



ECONOMIC
IMPROVEMENT
DISTRICT INC.

ANNUAL REPORT 2020



Photo: Amanda Adams, Livin Imagery LLC,
Photograph DTEVV winner

DEAR PROPERTY OWNER:

The DOWNTOWN EVANSVILLE - Economic Improvement District (EID) serves the property owners of the Central Business District of Downtown Evansville by providing benefits and services beyond those provided by the City of Evansville. Our work is funded by an annual assessment on District parcels. As we look back at 2020, the value of the EID in Downtown Evansville is very clear to us and hopefully to you too. Compare Downtown Evansville to any other downtown you may travel to; we are litter-free, our landscapes are orderly, almost all our businesses remain open, and we feel safe.

Many downtown organizations across the country will be framing 2020 by their responses to COVID-19 and the demonstrations of the summer. Our annual report will share a richer 2020 story. We safely hosted 41 events and saw the opening of two large mixed-use developments welcoming over 100 new households to



the District (to date). We planted trees, shrubs, and flowers. Restaurateurs took chances and opened right before and during a pandemic. We developed a new way to welcome diverse businesses. We picked up the equivalent of almost two commercial dumpsters of litter per week. We brought hundreds of canine friends into the neighborhood. We also fought the spread of COVID-19 by providing hygiene opportunities for our unhoused neighbors, sanitizing surfaces throughout our hundred-block District, and by guiding our businesses and residents to needed assistance and reopening resources and events. We welcomed this summer's demonstrations while ensuring the safety of Downtown, and out of that came to understand how organizationally we can better support all our residents, businesses, visitors, and neighbors - how we can move towards being "a place for everyone."

The Board and Staff of the EID are proud of our 2020 accomplishments. Meanwhile, we're primed and working for 2021 and beyond: engaged in finding new ground-floor businesses, speaking into the design of new public spaces, and developing our team. We can look back at the 1919 influenza pandemic and a parallel is clear - Downtown Evansville grew in the 1920s and will grow even more dramatically in the 2020s.

Please, take a few moments to read our annual report and see what your EID assessments have provided for you, your neighbors, and your colleagues. We're an open book: our year-end financial statements are included, and our most current meeting minutes and financial information can be found on our website.

From me personally, know this: I am grateful for this opportunity to serve our neighborhood, our city, our county, and our region. I go to work every day knowing that our efforts have impacts that reach further than any of us can imagine. Even during this bumpy year, I'm incredibly proud of our collective efforts for Downtown Evansville.

Sincerely,



JOSH ARMSTRONG

President

DOWNTOWN EVANSVILLE - Economic Improvement District

If you have any questions, would like to volunteer for events, notice a burnt-out streetlamp, want to report graffiti, or have any Downtown concern, please email me: Josh@DowntownEvansville.com.





MISSION, VISION, & VALUES

The DOWNTOWN EVANSVILLE - Economic Improvement District (EID) was formed by property owners in the core of Downtown Evansville in late 2017.

OUR MISSION

The EID builds a more active and inclusive Downtown Evansville. We enhance resident, consumer, investor, worker and visitor experiences in Downtown Evansville.

OUR VISION

We will be acknowledged as the most vibrant urban district in the region, filled with unparalleled opportunities in which to live, work, learn, dine, invest and play among great public spaces, happy people and thriving businesses. We will be a resilient neighborhood, which cares for its own, as well as one that drives individual, family, organizational, city-wide and regional growth, prosperity and development.

OUR VALUES

We act honestly and with transparency towards our property owners, stakeholders and the broader community. We value everyone who is in our neighborhood. We choose quality over quantity; good design matters to us. We respect history and our historic buildings, while looking towards the future. We develop our people to be community leaders.

