

DSA 2017 Budget Approved		2017 Draft (2/14/17)
Revenue		
Assessment Revenue	\$	495,000.00
GNO Ticket Sales	\$	12,000.00
GNO Sponsorship	\$	2,000.00
Cruisers Sponsorship	\$	5,000.00
Summer Cinema	\$	1,000.00
Jubilee Sponsorship	\$	1,000.00
Division Street Event Fees	\$	1,200.00
Fund Balance	\$	35,000.00
Total Income	\$	552,200.00
Appropriations		
Capital Improvement (bid docs/tree removal)	\$	10,000.00
Debt Service		
Interest Bearing Loan: Municipal Lots 1/2 (94,000k)	\$	20,000.00
Non Interest Bearing Loan: Municipal Lots 1/2 (440k)	\$	40,000.00
New Lot Aquisition (250k, 25k x 10 years)	\$	25,000.00
Interest Bearing Loan: Streetscape Phase 1 (250,000k 10 yrs)	\$	-
Non Interest Bearing Loan: Streetscape Phase 1 (250,000k 10yrs)	\$	-
Total Debt Service	\$	85,000.00
Landscape/Streetscape Support & Service		
Sidewalk Sweeping	\$	33,000.00
Season Planter Bed Maintenance	\$	5,700.00
Watering	\$	2,500.00
Division Street Event/Daily Cleaning Services	\$	5,000.00
Labor for Flag/Holiday Decoration Installation	\$	3,500.00
Summer Trash & Recycling Cans Supplemental Service	\$	8,000.00
Seasonal Plant Materials (2 plantings)	\$	18,000.00
Replacement Flower Pots (2017 final installation year?)	\$	15,000.00
Division Street Flower Pots	\$	3,000.00
2nd set of trays for seasonal switch out (one time purchase)	\$	-
Holiday Decorations	\$	5,000.00
Downtown Flags (+install)	\$	5,000.00
Div. St Amenities Tables/Chairs/Umbrellas (begin replacement 2018)	\$	-
Division Street Cleaning/ Maintenance (seal coating)	\$	10,000.00
General Contracted Services	\$	1,500.00
Banner Installation	\$	-
Music Subscription Service for Main Street	\$	450.00
Repair Main Street Sound System	\$	-
Total Landscape Support & Service	\$	115,650.00
Events		
Girls Night Out	\$	13,500.00
St. Patricks Day (supplemental garbage plus flag install)	\$	550.00
Arts on Division	\$	13,500.00
Cruise Nights	\$	1,000.00
Summer Cinema	\$	7,650.00
Jazz Festival	\$	-
Halloween	\$	-
Shop Small	\$	4,000.00
Holiday	\$	9,200.00
Seasonal Community PA System	\$	2,000.00
Seasonal Staging (4 months)	\$	-
DSA Supported Events	\$	400.00
Labor for Event Services	\$	2,000.00
Total Events & Promotions	\$	53,800.00
Event Advertising		
Girls Night Out	\$	7,500.00
St. Patricks Day (ad)	\$	275.00
Tour of Somerville (ad)	\$	-
Cruise Nights (includes t shirts)	\$	2,000.00
Summer Cinema	\$	500.00
Summer Stage	\$	-
Jazz Festival	\$	-
Halloween	\$	-
Shop Small	\$	1,200.00
Holiday	\$	500.00
Advertising Professional Services	\$	15,000.00
Total Marketing and Advertising	\$	26,975.00

Branding/PR		
Branding Media Placement	\$	9,500.00
PR Services	\$	22,500.00
Video Work	\$	8,000.00
Social Media Campaigns	\$	4,000.00
Total Branding/PR	\$	44,000.00
Economic Vitality		
DSA Annual Report to Council/ Annual Report for Print	\$	4,000.00
DSA Annual Meeting	\$	2,500.00
Merchant Seminars/Networking/Business Awards/Openings	\$	4,000.00
Outreach/tradeshows/Print Material	\$	4,000.00
Website & Internet	\$	5,000.00
Data Collection (pedestrian counters, census subscriptions,)	\$	22,500.00
Constant Contact	\$	1,000.00
Total Economic Vitality	\$	43,000.00
Management		
Executive Director	\$	78,000.00
Programming Coordinator	\$	43,500.00
Health Insurance (ED)	\$	8,215.00
Health Insurance (PC)	\$	5,450.00
FICA	\$	6,500.00
PT Seasonal Event Staff	\$	2,000.00
Thank You Gifts	\$	150.00
Total Management Fees	\$	143,815.00
Rent		
Garage	\$	3,600.00
Total Rent & Utilities	\$	3,600.00
Telecommunications		
Office Phone	\$	800.00
Cell Phone Reimbursement	\$	360.00
DSA Social Media Tablet	\$	-
Total Telecommunications	\$	1,160.00
Dues & Subscriptions		
Somerset Co BU Annual Dues	\$	315.00
International Downtown Association	\$	900.00
Main Street National Dues	\$	350.00
ICSC/ULI/APA-NJ	\$	710.00
Music Licenses	\$	700.00
Total Dues & Subscriptions	\$	2,975.00
Accounting Fees	\$	3,300.00
Office Supplies		
Office Equipment	\$	2,500.00
General Office Supplies	\$	1,800.00
Total Office Supplies	\$	4,300.00
Postage	\$	-
Legal Advertising	\$	125.00
Travel & Seminars		
Main Street National/ IDA Conferences	\$	3,000.00
Board Training/Support	\$	7,500.00
Misc. Travel	\$	300.00
Staff Seminars/Training	\$	1,200.00
Total Travel & Seminars	\$	12,000.00
Discretionary	\$	2,500.00
Total Expense	\$	552,200.00