

Fortuna Business Improvement District
Profit & Loss Budget 2019-2020
 July 2019 through June 2020

	Jul '19 - Jun 20	Budget
Ordinary Income/Expense		
Income		
310 · Revenue from City		
Strongs Creek Assessment		2,800
Redwood Village Assessment		6,300
Downtown Assessment		7,000
310 · Revenue from City - Other		105,000
Total 310 · Revenue from City		121,100
Christmas movie sponsorships		1,000
311 · Other Income		2,400
Total Income		124,500
Gross Profit		124,500
Expense		
Promotional expenses		
Bulk Main Permit		250
Labor Costs		
525 · Medical insurance		4,800
550 · Payroll taxes		6,000
555 · Salary		47,844
556 · Intern wages		10,000
575 · Workers' compensation insurance		750
Total Labor Costs		69,394
565 · Telephone		3,600
515 · Dues & subscriptions		2,600
510 · Coordinator expenses		1,400
488 · Shop Local		1,250
448 · Home Based Bus. Expo		900
415 · Christmas movie promotion		3,400
445 · Citywide advertising		7,000
449 · Decoration/mural project		750
435 · Downtown Merchants Assoc.		7,000
450 · Redwood Village Shopping Ctr		6,300
452 · Strongs Creek Ctr		2,800
451 · Relocation/recruitment		2,000
458 · New event funding		1,250
475 · Gift certificates		1,000
481 · Internet/marketing/web hosting		2,400
495 · AutoXpo		125
Total Promotional expenses		113,419
Administrative expenses		
Interest expense		500
527 · Annual meeting expense		900
501 · Professional fees		100
505 · Accounting & auditing		400
523 · Miscellaneous Expense		250
535 · Office equipment		600
536 · Office rent		2,400
545 · Office supplies		1,200
560 · Storage space rent		1,320
566 · Tax & license		100
Total Administrative expenses		7,770
Total Expense		121,189
Net Ordinary Income		3,311
Net Income		3,311