

Downtown Ithaca Alliance  
Balance Sheet  
As of July 31, 2010

ASSETS

Current Assets

Checking/Savings	
Operating Acct	144,281.88
Savings - Reserve	1,308.98
Savings - CDs	48,000.00
Downtown Dollars Acct-983325984	134.51
Downtown Dollars Acct-16927477	63.68
Total Checking/Savings	<u>193,789.05</u>

Accounts Receivable	
Accounts Receivable	55,317.87
Total Accounts Receivable	<u>55,317.87</u>

Other Current Assets	
Due from Employee	34.48
Prepays	7,012.94
Total Other Current Assets	<u>7,047.42</u>

Total Current Assets 256,154.34

Fixed Assets

Organizational Costs	5,785.44
Accum. Amort - Org costs	-5,785.00
Furniture, Fixtures & Equipment	20,356.34
Accum. Deprn - FF&E	-19,436.38
Total Fixed Assets	<u>920.40</u>

TOTAL ASSETS 257,074.74

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable	
Accounts Payable	8,809.96
Total Accounts Payable	<u>8,809.96</u>

Other Current Liabilities

Pension Payable	150.00
Bonuses Payable	5,600.00
Total Other Current Liabilities	<u>5,750.00</u>

Total Current Liabilities 14,559.96

Total Liabilities 14,559.96

Equity

Retained Earnings	197,958.45
Net Income	44,556.33
Total Equity	<u>242,514.78</u>

TOTAL LIABILITIES & EQUITY 257,074.74

Downtown Ithaca Alliance  
Budget vs Actual  
July 2010

	TOTAL									
	Jul 10	Budget	\$ Over Budget	% of Budget	Jan - Jul 10	Budget	\$ Over Budget	% of Budget	Total Budget	
Ordinary Income/Expense										
Income										
BID ASSESSMENTS	50,950.59	56,828.00	-5,877.41	89.66%	253,115.51	316,328.00	-63,212.49	80.02%	316,328.00	
FUND RAISING	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	12,000.00	
Corporate/Institutional	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	12,000.00	
Total FUND RAISING	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	12,000.00	
GOVT FUNDING										
City of Ithaca	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	40,000.00	
City of Ithaca Contract	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	21,000.00	
Tompkins County	0.00	5,000.00	-5,000.00	0.0%	0.00	10,000.00	-10,000.00	0.0%	10,000.00	
Total GOVT FUNDING	0.00	5,000.00	-5,000.00	0.0%	0.00	10,000.00	-10,000.00	0.0%	71,000.00	
