



AGENDA ITEM EXECUTIVE SUMMARY

Title:	Recommendation to approve funding for the Downtown St. Charles Partnership
Presenter:	Brian Townsend

Please check appropriate box:

X	Government Operations (6/18/12)		Government Services
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:	\$275,000	Budgeted:	YES	X	NO	
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If NO, please explain how item will be funded:

Executive Summary:

Over the past few months, Aldermen Carrigan, Martin, and Stellato have been leading an effort to scrutinize the work of the Downtown St. Charles Partnership (DSCP), identify the core competencies of the organization, and determine how the efforts of the organization can best serve the City of St. Charles. During these meetings, agreement has been reached that the DSCP needs to focus on 4 main areas: (1) Education for downtown businesses, (2) Marketing and promotion of the downtown, (3) Events, and (4) Economic development (in conjunction with the City).

In order to adequately deliver services in these four areas, the DSCP is requesting that the city allocate \$275,000 or 100% of the proceeds of SSA 1-B.

DSCP representatives will make a presentation to the Government Operations Committee to explain the funding request and seek City Council approval. The presentation will focus on (1) the 4 "core" areas that the DSCP will focus on during the period, (2) a summary of activities the DSCP plans to complete in the 4 core areas, (3) a summary of how staff resources will be allocated to the activities, (4) a summary of what funds are being requested from the city and how those are being allocated, and (5) a summary of how the DSCP intends to take a leadership role for downtown events.

Attachments: *(please list)*

Recommendation / Suggested Action *(briefly explain):*

Recommend that the Government Operations Committee recommend approval of the funding request from the Downtown St. Charles Partnership in the amount of \$275,000.

For office use only:

Agenda Item Number: 5a

Downtown St. Charles Partnership Summary of Activities

The Downtown St. Charles Partnership is committed to enhancing the economic viability of the business and property owners within the downtown business district. Our work will support and complement the efforts of the City of St. Charles, and provide additional resources directed specifically at Downtown St. Charles. To accomplish these objectives, our programs and initiatives will be centered on four areas of focus: Marketing and Promotions, Business Development, Business Education, and Downtown Events.

Marketing & Promotions

- The Downtown St. Charles Partnership will work in conjunction with the city's Economic Development department to create an advertising campaign aimed at marketing Downtown St. Charles as a destination for shopping, dining, entertainment and recreation. This advertising will supplement and/or complement the city's advertising plan, and will include:
 - Print
 - Digital
 - Radio
 - Social Media
- Geographically, our marketing and advertising plan will continue to target the western suburbs. Beyond that, we will gather data from downtown business owners and the City to assess the best markets to expand our reach. This may include the North Shore and Chicago metropolitan area, Rockford and/or DeKalb and Sycamore.
- We will work with the City, Chamber of Commerce and CVB to develop a promotion to encourage residents to shop local, based on knowledge and strategies learned during our presentation by Cinda Baxter, founder of The 3/50 Project, a grass roots movement encouraging people to support their local economy. This message is important to our downtown, which is mainly comprised of locally owned, independent businesses. However, this initiative can easily be rolled out to the St. Charles business community as a whole.
- The DSCP will submit press releases to announce newsworthy information about Downtown St. Charles, such as events and promotions.

Business Development

- The Downtown St. Charles Partnership will support the City's Economic Development department in providing resources to aid in the development of new and existing businesses in Downtown St. Charles. This will include:
 - Providing information on resources available to downtown business and property owners
 - Meeting with individuals interested in opening a business in Downtown St. Charles to explain our programs and services
 - Supporting any programs or activities initiated by the ED Department which relate to downtown
- We will submit press releases to announce new business openings or significant milestones for downtown businesses.
- The Executive Director and DSCP staff will conduct regular visits to downtown businesses as a way to create a network of support to owners and identify any training or support needs that might exist. This will drive future education programs and small group/individual training.
- The DSCP will assemble a Mentoring Team for downtown business and property owners, drawing on current business owners, property owners and volunteers with specific areas of expertise. As needs are identified, referrals can be made to an appropriate mentor to address questions in the areas of finance, merchandising, marketing, social media, advertising, and cross-promotions, as an example.
- We will continue to support the Storefront Development program which reimburses store owners for 50% of the cost of storefront improvements, up to a \$2,500 maximum. Currently, this includes improvements such as awnings, lighting and signage. We will also be looking at other improvement options in the future.

