



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation to approve funding for the Downtown St. Charles Partnership for FY13/4

Presenter: Chris Minick, Finance Director

Please check appropriate box:

<input checked="" type="checkbox"/>	Government Operations (06/03/13)		Government Services
<input type="checkbox"/>	Planning & Development		City Council
<input type="checkbox"/>	Public Hearing		

Estimated Cost:	\$263,500	Budgeted:	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>
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If NO, please explain how item will be funded:

Executive Summary:

Each year the City allocates funding from Special Service Area 1B to support the activities of the Downtown St. Charles Partnership (DSCP). Representatives of the DSCP will make a brief presentation on their activities, financial status, and the progress on goals outlined for 2012-2013.

Special Service Area 1B was initiated to provide funding for downtown revitalization initiatives, projects, and programs. The activities of the DSCP are consistent with the activities outlined in the ordinance establishing SSA 1B.

The level of funding requested is budgeted and represents a decrease from the current level of funding (\$275,000) and represents all of the proceeds from SSA 1B for the 2012 tax levy to be collected in 2013.

UPDATE:

This item is continued from the April 15, 2013 Government Operations Committee Meeting. At that meeting, direction was given that the discussion be continued after the seating of the new City Council.

Attachments: *(please list)*

- Funding request packet
- Unaudited 2012 financial statements
- 2013 Year to date financial statements (unaudited)

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve funding for the Downtown St. Charles Partnership for FY13/4.

For office use only: Agenda Item Number: 6b

Downtown St. Charles Partnership

Funding: FY 2013-2014

Mission

The mission of the Downtown St. Charles Partnership is to enhance the economic viability and preserve the character and beauty of Downtown St. Charles. To accomplish this, our work is centered on four areas of focus: marketing and promotions of downtown St. Charles; business support; business education; and events.

In outlining our initiatives, we ask ourselves if a program, service or event will: create additional foot traffic downtown; create opportunities for engagement between businesses and customers; provide knowledge and information which will strengthen our business community; support our business and property owners in accomplishing their objectives; market downtown St. Charles as a destination for shopping, dining, entertainment and recreation; or enhance downtown from an aesthetic or historical perspective.

The Downtown St. Charles Partnership supports new and existing businesses downtown to provide the greatest opportunity for success. We create opportunities for the community to enjoy the natural beauty and amenities downtown St. Charles offers. We connect downtown stakeholders and strengthen the downtown business community.

Through our efforts, we support the mission of the City of St. Charles by fostering opportunity for our business and property owners, building a downtown community in support of an economically viable business district, and helping create a downtown that is a source of enjoyment for all who work, live and visit downtown St. Charles.

Background

Since July 2012, when the Downtown St. Charles Partnership last received funding approval, the organization has undergone a number of changes which have had a positive impact on the direction and functioning of the Downtown St. Charles Partnership. Within the past nine months, the DSCP:

- Underwent a Reorganization – That process is complete, our new committee structure is in place, and the organization is running smoothly under the direction outlined in our Service Agreement.
- Moved our Office to 2 East Main Street – We settled into the new environment quickly, have found many efficiencies with our new space, and hope to continue this arrangement with the city.
- Has maintained a fully staffed office – This will be the first time in a number of years that we have had a full staff for an entire year.

- Has implemented programs and services which are a part of the 18-month plan we presented in 2012.
 - Took measures to change our fiscal year to match that of the city - This will take effect starting May 1, 2013.
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Financial Report

The Downtown St. Charles Partnership has a history of fiscal responsibility, which has been maintained during the past nine months. We aim to utilize our resources in a way which provides optimal programming and services to the benefit of downtown St. Charles.

Our projected FY 2013-2014 budget (Exhibit A) reflects reserves in an amount higher than our traditional target, which is due to a number of factors.

1. Money set aside for the purchase of art by the Public Art Committee, including the Max Hunt Sculpture, is reflected in that number.
2. The amount of money collected through the SSA during the next three years is projected to be lower than the current SSA revenues. The amount will decline in 2014 and 2015, and slowly begin to increase in 2016. It has been a long-range strategy of the DSCP to accumulate a certain amount of reserves in order to continue current levels of programs and services as the SSA declines.
3. In 2012, the DSCP underwent a reorganization, resulting in a shift of some of our programming and corresponding budget. The 18-month Action Plan that was developed during the reorganization is still being carried out and the expenses for those items were not fully realized during FY 2012.
4. As a result of the reorganization, the DSCP agreed to take on oversight of the St. Patrick's Parade. Since this event was new to the organization, there was some speculation that we would lose money on the event, which did not happen.
5. The Downtown St. Charles Partnership is now in a better position, with refocused direction and full staff, to take on additional projects for the benefit of downtown. These projects, highlighted in our FY 2013-2014 Action Plans, will utilize some of the accumulated funds going forward.

(Exhibit A)
Downtown St. Charles Partnership
FY 2013-2014 Budget

	<u>May 1, 2013- April 30, 2014</u>	<u>Budget</u>	<u>% of Budget</u>
Income			
Income operating			
4000 · SSA-1B Revenues	0.00	262,530.00	0.0%
4000.00 · Investor Dues			
4000.01 · Diamond Fox	0.00		
4000.02 · Platinum Fox	0.00		
4000.03 · Gold Fox	0.00		
4000.04 · Silver Fox	0.00		
4000.05 · Bronze Fox	0.00		
4000.06 · Family	0.00		
4000.07 · Non- Profit	0.00		
4000.00 · Investor Dues - Other	0.00	32,500.00	0.0%
Total 4000.00 · Investor Dues	0.00	295,030.00	0.0%
4000.10 · Miscellaneous Revenues	0.00	50.00	0.0%
4090 · Interest Revenues	0.00	50.00	0.0%
Total Income operating	0.00	295,130.00	0.0%
Project Income			
Business Development&Education			
4110 · Public Art			
4110.05 · Note Cards	0.00	0.00	0.0%
4110.06 · Snow Globes	0.00	1,200.00	0.0%
Total 4110 · Public Art	0.00	1,200.00	0.0%
4200 · Grant Programs - Historical Markers	0.00	1,500.00	
4201 · Education Curriculum	0.00	0.00	
Total Business Development&Education	0.00	2,700.00	0.0%
Marketing & Promotion Committee			
4330 · Holiday Home Homecoming Revenue			
4330.00 · Sponsorship - General	0.00	25,000.00	
Total 4330 · Holiday Home Homecoming Revenue	0.00	25,000.00	0.0%

