

**Fortuna Business Improvement District**  
**Profit & Loss Budget Overview**  
 July 2017 through June 2018

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Jul '17 - Jun 18

<b>Ordinary Income/Expense</b>	
<b>Income</b>	
301 · Comedy Fest grant HLA	0.00
300 · Ice Rink grant	8,000.00
Christmas movie sponsorships	1,000.00
310 · Revenue from City	115,000.00
311 · Other Income	2,400.00
<b>Total Income</b>	<b>126,400.00</b>
<b>Gross Profit</b>	<b>126,400.00</b>
<b>Expense</b>	
<b>Promotional expenses</b>	
511 · HCCVB grant	0.00
<b>Labor Costs</b>	
525 · Medical insurance	4,800.00
550 · Payroll taxes	5,618.00
555 · Salary	44,665.00
556 · Intern wages	12,000.00
575 · Workers' compensation insurance	650.00
<b>Total Labor Costs</b>	<b>67,733.00</b>
565 · Telephone	2,400.00
520 · Event insurance	1,200.00
515 · Dues & subscriptions	500.00
510 · Coordinator expenses	1,300.00
488 · Shop Local	350.00
448 · Home Based Bus. Expo	1,100.00
415 · Christmas movie promotion	1,600.00
445 · Citywide advertising	12,000.00
434 · Core Area discret. exp.	1,500.00
435 · Downtown Merchants Assoc.	6,850.00
450 · Redwood Village Shopping Ctr	5,050.00
452 · Strongs Creek Ctr	3,200.00
460 · Redwood Comedy Fest	7,500.00
481 · Internet/marketing/web hosting	2,000.00
495 · AutoXpo	100.00
<b>Total Promotional expenses</b>	<b>114,383.00</b>
<b>Administrative expenses</b>	
Interest expense	60.00
527 · Annual meeting expense	500.00
505 · Accounting & auditing	
prior year audit costs	3,000.00
505 · Accounting & auditing - Other	2,000.00
<b>Total 505 · Accounting &amp; auditing</b>	<b>5,000.00</b>
535 · Office equipment	500.00
536 · Office rent	2,400.00
545 · Office supplies	2,000.00
560 · Storage space rent	1,320.00
566 · Tax & license	60.00
<b>Total Administrative expenses</b>	<b>11,840.00</b>
<b>Total Expense</b>	<b>126,223.00</b>
<b>Net Ordinary Income</b>	<b>177.00</b>
<b>Other Income/Expense</b>	
<b>Other Income</b>	
390 · Interest income	0.00
<b>Total Other Income</b>	<b>0.00</b>

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**Jul '17 - Jun 18**

<b>Net Other Income</b>	0.00
<b>Net Income</b>	<u>177.00</u>