Business Education

- The Downtown St. Charles Partnership will provide relevant education to downtown business owners through a variety of vehicles, including:
 - Publications targeted to independently owned businesses.
 - Seminars and training workshops for business and property owners, developed and conducted by professional trainers or through a train-the-trainer approach
 - Ideas on how to leverage foot traffic created by events to provide maximum exposure for the businesses
- We will provide small group and/or individual training to educate and support businesses in the areas of social media, writing press releases, branding, creating print pieces for multi-functional advertising, marketing, and other areas identified through our site visits.

Downtown Events

- The Downtown St. Charles Partnership will be the first point of communication in regards to all events occurring within the downtown district. We will institute a process whereby new events are put through a screening process to determine the merits of having the event downtown, as well as weighing both positive economic impact and potential business and community disruptions.
 - Based on the above consideration, the DSCP will make recommendations to City Council about the merits of supporting the proposed events
 - An appeal process will be put in place for any organizations not receiving a positive recommendation for their event
 - This process can also be applied to existing events, if desired
- Our organization will continue to orchestrate the annual Fine Art Show and Holiday Homecoming events, and review the merits of overseeing other events downtown.
- In 2012, we will add a Jazz Weekend to our list of existing events, and will continue to look for opportunities to organize events that support our businesses as well as appeal to varied audiences, demographically.
- We will support our business community during events to create minimal disruption to normal business, as well as maximize opportunities to capitalize on the additional foot traffic created by the event.
- The DSCP will continue to coordinate music on the First Street Plaza, coordinating availability with interested musicians and ensuring there is not a conflict with other events or activities, such as performances at the Steel Beam Theatre.
- In 2012 the DSCP has financially sponsored, or has committed to sponsor, the following downtown events:
 - Riverfest – The DSCP has traditionally sponsored this event.
 - Concerts in the Park/Sculpture in the Park – These events were originally organized by the Downtown St. Charles Partnership and later moved under the direction of the Park District. We have been a sponsor of these events since the transition occurred.
 - Bike Race – We are providing promotional money to help this event get off the ground because we believe it will be a positive event for Downtown St. Charles.
 - Bob Leonard 5K Run/Walk – In the past, there was some overlap with the DSCP and the River Corridor Foundation. Because of this, the DSCP has traditionally sponsored this event.
 - As we move forward, the DSCP will look to reduce our event sponsorships. We will review these sponsorship opportunities before 2013 sponsorships are due.

Time Requirements - Percent

Activity	Time Spent
Business Support	17%
Business Exchange	2%
Kiosk Maintenance/Updates	2%
Marketing/Promotion	13%
Press Releases, Newsletters, Social Media Updates	9%
Events, event evaluation, Plaza Music coordination	18%
Web Development/Maintain	3%
Diva	2%
Investor Development, Sponsorships. Community Involvement, (Chamber, CVB, Students, Kiwanis, Rotary, etc.)	11%
Volunteer Support	4%
Committee/Board Support	5%
Annual Meeting	2%
Funding	4%
General Office and Administration	8%

100%

2012 Budget

SSA Revenue	275,000.00
Other Revenue	
Dues	34,000.00
Interest	250.00
Total	309,250.00

Project Income

Public Art	
Sno Globes	1,500.00
Total Public Art	1,500.00

Design	
History in Plain View	5,000.00
Total Design	5,000.00

Business Support	
Education	20.00
Total Business Support	20.00

Events	
Holiday Homecoming	28,000.00
Art Show	46,500.00
Total Events	74,500.00

Total Project Income	81,020.00
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TOTAL INCOME	390,270.00
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EXPENSES

Personnel	170,000.00
Medical Insurance	200.00
Independent Contractor	12,000.00
Payroll Tax	10,200.00
Unemployment	4,800.00
Other Operations	
Equipment Lease	1,500.00
Software Purchase	500.00
Equipment Purchase	1,000.00
Travel	500.00
Memberships	1,200.00
Subscriptions	500.00
Lease	4,550.00
Utilities	1,300.00
Telephone	1,800.00
Internet	500.00
Insurance	4,000.00
Accounting	
Morrison	4,800.00
Audit	5,250.00
Chamber Functions	300.00
Event Fees	500.00
Repair & Maintenance	135.00
Office Supplies	2,500.00
Printing/Photo Processing	2,000.00
Postage	1,400.00
Miscellaneous	2,400.00
Telephone Support	500.00
Furniture	500.00
Bank Charges	100.00
IT Support	3,600.00
Total Other Operations	41,335.00

