## DIA 2022 PROJECTED YEAR END RESULTS & RESERVE CONTINUITY

Marketing   Mark	COST CENTER	DESCRIPTION	2021 BUDGET	2021 ACTUALS	2022 BUDGET	2022 PROJECTED ACTUAL <sup>2</sup>	2023 PROPOSED BUDGET
Solicy   S	REVENUE						A many from the state of the
Solicy   S	DIALour		87 350	87 451	87 350	87 350	87.350
Associate Membernisin   Asso	·						
Total DIA Revenue   -0.0							
Page 2,350   87,451   87,350							
Description   Part	Total DIA Revenue						
Description   Patricina   Pa							
Included under Print/Digital Marketing Recommend to remove budget line.   14,000   12,021   19,000   16,773   17,000   17,000   17,000   16,773   17,000	EXPENSES						
Marketing Recommend to remove budget line.  DIA Gift Certificates   -0.0   (1,075)   -0.0   -	ADVERTISING/PROMOTION						
Dia Gift Certificates   .00	Events – advertising	Marketing. Recommend to remove	8,000	5,201	8,000	-00	-00
Print/Digital Marketing	DIA Gift Certificates	budget in c.	-00	(1,075)	-00	-00	-00
Misc Advertising Foareway kiosk         2,400         -00         2,400         10.0         2,400           Total Advertising/Promotion         24,400         16,146         29,400         16,773         19,400           DOWNTOWN BEAUTIFICATION Lighting Program	Print/Digital Marketing						17,000
Total Advertising/Promotion   24,400   16,146   29,400   16,773   19,400   19,400   10,400							
Lighting Program         12,000         -00         12,000         -00         -00         -00           Decoration – planters/hang baskets         includes rentals, hanging baskets, Christmas decoration         13,000         13,327         12,700         9,924         12,700           Marketing         2,000         -00         2,000         -00         2,000         5,511         3,200           Assets - Planter Boxes and Benches <sup>1</sup> 3,200         2,027         3,200         5,511         3,200           Total Downtown Beautification         7,000         144         700         5,511         3,200           ADMINISTRATION         7,000         144         700         -00         500           Contracted Services         5,200         239         -00         -00         -00           Meeting Expenses         500         -00         500         -00         -00         -00           Website         License renewal, domain and hosting         500         -00         500         -00         -00         1,190         1,200           Other         OBIAA Membership         -0         -0         -0         238         -0           Total Administration         5,500-52,000         5,500-52,000	Total Advertising/Promotion						
Decoration - planters/hang baskets   includes rentals, hanging baskets, Christman decoration	DOWNTOWN BEAUTIFICATION						
Decoration - planters/hang baskets   Includes rentals, hanging baskets, Christmas decoration   Sakets, Christmas decoration   Sakets, Christmas decoration   Sakets, Christmas decoration   Sakets, Christmas decoration   Sakets - Planter Boxes and Benches   Sakets - Planter Boxes   Sake			12.000	-00	12.000	-00	-00
Marketing         2,000         -00         2,000         -00         2,000           Assets - Planter Boxes and Benches 1         3,200         2,027         3,200         5,511         3,200           Total Downtown Beautification         30,200         15,354         29,900         15,434         17,900           ADMINISTRATION           Printing, Stationary, Supplies, computers         700         144         700         -00         -50           Contracted Services         5,200         239         -00         -00         -00         -00         -00         -00         -00         -00         -00         -00         -00         -500         -00         -00         -00         -500         -00	Decoration – planters/hang baskets	baskets, Christmas					12,700
Assets - Planter Boxes and Benches 1 3,200 2,027 3,200 5,511 3,200 Total Downtown Beautification 30,200 15,354 29,900 15,434 17,900	Marketing	decoration	2 000	-00	2 000	-00	2 000
Name							
## ADMINISTRATION Printing, Stationary, Supplies, computers Contracted Services 5,200 239 -00 -00 -00 Meeting Expenses 5,200 239 -00 -00 500 -00 500 Meeting Expenses Soo -00 500 -00 500 -00 500 -00 500 Meeting Expenses Soo -00 -00 -00 -00 -00 -00 -00 -00 -00 -		-					
Printing, Stationary, Supplies, computers         700         144         700         -00         500           Contracted Services         5,200         239         -00         -00         -00           Meeting Expenses         License renewal, domain and hosting         500         -00         500         1,190         1,200           Other         OBIAA Membership         -00         -00         -00         238         -00           Total Administration         Grimsby 100 & Happening in Gimsby 100 & Happening in Grimsby 510,000 each, Comedy nights \$4,700, Shopping Spree \$2,500+\$2,000         6,348         6,000         34,527         28,000           Total Special Events         6,000         6,348         6,000         34,527         28,000           Total Special Events         1,900         6,561         1,900         1,168         1,900           Total Special Events         1,900 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>							