OTHER INCOME										
SDAT Income	0.00	0.00	0.00	0.0%	500.00	0.00	500.00	100.0%	-	
Main Street Income	8,820.00	1,000.00	7,820.00	88.20%	8,820.00	6,000.00	2,820.00	147.0%	7,000.00	
Restricted MLK Art	7,894.00	0.00	7,894.00	100.0%	13,000.00	0.00	13,000.00	100.0%	-	
Annual Dinner	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	3,000.00	
Banner Income	0.00	0.00	0.00	0.0%	0.00	4,000.00	-4,000.00	0.0%	4,000.00	
Downtown Environment Income	5,437.75	0.00	5,437.75	100.0%	16,313.25	10,870.50	5,442.75	150.07%	21,741.00	
Interest	2.96	187.50	-184.54	1.58%	87.77	1,312.50	-1,224.73	6.69%	2,250.00	
Other	300.00	416.67	-116.67	72.0%	3,632.00	2,916.69	715.31	124.53%	5,000.00	
Sculpture Art Income	0.00	0.00	0.00	0.0%	2,000.00	3,500.00	-1,500.00	57.14%	3,500.00	
Total OTHER INCOME	22,454.71	1,604.17	20,850.54	1,399.77%	44,353.02	28,599.69	15,753.33	155.08%	46,491.00	
SPECIAL EVENTS INCOME										
Sound System Rental	0.00	41.67	-41.67	0.0%	0.00	291.69	-291.69	0.0%	500.00	
Gallery Night Income	20.00	0.00	20.00	100.0%	3,605.00	2,000.00	1,605.00	180.25%	2,000.00	
Office Worker	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	-	
New Festival	7,500.00	0.00	7,500.00	100.0%	7,500.00	0.00	7,500.00	100.0%	2,000.00	
Apple Harvest	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	28,000.00	
Holiday Event Income	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	15,000.00	
Ithaca Festival	0.00	0.00	0.00	0.0%	24,279.00	25,000.00	-721.00	97.12%	25,000.00	
Summer Concert Series	3,800.00	5,000.00	-1,200.00	76.0%	11,300.00	15,000.00	-3,700.00	75.33%	15,000.00	
Winter Festival/Chili Cook-off	0.00	0.00	0.00	0.0%	47,681.00	35,000.00	12,681.00	136.23%	35,000.00	
Total SPECIAL EVENTS INCOME	11,320.00	5,041.67	6,278.33	224.53%	94,365.00	77,291.69	17,073.31	122.09%	122,500.00	
INCOME FROM UNBUDGETED EXP REIM										
Main St-Pass Through Income	0.00	0.00	0.00	0.0%	53,000.00	0.00	53,000.00	100.0%	-	
Other	0.00	0.00	0.00	0.0%	600.00	0.00	600.00	100.0%	-	
Total INCOME FROM UNBUDGETED EXP REIM	0.00	0.00	0.00	0.0%	53,600.00	0.00	53,600.00	100.0%	-	
Total Income	84,725.30	68,473.84	16,251.46	123.73%	445,433.53	432,219.38	13,214.15	103.06%	588,319.00	