THE DOWNTOWN EVANSVILLE TEAM

STAFF



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2020 EID BOARD OF DIRECTORS

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HEATHER VAUGHT



COVID-19 RESPONSE

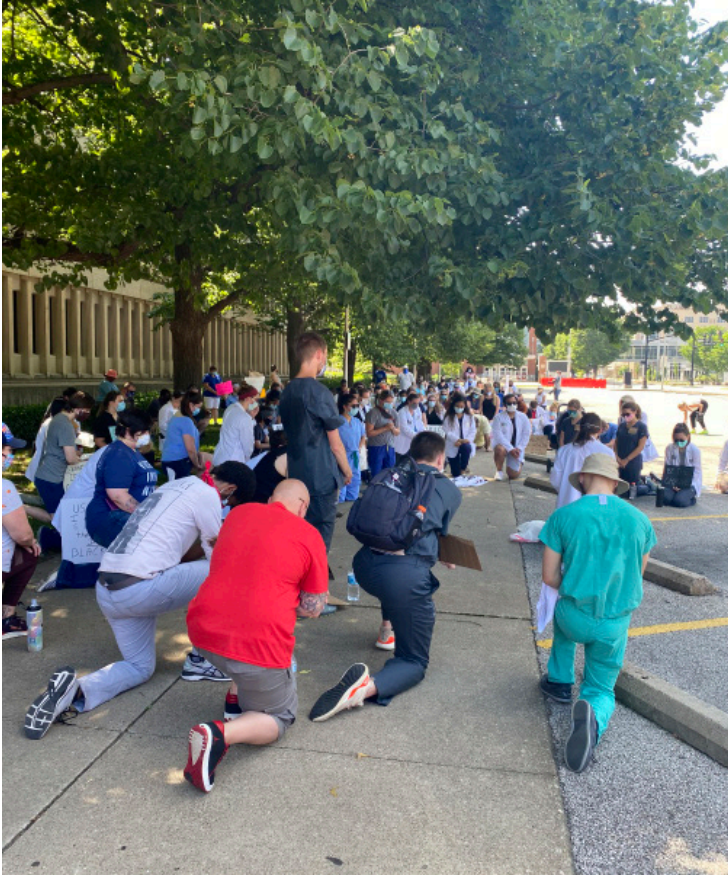


"Through this all, the EID has continued to reach out to us at Kevin's Backstage Bar and Grill, most significantly with information about a state grant that we were successfully awarded to keep our team employed. They have also shared other grants, directed Downtown restaurants to PPP loan opportunities, collected and distributed personal protective equipment with Downtown businesses, and continued to share ideas on how to keep people walking in our door."

- Kevin Zirkelbach, Owner, Kevin's Backstage Bar and Grill

The EID moved quickly in response to the COVID-19 pandemic. On March 16, we launched a webpage, DowntownEvansville.com/COVID19, to share ongoing updates with our property owners and the community-at-large. Our efforts through the pandemic included:

-  The EID installed and maintained temporary hand washing stations throughout Downtown starting on March 17. The stations served everyone, particularly our unhoused neighbors.
-  On March 23, the EID began disinfection efforts throughout the district. Following CDC protocol, a mixture of bleach and water was sprayed onto commonly touched surfaces in public areas such as benches, trash cans, and railing along the greenway.
-  The Downtown Evansville Virtual Tip Jar was launched to support our service industry neighbors. Consumers were invited to leave a tip tied directly to the Venmo, PayPal and/or Cash App account of servers, bartenders, hair stylists, and other service industry professionals.
-  In collaboration with the DOWNTOWN EVANSVILLE - Development Corporation we provided businesses with travel-size hand sanitizers to distribute with purchases over \$25. This initiative was funded in part by Rapid Response Funds from the Vanderburgh Community Foundation.
-  The EID and the City of Evansville began a curbside service program in the 200 block of Main Street. Currently six businesses participate in the program.
-  Connected our Downtown businesses with resources such as the Paycheck Protection Program and other grant and loan opportunities.
-  Ongoing promotion of business offerings including curbside delivery, virtual shopping options, contactless pickup, and private shopping appointments.
-  The EID serves on the Reopen Evansville Task Force Business Assistance work group to provide ongoing support of Downtown area businesses.



TAKING A STAND

We stand with all those, locally and around the world, who are speaking out against the violence and prejudice experienced by members of the Black community in our country.

We value people – equally and uniquely. We hear you. We see you.

For two centuries Downtown Evansville has been a place for people to gather, particularly in times of immense emotion and pain. On Saturday, June 6, three peaceful protests took place taking a stand against racial injustice and institutional racism.

We are honored to be the place where people come together to talk about differences and unify to build a better future. We know that Downtown has not always been a place for everyone, but in the three years the EID has served the neighborhood we have worked to create a more welcoming, diverse, verdant, and prosperous community, and we are not stopping now.

To read more about our commitment to everyone please visit:
DowntownEvansville.com/APlaceforEveryone.





Photo: Children's Museum of Evansville



Photo: Peyton Ahrens



Photo: Jaylyn Perry



HOLIDAY DÉCOR



Brick-and-mortar retail depends on experiences both inside and outside the shop to drive sales. The EID handles the outside with 24/7 experiences created by our holiday décor. The pandemic response curtailing of events during the holidays meant we needed to think of other ways to bring people Downtown to shop and dine multiple times throughout the season. We rolled out our installations over time, unveiling them from November 6 to December 11 to drive repeat visits. Throughout the holiday season, countless families and friends posed with the décor and shared their captured images on social media and in holiday cards.

New installations for 2020 included a children's themed area, called Santa's Little Helpers Alley. Located on the 200 block of Main Street, the alley featured three hand-painted holiday scenes created by local artist Laura Tower-Scouten. Sculptural elements were added to the scenes for guests to enjoy and interact with while taking photos. Holiday lights were added to the garlanded archway at 2nd & Main Streets, enhancing the décor during nighttime hours. In continuing with a tradition started in 2019, hundreds of children placed their letters to Santa in Santa's Mailbox at 3rd & Main Streets. We delivered the letters to Santa's elves in Santa Claus, IN, who responded to each letter in time for Christmas.

