b>
	<b>Proposed Budget</b>
<b>Expenses: Committee</b>	<b>7/1/11 - 6/30/13</b>
<b>Organization Committee expenses</b>	
Annual Report	\$300
Celebration & Reception	\$1,200
Renaissance Night	\$14,000
Temptations at the Theater	\$1,200
Memberships	\$500
Newspaper Insert	\$0
Newsletter	\$1,800
Volunteer Appreciation	\$200
<i>Total Organization Committee expenses</i>	<i>\$19,200</i>
<b>Promotion Committee expenses</b>	
Dining and Shopping Brochures	\$200
Coop Advertising	
Tourism Guide	\$5,400
Holiday Guide	\$550
Coop Ads - Other	\$500
Retail Events	
Gift Blitz	
Taste of Downtown	\$3,500
First Fridays Downtown	\$300
Rocktown Beer & Music Festival	\$0
Community Events	
Court & Market Days	\$6,000
Valley 4th	\$21,000
Halloween on the Square	\$750
Bike Bash	\$0

<b>Annual Budget 2011-2012</b>	
Block Party	\$13,500
Holidays on Main Street	\$500
Veterans Day Festivities	\$491
Veterans Day Parade - Carryover funds	\$359
Image Advertising	\$2,000
Training Expense	\$0
Professional Services (Design)	\$300
Grant - Virginia Main Street	\$0
<i>Total Promotion Committee expenses</i>	<i>\$55,350</i>
<b>Design Committee expenses</b>	
Architecture	
Design Awards	\$100
Renaissance Night Special Project	\$5,000
Decoration	
Tree Lights / Spring House lights	\$0
Tree Light Installation	\$500
Kiosk Graphics	\$0
Maintenance	
VMS Sign	\$150
Clean-up Day	\$0
Deck Signs	\$0
History	
Walking Tours	\$100
Holiday Home Tour	\$1,000
Grant - Virginia Civil War Trails	
<i>Total Design Committee expenses</i>	<i>\$6,850</i>
<b>Economic Development Committee expenses</b>	
Façade Enhancement grants	\$15,000
Façade Enhancement Grant - Carryover Funds	\$5,000
Marketing & Vision Strategies	\$1,500
Printing	\$500
Downtown Dining Alliance	\$0
<i>Total Economic Development Committee</i>	<i>\$22,000</i>
<b>Subtotal Committee Expenses</b>	<b>\$103,400</b>
<b>TOTAL EXPENSES</b>	<b>\$301,900</b>
<b>NET INCOME</b>	<b>\$0</b>