Downtown Ithaca Alliance  
Budget vs Actual  
July 2010

Expense	TOTAL									
	Jul 10	Budget	\$ Over Budget	% of Budget	Jan - Jul 10	Budget	\$ Over Budget	% of Budget	Total Budget	
<b>BUSINESS RETENTION/RECRUITMENT</b>										
Website/Business Development	0.00	0.00	0.00	0.0%	0.00	1,500.00	-1,500.00	0.0%	1,500.00	
SDAT Program	0.00	0.00	0.00	0.0%	0.00	1,000.00	-1,000.00	0.0%	5,000.00	
Business Marketing	197.60	125.00	72.60	158.08%	408.62	875.00	-466.38	46.7%	1,500.00	
Business Support Workshops	0.00	0.00	0.00	0.0%	0.00	375.00	-375.00	0.0%	500.00	
Collateral Material	0.00	0.00	0.00	0.0%	0.00	1,500.00	-1,500.00	0.0%	1,500.00	
Conferences/IDA	0.00	0.00	0.00	0.0%	1,516.40	1,500.00	16.40	101.09%	3,500.00	
Contract Labor	1,041.25	0.00	1,041.25	100.0%	1,041.25	2,000.00	-958.75	52.06%	2,000.00	
Main Street Grant Expenses	945.00	2,000.00	-1,055.00	47.25%	2,496.25	12,000.00	-9,503.75	20.8%	14,000.00	
Lease Trac	0.00	700.00	-700.00	0.0%	0.00	700.00	-700.00	0.0%	700.00	
Market Data	0.00	100.00	-100.00	0.0%	156.93	250.00	-93.07	62.77%	250.00	
OutreachGeneral Comm Outreach	815.90	125.00	690.90	652.72%	1,095.04	875.00	220.04	125.15%	1,500.00	
Strategy Update	0.00	0.00	0.00	0.0%	354.32	0.00	354.32	100.0%	-	
<b>Total BUSINESS RETENTION/RECRUITMENT</b>	<b>2,999.75</b>	<b>3,050.00</b>	<b>-50.25</b>	<b>98.35%</b>	<b>7,068.81</b>	<b>22,575.00</b>	<b>-15,506.19</b>	<b>31.31%</b>	<b>31,950.00</b>	
<b>DOWNTOWN ITHACA COMM EVENTS</b>										
Gallery Night	0.00	291.67	-291.67	0.0%	809.49	2,041.69	-1,232.20	39.65%	3,500.00	
New Festival Expenses	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	4,000.00	
Office Worker Expenses	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	-	
Apple Harvest Festival	0.00	0.00	0.00	0.0%	50.00	0.00	50.00	100.0%	22,000.00	
Halloween	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	1,000.00	
Holiday Event	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	20,000.00	
Ithaca Festival	8,919.60	0.00	8,919.60	100.0%	9,073.51	15,000.00	-5,926.49	60.49%	15,000.00	
Other Events	0.00	0.00	0.00	0.0%	375.00	0.00	375.00	100.0%	-	
Summer Concert Series	6,945.00	8,000.00	-1,055.00	86.81%	10,869.00	10,000.00	869.00	108.69%	20,000.00	
Winter Festival/Chili Cook-Off	0.00	0.00	0.00	0.0%	27,261.57	20,000.00	7,261.57	136.31%	20,000.00	
<b>Total DOWNTOWN ITHACA COMM EVENTS</b>	<b>15,864.60</b>	<b>8,291.67</b>	<b>7,572.93</b>	<b>191.33%</b>	<b>48,438.57</b>	<b>47,041.69</b>	<b>1,396.88</b>	<b>102.97%</b>	<b>105,500.00</b>	
<b>GOVERNMENT RELATIONS</b>										
Mural Art	0.00	0.00	0.00	0.0%	50.00	500.00	-450.00	10.0%	500.00	
DT Environ - Payroll	3,365.13	2,083.34	1,281.79	161.53%	13,862.44	14,583.38	-720.94	95.06%	25,000.00	
DT Payroll - Reimbursed TCAT	-1,634.56	0.00	-1,634.56	100.0%	-4,792.14	0.00	-4,792.14	100.0%	-	
DT Environ - Payroll Taxes	376.51	250.00	126.51	150.6%	1,803.92	1,750.00	53.92	103.08%	3,000.00	
DT Environ -Supp for Ambass	71.28	300.00	-228.72	23.76%	240.86	1,500.00	-1,259.14	16.06%	3,000.00	
Banners	0.00	0.00	0.00	0.0%	0.00	4,000.00	-4,000.00	0.0%	4,000.00	
Community Forums	0.00	0.00	0.00	0.0%	0.00	500.00	-500.00	0.0%	500.00	
Holiday Lighting	0.00	0.00	0.00	0.0%	70.00	0.00	70.00	100.0%	5,000.00	
Outdoor Sculpture	855.58	0.00	855.58	100.0%	4,643.37	6,500.00	-1,856.63	71.44%	6,500.00	
Outdoor Sculpture-MLK	6,235.00	0.00	6,235.00	100.0%	11,341.00	0.00	11,341.00	100.0%	-	
<b>Total GOVERNMENT RELATIONS</b>	<b>9,268.94</b>	<b>2,633.34</b>	<b>6,635.60</b>	<b>351.98%</b>	<b>27,219.45</b>	<b>29,333.38</b>	<b>-2,113.93</b>	<b>92.79%</b>	<b>47,500.00</b>	