4350 · Fine Art Show Revenues			
4350.02 · Sponsorships	0.00	9,500.00	
4350.05 · Booth Fees	0.00	41,300.00	
4350.06 · Jury Fees	0.00	3,825.00	
Total 4350 · Fine Art Show Revenues	0.00	54,625.00	0.0%
4351 · St. Patricks Day Parade Revenues			
4351.03 · Sponsorships	0.00	20,500.00	
4351.05 · Entry Fees	0.00	0.00	
Total 4351 · St. Patricks Day Parade Revenues	0.00	20,500.00	0.0%
Total Marketing & Promotion Committee	0.00	100,125.00	0.0%
Total Project Income	0.00	102,825.00	0.0%
Total Income	0.00	397,955.00	0.0%
Gross Profit	0.00	397,955.00	0.0%
Expense			
Operations			
5020 · Equipment Leasing & Rental	0.00	2,100.00	0.0%
5021 · Software/Technology Fees	0.00	2,300.00	0.0%
5023 · Equipment Purchases	0.00	2,000.00	0.0%
5025 · Professional Developmt/Travel	0.00	2,000.00	0.0%
5028 · Dues, Memberships			
5028.02 · Kiwanis	0.00	440.00	
5028.03 · Rotary	0.00	680.00	
5028.06 · STC Chamber	0.00	340.00	
5028 · Dues, Memberships - Other	0.00	0.00	0.0%
Total 5028 · Dues, Memberships	0.00	1,460.00	0.0%
5029 · Magazine, Newspapers etc.	0.00	200.00	0.0%
5034 · Insurance & Bonding			
5034.00 · General Liability	0.00		
5034.01 · Workers Compensation Insurance	0.00		
5034.03 · Umbrella	0.00		
5034.04 · Auto Insurance	0.00		
5034 · Insurance & Bonding - Other	0.00	5,000.00	0.0%
Total 5034 · Insurance & Bonding	0.00	5,000.00	0.0%

5035 · Accounting Services	0.00	15,000.00	0.0%
5038 · Event Fees	0.00	1,000.00	0.0%
5039 · Repairs & Maintenance	0.00	500.00	0.0%
5040 · Office Supplies	0.00	2,500.00	0.0%
5041 · Printing/Photo Processing	0.00	400.00	0.0%
5042 · Postage	0.00	1,500.00	0.0%
5043 · Miscellaneous	0.00	1,500.00	0.0%
5044 · Office Furniture	0.00	250.00	0.0%
5049 · Bank Service Charge			
5049 · Bank Service Charge - Other	0.00	50.00	0.0%
5400.13 · Annual Meeting Expense	0.00	500.00	0.0%
5400.14 · Annual Report	0.00	250.00	0.0%
Total Operations	0.00	38,510.00	0.0%
Personnel			
5010.01 · Salaries and Payroll Expense	0.00	185,500.00	0.0%
5010.05 · Contractor/IT	0.00	5,000.00	0.0%
5010.06 · Payroll Tax Expense	0.00	19,584.00	0.0%
Total Personnel	0.00	210,084.00	0.0%
Project Expenses			
5110 · Public Art			
5100.01 · Bridge Flower Program	0.00	3,750.00	0.0%
5100.07 · Grant Program - Historical Markers	0.00	1,500.00	
5110 · Public Art - Other	0.00	5,827.00	0.0%
Total 5110 · Public Art	0.00	11,077.00	0.0%
5200 · Business Development/Education			
5200.03 · Signage/Awning Program	0.00	5,000.00	0.0%
5200.05 · Workshops & Training (Business Exchanges)	0.00	1,800.00	0.0%
5206 · Vacant Storefront Panels	0.00	500.00	0.0%
5xxx · Retail Minded	0.00	2,000.00	0.0%
5xxx · Parking Map	0.00	1,000.00	0.0%
5xxx · Secret Shopper	0.00	1,500.00	0.0%
Total 5200 · Business Development/Education	0.00	11,800.00	0.0%
5300 · Marketing & Promotion Committee			
5301 · Downtown STC Marketing			
5301.00 · Advertising	0.00	11,400.00	0.0%
5301.18 · Promotions	0.00	3,600.00	0.0%

5301.21 · Shop Local	0.00	5,000.00	0.0%
5900.03 · Bike Map	0.00	2,000.00	
5315 · Kiosks	0.00	2,000.00	
5xxx · Website - Mobile App	0.00	1,200.00	
5xxx · Photography	0.00	500.00	
5xxx · Directories	0.00	3,300.00	
5xxx · Branding		20,000.00	
5301 · Downtown STC Marketing - Other	0.00	0.00	
Total 5301 · Downtown STC Marketing	0.00	49,000.00	0.0%
5312 · Sponsorships			
5312.06 · Sculpture In the Park	0.00	2,500.00	0.0%
Total 5312 · Sponsorships	0.00	2,500.00	0.0%
5330 · Homecoming & Electric Parade			
5330.01 · City of St Charles	0.00		
5330.02 · Professional Floats	0.00		
5330.05 · Horse Drawn Sleigh	0.00		
5330.08 · Those Funny Little People	0.00		
5330.13 · Advertising	0.00		
5330.14 · Explorer Party	0.00		
5330.17 · Miscellaneous	0.00		
5330.19 · Float Awards	0.00		
5330.23 · Santa House	0.00		
5330.25 · Volunteer Acknowledgments	0.00		
5330.26 · Sound System			
Total 5330 · Homecoming & Electric Parade	0.00	25,000.00	0.0%
5350 · Fine Art Show			
5350.00 · Judges	0.00		
5350.01 · Artist's Lunches	0.00		
5350.02 · Security	0.00		
5350.03 · Artist's Awards	0.00		
5350.04 · Banners	0.00		
5350.05 · Hydro Ports and Dumpster	0.00		
5350.06 · Tents	1,900.00		
5350.08 · Advertising	0.00		
5350.09 · Printing	200.00		
5350.12 · Volunteer Expenses	950.00		
5350.14 · Transportation/Trolley	1,030.00		
5350.15 · Purchase Award Program	0.00		