TOTAL ADM/OPERATION 238,535.00

Business Support

Storefront Development	3,000.00
Education	2,000.00
3-50 Program	5,000.00
Business Recruit Targeting	44.48
Relationship Development	5.61
Business Development	12,000.00
Total Business Support	22,050.09

Parking/Traffic

Kiosk Update	2,500.00
Bike Map	1,650.67
Parking Map	2,000.00
Total Parking/Traffic	6,150.67

Pedestrian Enhancements

Bridge Flowers	3,750.00
Public Art	1,000.00
History In Plain View	5,000.00
Total Pedestrian	9,750.00

Marketing/Promotions

Downtown STC Marketing	20,000.00
Marketing Projects	7,500.00
Advtsg/Marketing	1,500.00
Bike Race	3,000.00
Total Marketing	32,000.00

Sponsorships

Scarecrow	0.00
Riverfest	1,000.00
St. Patrick	500.00
Sculpture In the Park	2,500.00
River Corridor	1,000.00
Concert In the Park	2,500.00
Total Sponsorships	7,500.00

Events

Holiday Homecoming	25,000.00
Art Show	36,450.00
Jazz Festival	1,500.00
Total Events	62,950.00

Organization Cmte

Investor Dev.	2,000.00
Volunteer Devel/Recog	2,000.00
DT Newsletter	2,000.00
Annual Meeting	0.00
Annual Report	250.00
Pride Awards/Dinner	1,000.00
Web Dev/Maint	4,100.00
Total Organization Comm	11,350.00

Total Revenue 390,270.00

Total Expenses 390,285.76

Net Income -15.76

5:05 PM
January 5, 2012
Cash Basis

Downtown St Charles Partnership, Inc
Summary Balance Sheet

	<u>Dec 31, 11</u>
ASSETS	
Current Assets	
Checking/Savings	118,633.06
Other Current Assets	<u>61,813.01</u>
Total Current Assets	180,446.07
Fixed Assets	<u>10,263.29</u>
TOTAL ASSETS	<u><u>190,709.36</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilit...	<u>20,400.00</u>
Total Current Liabilities	<u>20,400.00</u>
Total Liabilities	20,400.00
Equity	<u>170,309.36</u>
TOTAL LIABILITIES & EQUITY	<u><u>190,709.36</u></u>

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 January 9, 2012
 Cash Basis

Downtown St Charles Partnership, Inc
 Profit & Loss Budget vs. Actual
 January 1st, 2011 through December 31, 2011

	Jan - Dec 11	Budget	% of Budget
Income			
Income operating			
4000 · SSA-1B Revenues	240,000.00	240,000.00	100.0%
4000.00 · Membership Dues			
4000.01 · GAMSА Dues Income	2,250.00		
4000.02 · Main Street Dues Income	6,000.00		
4000.03 · First Street Dues Income	6,600.00		
4000.04 · Second Street Dues Income	4,500.00		
4000.05 · Third Street Dues Income	10,500.00		
4000.06 · Family Dues Income	600.00		
4000.07 · Non- Profit (charitable) Income	1,100.00		
4000.08 · Senior Dues Income	25.00		
4000.00 · Membership Dues - Other	0.00	34,000.00	0.0%
Total 4000.00 · Membership Dues	31,575.00	34,000.00	92.9%
4000.10 · Miscellaneous Revenues	50.00	250.00	20.0%
4090 · Interest Revenues	201.03	500.00	40.2%
Total Income operating	271,826.03	274,750.00	98.9%
Project Income			
Design Committee			
4110 · Public Art			
4110.05 · Note Cards	40.00	100.00	40.0%
4110.06 · Sno-Globes	2,598.85	1,200.00	216.6%
4110 · Public Art - Other	99.80		
Total 4110 · Public Art	2,738.65	1,300.00	210.7%
Total Design Committee	2,738.65	1,300.00	210.7%
Economic Restructuring Comm			
4200 · Grant Programs	300.00		
4201 · Education Curriculum	40.00		
Total Economic Restructuring Comm	340.00		
Marketing & Promotion Committee			
4320 · Holiday Homecoming Sponsor			
4320.05 · Santa Claus & Float Sponsor	2,500.00		
4320.07 · Holiday Movie & Concert Sponsor	1,500.00		
4320.10 · Lighting of the Lights sponsor	2,500.00		
Total 4320 · Holiday Homecoming Sponsor	6,500.00		
4330 · Holiday Home & Electric Parade			
4330.00 · Sponsorship - General	17,000.00		
4330.02 · Mayor's Carriage Sponsorship	500.00		
4330.05 · Business Entry	1,475.00		
4330.10 · Reindeer Sponsor	375.00		
4330.12 · Miss Illinois Sponsor	750.00		
4330 · Holiday Home & Electric Parade - O...	(250.00)	30,000.00	(0.8)%
Total 4330 · Holiday Home & Electric Parade	19,850.00	30,000.00	66.2%
4350 · Fine Art Show Revenues			
4350.02 · Sponsorships	6,950.00		
4350.05 · Booth Fees	30,257.29		
4350.06 · Jury Fees	8,398.45		
4350 · Fine Art Show Revenues - Other	0.00	35,000.00	0.0%
Total 4350 · Fine Art Show Revenues	45,605.74	35,000.00	130.3%
Total Marketing & Promotion Committee	71,955.74	65,000.00	110.7%