"River City Coffee + Goods experienced a surprising sales increase this holiday season despite the struggles with COVID-19. The EID's "Small Business Weekend" helped our sales jump 28% from the same weekend in 2019. For December 2020 we saw a 20% increase from 2019. I really can't believe it! We contribute a lot of our growth to the EID's efforts and are super thankful for you guys!"

- Heather Vaught, Owner, River City Coffee + Goods



Photo: Candace Chapman

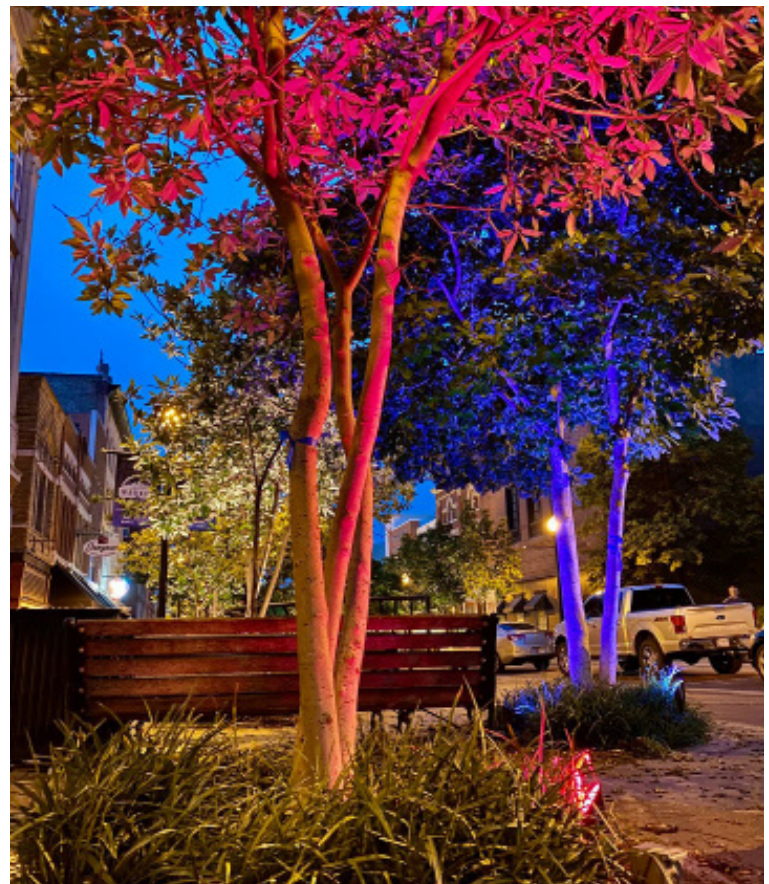
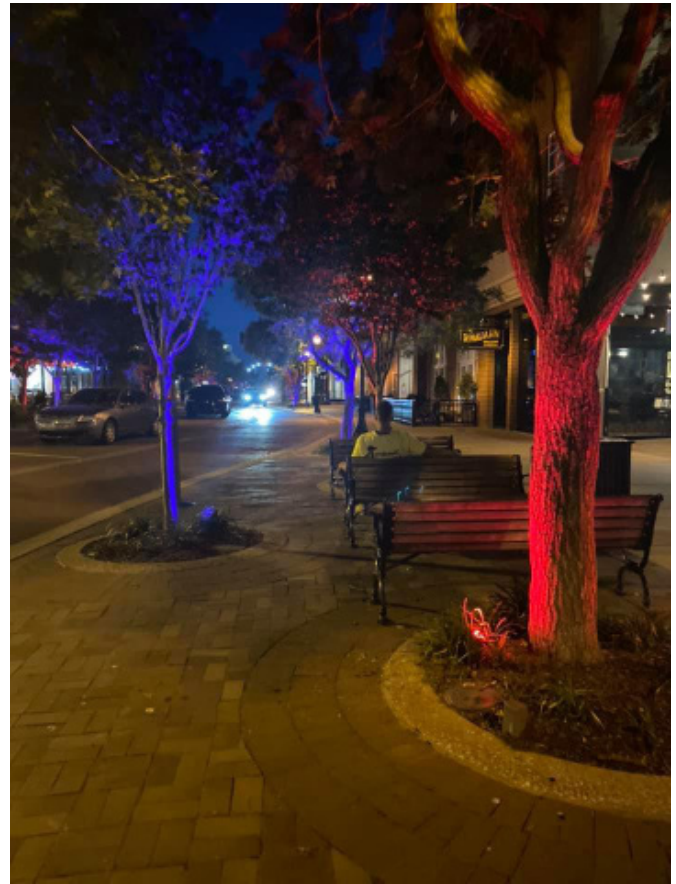


LIGHTING

In 2020, we flipped the switch on several new lighting projects in Downtown Evansville.

