

St. Catharines Downtown Association 2023 Proposed Budget

	Projected	2022	2023
REVENUE			
Member levies	\$ 384,431	\$ 384,431	\$ 407,497
Revenue - Grants	\$ 463,812		\$ 10,301
TOTAL REVENUE	\$ 848,243	\$ 384,431	\$ 417,798
EXPENSE			
Rent	\$ 21,743	\$ 16,608	\$ 17,500
Insurance (property, board)	\$ 4,521	\$ 4,500	\$ 4,500
TOTAL ADMINISTRATION	\$ 26,264	\$ 21,108	\$ 22,000
Salaries and Taxes	\$ 226,878	\$ 146,080	\$ 178,398
Benefits	\$ 10,000	\$ 10,000	\$ 11,000
Workplace Safety	\$ 1,000	\$ 1,000	\$ 1,000
Parking/Mileage	\$ 2,500	\$ 1,500	\$ 2,500
TOTAL HUMAN RESOURCES	\$ 240,378	\$ 158,580	\$ 192,898
Supplies	\$ 2,500	\$ 1,000	\$ 2,500
Copier/fax, computer	\$ 2,000	\$ 2,500	\$ 2,300
Postage general	\$ 200	\$ 150	\$ 150
Meetings_	\$ 1,000	\$ 500	\$ 1,000
Telephone/mobile phone	\$ 3,000	\$ 3,000	\$ 3,000
Leases (copier & fax)	\$ 5,500	\$ 7,000	\$ 6,000
TOTAL GENERAL ADMINISTRATION	\$ 14,200	\$ 14,150	\$ 14,950
Banking charges	\$ 1,000	\$ 1,000	\$ 1,000
Bookkeeping services	\$ 6,000	\$ 2,000	\$ 5,700
Yearly audit fee	\$ 7,000	\$ 7,000	\$ 7,000
TOTAL FINANCE	\$ 14,000	\$ 10,000	\$ 13,700
Streetscape Christmas decor	\$ 8,000	\$ 10,500	\$ 10,500
Kiosks	\$ 2,000	\$ 2,000	\$ 1,000
Web Site & Computer Upgrades	\$ 4,000	\$ 5,000	\$ 5,000
General Marketing	\$ 35,000	\$ 35,000	\$ 42,000
Sponsorship	\$ 6,500	\$ 5,000	\$ 10,000
Graffiti clean up/ Gum removal	\$ 1,500	\$ 5,000	\$ 1,500
TOTAL MARKETING	\$ 57,000	\$ 62,500	\$ 70,000

Spring events	\$ 10,300	\$ 10,000	\$ 10,000
Summer events	\$ 73,712	\$ 30,000	\$ 20,000
Fall Events	\$ 8,889	\$ 10,000	\$ 10,000
Winter events	\$ 10,000	\$ 20,000	\$ 4,000
TOTAL EVENTS	\$ 102,901	\$ 70,000	\$ 44,000
Annual general meeting	\$ 1,000	\$ 500	\$ 900
Newsletter and Member Communications	\$ 6,500	\$ 1,500	\$ 6,000
Committee/Board/Staff development	\$ 3,500	\$ 5,000	\$ 5,000
Membership Dev., & resources	\$ 6,500	\$ 5,000	\$ 9,350
Streetscape improv./beautification	\$ 85,500	\$ 15,000	\$ 15,000
Safety	\$ 5,500	\$ 10,000	\$ 10,000
TOTAL MEMBER COMM. & ADVOCACY	\$ 98,000	\$ 37,000	\$ 46,250
MONEY REDIRECTED (for shared grant applicator	\$ 270,000		
WRITE OFFS	\$ 15,000	\$ 11,093	\$ 14,000
TOTAL EXPENSE	\$ 848,243	\$ 384,431	\$ 417,798