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 January 9, 2012
 Cash Basis

Downtown St Charles Partnership, Inc
 Profit & Loss Budget vs. Actual
 January 1st, 2011 through December 31, 2011

	<u>Jan - Dec 11</u>	<u>Budget</u>	<u>% of Budget</u>
Organization Committee			
4400 · Fundraising			
4410 · Heart of St Charles			
4410.00 · Giclee Sales	200.00		
4410.02 · Poster Sales	70.00		
4410 · Heart of St Charles - Other	0.00	3,700.00	0.0%
Total 4410 · Heart of St Charles	<u>270.00</u>	<u>3,700.00</u>	<u>7.3%</u>
4400 · Fundraising - Other	500.00		
Total 4400 · Fundraising	<u>770.00</u>	<u>3,700.00</u>	<u>20.8%</u>
Total Organization Committee	<u>770.00</u>	<u>3,700.00</u>	<u>20.8%</u>
Total Project Income	<u>75,804.39</u>	<u>70,000.00</u>	<u>108.3%</u>
Total Income	<u>347,630.42</u>	<u>344,750.00</u>	<u>100.8%</u>
Gross Profit	347,630.42	344,750.00	100.8%
Expense			
Administration & Operations			
5010.01 · Salaries and Payroll Expense	129,794.96	145,000.00	89.5%
5010.02 · Medical Insurance	1,700.00	3,600.00	47.2%
5010.05 · Independent Contractor	21,422.21	10,000.00	214.2%
5012 · Payroll Tax Expense	6,688.68	11,600.00	57.7%
5020 · Equipment Leasing & Rental	4,315.85	4,500.00	95.9%
5021 · Computer Software Purchase	743.34	500.00	148.7%
5023 · Equipment Purchases	516.26	2,000.00	25.8%
5025 · Professional Developmt/Travel	399.00	2,500.00	16.0%
5026 · Annual Main Street Review Expen	0.00	100.00	0.0%
5028 · Dues, Memberships			
5028.06 · STC Chamber	100.00		
5028.07 · National Trust	320.00		
5028.09 · Miscellaneous	15.00		
5028 · Dues, Memberships - Other	100.00	800.00	12.5%
Total 5028 · Dues, Memberships	<u>535.00</u>	<u>800.00</u>	<u>66.9%</u>
5029 · Magazine, Newspapers etc.	410.84	500.00	82.2%
5030 · Office Lease	7,800.00	7,800.00	100.0%
5031 · Utilities	2,291.08	2,000.00	114.6%
5032 · Telephone	2,530.87	2,500.00	101.2%
5034 · Insurance & Bonding			
5034.00 · General Liability	875.00		
5034.01 · Workers Compensation Insurance	1,378.00		
5034.03 · Umbrella	1,809.00		
5034 · Insurance & Bonding - Other	(234.00)	5,000.00	(4.7)%
Total 5034 · Insurance & Bonding	<u>3,828.00</u>	<u>5,000.00</u>	<u>76.6%</u>
5035 · Accounting Services	12,587.00	12,500.00	100.7%
5038 · Event Fees			
5038.02 · Chamber Functions	332.00		
5038.07 · Miscellaneous	84.64		
5038 · Event Fees - Other	0.00	1,000.00	0.0%
Total 5038 · Event Fees	<u>416.64</u>	<u>1,000.00</u>	<u>41.7%</u>

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 January 9, 2012
 Cash Basis

Downtown St Charles Partnership, Inc
 Profit & Loss Budget vs. Actual
 January 1st, 2011 through December 31, 2011

