

**LOUISVILLE DOWNTOWN MANAGEMENT DISTRICT
STATEMENT OF ACTIVITIES**

Year to Date
1/1/2011 through 11/30/2011

ANNUAL BUDGET		ACTUAL RESULTS	BUDGETED RESULTS	POSITIVE (NEGATIVE) VARIANCE
REVENUE				
\$ 1,031,100	Assessments, net of fees	\$1,041,609	\$ 1,031,100	\$ 10,509
170,900	Contracts for Services	165,076	168,711	(3,635)
40,000	Downtown Partners & Sponsorship	8,200	30,200	(22,000)
11,900	Banner Program Income	10,529	11,900	(1,371)
9,200	Interest & Other Income	12,377	8,500	3,877
<u>1,263,100</u>	TOTAL REVENUE	<u>1,237,792</u>	<u>1,250,411</u>	<u>(12,619)</u>
EXPENSES				
OPERATIONS				
484,700	Clean and Safe program	445,836	445,435	(401)
23,200	Equipment Repairs, Fuel and Supplies	14,241	21,596	7,355
<u>33,000</u>	Streetscape & Maps	<u>20,380</u>	<u>28,928</u>	<u>8,548</u>
<u>540,900</u>	TOTAL OPERATIONS	<u>480,457</u>	<u>495,959</u>	<u>15,502</u>
MARKETING & PROMOTIONS				
55,600	Marketing	57,112	51,475	(5,637)
15,000	Rebranding Implementation	156	4,000	3,844
10,000	Websites	13,684	9,750	(3,934)
1,000	Annual meeting, net costs	9,472	1,000	(8,472)
5,000	Summer in the City	4,030	5,000	970
2,000	Health & Wellness Fair	7,783	2,000	(5,783)
10,500	Fleur de Licious	11,209	10,500	(709)
10,000	Downtown Living Tour	8,743	10,000	1,257
7,000	Holiday Promotion	66	-	(66)
5,000	Special Events	1,306	1,200	(106)
<u>121,100</u>	TOTAL MARKETING & PROMOTIONS	<u>113,561</u>	<u>94,925</u>	<u>(18,636)</u>
MANAGEMENT & ADMINISTRATION				
474,100	Personnel	428,750	433,514	4,764
12,500	Professional Services	26,628	12,500	(14,128)
48,400	Office Space & Phones	45,601	43,285	(2,316)
18,000	Equipment, Supplies, Postage and Incidentals	21,043	14,692	(6,351)
15,000	Travel, Training and Meetings	10,946	13,200	2,254
11,800	Insurance	6,619	10,526	3,907
6,800	Other Expenses	5,317	6,324	1,007
<u>586,600</u>	TOTAL MANAGEMENT & ADMINISTRATION	<u>544,903</u>	<u>534,041</u>	<u>(10,862)</u>
<u>1,248,600</u>	TOTAL EXPENSES	<u>1,138,922</u>	<u>1,124,925</u>	<u>(13,997)</u>
PARTNERSHIP PROJECTS				
27,200	Flower Pot Program Income	65,910	27,200	38,710
(27,200)	Beautification Expenses	(36,257)	(27,200)	(9,057)
-	Trolley Hop Contributions	8,134	-	8,134
(10,000)	Trolley Hop Expenses	(15,550)	(10,000)	(5,550)
-	Support & Sponsorships	37,000	-	37,000
-	Free Expanded Trolley	(12,500)	-	(12,500)
-	Downtown Retail Market Study	(12,500)	-	(12,500)
-	Derby Clock Foundation	(10,000)	-	(10,000)
1,200	Transfer Support (To)/From Restricted Net Assets	(100)	-	(100)
(1,200)	Bike Rack Sculptures	-	-	-
<u>(10,000)</u>	TOTAL PARTNERSHIP PROJECTS	<u>24,138</u>	<u>(10,000)</u>	<u>34,138</u>
<u>\$ 4,500</u>	CURRENT YEAR OPERATING REQUIREMENTS	<u>\$ 123,009</u>	<u>\$ 115,486</u>	<u>\$ 7,523</u>