MAIN STREET LIGHTING SYSTEM

This lighting system spans 1,850 feet and consists of over 200 anchored programmable LED spotlights aimed into over 100 trees planted on Main Street from Second Street to Martin Luther King, Jr. Boulevard. The lights are programmed to allow for unlimited colors and patterns to celebrate holidays, sporting events, or welcome conventions. When not programmed with color, the system provides additional lighting to spotlight the trees and adds extra light to the area. This project was funded by the EID and the Evansville Convention & Visitors Bureau.



Bottom photos: Wilde Horticulture



200 BLOCK ALLEY

Funding from the EID transformed the alley on the 200 block of Main Street. An LED lighting system designed to create motion in breezes was added to the space, located between Shing Lee Chinese Restaurant and Evansville Eyecare Associates. Planted pots were added to further enhance the alley's appearance.

CHANDELIER TREE



130 MAIN STREET

The Chandelier Tree was the EID's final lighting project of 2020. The tree features 17 repurposed chandeliers that are wired with a low-voltage system to be safe, waterproof, and energy efficient. Inspired by a similar tree in Los Angeles, which became the site of hundreds of proposals and thousands of family photos, our Chandelier Tree is a collaborative creation of the EID, Wilde Horticulture, and Pinnacle Contractors. The tree is powered by F.C. Tucker Emge REALTORS®. You can find the Chandelier Tree on Google Maps.



Photo: Heather Vaught

CLEAN, SAFE, & BEAUTIFY HIGHLIGHTS

Our Clean, Safe & Beautify efforts impacted all parts of the District in 2020. Notable projects included:

- 🌿 The completion of landscape enhancements along the Fulton Avenue and Riverside Drive entryway to Downtown. Over 100 new trees and shrubs now line the greenway from the Lloyd Expressway to the new LST Landing Ship 325 Museum and Welcome Center.
- 🌿 A landscape of daylilies, sedum and junipers filled the formerly blank space at Riverside and Court by the entrance to Dress Plaza
- 🌿 Planters were updated on Main, 4th, and 6th streets with white flowers and trailing foliage
- 🌿 New planters were added along Martin Luther King Jr. Boulevard to beautify this key thoroughfare
- 🌿 Tree wells throughout Downtown were re-mulched and 100 fresh liriopie were planted along Main Street
- 🌿 24 Downtown 'E is for Everyone' banners were installed along Martin Luther King Jr. Boulevard, as well as Vine, 4th, and 6th Streets to welcome all to our neighborhood



LEFT: 80 Signature School student volunteers helped with the cleanup and planting of fall landscape on Main Street.



BY THE NUMBERS

We provide a range of services throughout the District to keep our neighborhood clean, safe, and beautiful. The counts below reflect the cumulative numbers of these services. We continue to fund additional operating hours at United Caring Services so that unhoused individuals living there have a safe place to stay between the night and day shelters.



58

TREES



16

LARGE PLANTERS



42

SHRUBS



140

PERENNIALS



400

ANNUALS



11

U.S. FLAGS
REPLACED



3,140

BAGS OF
LITTER COLLECTED



4,400

CUBIC FEET
OF MULCH



280

HOURS OF
ADDITIONAL PATROLS



200

HOURS OF
SANITIZING SURFACES



47

HOURS OF
GRAFFITI BLASTING

And 365 additional service hours at United Caring Services



ABOVE: Angel Rhodes plays music for people to enjoy on their lunch hour during Tuesday Tunes & Treats.



TOP RIGHT: Shoppers enjoy special deals at River City Coffee + Goods during the Holiday Shopping Open House Weekend.

RIGHT: A family partakes in a game of Connect Four during Dog Day Downtown.



EVENTS

The pandemic forced the cancellation of our large-scale events in 2020. In response, we pivoted to smaller, socially distanced events. Events continue to serve three primary purposes:

1. Encourage consumer activity and increase business for shops and restaurants.
2. Change inaccurate perceptions of Downtown by showcasing it as a clean and safe neighborhood with ample parking.
3. Create memorable experiences in our neighborhood and allow our efforts to be seen by those who may not come to Downtown on a regular basis.

It is our goal to produce revenue-neutral events, investing additional dollars into events to create an enhanced experience. This is accomplished through sponsorships. Our 2020 sponsors are listed on page 26. We thank them for their support.

Interested in learning about sponsorship opportunities?
Contact Adam Trinkel at Adam@DowntownEvansville.com

We need volunteers! Contact Alli Turpin at Alli@DowntownEvansville.com to learn more about volunteering for our events.

"The tent that the EID rented for the holiday shopping events gained a lot of attention for us. "We've walked by so many times, but never noticed you," several people mentioned, despite having been here for eight years. Many people stated they came Downtown because of EID advertising and hadn't been Downtown in a while. We had a 3200% increase (that's a real number) over last year & we gained three large clients, we're already working on their projects!"