	<u>Jan - Dec 11</u>	<u>Budget</u>	<u>% of Budget</u>
5039 · Repairs & Maintenance	2,195.82	2,000.00	109.8%
5040 · Office Supplies	2,593.20	2,500.00	103.7%
5041 · Printing/Photo Processing	2,418.64	1,750.00	138.2%
5042 · Postage	1,877.86	1,500.00	125.2%
5043 · Miscellaneous	1,454.73	1,500.00	97.0%
5044 · Office Furniture	936.44	1,000.00	93.6%
5049 · Bank Service Charge			
5049.00 · Service Charges	10.00		
5049.03 · Deposit Item Returned Fee	4.50		
5049.04 · Credit Card Processing	17.95		
5049.05 · Paypal Fees	8.55		
5049 · Bank Service Charge - Other	5.00	675.00	0.7%
Total 5049 · Bank Service Charge	<u>46.00</u>	<u>675.00</u>	<u>6.8%</u>
Total Administration & Operations	207,502.42	222,825.00	93.1%
Project Expenses			
5100 · Design Committee			
5100.01 · Bridge Flower Program	3,564.00	3,750.00	95.0%
5100.07 · Historical Markers	275.00		
5110 · Public Art			
5110.02 · Public Art	3,568.70		
5110.16 · Plaques	204.00		
5110 · Public Art - Other	283.31	5,827.00	4.9%
Total 5110 · Public Art	<u>4,056.01</u>	<u>5,827.00</u>	<u>69.6%</u>
Total 5100 · Design Committee	7,895.01	9,577.00	82.4%
5200 · Economic Restructuring Comm			
5200.03 · Signage/Awning Program	6,828.42	15,000.00	45.5%
5200.05 · Education & Workshops	1,776.17	2,500.00	71.0%
5200.07 · Business Recruitment Targeting	132.29	300.00	44.1%
5200.08 · Business Recruitment Packet	1,525.00	4,000.00	38.1%
5200.12 · Relationship Development	230.43	500.00	46.1%
Total 5200 · Economic Restructuring Comm	<u>10,492.31</u>	<u>22,300.00</u>	<u>47.1%</u>
5300 · Marketing & Promotion Committee			
5301 · Downtown STC Marketing			
5301.00 · Downtown STC Marketing	7,468.96	7,500.00	99.6%
5301.18 · Marketing & Promotion Projects	6,767.92	10,000.00	67.7%
Total 5301 · Downtown STC Marketing	<u>14,236.88</u>	<u>17,500.00</u>	<u>81.4%</u>
5312 · Sponsorships			
5312.01 · Scarecrow Festival	1,000.00	1,000.00	100.0%
5312.02 · Pride of the Fox Riverfest	1,000.00	1,000.00	100.0%
5312.03 · St. Patrick's Parade	400.00	400.00	100.0%
5312.06 · Sculpture In the Park	2,500.00	2,500.00	100.0%
5312.07 · River Corridor	1,000.00	1,000.00	100.0%
5312.08 · Sponsorship - Concert in the Par	2,500.00	2,500.00	100.0%
Total 5312 · Sponsorships	<u>8,400.00</u>	<u>8,400.00</u>	<u>100.0%</u>

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 January 9, 2012
 Cash Basis

Downtown St Charles Partnership, Inc
 Profit & Loss Budget vs. Actual
 January 1st, 2011 through December 31, 2011

