

**Louisville Downtown Management District**  
**2016 Operating Budget Recommendation**  
**October 12, 2015**

Categories / Accounts	2016 Budget	Aug-2015 Forecast	Variance		2015 Budget	2016 Budget Assumptions / Notes
			\$\$	%		
<b>INCOME</b>						
4000-00 · Assessments	1,177,917	1,138,853	39,063	3.4%	1,127,000	Based on 2016 PVA assessment projections @ 95%
4180-00 · Contracts for Services	205,694	202,546	3,148	1.6%	197,000	KICC, METRO, Arena Authority & KY Lottery (3.1K)
4190-00 · Downtown Partners	10,000	7,500	2,500	33.3%	10,000	Downtown Partners (renewed campaign)
4600-00 · Sponsorships	17,900	16,100	1,800	11.2%	0	Event Sponsorships (Cornerstone, Living Tour, METRO Grant - Day of the Dead)
4820-00 · Banner Program	15,750	15,740	10	0.1%	23,000	Banner sponsorships & fees for services
4820-05 · Support Services - BBB	3,881	20,354	(16,473)	-80.9%	2,500	Add'l services billed to and paid by LDDC and/or supported by other grants/donations/sponsorships
4820-10 · Beautification	55,000	55,400	(400)		0	Beautification sponsorships
4840-00 · Event Income	3,000	3,045	(45)	-1.5%	0	Cornerstone Awards ticket sales
4860-00 · Friday Hop Sponsors / Income	18,750	18,050	700	3.9%	31,000	Republic Bank, et al
<b>Total Revenue</b>	<b>1,507,892</b>	<b>1,477,588</b>	<b>30,304</b>	<b>2.1%</b>	<b>1,390,500</b>	
<b>EXPENSES</b>						
<b>5000-01 · Environmental /Appearance /Use</b>	<b>820,779</b>	<b>796,113</b>	<b>(24,667)</b>	<b>-3.1%</b>	<b>734,033</b>	
5000-00 · Clean and Safe program	610,786	582,129	(28,656)	-4.9%	582,000	Increased street presence with associated expense Increase coverage 11 hrs/wk; staff retention adj.
5000-05 · Support Services	3,881	20,354	16,473	0.0%	0	Cost for add'l services , i.e. LDMD event support, econ. dev. activities & other services paid by LDDC
5000-10 · Beautification	55,000	55,400	400	0.0%	0	Flower pots, tree wells, plant material & supplies
5100-10 · Maintenance & Repair	19,400	18,639	(761)	-4.1%	27,000	Separated Maintenance & Repairs/Fuel - see below
5100-11 · Equipment - Fuel	6,000	7,644	1,644	21.5%	0	Separated Maintenance & Repairs/Fuel - see above
5100-12 · Streetscape & Banners	8,681	7,644	(1,037)	-13.6%	9,000	Banner purchase, increased due to BID expansion
5100-21 · Small Repairs	2,000	1,787	(213)	-11.9%	5,500	Misc. small equipment repairs/part replacement
5400-80 · Personnel Expenses	115,032	110,160	(4,872)	-4.4%	110,533	28.0% total compensation
<b>5000-20 · Economic Development</b>	<b>153,229</b>	<b>148,446</b>	<b>(4,783)</b>	<b>-3.2%</b>	<b>142,912</b>	
5500-10 · Pedestrian Counts	9,760	9,312	(448)	-4.8%	8,000	Three counts including pedways during bball season
5500-30 · Business Development Marketing	4,300	4,290	(10)	-0.2%	0	Visitor Maps
6900-04 · Downtown Living Tour	5,000	5,286	286	5.4%	5,000	
7050-00 · Business Development Services	25,300	25,300	0	0.0%	25,300	LDDC MOA-Scope of Services 46%
7050-80 · Personnel	108,869	104,259	(4,611)	-4.4%	104,612	26.5% total compensation
<b>5000-40 · Planning / Proj Mgmt / External</b>	<b>279,412</b>	<b>264,648</b>	<b>(14,763)</b>	<b>-5.6%</b>	<b>262,196</b>	
5290-10 · Marketing	42,100	42,250	150	0.4%	49,000	Mktg & promo materials, i.e. posters, brochures, signage
5290-20 · Events	29,000	29,196	196	0.7%	33,000	Heart Candy; NCAA; Cornerstone; YUM! Plaza (2); Universal Calendar Launch; 4th St. Bus. Assoc., etc.
5290-30 · Website / App System	28,800	18,450	(10,350)	-56.1%	2,400	Social Media + Phase 2 Website 24K 50/50 = 12K
5300-35 · First Friday Hop Expenses	44,410	44,314	(96)	-0.2%	25,000	
5300-30 · Zero Bus - TARC	25,000	25,000	0	0.0%	36,000	
6900-80 · Personnel	110,102	105,439	(4,663)	(0)	105,796	26.8% total compensation
<b>5000-60 · Administration &amp; Finance</b>	<b>220,548</b>	<b>224,085</b>	<b>3,344</b>	<b>1.5%</b>	<b>209,321</b>	
5509-90 · Financial Services	29,700	29,700	0	0.0%	29,700	LDDC MOA-Scope of Services 54%
5510-00 · Professional Services	12,000	22,913	10,913	47.6%	7,000	MCM Consulting Services 1.5K 50/50; Audit 7.5K; \$750/Q for bookkeeping consult
5551-00 · Office Space, Phone & Data Serv	61,140	57,843	(3,297)	-5.7%	50,000	Data services inc. \$345/mo., from 3MB to 20MB
5552-00 · Equipment, Supplies, Postage	10,238	10,275	37	0.4%	12,000	
5558-00 · Travel, Training & Meetings	13,000	12,939	(61)	-0.5%	13,000	Learning trip, May-Jun
5800-00 · Insurance	14,465	13,631	(833)	-6.1%	13,600	5% increase Jul-2016
6580-50 · Personnel	76,825	73,571	(3,254)	-4.4%	73,821	18.7% total compensation
6180-00 · Other Expenses	3,180	3,213	33	1.0%	10,200	Supplies, memberships, Amazon, bank fees, misc.
<b>Total Expenses</b>	<b>1,473,968</b>	<b>1,433,352</b>	<b>(40,616)</b>	<b>-2.8%</b>	<b>1,348,462</b>	
<b>Net Income</b>	<b>33,924</b>	<b>44,236</b>	<b>(10,312)</b>	<b>-23.3%</b>	<b>42,038</b>	
<b>4850-00 Other Income - Interest</b>	<b>6,000</b>	<b>6,277</b>	<b>277</b>	<b>4.4%</b>	<b>6,000</b>	
<b>5710-00 Other Expenses - Depreciation</b>	<b>39,924</b>	<b>39,924</b>	<b>(0)</b>	<b>0.0%</b>	<b>41,885</b>	
<b>NET OPERATING INCOME</b>	<b>0</b>	<b>10,589</b>	<b>(10,588)</b>	<b>-100.0%</b>	<b>6,153</b>	