- Jennifer Scales, Owner, Y Factor Studio

41 EVENTS IN 2020

SPRING SMALL BUSINESS SATURDAY *New for 2020

MARKET ON MAIN (16 events)

TUESDAY TUNES & TREATS (4 events) *New for 2020

SOCIAL DISTANCE YOGA (4 events) *New for 2020

BODY UP DTEVV OUTDOOR EXERCISE CLASS (7 events)

*New for 2020

MOONLIGHT MADNESS SERIES (4 events) *New for 2020

DOG DAY DOWNTOWN *New for 2020

NOCO MAKERS MARKET

HOLIDAY SHOPPING OPEN HOUSE WEEKEND

SMALL BUSINESS WEEKEND

CURBSIDE SANTA VISIT *New for 2020

"Downtown events are the lifeblood of our businesses. They bring in people who normally might not think to shop Downtown. Every event, from Spring Small Business Saturday to the Moonlight Madness series, helps grow my business. Events bring lots of people into Downtown and from that I see return customers."

- Vicki Bohleber, Owner, Posh on Main



Social Distance Yoga



NoCo Makers Market



ABOVE: Santa and Rudolph greeted over 800 vehicles at our Curbside Santa Visit event. Photo: Heather Vaught

MEDIA METRICS

We use social and earned media to share our neighborhood's news.

Visit us at DowntownEvansville.com to learn all about us.

WEBSITE

17,864

USERS

46,207

PAGE VIEWS

EARNED MEDIA

Downtown is always in the news. We work to get additional exposure of our neighborhood's businesses, developments, and events in local and regional media.

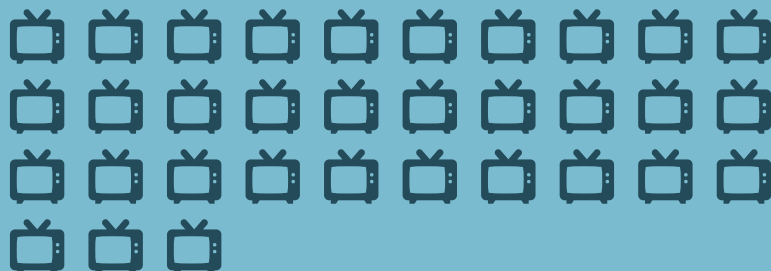
40

PRINT
ARTICLES



33

TELEVISION
APPEARANCES



SOCIAL MEDIA

We grew our social media presence further with the addition of our LinkedIn page, TikTok account, and our own YouTube channel. Follow us and subscribe to our YouTube channel to see new video content in 2021.



56% INCREASE SINCE 2019

19,848

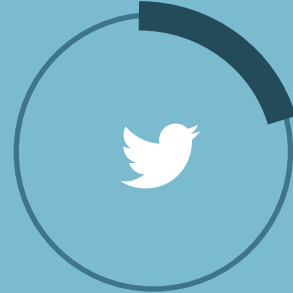
LIKES



88% INCREASE SINCE 2019

8,668

FOLLOWERS



20% INCREASE SINCE 2019

2,384

FOLLOWERS



PEOPLE AND DOWNTOWN - A LOVE CONNECTION

The EID is in the “memory making business.” Arguably some of the most memorable moments that were made in Downtown last year have one overarching connection – love.

Our own love note to Downtown was the “Heart of Downtown Evansville” lighting installation. The lighted installation welcomed couples, families, friends, and individuals to step inside a hand-crafted heart containing 2,700 glowing lights. The community response was overwhelming, with hundreds of people capturing memories and sharing them online, particularly engagements and wedding photos. The installation returned for graduating seniors in May with a special “We Heart our Grads” message. Finally, it reappeared for the holiday season with the festive addition of mistletoe.

It was love that led Melissa & Alex to hold their wedding in Game Room Alley on June 3. The alley was the EID’s first placemaking initiative. Since opening in July 2019, the alley has been embraced by all ages as a space for playing games, visiting with friends, or simply pausing for a quiet moment of reflection. Congratulations Melissa & Alex on creating this special memory in our beloved alley.

GAME ROOM ALLEY 317 MAIN

Throughout the year, we watched people of all ages embrace our Downtown landscape as the backdrop for their special memories. We “love” to see your Downtown photos! Be sure to share them with us on our social media platforms for a chance to be featured on our photos of the week.



TOP: Newlyweds, Jordan and Lauren Sanford, pose for photos at the Heart of Downtown Evansville.

RIGHT: Melissa and Alex tie the knot in Game Room Alley.

LEFT: Cory proposes to his girlfriend, Danielle, at the Heart of Downtown Evansville.



