Louisville Downtown Management District
Profit & Loss 2015 Budget

	2015 Budget	Variance vs. 2014 Forecast	Variance vs. 2014 Budget
Ordinary Income/Expense			
Income			
4000-00 · Assessments	1,127,000.00	22,000.00	22,000.00
4180-00 · Contracts for Services	197,000.00	0.00	0.00
4190-00 · Downtown Partners income	10,000.00	-6,000.00	-6,000.00
4600-00 · Marketing sponsorships	0.00	-15,000.00	-15,000.00
4820-00 · Banner program income	23,000.00	4,000.00	4,000.00
4850-00 · Interest & Other Income	8,500.00	500.00	500.00
4860-00 · Trolley Sponsors / Income	31,000.00	-1,000.00	-5,000.00
Total Income	1,396,500.00	4,500.00	500.00
Gross Profit	1,396,500.00	4,500.00	500.00
Expense			
5000-01 · Environmental /Appearance /Use			
5000-00 · Clean and Safe program	582,000.00	-2,000.00	-2,000.00
5100-10 · Maintenance & Repair & Fuel- Eq	27,000.00	3,000.00	2,340.00
5100-12 · Streetscape Support & Banners	9,000.00	23,700.00	3,700.00
5100-21 · Small Repairs	5,500.00	-500.00	-500.00
5400-30 · Downtown Safe Program	0.00	10,000.00	20,000.00
5400-80 · Personnel Expenses	107,383.46	-383.46	-342.46
Total 5000-01 · Environmental /Appearance /Use	730,883.46	33,816.54	23,197.54
5000-20 · Economic Development			
5500-10 · Pedestrian Counts	8,000.00	4,000.00	4,000.00
5500-30 · Business Development Marketing	0.00	8,000.00	8,000.00
6900-04 · Office & Living Tour	5,000.00	0.00	3,000.00
7050-00 · Business Development Services	25,300.00	-10,300.00	-10,300.00
7050-80 · Personnel Expenses	103,037.02	-37.02	-266.02
Total 5000-20 · Economic Development	141,337.02	1,662.98	4,433.98
5000-40 · Planning / Proj Mgmt / External			
5290-10 · Marketing	49,000.00	-29,000.00	-18,500.00
Project Consultant	11,000.00	-11,000.00	-11,000.00
5290-20 · Events	33,000.00	2,000.00	-2,000.00
5290-30 · Websites / App System	2,400.00	22,600.00	12,600.00
5300-30 · Trolley - TARC	25,000.00	0.00	0.00
5300-35 · Trolley Hop Expenses	36,000.00	0.00	0.00
6900-80 · Personnel	103,906.31	93.69	-138.31
Total 5000-40 · Planning / Proj Mgmt / External	260,306.31	-15,306.31	-19,038.31

	2015 Budget	Variance vs. 2014 Forecast	Variance vs. 2014 Budget
5000-60 · Administration & Finance			
5509-90 · Financial Services	29,700.00	-9,700.00	-9,700.00
5510-00 · Professional Services	7,000.00	16,000.00	16,000.00
5551-00 · Office Space, Phone & Data Serv	50,000.00	1,000.00	987.00
5552-00 · Equipment, Supplies, Postage	12,000.00	0.00	-100.00
5558-00 · Travel, Training & Meetings	13,000.00	-5,000.00	-5,000.00
5800-00 · Insurance	13,600.89	-3,600.89	-3,600.89
6180-00 · Other Expenses	10,200.00	-7,200.00	-7,450.00
6580-50 · Personnel Expenses	80,435.56	-435.56	-227.56
Total 5000-60 · Administration & Finance	215,936.45	-8,936.45	-9,091.45
Total Expense	1,348,463.24	11,236.76	-498.24
Profit / (Loss) Before Depreciation	48,036.76	15,736.76	1.76
5710-00 · Depreciation expense	47,976.67	-5,976.67	-6,091.67
Net Profit / (Loss)	60.09	9,760.09	-6,089.91