Downtown Ithaca Alliance  
Budget vs Actual  
July 2010

	Jul 10	Budget	\$ Over Budget	% of Budget	Jan - Jul 10	Budget	\$ Over Budget	% of Budget	Total Budget
<b>TOTAL</b>									
<b>MARKETING &amp; MEMBER SERVICES</b>									
Electronic Gift Card	0.00	0.00	0.00	0.0%	4,375.00	5,000.00	-625.00	87.5%	5,000.00
E-News Bulletins	0.00	62.50	-62.50	0.0%	0.00	437.50	-437.50	0.0%	750.00
Downtown Map	0.00	0.00	0.00	0.0%	974.00	1,000.00	-26.00	97.4%	1,000.00
Annual Mtg/Election	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	-
DT Dollar Program	0.00	41.67	-41.67	0.0%	0.00	291.69	-291.69	0.0%	500.00
Free Parking Program	0.00	0.00	0.00	0.0%	0.00	1,000.00	-1,000.00	0.0%	2,500.00
General Retail Advertising	2,363.00	1,458.34	904.66	162.03%	7,477.96	10,208.38	-2,730.42	73.25%	17,500.00
Holiday Marketing	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	6,500.00
Kiosk Management	0.00	0.00	0.00	0.0%	0.00	1,000.00	-1,000.00	0.0%	1,000.00
Merchant Meetings/Block Captain	0.00	0.00	0.00	0.0%	0.00	125.01	-125.01	0.0%	250.00
Sidewalk Sale Days	3,072.40	3,000.00	72.40	102.41%	3,072.40	3,000.00	72.40	102.41%	3,000.00
Student Marketing	0.00	83.34	-83.34	0.0%	50.00	583.38	-533.38	8.57%	1,000.00
Tourism Marketing	0.00	0.00	0.00	0.0%	2,629.51	6,000.00	-3,370.49	43.83%	6,000.00
Tourism Marketing-Fees	27.09	154.17	-127.08	17.57%	189.63	1,079.19	-889.56	17.57%	1,850.00
Web Site Upgrading	1,968.50	0.00	1,968.50	100.0%	3,937.50	4,000.00	-62.50	98.44%	4,000.00
<b>Total MARKETING &amp; MEMBER SERVICES</b>	<b>7,430.99</b>	<b>4,800.02</b>	<b>2,630.97</b>	<b>134.81%</b>	<b>22,706.00</b>	<b>33,725.15</b>	<b>-11,019.15</b>	<b>67.33%</b>	<b>50,850.00</b>
<b>EXECUTIVE COMMITTEE</b>									
Strategic Plan-Print/Outreach	0.00	0.00	0.00	0.0%	452.00	1,000.00	-548.00	45.2%	1,000.00
Annual Diner	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	3,000.00
Annual Meeting	0.00	0.00	0.00	0.0%	2,616.82	3,500.00	-883.18	74.77%	3,500.00
Opportunity Fund	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	-
Executive Committee Fund	800.00	800.00	0.00	100.0%	13,969.87	5,600.00	8,369.87	249.46%	9,600.00
<b>Total EXECUTIVE COMMITTEE</b>	<b>800.00</b>	<b>800.00</b>	<b>0.00</b>	<b>100.0%</b>	<b>17,038.69</b>	<b>10,100.00</b>	<b>6,938.69</b>	<b>168.7%</b>	<b>17,100.00</b>