LOVE FOR THE EID

In 2020, we were honored to receive recognition for our efforts to make our neighborhood a vibrant urban district.

AMERICAN ADVERTISING FEDERATION OF GREATER EVANSVILLE

The EID commissioned Gray Loon Marketing Group, Inc. to create a series of logos for our signature events. The logos generate a consistent look for our events and are an extension of our ongoing branding efforts. The logos captured the silver award at the 2020 American Advertising Federation of Greater Evansville's ADDY Awards.



EVANSVILLE LIVING

Evansville Living named the EID "Best Evansville Champions" in their Best of the City Edition. The EID was acknowledged for our ongoing efforts to champion the center of our region.

LEADERSHIP EVERYONE NOMINATIONS

The EID was proud to receive multiple nominations for Leadership Everyone's 25th annual Celebration of Leadership. The Celebration of Leadership is a conscious effort to seek and honor individuals, projects, programs, businesses, and organizations that make significant collaborative contributions to our community. Game Room Alley, Night on Main Series, and the Wall of Light were each nominated in the Community & Neighborhood Category.



ROTARY CLUB OF EVANSVILLE \$40,000 GRANT RECIPIENT

The EID, in collaboration with the Arts Council of Southwestern Indiana and the Louis J. Koch Family Children's Museum of Evansville (cMoe), received a \$40,000 grant from the Rotary Club of Evansville to create Millie's Downtown Dino Trail. The trail will feature 12 sites adjacent to family friendly businesses or locations in Downtown for artist designed amenities to be installed. Each piece will include dinosaur imagery, creating a trail between Millie the Dinosaur at Mickey's Kingdom Playground and cMoe. The trail will combine art, exercise, and education, and will extend and enhance Rotary's 2018 investments at Mickey's Kingdom and the Rotary Centennial Plaza. An anticipated ribbon cutting will take place in 2021.

BUSINESS RECRUITMENT - BLACK MAKERS

In June, the EID shared a statement expressing our commitment to make Downtown a more welcoming and diverse community – our commitment to be “a place for everyone.”

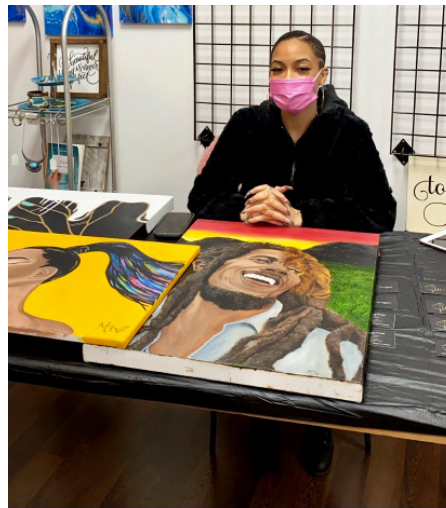
This statement was only the beginning. In the fall, we connected with local Black makers and artisans and invited them to showcase and sell their products alongside our existing businesses during our Moonlight Madness event series on Friday, October 23. In total, 26 individuals participated with offerings ranging from apparel to jewelry to handmade candles and juices. This effort resulted in makers selling their products in our existing Downtown businesses, forming long-term relationships. As we move into 2021, we will continue to seek out ways to attract new and diverse businesses to our growing Downtown.

Do you know of a business or a business owner interested in locating Downtown?