	Jan - Dec 11	Budget	% of Budget
5330 · Homecoming & Electric Parade			
5330.01 · City of St Charles	7,006.93		
5330.02 · Professional Floats	3,625.00		
5330.04 · Donations to School Bands	0.00		
5330.05 · Horse Drawn Sleigh	1,139.00		
5330.08 · Those Funny Little People	550.00		
5330.09 · Photography	125.00		
5330.11 · Two-Way Radios	373.00		
5330.12 · Banners	317.77		
5330.13 · Advertising	5,400.27		
5330.14 · Volunteer Party	108.28		
5330.15 · Postage	93.74		
5330.16 · Printing	61.51		
5330.17 · Miscellaneous	1,127.20		
5330.19 · Float Awards	113.40		
5330.21 · Miss Illinois	200.00		
5330.22 · Lighting of the Lights	1,744.49		
5330 · Homecoming & Electric Parade - Ot...	0.00	25,000.00	0.0%
Total 5330 · Homecoming & Electric Parade	21,985.59	25,000.00	87.9%
5350 · Fine Art Show			
5350.00 · Judges	450.00		
5350.01 · Artist's Lunches	2,338.41		
5350.02 · Security	850.00		
5350.03 · Artist's Awards	3,500.00		
5350.04 · Banners	787.29		
5350.05 · Hydro Ports and Dumpster	980.00		
5350.06 · Tents	2,406.85		
5350.08 · Advertising	15,231.20		
5350.09 · Printing	4,820.29		
5350.10 · Postage	220.00		
5350.12 · Volunteer Expenses	101.64		
5350.13 · Contingency	581.84		
5350.15 · Purchase Award Program	415.12		
5350.16 · Music/Entertainment	1,800.00		
5350 · Fine Art Show - Other	0.00	30,000.00	0.0%
Total 5350 · Fine Art Show	34,482.64	30,000.00	114.9%
5370 · Sister Weekend Expense			
5370.04 · Advertising	23.44		
5370.07 · Miscellaneous	16.45		
Total 5370 · Sister Weekend Expense	39.89		
Total 5300 · Marketing & Promotion Committee	79,145.00	80,900.00	97.8%
5400 · Organization Committee Expenses			
5400.04 · Membership Development	1,061.59	1,500.00	70.8%
5400.06 · Volunteer Development/Recogniti	1,894.96	2,000.00	94.7%
5400.11 · DT Newsletter Postage/Printing	1,175.36	1,500.00	78.4%
5400.13 · Annual Meeting Expense	4,053.79	4,000.00	101.3%
5400.14 · Annual Report	116.20	750.00	15.5%
5400.16 · Fundraising Expense	0.00	250.00	0.0%
5400.17 · Annual Strategic Planning Sessi	1,081.86	1,000.00	108.2%
5400.18 · Downtown Pride Award	747.55	500.00	149.5%
5400.19 · New Board Member Orientation	102.60	250.00	41.0%
5400.21 · Website	4,664.73	9,500.00	49.1%
5400.22 · Sponsorship Program Development	628.00	2,000.00	31.4%
Total 5400 · Organization Committee Expenses	15,526.64	23,250.00	66.8%

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January 9, 2012
Cash Basis

Downtown St Charles Partnership, Inc
Profit & Loss Budget vs. Actual
January 1st, 2011 through December 31, 2011

	<u>Jan - Dec 11</u>	<u>Budget</u>	<u>% of Budget</u>
5900 · Parking & Traffic Committee			
5900.01 · Kiosks - Update	1,535.00	1,000.00	153.5%
5900.03 · Bike Map	2,523.00	2,500.00	100.9%
5900.05 · Parking maps	0.00	500.00	0.0%
Total 5900 · Parking & Traffic Committee	<u>4,058.00</u>	<u>4,000.00</u>	<u>101.5%</u>
Total Project Expenses	<u>117,116.96</u>	<u>140,027.00</u>	<u>83.6%</u>
Total Expense	<u>324,619.38</u>	<u>362,852.00</u>	<u>89.5%</u>
Net Income	<u><u>23,011.04</u></u>	<u><u>(18,102.00)</u></u>	<u><u>(127.1)%</u></u>

3:15 PM
May 30, 2012
Cash Basis

Downtown St Charles Partnership, Inc
Summary Balance Sheet

	<u>May 31, 12</u>
ASSETS	
Current Assets	
Checking/Savings	196,468.89
Other Current Assets	<u>30,835.08</u>
Total Current Assets	<u>227,303.97</u>
Fixed Assets	<u>10,263.29</u>
TOTAL ASSETS	<u><u>237,567.26</u></u>
LIABILITIES & EQUITY	
Equity	<u>237,567.26</u>
TOTAL LIABILITIES & EQ...	<u><u>237,567.26</u></u>

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Cash Basis

Downtown St Charles Partnership, Inc
 Profit & Loss Budget vs. Actual
 January 1st, 2012 through May31, 2012