Downtown Ithaca Alliance  
Budget vs Actual  
July 2010

	Jul 10	Budget	\$ Over Budget	% of Budget	Jan - Jul 10	Budget	\$ Over Budget	% of Budget	Total Budget
OFFICE OPERATION									
Bank Charges/Fin. Chg.	36.35	0.00	36.35	100.0%	77.24	0.00	77.24	100.0%	-
Computer Maintenance	0.00	166.67	-166.67	0.0%	0.00	1,166.69	-1,166.69	0.0%	2,000.00
Depreciation & Amortization	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	-
Dues & Subscriptions	100.00	145.84	-45.84	68.57%	1,493.79	1,020.88	472.91	146.32%	1,750.00
Equipment/Software	136.00	0.00	136.00	100.0%	506.20	2,000.00	-1,493.80	25.31%	2,000.00
Insurance	1,356.00	375.00	981.00	361.6%	2,498.78	2,625.00	-126.22	95.19%	4,500.00
Internet Access/Web Hosting	0.00	100.00	-100.00	0.0%	348.00	700.00	-352.00	49.71%	1,200.00
Miscellaneous	0.00	41.67	-41.67	0.0%	0.00	291.69	-291.69	0.0%	500.00
Office Expenses & Supplies	43.55	291.67	-248.12	14.93%	1,066.47	2,041.69	-975.22	52.24%	3,500.00
Photocopier/Repair & Maint	274.95	233.34	41.61	117.83%	2,067.21	1,633.38	433.83	126.56%	2,800.00
Postal Expenses	56.89	241.67	-184.78	23.54%	941.76	1,691.69	-749.93	55.67%	2,900.00
Printing	70.21	125.00	-54.79	56.17%	70.21	875.00	-804.79	8.02%	1,500.00
Professional Fees-Annual Review	0.00	0.00	0.00	0.0%	4,250.00	4,000.00	250.00	106.25%	4,000.00
Professional Fees-Bookkeeper	0.00	583.34	-583.34	0.0%	3,976.50	4,083.38	-106.88	97.38%	7,000.00
Professional Fees-Legal	0.00	0.00	0.00	0.0%	80.00	0.00	80.00	100.0%	-
Rent	1,532.37	1,600.00	-67.63	95.77%	10,726.59	11,200.00	-473.41	95.77%	19,200.00
Telephone	192.86	191.67	1.19	100.62%	1,207.73	1,341.69	-133.96	90.02%	2,300.00
Travel-Local	0.00	20.84	-20.84	0.0%	0.00	145.88	-145.88	0.0%	250.00
<b>Total OFFICE OPERATION</b>	<b>3,799.18</b>	<b>4,116.71</b>	<b>-317.53</b>	<b>92.29%</b>	<b>29,310.48</b>	<b>34,816.97</b>	<b>-5,506.49</b>	<b>84.18%</b>	<b>55,400.00</b>
STAFFING									
Payroll - Staff	18,252.34	18,192.42	59.92	100.33%	128,701.39	127,346.94	1,354.45	101.06%	218,309.00
Payroll Service	228.99	192.50	36.49	118.96%	1,164.42	1,347.50	-183.08	86.41%	2,310.00
Staffing - Other & Reimbursed	0.00	338.00	-338.00	0.0%	0.00	2,366.00	-2,366.00	0.0%	4,056.00
FICA	1,396.30	1,391.67	4.63	100.33%	9,611.14	9,741.69	-130.55	98.66%	16,700.00
SUTA	0.00	208.34	-208.34	0.0%	1,797.07	1,458.38	338.69	123.22%	2,500.00
Health Insurance	2,672.60	3,010.00	-337.40	88.79%	18,995.22	21,070.00	-2,074.78	90.15%	36,120.00
Disability	0.00	29.17	-29.17	0.0%	414.96	204.19	210.77	203.22%	350.00
Worker's Comp	0.00	125.00	-125.00	0.0%	1,016.00	875.00	141.00	116.11%	1,500.00
<b>Total STAFFING</b>	<b>22,550.23</b>	<b>23,487.10</b>	<b>-936.87</b>	<b>96.01%</b>	<b>161,700.20</b>	<b>164,409.70</b>	<b>-2,709.50</b>	<b>98.35%</b>	<b>281,845.00</b>
UNBUDGETED REIMBURSABLE EXPENSE									
Main Street/Pass Through Exp	7,000.00	0.00	7,000.00	100.0%	84,170.00	0.00	84,170.00	100.0%	-
DT Dollars Discount/Svc Fee	0.00	0.00	0.00	0.0%	225.00	0.00	225.00	100.0%	-
Other	0.00	0.00	0.00	0.0%	3,000.00	0.00	3,000.00	100.0%	-
<b>Total UNBUDGETED REIMBURSABLE EXPENSE</b>	<b>7,000.00</b>	<b>0.00</b>	<b>7,000.00</b>	<b>100.0%</b>	<b>87,395.00</b>	<b>0.00</b>	<b>87,395.00</b>	<b>100.0%</b>	<b>-</b>
<b>Total Expense</b>	<b>69,713.69</b>	<b>47,178.84</b>	<b>22,534.85</b>	<b>147.77%</b>	<b>400,877.20</b>	<b>342,001.89</b>	<b>58,875.31</b>	<b>117.22%</b>	<b>590,145.00</b>
Net Ordinary Income	15,011.61	21,295.00	-6,283.39	70.49%	44,556.33	90,217.49	-45,661.16	49.39%	(21,826.00)

TOTAL