5350.16 · Music/Entertainment	0.00		
5350 · Fine Art Show - Other	<u>0.00</u>	<u>42,750.00</u>	<u>0.0%</u>
Total 5350 · Fine Art Show	4,080.00	42,750.00	9.54%
5360 · Jazz Weekend			
5360.01 · Printing	0.00		
5360 · Jazz Weekend - Other	<u>0.00</u>	<u>4,000.00</u>	<u>0.0%</u>
Total 5360 · Jazz Weekend	<u>0.00</u>	<u>4,000.00</u>	<u>0.0%</u>
5351 · St. Patricks Parade			
5351.01 · Advertising	0.00		
5351.02 · Marketing	0.00		
5351.03 · Sponsors	0.00		
5351.04 · Other	0.00		
5351.06 · Paid Elements	0.00		
5351.07 · Sponsor Banners	0.00		
5351.08 · Logistics	0.00		
5351 · St. Patricks Parade - Other	<u>0.00</u>	<u>21,500.00</u>	
Total 5351 · St. Patricks Parade - Other	<u>0.00</u>	<u>21,500.00</u>	<u>0.0%</u>
5400 · Organization			
5400.04 · Investor Cultivation/Retention	0.00	2,000.00	0.0%
5400.06 · Volunteer Recruitment	0.00	2,250.00	0.0%
5400.17 · Annual Strategic Planning Session	0.00	1,500.00	0.0%
5400.18 · Business Awards & Recognition	0.00	500.00	0.0%
5xxx · Student Rep Program		100.00	
5xxx · Stakeholder Engagement		250.00	
5400.22 · Sponsorship Cultivation	<u>0.00</u>	<u>2,000.00</u>	<u>0.0%</u>
Total 5400 · Organization	0.00	8,600.00	0.0%
Total Project Expenses	<u>0.00</u>	<u>176,227.00</u>	<u>0.0%</u>
Total Expense	<u>0.00</u>	<u>424,821.00</u>	<u>0.0%</u>
Net Income	<u>0.00</u>	<u>(26,866.00)</u>	<u>0.0%</u>

(Exhibit B)
Downtown St. Charles Partnership
2012-2013 Goals and Outcomes

In June 2012, the Downtown St. Charles Partnership presented goals which were linked to the Action Plan to be carried out during the remainder of 2012 and throughout 2013. Following is an update of our accomplishments, to date, in relation to those objectives. These are organized according to our four areas of focus.

Marketing & Promotions

Goal: Develop brand messaging to use across all downtown St. Charles marketing and advertising initiatives, such as: vacant storefront signs; radio ads; print and online advertising; and website directory.

Outcome: As we developed our advertising this year, we began looking at how we brand downtown St. Charles. During this process, we realized that this is an area that needs more time and attention in order to maximize results. This will be a large area of focus for this committee in the coming year and beyond.

Goal: Develop a comprehensive advertising campaign that provides expanded geographic reach for six months, reviewing the plan and making changes after three months. We will work with the City's ED department and the DSCP Marketing & Promotions Committee to review marketing opportunities, such as radio, video, online and print advertising and develop a comprehensive strategy. To accomplish this, we will:

- Conduct a business survey
- Review costs and co-op opportunities
- Meet with COSC ED Department
- Meet with DSCP M&P Committee
- Develop downtown branding
- Implement advertising plan

Outcome: Together, the DSCP and Economic Development Department developed a comprehensive advertising campaign aimed at marketing downtown St. Charles as a destination for shopping, dining and entertainment during the holiday season. This included:

- Downtown business survey to determine best target audience
- Print, digital, radio and social media advertisements
- Targeted a geographic area of a 10 to 15 mile driving distance, with some targeted additional geographic reach

- Cooperative radio advertising opportunity to eight businesses, providing exposure that they might not be able to afford on their own.

Goal: Assemble a task force and develop a campaign to support The 3/50 Project, implementing three phases between July and December 2012. Phase one will occur in August, Phase two in October and Phase three in November, with plan details being developed by the task force.

Outcome: The DSCP spearheaded a Shop Local campaign, in collaboration with the city's Economic Development Department, the Chamber of Commerce and the CVB.

- A task force developed messaging, promotional pieces, and a communications plan for the campaign
- The campaign had three phases, each correlating with a downtown event. Phase one started in August at the Bike Race, phase two rolled out during Scarecrow Fest in October, and Phase three kicked off during the holiday season, around Holiday Homecoming.
- This garnered media attention, resulting in articles in the *Kane County Chronicle*, *Neighbors of St. Charles*, and Patch.com.

Goal: Submit an average of one press release each month about Downtown St. Charles to a distribution of 32 press contacts at 16 unique media outlets in the Chicagoland area.

Outcome: Since July, the Downtown St. Charles Partnership has submitted 28 press releases to 35 press contacts at 18 unique local media outlets providing relevant information about downtown events, promotions, and new business activity, resulting in regular, positive exposure for downtown.

Additional Accomplishments

- The Downtown St. Charles Partnership has worked in conjunction with the city's Economic Development Department on a number of projects.
 - In August, we collaborated on the Fox Island Square Block Party to promote businesses during the Bike Race.
 - We supported the Restaurant Week promotion organized by Economic Development through our marketing channels
- We created a new video aimed at showcasing a variety of retail, dining and entertainment available in Downtown St. Charles. Through a short-story format, the video also highlights our free parking, walkability, and family-friendly atmosphere. This format allowed us to tell our story in a fun and innovative way, and has the ability to garner more viral video activity among our target audiences. Links to the video can be found on our website and Facebook page.
- In addition, 3 downtown businesses had videos created for their businesses, which are included on our website, as well as on their individual websites and social media. By coordinating this effort, the businesses received a greatly reduced rate. In addition, we

subsidized a portion of the cost to make this an affordable marketing tool for more businesses.

- Our website continues to be updated regularly. Since launching the new site this past June, we have added a downtown Events Calendar, a Shop Local resource page, Community Partners page, DSCP and business videos, and Events pages.
- Our e-newsletter, *What's Up Downtown*, has a more user-friendly format, and our Facebook audience continues to grow. These are credible and relevant sources of information for our target audiences, which complement and support our business constituents' marketing efforts.

Business Development

Goal: Visit each new business that opens in Downtown St. Charles within a month of their opening to provide them with a list of support services provided by the DSCP, as well as city programs, funding opportunities, and other free small business support services.

-and-

Goal: Conduct regular retention visits with downtown business owners. The information from these visits will be used to drive training programs and gauge business satisfaction in regards to services provided by the DSCP.

Outcome: During the past nine months, the DSCP has made regular visits with existing business, as well as timely visits with new business owners. Through our communications, we have:

- Provided information on marketing, education and support available from the Downtown St. Charles Partnership, as well as potential resources in the community.
- Provided the opportunity to connect with other downtown stakeholders. Some new business owners have been able to make business connections prior to opening by attending DSCP sponsored events.
- Distributed our Business Toolkit to new business owners.
- Obtained information needed which allowed us to submit press releases for and about downtown businesses to announce openings, anniversaries and business improvements, resulting in positive, free publicity for the businesses.
- Obtained information about the types of information, education and support most valuable to our business community.