Email Josh Armstrong at Josh@DowntownEvansville.com



Eric Tillman



Melinda Thomas



Moe'Laizah Winstead



RECENTLY OPENED

2ND LANGUAGE

AR LOFTS

THE COLLECTIVE

BARGETOWN MARKET

DEACONESS CLINIC DOWNTOWN

LST LANDING SHIP 325 MUSEUM AND VISITORS CENTER

POST HOUSE

RIVERWALK

ROGER'S ACADEMY OF HAIR DESIGN

SIGNATURE SCHOOL ROBERT L. KOCH II CENTER
FOR THE ARTS AND SCIENCES

SIXTH AND ZERO

TEN ADAMS

COMING SOON

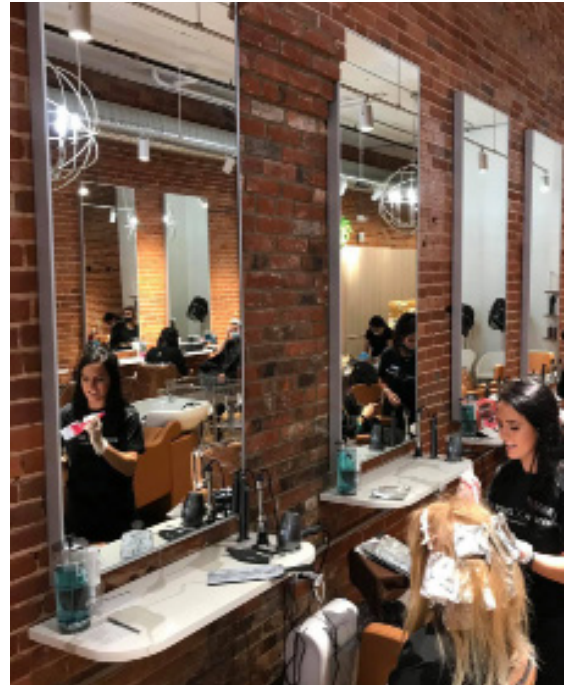
THE ARCADEMIE

HOLIDAY INN EXPRESS

HYATT PLACE

CALLE BAJA STREET FAIR

NEW & UPCOMING BUSINESSES



Roger's Academy of Hair Design



Bargetown Market



AR Lofts & 2nd Language

DOWNTOWN NEWS

In 2020, we welcomed a diverse range of new neighbors, including:

SIGNATURE SCHOOL EXPANSION

The nationally recognized Signature School expanded their campus with the addition of the Robert L. Koch II Center for the Arts and Sciences. The new space includes a commons area where students and faculty can gather, science labs and four general purpose classrooms, along with a faculty lounge and workroom, and administrative offices. A clock and bell tower was incorporated into the corner of the new building. The EID assisted in the funding of the bells, which are programmed to play music for special occasions or events.



BARGETOWN MARKET

A neighborhood market opened in 2020. Bargetown Market, located next to Jimmy John's at the intersection of 4th & Main Streets, has been a welcome addition for Downtown residents, employees, and visitors. The store offers rows of items, including convenience goods, personal hygiene and cleaning supplies, beer and wine, and popular soups that are fresh made daily.



AR LOFTS

Architectural Renovators unveiled their new mixed-use development in the historic Nabisco Bakery Building in the NoCo (North of Court) area of Downtown. Known as AR Lofts, the project includes 23 modern industrial apartments featuring historic architectural features, exposed beam ceilings, modern cabinetry, quartz countertops, and stainless steel appliances. Many of the homes include multiple interior levels, and many feature exterior balconies. The building is home to 2nd Language Patisserie, and soon home to its restaurant.



POST HOUSE

The Post House welcomed home Downtown's newest residents over the summer. The \$44 million mixed-use development includes 144 apartments and ground floor commercial space. Residents have access to an unparalleled offering of amenities; including a co-working center, wet bar and lounge areas, fitness center, dog spa and dog park, bicycle storage and repair center, 24/7 electronic package pickup, and more.



DEACONESS CLINIC DOWNTOWN

Deaconess opened their new Deaconess Clinic Downtown in July. This facility features space for primary and specialty care, a new Deaconess Clinic EXPRESS, the Vision Care Center, and clinical research space for the IU School of Medicine – Evansville.

LST LANDING SHIP 325 MUSEUM AND VISITORS CENTER

In June the LST Landing Ship 325 sailed to its new home along the riverfront, occupying the previous site of the Tropicana Evansville Riverboat. The new location includes a visitors center with a small museum and gift shop. Tours are available Tuesday through Sunday.



5TH & MAIN

The redevelopment of the block at 5th & Main Streets continues to take shape. The two buildings will feature ground floor park-oriented commercial space for restaurant and small-scale food businesses, along with additional commercial space facing Sycamore. The two buildings will be comprised of 126 apartments, approximately 48,000 sq. ft. office space, approximately 50,000 sq. ft. ground floor space, and 113 underground parking spaces with the remaining parking served by the City parking garage at 5th & Sycamore. A redeveloped park will be located to the south of the building at 5th & Main. The developer, Domo Development Company LLC, is working closely with the DOWNTOWN EVANSVILLE – Development Corporation on the project.

EID BALANCE SHEET

	2020	2019	VARIANCE
ASSETS			
Cash & Investments	190,663	272,851*	(82,188)
Accounts Receivable	5,166	4,166	1,000
Due from SWIN Chamber	2,000	0	2,000
Prepaid Expenses	20,531	25,600	(5,070)
Furniture & Equipment	126,492	42,889	83,603
Accumulated Depreciation	(24,604)	(5,305)	(19,299)
TOTAL ASSETS	320,248	340,201	(19,954)
LIABILITIES			
Accounts Payable	21,628	28,845	(7,217)
Note Payable - Line of Credit	(147)	0	(147)
Note Payable - SBA EIDL Loan	53,500	0	53,500
Deferred Revenue	1,000	0	1,000
TOTAL LIABILITIES	75,981	28,845	47,136
Fund Balance	311,356	182,236	128,120
Net Income	(67,089)	128,120	195,210
TOTAL EQUITY	244,267	311,356	(67,089)
TOTAL LIABILITIES & EQUITY	320,248	340,201	(19,954)

* Received \$100,000 grant for 2020 lighting project.

