

## Village of Wauwatosa Business Improvement District

<b>2010 Budget Draft</b>							
Approved by Board 10/01/2009							
Account	08 Budget	08 Act.	09 Budget	09 YTD 8/31/09	09 Proj	10 Budget	10 notes
<b>01 - Revenue</b>							
0101 - Advertising	5,600	1,800	5,000		0	5,000	Co-op ad revenue and Around the Village ad sales
0102 - Assessments	72,100	72,100	75,065	75,064	75,064	74,725	
0103 - City Payment	6,400	6,400	6,400	6,400	6,400	6,400	
0104 - Donations Recv'd		2,000		3,750	3,750	2,000	Submit donation request to Tosafest in Jan 10
0105 - Interest Income	4,300	4,249	500	283	500	400	
0106 - Event Fees Recv'd		1,350	1,600	740	1,000	1,000	Artwalk, Diva Night, Soiree, (not take a seat supplies)
0107 - Sponsorship	3,600	3,000	3,000	3,000	3,000	3,000	submit grant request of WaterStone in Jan 10
0108 - Misc Revenue	300	793		30		0	
0109 - Program Revenue		2,845	3,550	0	1,700	1,700	BID fundraisers (Take a Seat and More) Fds received in Sept
0110 - Website Fees		2,215	1,500	750	800	1,000	
0111 - Sandwich board revenue			960	0	0	960	
Designated fund reserve transfer - Signs & Banners			25,000	0	20,000	500	transfer from designated funds if needed to cover expense
Designated fund reserve transfer - Aesthetics			8,000	1,165	8,000	5,000	Transfer from remaining funds in designated funds for banners to offset Aesthetics expenses
<b>From Unrestricted net assets</b>	<b>12,275</b>						
<b>TOTAL</b>	<b>104,575</b>	<b>96,752</b>	<b>130,575</b>	<b>91,182</b>	<b>120,244</b>	<b>101,685</b>	
<b>02 - General &amp; Admin</b>							
0201 - Exec Dir Fees	36,000	36,000	38,400	25,600	38,400	39,600	
0202 - Rent	3,700	4,133	3,930	2,611	3,900	3,900	\$325/mo for calendar yr 2010
0203 - Utilities					0	0	
0204 - Insurance	2,700	2,439	2,700	640	2,700	2,800	
0205 - Reserve Funding							
<b>03 - Printing &amp; Production</b>							
0301 - Printing & Production	6,500	1,275	2,400	1,622	2,400	3,000	Increasing printing quantity of R&R flyers; parking maps
0302 - Design & Layout		994	200	125	200	200	
0303 - Signs & Banners	15,000	5,960	25,000	80	20,000	500	maintenance of recpt & banners
0304 - Tickets, Badges, Forms			0	0	0	0	
<b>04 - Postage &amp; Mailing</b>							
0401 - Annual Permit					0	0	Do not have bulk permit
0402 - Mail Service					0	0	Do not use service
0403 - Postage	400	139	400	84	100	150	
<b>05 - Contract &amp; Professional</b>							
0501 - Adv & Publicity	12,000	7,599	15,000	2,996	10,000	15,000	ATV mailing; M Magazine; co-op ad buys per marketing comm
0502 - Accounting Fees	2,500	2,900	3,100	10	2,000	2,100	Review and filing 990
0503 - Bank Services				0	0	0	
0504 - Consulting Fees				0	0	0	
0505 - Membership Fees				0	0	0	
0506 - Temporary Help	6,000	4,188	7,700	3,888	7,700	8,000	\$4700 Mkt assist; \$2000 clean-up. garland installation \$1000
0507 - Website Dev & Maint	500	0	500	0	750	1,640	Investigating cost of modification existing website admin
0508 - Contractor Services	2,500	0		0	0	0	

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0509 - Website Hosting	175	140	175	111	200	250	
0510 - Data Backup		27	40	259	260	0	09 purchased backup system
<b>06 - Equipment &amp; Supplies</b>							
0601 - Office Equipment				0	0		
0602 - Rental (A/V)		195	200	0	0	200	May need to rent for tree lighting
0603 - Computer Software/Hardware		430		0	0	1,000	Need Computer saving acct - laptop is four years old
0604 - Labels/Lists				0	0		
0605 - Office Supplies	1,900	374	1,000	225	375	600	Paper, printer cartridges, misc office supplies (now possess copier and office equipment from former WEDC)
0606 - Event Supplies	7,900	3,650	5,200	1,140	5,200	5,700	Offset with some sponsorship dollars and participation fees
0607 - Maintenance Supplies	250	78	300	127	300	300	clean-up crew supplies - brooms/pans, gloves, Roundup, etc
0608 - Aesthetics supplies			18,000	11,165	18,000	10,000	Additional receipt, if needed; directional signage; additional holiday decorations for poles, plantings for Root Common
<b>07 - Meetings &amp; Meals</b>							
0701 - Meals	800	275	420	156	225	225	Vol, PR, and fashion show emcee meals
0702 - Meeting Room Rental				0	0	0	
0703 - Meeting Refreshments	500	146	400	73	125	200	Committee/Bd/Annual meeting
<b>08 - Travel</b>							
0801 - Auto Mileage		75	150	0	0	100	09 no state meeting; hopefully will be in '10
0802 - Lodging				0	0	0	
0803 - Personal Meals				0	0	0	
0804 - Misc Travel				0	0		
0805 - Parking				6	6	20	
0806 - Transportation				0	0		
<b>09 - Telephone/Communication</b>							
0901 - Telephone	210	216	200	131	200	200	BID voice mail account
0902 - Cell Phone	440	741	750	360	720	720	ED cell phone
0903 - Internet Access					0	120	Wireless router
<b>10 - Other Expenses</b>							
1001 - Association Dues	500	100	400	275	400	600	Visit Milw, State BID, Chamber, etc.
1002 - Gifts Given	600	162	300	139	250	300	
1003 - Donations Given	3,000	2,275	2,550	2,000	2,550	3,000	\$2k donation to Tosa Night Out; remaining is donations to Police Reserves and Fire Dept for help with Village activities
1004 - Event Fees				0	0		
1005 - Fundraising Expense				0	0		
1006 - Misc Expense	500	107	200	287	350	300	
1007 - Penalties				0	0		
1008 - Permits & Fees		970	960	970	970	960	Requesting elimination of annual sign bd permit fee
<b>TOTAL</b>	<b>104,575</b>	<b>75,588</b>	<b>130,575</b>	<b>55,080</b>	<b>118,281</b>	<b>101,685</b>	

### IMPRT ISSUE FOR 2010

Building customer loyalty to Village area and businesses in effort for businesses to survive road construction beginning in 2011.