Goal: Identify potential mentors for downtown businesses. Develop and implement a process for connecting business owners and mentors.

Outcome: We have taken steps to assemble a Mentoring Team for downtown business and property owners. Once the mentors and specific areas expertise are outlined, we will begin to put together a communications plan for the program.

Goal: Implement a communications plan to inform businesses owners of education programs available to them.

Outcome: We launched a Business Newsletter this year, which is distributed every other Wednesday. This is targeted to our business constituents, and provides information on programs, services and marketing opportunities available to businesses; downtown event details and ideas for marketing to the crowds; and links to relevant articles and blogs. We have also sent emails to businesses, when appropriate, to communicate specific programs and information, and have made regular visit with businesses. Combined, these vehicles have provided consistent, relevant communication with the downtown business community.

Goal: Develop a vacant storefront sign program, have signs designed and present opportunity to property owners.

Outcome: The Business Development & Education Committee completed the Vacant Window Panel designs, received permission from property owners, printed and hung the signs. These highlight shopping, dining, entertainment and recreation – thereby advertising potential uses for the space, as well as speaking to those traveling to or through downtown.

Goal: Work with City’s Economic Development Department to outline a process for supporting business owners interested in opening a business in Downtown St. Charles, including a procedure for welcoming new businesses that open downtown.

Outcome: The DSCP office and the City’s Economic Development Department have shared information about new businesses opening downtown. On some occasions, we have met jointly with a new business owner. The Business Development Committee is working on a more formal process with the DSCP, the Economic Development Department, Commercial Brokers and other stakeholders to ensure we maximize our opportunities to support new business owners.

Additional Accomplishments

- Since July 2012, the DSCP has approved three Awning Grants, for a total of approximately \$3,400 in reimbursements.

Business Education

Goal: Conduct a total of five Downtown STC Business Exchanges on an annual basis, measuring our target vs. actual attendance for each event.

Outcome: Since last July, we have organized four Business Exchanges, with topics on Visual Merchandising, Cash Flow Analysis, Leasing Trends and Tips, and Marketing on a Dime. Our fifth Business Exchange will take place in May of 2013. Attendance at each event met or exceeded our projections.

Goal: Develop a program to provide relevant education information to businesses each month. This may include business tools or information about city initiatives that may affect downtown businesses.

Outcome: In addition to the Business Newsletter, we are involved in a partner program with *Retail Minded Magazine*, a publication written specifically for small, independent retailers of products and/or services.

- All downtown business owners and investor businesses receive an electronic copy of Retail Minded magazine four times per year.
- In addition, businesses each receive a Business Tool eight times throughout the year. Some examples of tools businesses received during the past nine months are Retail Resolutions, a Store Self-Evaluation Process & Checklist, and ideas for maximizing Point of Sale Opportunities.

Goal: Offer small group and one-on-one training with business and property owners on a monthly basis, based on the needs identified from our site visits.

Outcome: The DSCP conducted small group training for downtown businesses on how to use Facebook for business. We were able to assist owners with everything from creating a business page to more advanced features, such as how to purchase and target Facebook ads. To date, 12 people have gone through the training.

Downtown Events

Goal: Develop and implement a downtown event review process by September 1, 2012.

Outcome: The Downtown St. Charles Partnership is now the first point of contact for anyone interested in planning a new event in downtown St. Charles. We have:

- Assembled a committee
- Constructed an evaluation form
- Worked with the City to integrate this into their current application process

- Begun evaluating new event applications

Goal: Provide recommendations to City Council for all events new to Downtown St. Charles.

Outcome: Through the above Events Review process, the Downtown St. Charles Partnership provides a recommendation for event approval before the City Event Application process begins. During our evaluation and subsequent meetings with the city event review committee, we are able to either grant our approval, or raise any concerns or objections prior to presentation before council.

Goal: Coordinate St. Charles Jazz Weekend, with the goal of seeing an increase in sales at the participating venues from the comparable weekend in 2011.

Outcome: In September 2012, we organized our first annual St. Charles Jazz Weekend, which was a great success. Each business that participated indicated that they saw an increase in customers that weekend, and drew people into their establishment that had not been there prior to the event.

Goal: Continue operating the St. Charles Fine Art Show and Holiday Homecoming with a neutral or positive revenue stream.

Outcome: As was indicated during our presentation in June, the 2012 Fine Art Show operated with a positive revenue stream. I am happy to report that our 2012 Holiday Homecoming event did the same. In addition, Holiday Homecoming had record attendance:

- Sleigh Rides were full all day
- Saturday movie attendance at the Arcada Theatre was 800, filling almost all of the 900 available seats
- 13,000 people attended the Electric Christmas Parade, the highest attendance on record for this event

Additional Accomplishments

- The Downtown St. Charles Partnership organized the St. Patrick's Parade in 2013. This event broke even, financially, and had 80 entries.
- Through our Business Communications, we have provided ideas for our businesses on how to take advantage of the thousands of people that come downtown for events.
- We have continued the Walkabout program, and conducted East and West side walkabouts this past fall.
- The first Historic Marker was installed on the Municipal Building Plaza. This was a result of the Riverboat Grant that we received. The second two plaques are currently with the designer, and will be installed in the spring.

(Exhibit C)
Fiscal Year 2013-2014
Goals and Objectives

While we developed 18-month action plans and are still in the process of executing those plans, we conducted a reassessment with each of our committees in January of 2013. This allowed us to assess what we've accomplished, make sure we are focused, and add to our goals to account for our accomplishments.

We are excited to look ahead to the coming year and continue to build on the momentum that we have created during the last nine months.

Marketing & Promotions – Action Plan Highlights

- We began looking at our downtown St. Charles branding as we developed our advertising this year, but realized that this is an area that needs more time and attention in order to maximize results. This will be a large area of focus for this committee in the coming year and beyond.
- The Downtown St. Charles Partnership will continue to partner with the city's economic development department to collaborate on projects and support their efforts. We plan to continue our partnership on advertising downtown St. Charles.
- Due to the success of our Jazz Weekend, the Partnership will look to produce smaller, micro-events, which will drive people into businesses and help create a reason for people to come downtown and lengthen their stay. One example of this is Live! St. Charles, a program that pairs up free entertainment with downtown businesses, creating a lively, family-friendly atmosphere as well as a reason for people to visit and stay.
- We will continue our message to Shop Local, encouraging people to incorporate the independent retailers into their regular shopping habits.
- We will also continue to offer co-operative advertising and marketing opportunities to our businesses, which allow them better rates and continued exposure.
- Our way-finding and marketing materials will be updated:
 - Bike Maps
 - Kiosks
 - Downtown Directories
- We look to grow our website and Facebook audiences as these continue to be increasingly important sources of information for many consumers. We will continue to make regular website updates and enhancements to ensure it is mobile-friendly, relevant and a valuable source of information for downtown visitors.