	Jan - Dec 12	Budget	% of Budget
Income			
Income operating	120,000.00	240,000.00	50.0%
4000 - SSA-1B Revenues			
4000.00 - Membership Dues	2,500.00		
4000.01 - Diamond Fox	1,200.00		
4000.02 - Platinum Fox	5,100.00		
4000.03 - Gold Fox	3,900.00		
4000.04 - Silver Fox	4,550.00		
4000.05 - Bronze Fox	300.00		
4000.06 - Family	400.00		
4000.07 - Non- Profit	0.00	34,000.00	0.0%
4000.00 - Membership Dues - Other			
Total 4000.00 - Membership Dues	17,950.00	34,000.00	52.8%
4000.10 - Miscellaneous Revenues	0.00	250.00	0.0%
4090 - Interest Revenues	20.74	100.00	20.7%
Total Income operating	137,970.74	274,350.00	50.3%
Project Income			
Design Committee			
4110 - Public Art			
4110.05 - Note Cards	0.00	100.00	0.0%
4110.06 - Sno-Globes	1,498.50	1,200.00	124.9%
Total 4110 - Public Art	1,498.50	1,300.00	115.3%
Total Design Committee	1,498.50	1,300.00	115.3%
Economic Restructuring Comm			
4201 - Education Curriculum	20.00		
Total Economic Restructuring Comm	20.00		
Marketing & Promotion Committee			
4350 - Fine Art Show Revenues			
4350.02 - Sponsorships	2,500.00		

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Cash Basis

Downtown St Charles Partnership, Inc
 Profit & Loss Budget vs. Actual
 January 1st, 2012 through May31, 2012

	Jan - Dec 12	Budget	% of Budget
4350.05 · Booth Fees	40,764.11		
4350.06 · Jury Fees	486.69		
Total 4350 · Fine Art Show Revenues	43,750.80		
Total Marketing & Promotion Committee	43,750.80		
Total Project Income	45,269.30	1,300.00	3,482.3%
Total Income	183,240.04	275,650.00	66.5%
Gross Profit	183,240.04	275,650.00	66.5%
Expense			
Administration & Operations			
5010.01 · Salaries and Payroll Expense	59,742.12	145,000.00	41.2%
5010.02 · Medical Insurance	200.00	3,600.00	5.6%
5010.05 · Independent Contractor	170.00	10,000.00	1.7%
5012 · Payroll Tax Expense	3,778.19	11,600.00	32.6%
5020 · Equipment Leasing & Rental	1,201.61	4,500.00	26.7%
5021 · Computer Software Purchase	0.00	500.00	0.0%
5023 · Equipment Purchases	0.00	2,000.00	0.0%
5025 · Professional Developmt/Travel	0.00	2,500.00	0.0%
5026 · Annual Main Street Review Expen	0.00	100.00	0.0%
5028 · Dues, Memberships			
5028.06 · STC Chamber	240.00	800.00	0.0%
5028 · Dues, Memberships - Other	0.00	800.00	0.0%
Total 5028 · Dues, Memberships	240.00	800.00	30.0%
5029 · Magazine, Newspapers etc.	56.64	500.00	11.3%
5030 · Office Lease	3,250.00	7,800.00	41.7%
5031 · Utilities	840.17	2,000.00	42.0%
5032 · Telephone	1,225.26	2,500.00	49.0%
5034 · Insurance & Bonding			
5034.00 · General Liability	456.00		
5034.01 · Workers Compensation Insurance	711.00		
5034.03 · Umbrella	1,809.00		
5034.04 · Auto Insurance	152.00		
5034 · Insurance & Bonding - Other	0.00	5,000.00	0.0%
Total 5034 · Insurance & Bonding	3,128.00	5,000.00	62.6%
5035 · Accounting Services	2,349.00	12,500.00	18.8%

Downtown St. Charles Partnership, Inc
 Profit & Loss Budget vs. Actual
 January 1st, 2012 through May31, 2012

	Jan - Dec 12	Budget	% of Budget
5038 · Event Fees			
5038.02 · Chamber Functions	100.00		
5038 · Event Fees - Other	0.00	1,000.00	0.0%
Total 5038 · Event Fees	100.00	1,000.00	10.0%
5039 · Repairs & Maintenance	135.00	2,000.00	6.8%
5040 · Office Supplies	460.80	2,500.00	18.4%
5041 · Printing/Photo Processing	186.49	1,750.00	10.7%
5042 · Postage	600.00	1,500.00	40.0%
5043 · Miscellaneous	290.49	1,500.00	19.4%
5044 · Office Furniture	160.00	1,000.00	16.0%
5049 · Bank Service Charge			
5049.04 · Credit Card Processing	25.45		
5049 · Bank Service Charge - Other	5.00	675.00	0.7%
Total 5049 · Bank Service Charge	30.45	675.00	4.5%
Total Administration & Operations	78,144.22	222,825.00	35.1%
Project Expenses			
5100 · Design Committee			
5100.01 · Bridge Flower Program	3,564.00	3,750.00	95.0%
5100.07 · Historical Markers	440.00		
5110 · Public Art	0.00	5,827.00	0.0%
Total 5100 · Design Committee	4,004.00	9,577.00	41.8%
5200 · Economic Restructuring Comm			
5200.03 · Signage/Awning Program	0.00	15,000.00	0.0%
5200.05 · Education & Workshops	577.08	2,500.00	23.1%
5200.07 · Business Recruitment Targeting	44.48	300.00	14.8%
5200.08 · Business Recruitment Packet	0.00	4,000.00	0.0%
5200.12 · Relationship Development	1,505.61	500.00	301.1%
Total 5200 · Economic Restructuring Comm	2,127.17	22,300.00	9.5%
5300 · Marketing & Promotion Committee			
5301 · Downtown STC Marketing			
5301.00 · Downtown STC Marketing	0.00	7,500.00	0.0%
5301.18 · Marketing & Promotion Projects	546.31	10,000.00	5.5%
Total 5301 · Downtown STC Marketing	546.31	17,500.00	3.1%

