

## West Chester Business Improvement District

## Profit &amp; Loss

06/08/18

January through May 2018

Accrual Basis

Jan - May 18

<b>Ordinary Income/Expense</b>	
<b>Income</b>	
BID Lein Legal Fee Reimbursed	600.00
BID Property Assessment - 2018	52.30
Borough of West Chester In Lieu	85,000.00
Donations	-100.00
<b>Total Income</b>	<b>85,552.30</b>
<b>Gross Profit</b>	
	85,552.30
<b>Expense</b>	
<b>BID OFFICE OPERATIONS</b>	
Accounting/Audit	6,700.00
Bookeeping Expense	1,590.00
Donations	175.00
Exec. Dir. - Entertainment Exp.	210.58
Exec. Dir. - Travel Expenses	84.96
<b>Insurance</b>	
Administrator - Workers Comp.	1,945.00
Insurance - D&O	2,427.00
<b>Total Insurance</b>	<b>4,372.00</b>
Legal Fees / Assessment Coll.	1,351.75
<b>Memberships / Subscriptions</b>	
Memberships/Subscriptions-Other	397.50
Memberships / Subscriptions - Other	1,270.00
<b>Total Memberships / Subscriptions</b>	<b>1,667.50</b>
Office Equip. Maint./Repair	805.86
Office Equipment Lease	448.04
Office Supplies	651.63
Parking Validation	426.00
Postage	58.50
Rent	10,279.35
Train. & Dev. / Conf.	910.42
Travel & Mileage	890.60
Utilities	1,612.65
Website / Computer/ Phone	1,561.95
<b>Total BID OFFICE OPERATIONS</b>	<b>33,796.79</b>
<b>BID PROJECTS</b>	
<b>ADVOCACY</b>	
<b>Clean and Green</b>	
Clean & Green Supplies	6,325.00
Clean and Green - Other	1,115.53
<b>Total Clean and Green</b>	<b>7,440.53</b>
<b>Director Salary &amp; Benefits</b>	
Director- Health Insurance Ben.	25,440.24
Director Benefits	-272.50
Director Pension Costs	660.69
Director Salary	33,033.06
<b>Total Director Salary &amp; Benefits</b>	<b>58,861.49</b>
<b>Total ADVOCACY</b>	<b>66,302.02</b>
<b>MARKETING</b>	
AAA PA Towns	299.42
Advertising / Marketing	480.61
Convention Center Visitors Guid	600.00
HOTEL MARKETING PROGRAMS	50.00
MARKETING BROCHURES	

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WC DOWNTOWN GUIDE	
CTM BROCHURE DISTRIBUTION	1,651.27
Total WC DOWNTOWN GUIDE	1,651.27
Total MARKETING BROCHURES	1,651.27
MARKETING OUTREACH	
Social Media Advertising	2,600.15
Total MARKETING OUTREACH	2,600.15
PRINT MEDIA	
COUNTY LINES MAGAZINE	3,325.00
FIG - WEST CHESTER	7,500.00
Print/Design/Photo Media	500.00
W. C. PARKS & RECREATION GUIDES	250.00
Total PRINT MEDIA	11,575.00
Sidewalk Sale	135.83
SPONSORSHIPS	
FASHION SHOW	3,000.00
HISTORY/PRESERVATION MONTH	5,027.00
Pennsylvania Downtown Center Co	4,000.00
Total SPONSORSHIPS	12,027.00
WC CHAMBER OF COMMERCE	
GALLERY WALK SPONSORSHIP	1,500.00
Total WC CHAMBER OF COMMERCE	1,500.00
WEBSITE	
DOMAIN REGISTRATION	40.00
WEBSITE ENHANCEMENTS/SEO	2,600.00
Total WEBSITE	2,640.00
MARKETING - Other	107.34
Total MARKETING	33,666.62
Total BID PROJECTS	99,968.64
Payroll Expenses	1,058.28
PERSONNEL	
BID Employer Taxes	5,473.29
Com. Specialist pension	260.10
Communication Specialist	13,005.00
Employee - Health Insurance Ben	11,009.88
Employee HSA contribution	1,500.00
Exec. Dir. - HSA contribution	3,000.00
Office Manager Pension Costs	322.74
Office Manager Salary	16,134.75
Total PERSONNEL	50,705.76
Prior year expense	1,558.81
Total Expense	187,088.28
Net Ordinary Income	-101,535.98
Net Income	<u>-101,535.98</u>