Business Development & Education – Action Plan Highlights

We've received feedback from our constituents that there is value in the business support and education programs that we have put in place, and will be continuing to offer these resources.

- Staff will continue our regular Business Retention visits, as we've found this is a key way to take the pulse of our business community, address questions and concerns, and connect our constituents.
- Likewise, we will continue to meet with new downtown business owners as soon as possible to provide information and marketing support.
- We will also continue to write and distribute press releases for our downtown businesses to announce openings, anniversaries, and other newsworthy information.
- The DSCP will support our property owners by continuing to provide vacant storefront window panels. Our hope is that the need for these will diminish over time due to fewer vacancies.
- We will organize five Business Exchanges throughout the coming fiscal year
- And renew our Retail Minded Partner Program
- As a part of our Business Newsletter, we will offer Talking Points that owners can provide to front line staff – sharing relevant information about downtown news and events
- Our small group training will expand to include new topics, based on feedback from our business community
- And, we will expand our education and support to include a mentoring program for our business owners
- We will provide a parking map that owners can use to educate staff about parking options
- We look to implementing a self-nominated Mystery Shopper program for those businesses that wish to get an objective evaluation from a customer perspective.

Events – Action Plan Highlights

- As we go through our first year of events evaluation, we will work with the city, our committee and event organizers to tweak the process and make adjustments, as needed.
- During the coming fiscal year, we will produce the Fine Art Show, Jazz Weekend, Holiday Homecoming, and the St. Patrick's Parade. Our goal is to continue to run these events with a positive or neutral revenue stream.
- In conjunction with our Marketing & Promotions Committee, we will look to produce more micro-events, as previously mentioned.

Organization – Action Plan Highlights

The Downtown St. Charles Partnership will continue to assess our progress in relation to our goals and objectives to ensure that we are providing the best programs, tools and resources for our stakeholders. As an organization, we see opportunities to further engage our constituents.

- As a volunteer driven organization, our volunteers are critical to continuing the programs and services at their current level. We will look at ways to continue to recruit, engage and recognize individuals who give back to the community through their work with us.
- We also invite the youth in our community to get involved in our revitalization efforts downtown. We have engaged our student board members, and look to expand the involvement of our St. Charles students where appropriate.
- Stakeholder Communications are critical to our efforts. We will continually assess our current communication vehicles and create a communications plan to ensure that we are providing consistent, appropriate communications to each of our stakeholder groups.

Conclusion

In conclusion, the Downtown St. Charles Partnership is respectfully requesting funding for Fiscal Year 2013-2014 in the amount of \$262,530.00.

Downtown St Charles Partnership, Inc
Profit & Loss Budget vs. Actual
January 1, 2012 through December 31, 2012

	<u>Jan - Dec 12</u>	<u>Budget</u>	<u>% of Budget</u>
Income			
Income operating			
4000 · SSA-1B Revenues	261,000.00	261,000.00	100.0%
4000.00 · Investor Dues			
4000.01 · Diamond Fox	2,500.00		
4000.02 · Platinum Fox	6,000.00		
4000.03 · Gold Fox	8,100.00		
4000.04 · Silver Fox	5,100.00		
4000.05 · Bronze Fox	9,450.00		
4000.06 · Family	550.00		
4000.07 · Non- Profit	800.00		
4000.00 · Investor Dues - Other	0.00	34,000.00	0.0%
Total 4000.00 · Investor Dues	32,500.00	34,000.00	95.59%
4000.10 · Miscellaneous Revenues	50.00	250.00	20.0%
4090 · Interest Revenues	55.40	100.00	55.4%
Total Income operating	293,605.40	295,350.00	99.41%
Project Income			
Business Development&Education			
4110 · Public Art			
4110.05 · Note Cards	0.00	100.00	0.0%
4110.06 · Sno-Globes	1,698.40	1,200.00	141.53%
Total 4110 · Public Art	1,698.40	1,300.00	130.65%
4200 · Grant Programs	100.00		
4201 · Education Curriculum	20.00		
Total Business Development&Education	1,818.40	1,300.00	139.88%
Marketing & Promotion Committee			
4330 · Holiday Home Homecoming Revenue			
4320.05 · Santa Claus & Float Sponsor	2,500.00		
4320.07 · Holiday Movie & Concert Sponsor	2,500.00		
4320.10 · Lighting of the Lights sponsor	2,500.00		
4330.00 · Sponsorship - General	10,750.00		
4330.03 · Professional Floats Sponsorship	2,500.00		
4330.05 · Business Entry	1,375.00		
4330.07 · Professional Band Sponsor	2,000.00		
4330.12 · Miss Illinois Sponsor	750.00		
4330.17 · Sleigh Sponsorship	2,500.00		
4330 · Holiday Home Homecoming Revenue - Other	0.00	25,000.00	0.0%
Total 4330 · Holiday Home Homecoming Revenue	27,375.00	25,000.00	109.5%
4350 · Fine Art Show Revenues			
4350.02 · Sponsorships	6,750.00		
4350.05 · Booth Fees	40,764.11		
4350.06 · Jury Fees	491.69		
4350 · Fine Art Show Revenues - Other	0.00	40,000.00	0.0%
Total 4350 · Fine Art Show Revenues	48,005.80	40,000.00	120.02%

Downtown St Charles Partnership, Inc
Profit & Loss Budget vs. Actual
January 1, 2012 through December 31, 2012