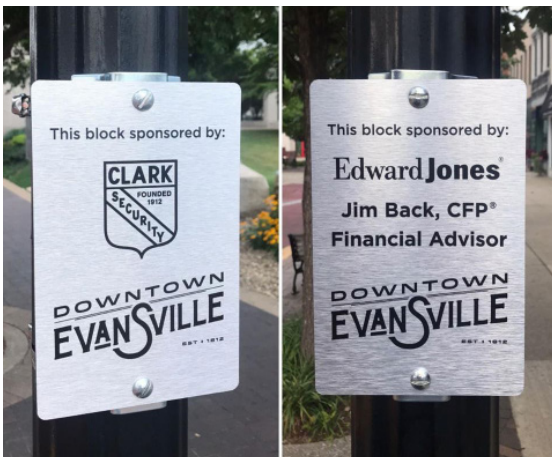
EID PROFIT AND LOSS STATEMENT

	2020			2019	
				YR TO YR	
	YTD	BUDGET	VARIANCE	YTD	VARIANCE
REVENUE					
Rate Payer Income	512,413	520,000	(7,587)	530,131	(17,717)
Sponsorships	16,981	80,500	(63,519)	102,500	(85,519)
Event Participation	260	55,000	(54,740)	117,813	(117,552)
Contractual Revenue	24,998	25,000	(2)	29,165	(4,166)
Interest Income	36	36	0	41	(6)
Merchandise Revenue	2,135	2500	(365)	4,187	(2,053)
TOTAL REVENUE	568,823	683,036	(118,213)	783,837	(219,013)
EXPENSES					
Payroll/Benefits Expense	250,655	257,707	(7,052)	194,705	55,950
Admin Fee	54,975	54,500	474	56,404	(1,430)
Finance Charge	456	750	(294)	410	46
Postage/Printing	7	0	7	212	(205)
Clean & Safe	133,997	151,500	(17,503)	154,820	(20,823)
Office Supplies	1,118	1,200	(82)	654	465
Marketing/Branding	25,162	29,500	(4,338)	46,532	(21,370)
Event Expense	47,737	110,500	(62,763)	131,592	(83,855)
Meetings	149	500	(351)	25	124
Meals	320	0	320	25	294
Mileage Reimbursement	183	0	183	0	183
Professional Development	5,950	8,000	(2,050)	6,600	(650)
Publications/Subscriptions	247	0	247	213	34
Website Maintenance	4,285	3,100	1,185	2,859	1,427
Insurance	1,881	2,500	(619)	1,824	(13)
Depreciation Expense*	19,299	0	19,299	4,563	14,735
Interest Expense	85	0	85	349	(264)
Professional Fees	11,778	17,500	(5,722)	9,860	1,918
Interns	390	0	390	1,391	(1,001)
Merchandise Expense	390	0	390	1,391	(1,001)
Holiday Decor	15,993	25,000	(9,007)	34,254	(18,261)
Business Recruitment	172	10,000	(9,828)	374	(202)
Assessment Mailings	1,660	2,000	(340)	1,796	(136)
Event Permits	0	0	0	(25)	25
Storage Space	3,520	0	3,520	500	3,020
Equipment Expense	12,619	0	12,619	0	12,619
Census Outreach	1,255	0	1,255	0	1,255
Lighting Grant Expense*	36,643	0	36,643	0	36,643
Board Development	148	2,000	(1,852)	0	148
TOTAL EXPENSES	631,913	677,757	45,844	655,717	(23,803)
Net Income (Loss)	(67,089)	5,279	(72,368)	128,120	(195,210)

* Lighting grant expense totaled \$94,000, of which \$57,357 was capitalized with a five-year depreciation schedule.

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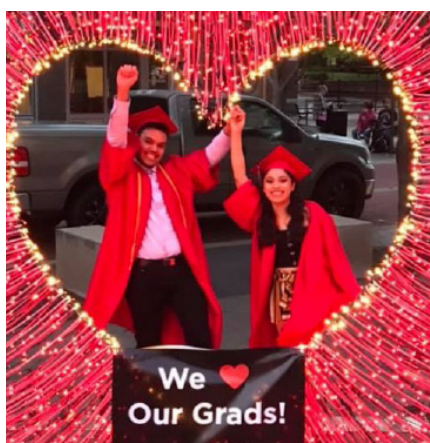
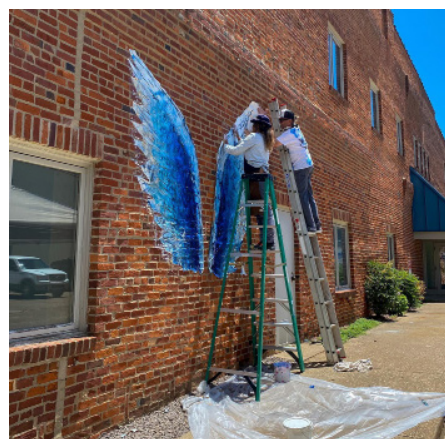
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