Downtown St Charles Partnership, Inc
 Profit & Loss Budget vs. Actual
 January 1st, 2012 through May31, 2012

	Jan - Dec 12	Budget	% of Budget
5312 - Sponsorships			
5312.01 - Scarecrow Festival	0.00	1,000.00	0.0%
5312.02 - Pride of the Fox Riverfest	0.00	1,000.00	0.0%
5312.03 - St. Patrick's Parade	500.00	400.00	125.0%
5312.06 - Sculpture In the Park	2,500.00	2,500.00	100.0%
5312.07 - River Corridor	0.00	1,000.00	0.0%
5312.08 - Sponsorship - Concert in the Par	2,500.00	2,500.00	100.0%
Total 5312 - Sponsorships	5,500.00	8,400.00	65.5%
5330 - Homecoming & Electric Parade			
5330.01 - City of St Charles	6,063.10		
5330.13 - Advertising	352.00		
5330.17 - Miscellaneous	75.90		
5330.19 - Float Awards	91.50		
5330 - Homecoming & Electric Parade - O...	0.00	25,000.00	0.0%
Total 5330 - Homecoming & Electric Parade	6,582.50	25,000.00	26.3%
5350 - Fine Art Show			
5350.00 - Judges	450.00		
5350.04 - Banners	515.12		
5350.05 - Hydro Ports and Dumpster	250.00		
5350.06 - Tents	1,904.00		
5350.08 - Advertising	4,920.75		
5350.14 - Transportation/Trolley	780.00		
5350.15 - Purchase Award Program	1,006.44		
5350.16 - Music/Entertainment	1,800.00		
5350 - Fine Art Show - Other	0.00	30,000.00	0.0%
Total 5350 - Fine Art Show	11,626.31	30,000.00	38.8%
Total 5300 - Marketing & Promotion Committee	24,255.12	80,900.00	30.0%
5400 - Organization Committee Expenses			
5400.04 - Membership Development	2,443.44	1,500.00	162.9%
5400.06 - Volunteer Development/Recogniti	1,036.38	2,000.00	51.8%
5400.11 - DT Newsletter Postage/Printing	0.00	1,500.00	0.0%
5400.13 - Annual Meeting Expense	0.00	400.00	0.0%
5400.14 - Annual Report	0.00	750.00	0.0%
5400.16 - Fundraising Expense	0.00	250.00	0.0%
5400.17 - Annual Strategic Planning Sessi	0.00	1,000.00	0.0%
5400.18 - Downtown Pride Award	322.00	500.00	64.4%
5400.19 - New Board Member Orientation	0.00	250.00	0.0%

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Downtown St Charles Partnership, Inc
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January 1st, 2012 through May31, 2012

	Jan - Dec 12	Budget	% of Budget
5400.21 · Website	1,439.50	9,500.00	15.2%
5400.22 · Sponsorship Program Development	0.00	2,000.00	0.0%
Total 5400 · Organization Committee Expenses	5,241.32	19,650.00	26.7%
5900 · Parking & Traffic Committee			
5900.01 · Kiosks & Traffic Committee	0.00	1,000.00	0.0%
5900.03 · Bike Map	1,650.67	2,500.00	66.0%
5900.05 · Parking maps	0.00	500.00	0.0%
Total 5900 · Parking & Traffic Committee	1,650.67	4,000.00	41.3%
Total Project Expenses	37,278.28	136,427.00	27.3%
Total Expense	115,422.50	359,252.00	32.1%
Net Income	67,817.54	(83,602.00)	(81.1)%