	<u>Jan - Dec 12</u>	<u>Budget</u>	<u>% of Budget</u>
4410 · Heart of St Charles			
4410.00 · Giclee Sales	150.00		
Total 4410 · Heart of St Charles	<u>150.00</u>		
Total Marketing & Promotion Committee	<u>75,530.80</u>	<u>65,000.00</u>	<u>116.2%</u>
Total Project Income	<u>77,349.20</u>	<u>66,300.00</u>	<u>116.67%</u>
Total Income	<u>370,954.60</u>	<u>361,650.00</u>	<u>102.57%</u>
Gross Profit	370,954.60	361,650.00	102.57%
Expense			
Operations			
5020 · Equipment Leasing & Rental	2,092.94	4,500.00	46.51%
5021 · Computer Software Purchase	0.00	500.00	0.0%
5023 · Equipment Purchases	0.00	2,000.00	0.0%
5025 · Professional Developmt/Travel	14.00	2,500.00	0.56%
5028 · Dues, Memberships			
5028.02 · Kiwanis	237.18		
5028.03 · Rotary	340.00		
5028.06 · STC Chamber	515.00		
5028 · Dues, Memberships - Other	0.00	800.00	0.0%
Total 5028 · Dues, Memberships	<u>1,092.18</u>	<u>800.00</u>	<u>136.52%</u>
5029 · Magazine, Newspapers etc.	105.62	500.00	21.12%
5030 · Office Lease	3,900.00	7,800.00	50.0%
5031 · Utilities	1,248.63	2,000.00	62.43%
5032 · Telephone	2,067.02	2,500.00	82.68%
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	<u>3,128.00</u>	<u>5,000.00</u>	<u>62.56%</u>
5035 · Accounting Services	10,164.00	12,500.00	81.31%
5038 · Event Fees			
5038.02 · Chamber Functions	190.00		
5038 · Event Fees - Other	0.00	1,000.00	0.0%
Total 5038 · Event Fees	<u>190.00</u>	<u>1,000.00</u>	<u>19.0%</u>
5039 · Repairs & Maintenance	135.00	2,000.00	6.75%
5040 · Office Supplies	2,043.05	2,500.00	81.72%
5041 · Printing/Photo Processing	297.30	1,750.00	16.99%
5042 · Postage	1,102.53	1,500.00	73.5%
5043 · Miscellaneous	1,253.85	1,500.00	83.59%

Downtown St Charles Partnership, Inc
Profit & Loss Budget vs. Actual
January 1, 2012 through December 31, 2012

	<u>Jan - Dec 12</u>	<u>Budget</u>	<u>% of Budget</u>
5044 · Office Furniture	160.00	1,000.00	16.0%
5049 · Bank Service Charge			
5049.00 · Service Charges	11.55		
5049.04 · Credit Card Processing	25.45		
5049 · Bank Service Charge - Other	5.00	675.00	0.74%
Total 5049 · Bank Service Charge	42.00	675.00	6.22%
5051 · Finance Charges	(11.55)		
5052 · Moving Expense	9,521.37		
5400.13 · Annual Meeting Expense	19.58	400.00	4.9%
5400.14 · Annual Report	0.00	750.00	0.0%
5400.21 · Website	4,311.49	9,500.00	45.38%
Total Operations	42,877.01	63,175.00	67.87%
Personnel			
5010.01 · Salaries and Payroll Expense	160,899.04	145,000.00	110.97%
5010.02 · Medical Insurance	200.00	3,600.00	5.56%
5010.05 · Independent Contractor	3,790.00	10,000.00	37.9%
5010.06 · Payroll Tax Expense	13,313.37	11,600.00	114.77%
Total Personnel	178,202.41	170,200.00	104.7%
Project Expenses			
5110 · Public Art			
5100.01 · Bridge Flower Program	3,564.00	3,750.00	95.04%
5100.07 · Historical Markers	3,086.13		
5110 · Public Art - Other	750.00	5,827.00	12.87%
Total 5110 · Public Art	7,400.13	9,577.00	77.27%
5200 · Business Development/Education			
5200.03 · Signage/Awning Program	1,866.97	15,000.00	12.45%
5200.05 · Education & Workshops	3,388.85	2,500.00	135.55%
5200.07 · Business Recruitment Targeting	44.48	300.00	14.83%
5200.08 · Business Recruitment Packet	0.00	4,000.00	0.0%
5200.12 · Relationship Development	333.02	500.00	66.6%
5312.09 · Bike Race	1,118.40		
Total 5200 · Business Development/Education	6,751.72	22,300.00	30.28%
5300 · Marketing & Promotion Committee			
5301 · Downtown STC Marketing			
5301.00 · Marketing & Advertising	4,994.00	7,500.00	66.59%
5301.18 · Promotion Projects	12,753.99	10,000.00	127.54%
5301.21 · Project 3/50	1,611.51		
5301 · Downtown STC Marketing - Other	58.44		
Total 5301 · Downtown STC Marketing	19,417.94	17,500.00	110.96%
5312 · Sponsorships			
5312.01 · Scarecrow Festival	44.50		
5312.02 · Pride of the Fox Riverfest	0.00	1,000.00	0.0%
5312.03 · St. Patrick's Parade	1,500.00	400.00	375.0%

Downtown St Charles Partnership, Inc
Profit & Loss Budget vs. Actual
January 1, 2012 through December 31, 2012

	<u>Jan - Dec 12</u>	<u>Budget</u>	<u>% of Budget</u>
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	7,544.50	7,400.00	101.95%
5330 · Homecoming & Electric Parade			
5320.00 · Santa Claus	500.00		
5330.01 · City of St Charles	6,073.10		
5330.02 · Professional Floats	2,900.00		
5330.04 · Donations to School Bands	500.00		
5330.05 · Horse Drawn Sleigh	1,105.00		
5330.08 · Those Funny Little People	550.00		
5330.09 · Photography	150.00		
5330.11 · Two-Way Radios	228.00		
5330.12 · Banners	206.00		
5330.13 · Advertising	5,521.64		
5330.14 · Volunteer Party	429.80		
5330.16 · Printing	129.88		
5330.17 · Miscellaneous	2,590.27		
5330.19 · Float Awards	91.50		
5330.21 · Miss Illinois	250.00		
5330.23 · Santa House	1,612.32		
5330.24 · Tent Rental	1,050.00		
5330.25 · Volunteer Acknowledgements	64.84		
5330 · Homecoming & Electric Parade - Other	0.00	25,000.00	0.0%
Total 5330 · Homecoming & Electric Parade	23,952.35	25,000.00	95.81%
5350 · Fine Art Show			
5350.00 · Judges	450.00		
5350.01 · Artist's Lunches	2,853.79		
5350.02 · Security	750.00		
5350.03 · Artist's Awards	4,800.00		
5350.04 · Banners	515.12		
5350.05 · Hydro Ports and Dumpster	0.00		
5350.06 · Tents	1,959.13		
5350.08 · Advertising	21,996.61		
5350.09 · Printing	185.55		
5350.12 · Volunteer Expenses	960.73		
5350.14 · Transportation/Trolley	1,030.00		
5350.15 · Purchase Award Program	1,157.67		
5350.16 · Music/Entertainment	1,856.94		
5350 · Fine Art Show - Other	0.00	30,000.00	0.0%
Total 5350 · Fine Art Show	38,515.54	30,000.00	128.39%
5360 · Jazz Weekend			
5360.00 · Advertising	466.20		
5360.01 · Printing	672.11		
5360 · Jazz Weekend - Other	1,305.00	3,000.00	43.5%
Total 5360 · Jazz Weekend	2,443.31	3,000.00	81.44%

