

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

Jul '17 - Jun 18

Ordinary Income/Expense	
Income	
301 · Comedy Fest grant HLA	15,000.00
300 · Ice Rink grant	8,000.00
Christmas movie sponsorships	1,000.00
310 · Revenue from City	108,000.00
311 · Other Income	2,400.00
Total Income	134,400.00
Gross Profit	134,400.00
Expense	
Promotional expenses	
511 · HCCVB grant	2,500.00
Labor Costs	
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
Total Labor Costs	67,733.00
565 · Telephone	2,400.00
520 · Event insurance	1,300.00
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	7,000.00
434 · Core Area discret. exp.	2,500.00
435 · Downtown Merchants Assoc.	6,000.00
450 · Redwood Village Shopping Ctr	6,000.00
452 · Strongs Creek Ctr	1,600.00
460 · Redwood Comedy Fest	17,000.00
481 · Internet/marketing/web hosting	4,000.00
495 · AutoXpo	100.00
Total Promotional expenses	122,983.00
Administrative expenses	
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
Total 505 · Accounting & auditing	5,000.00
535 · Office equipment	500.00
536 · Office rent	2,400.00
545 · Office supplies	2,000.00
560 · Storage space rent	1,320.00
Total Administrative expenses	11,780.00
Total Expense	134,763.00
Net Ordinary Income	(363.00)
Other Income/Expense	
Other Income	
390 · Interest income	10.00
Total Other Income	10.00

Jul '17 - Jun 18

Net Other Income	10.00
Net Income	<u>(353.00)</u>