Downtown St Charles Partnership, Inc
Profit & Loss Budget vs. Actual
January 1, 2012 through December 31, 2012

	<u>Jan - Dec 12</u>	<u>Budget</u>	<u>% of Budget</u>
5900.03 · Bike Map	1,726.37	2,500.00	69.06%
Total 5300 · Marketing & Promotion Committee	<u>93,600.01</u>	<u>85,400.00</u>	<u>109.6%</u>
5400 · Organization			
5400.04 · Investor Development	2,443.44	1,500.00	162.9%
5400.06 · Volunteer Development/Recogniti	737.78	2,000.00	36.89%
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%
5400.22 · Sponsorship Program Development	450.00	2,000.00	22.5%
Total 5400 · Organization	<u>3,953.22</u>	<u>7,500.00</u>	<u>52.71%</u>
5900 · Parking & Traffic Committee			
5900.01 · Kiosks - Update	0.00	1,000.00	0.0%
5900.05 · Parking maps	0.00	500.00	0.0%
Total 5900 · Parking & Traffic Committee	<u>0.00</u>	<u>1,500.00</u>	<u>0.0%</u>
Total Project Expenses	<u>111,705.08</u>	<u>126,277.00</u>	<u>88.46%</u>
Total Expense	<u>332,784.50</u>	<u>359,652.00</u>	<u>92.53%</u>
Net Income	<u><u>38,170.10</u></u>	<u><u>1,998.00</u></u>	<u><u>1,910.42%</u></u>

Downtown St Charles Partnership, Inc
Balance Sheet
As of March 31, 2013

	<u>Mar 31, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking-Harris Bank STC	158,160.10
1011 · STC Capital Bank	24,000.00
1012 · St. Charles Bank and Trust	30,000.00
1015 · STC Capital Bank-Max Hunt Acct	8,800.26
Total Checking/Savings	<u>220,960.36</u>
Other Current Assets	
1040 · Certificates of Deposit	
1040-S · CD - St Chas Capital Bank	5,872.20
Total 1040 · Certificates of Deposit	<u>5,872.20</u>
1080 · Pre-Paid Expenses	1,629.34
1205 · Accts Receivable Audit Adjstmnt	2,300.00
Total Other Current Assets	<u>9,801.54</u>
Total Current Assets	230,761.90
Fixed Assets	
1600 · Fixed Assets	41,143.44
1611 · Accumulated Depreciation	-27,708.50
Total Fixed Assets	<u>13,434.94</u>
TOTAL ASSETS	<u>244,196.84</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2014 · Payables	
2014.00 · A/P YE Entries Audited ...	6,063.10
Total 2014 · Payables	<u>6,063.10</u>
Total Other Current Liabilities	<u>6,063.10</u>
Total Current Liabilities	<u>6,063.10</u>
Total Liabilities	6,063.10
Equity	
3900 · Retained Earnings	164,777.16
3901 · Public Art Designation	11,555.50
3903 · Max Hunt Designation	8,800.26
Net Income	53,000.82
Total Equity	<u>238,133.74</u>
TOTAL LIABILITIES & EQUITY	<u>244,196.84</u>

Downtown St Charles Partnership, Inc
Profit & Loss Budget vs. Actual
January 1, 2013 through March 31, 2013

	<u>Jan - Dec 13</u>	<u>Budget</u>	<u>% of Budget</u>
Income			
Income operating			
4000 · SSA-1B Revenues	70,500.00	94,000.00	75.0%
4000.00 · Investor Dues			
4000.04 · Silver Fox	900.00		
4000.05 · Bronze Fox	1,500.00		
4000.06 · Family	250.00		
4000.07 · Non- Profit	0.00		
4000.08 · Senior	0.00		
4000.00 · Investor Dues - Other	0.00	11,333.00	0.0%
Total 4000.00 · Investor Dues	<u>2,650.00</u>	<u>11,333.00</u>	<u>23.38%</u>
4090 · Interest Revenues	10.47		
Total Income operating	<u>73,160.47</u>	<u>105,333.00</u>	<u>69.46%</u>
Project Income			
Business Development&Education			
4110 · Public Art			
4110.06 · Sno-Globes	525.00		
Total 4110 · Public Art	<u>525.00</u>		
4200 · Grant Programs	3,136.13		
4201 · Education Curriculum	30.00		
Total Business Development&Education	<u>3,691.13</u>		
Marketing & Promotion Committee			
4330 · Holiday Home Homecoming Revenue			
4330.00 · Sponsorship - General	500.00		
Total 4330 · Holiday Home Homecoming Revenue	<u>500.00</u>		
4350 · Fine Art Show Revenues			
4350.02 · Sponsorships	0.00	9,000.00	0.0%
4350.05 · Booth Fees	43,446.51	41,300.00	105.2%
4350.06 · Jury Fees	387.91	3,825.00	10.14%
Total 4350 · Fine Art Show Revenues	<u>43,834.42</u>	<u>54,125.00</u>	<u>80.99%</u>
4351 · St. Patrick's Parade			
4351.00 · Equestrian/other entertainment	1,500.00		
4351.01 · Professional Float Sponsor	5,000.00		
4351.03 · Business Entry Sponsorship	5,750.00	14,000.00	41.07%
4351.04 · High School Band Sponsor	1,500.00		
4351.05 · Political Entry Sponsor	1,250.00		
4351.06 · Fundraising	294.00		
Total 4351 · St. Patrick's Parade	<u>15,294.00</u>	<u>14,000.00</u>	<u>109.24%</u>
Total Marketing & Promotion Committee	<u>59,628.42</u>	<u>68,125.00</u>	<u>87.53%</u>

Downtown St Charles Partnership, Inc
Profit & Loss Budget vs. Actual
January 1, 2013 through March 31, 2013

	<u>Jan - Dec 13</u>	<u>Budget</u>	<u>% of Budget</u>
Total Project Income	63,319.55	68,125.00	92.95%
Total Income	136,480.02	173,458.00	78.68%
Gross Profit	136,480.02	173,458.00	78.68%
Expense			
Operations			
5020 · Equipment Leasing & Rental	372.92	700.00	53.27%
5021 · Computer Software Purchase	150.00		
5025 · Professional Developmt/Travel	0.00	1,500.00	0.0%
5028 · Dues, Memberships			
5028.02 · Kiwanis	253.00		
5028.03 · Rotary	170.00		
5028.06 · STC Chamber	100.00		
5028 · Dues, Memberships - Other	0.00	500.00	0.0%
Total 5028 · Dues, Memberships	<u>523.00</u>	<u>500.00</u>	<u>104.6%</u>
5029 · Magazine, Newspapers etc.	197.18	70.00	281.69%
5034 · Insurance & Bonding			
5034.00 · General Liability	999.00		
5034 · Insurance & Bonding - Other	0.00	1,667.00	0.0%
Total 5034 · Insurance & Bonding	<u>999.00</u>	<u>1,667.00</u>	<u>59.93%</u>
5035 · Accounting Services	1,210.00	6,600.00	18.33%
5038 · Event Fees			
5038.02 · Chamber Functions	420.00		
5038 · Event Fees - Other	0.00	333.00	0.0%
Total 5038 · Event Fees	<u>420.00</u>	<u>333.00</u>	<u>126.13%</u>
5039 · Repairs & Maintenance	0.00	333.00	0.0%
5040 · Office Supplies	464.88	833.00	55.81%
5041 · Printing/Photo Processing	0.00	250.00	0.0%
5042 · Postage	200.00	500.00	40.0%
5043 · Miscellaneous	128.69	500.00	25.74%
5049 · Bank Service Charge			
5049.00 · Service Charges	35.00		
5049.04 · Credit Card Processing	45.40		
5049 · Bank Service Charge - Other	0.00	225.00	0.0%
Total 5049 · Bank Service Charge	<u>80.40</u>	<u>225.00</u>	<u>35.73%</u>
5400.13 · Annual Meeting Expense	0.00	500.00	0.0%
5400.14 · Annual Report	0.00	250.00	0.0%
5400.21 · Website	0.00	333.00	0.0%
Total Operations	<u>4,746.07</u>	<u>15,094.00</u>	<u>31.44%</u>

Downtown St Charles Partnership, Inc
Profit & Loss Budget vs. Actual
January 1, 2013 through March 31, 2013

	<u>Jan - Dec 13</u>	<u>Budget</u>	<u>% of Budget</u>
Personnel			
5010.01 · Salaries and Payroll Expense	42,335.73	56,000.00	75.6%
5010.05 · Independent Contractor	600.00	1,600.00	37.5%
5010.06 · Payroll Tax Expense	3,436.68	6,528.00	52.65%
Total Personnel	<u>46,372.41</u>	<u>64,128.00</u>	<u>72.31%</u>
Project Expenses			
5110 · Public Art			
5100.01 · Bridge Flower Program	0.00	3,750.00	0.0%
Total 5110 · Public Art	<u>0.00</u>	<u>3,750.00</u>	<u>0.0%</u>
5200 · Business Development/Education			
5200.03 · Signage/Awning Program	0.00	1,000.00	0.0%
5200.05 · Education & Workshops	431.10	1,000.00	43.11%
5206 · Vacant Storefront Panels	5,005.51	6,000.00	83.43%
Total 5200 · Business Development/Education	<u>5,436.61</u>	<u>8,000.00</u>	<u>67.96%</u>
5300 · Marketing & Promotion Committee			
5301 · Downtown STC Marketing			
5301.00 · Marketing & Advertising	(1,404.09)	6,667.00	(21.06%)
5301.18 · Promotion Projects	1,331.22	3,333.00	39.94%
5301.21 · Project 3/50	10.00	1,667.00	0.6%
5315 · Kiosk Program	0.00	5,000.00	0.0%
5900.03 · Bike Map	0.00	2,000.00	0.0%
5301 · Downtown STC Marketing - Other	259.52		
Total 5301 · Downtown STC Marketing	<u>196.65</u>	<u>18,667.00</u>	<u>1.05%</u>
5312 · Sponsorships			
5312.06 · Sculpture In the Park	2,500.00	2,500.00	100.0%
Total 5312 · Sponsorships	<u>2,500.00</u>	<u>2,500.00</u>	<u>100.0%</u>
5330 · Homecoming & Electric Parade			
5330.01 · City of St Charles	6,702.84		
5330.02 · Professional Floats	500.00		
5330.13 · Advertising	90.00		
5330.19 · Float Awards	21.45		
5330.22 · Lighting of the Lights	1,050.00		
5330.23 · Santa House	8.60		
5330.25 · Volunteer Acknowledgements	69.96		
5330.26 · Sound System	600.00		
Total 5330 · Homecoming & Electric Parade	<u>9,042.85</u>		
5350 · Fine Art Show			
5350.06 · Tents	0.00	1,000.00	0.0%
5350.09 · Printing	0.00	50.00	0.0%

Downtown St Charles Partnership, Inc
Profit & Loss Budget vs. Actual
January 1, 2013 through March 31, 2013

	<u>Jan - Dec 13</u>	<u>Budget</u>	<u>% of Budget</u>
5350.12 · Volunteer Expenses	0.00	250.00	0.0%
5350.14 · Transportation/Trolley	0.00	260.00	0.0%
5350.15 · Purchase Award Program	127.90		
Total 5350 · Fine Art Show	<u>127.90</u>	<u>1,560.00</u>	<u>8.2%</u>
5351 · St Patricks Parade Expense			
5351.01 · Advertising	200.00		
5351.02 · Marketing	830.55		
5351.04 · Other	516.00	16,000.00	3.23%
5351.06 · Paid Elements	10,050.00		
5351.07 · Sponsor Banners	460.50		
5351.08 · Logistics	2,131.78		
5351.09 · Videography/photography	225.00		
Total 5351 · St Patricks Parade Expense	<u>14,413.83</u>	<u>16,000.00</u>	<u>90.09%</u>
Total 5300 · Marketing & Promotion Committee	<u>26,281.23</u>	<u>38,727.00</u>	<u>67.86%</u>
5400 · Organization			
5400.04 · Investor Development	0.00	500.00	0.0%
5400.06 · Volunteer Development/Recogniti	57.35	667.00	8.6%
5400.18 · Downtown Pride Award	0.00	1,000.00	0.0%
5400.22 · Sponsorhip Program Development	0.00	2,000.00	0.0%
Total 5400 · Organization	<u>57.35</u>	<u>4,167.00</u>	<u>1.38%</u>
Total Project Expenses	<u>31,775.19</u>	<u>54,644.00</u>	<u>58.15%</u>
Total Expense	<u>82,893.67</u>	<u>133,866.00</u>	<u>61.92%</u>
Net Income	<u><u>53,586.35</u></u>	<u><u>39,592.00</u></u>	<u><u>135.35%</u></u>