Contracted Services	ADMINISTRATION						
Meeting Expenses         500         -00         500         -00         500           Website         License renewal, domain and hosting and hosting OBIAA Membership         -00         -00         -00         238         -00           Total Administration         6,900         715         2,200         1,429         2,200           SPECIAL EVENT           Special Events         Grimsby 100 & Happening in Grimsby 510,000 each, Comedy nights \$4,700, Shopping Spree \$2,500+\$2,000         6,000         6,348         6,000         34,527         28,000           Total Special Events           Total Special Events         6,000         6,348         6,000         34,527         28,000           Total Special Events           Total Special Events         1,900         6,348         6,000         34,527         28,000           Total Special Events         1,900         6,348         6,000         34,527         28,000           Total Special Events         1,900         6,348         6,000         34,527         28,000           Total Special Events         1,900         1,100         1,168         1,900           Total Special Events         1,900         1	Printing, Stationary, Supplies, computers						
Website         License renewal, domain and hosting OBIAA Membership         500         332         1,000         1,190         1,200           Other OBIAA Membership         -00         -00         -00         238         -00           Total Administration         6,900         715         2,200         1,429         2,200           SPECIAL EVENT           Special Events         Grimsby 100 & Happening in Grimsby \$10,000 each, Comedy nights \$4,700, Shopping Spree \$2,500+\$2,000         6,348         6,000         34,527         28,000           Total Special Events           Total Special Events         6,000         6,348         6,000         34,527         28,000           Total Special Events           Total Special Events           For Supplies Spree \$2,500+\$2,000           Total Special Events           For Supplies Spree \$2,500+\$2,000           Total Special Events           Total Special Events           For Supplies Spree \$2,500+\$2,000           Total Special Events           For Supplies Spree \$2,500+\$2,000           Total Special Events         1,900         6,561         1,900         1,168         1,900							
Other OBIAA Membership         -00         -00         -00         238         -00           Total Administration         6,900         715         2,200         1,429         2,200           SPECIAL EVENT           Special Events         Grimsby 100 & Happening in Grimsby \$10,000 each, Comedy nights \$4,700, Shopping Spree \$2,500+\$2,000         6,348         6,000         34,527         28,000           TOWN REQUIREMENTS           Professional Fees         Audit fees         1,900         6,561         1,900         34,527         28,000           Taxes Written off         3,000         1,300         3,000         1,168         1,900           Vacancy Rebates         400         -00         400         -00         -00           Charitable Rebates         2021 Rebate         400         257         400         428         450           Total Town Requirements         5,700         8,118         5,700         1,734         5,350           BUGGETED CONTRIBUTION TO RESERVE         14,150         14,150         14,150         14,150         14,150         14,150         14,150         14,000							
Total Administration	Website		500	332	1,000	1,190	1,200
SPECIAL EVENT   Special Events   Grimsby 100 & Happening in Grimsby \$10,000 each, Comedy nights \$4,700, Shopping Spree \$2,500+\$2,000	Other		-00	-00	-00	238	-00
Special Events         Grimsby 100 & Happening in Grimsby \$10,000 each, Comedy nights \$4,700, Shopping Spree \$2,500+\$2,000         6,000         6,348         6,000         34,527         28,000           Total Special Events         6,000         6,348         6,000         34,527         28,000           TOWN REQUIREMENTS           Professional Fees         Audit fees         1,900         6,561         1,900         1,168         1,900           Taxes Written off         3,000         1,300         3,000         137         3,000           Vacancy Rebates         400         -00         400         -00         -00         -00           Charitable Rebates         2021 Rebate         400         257         400         428         450           Total Town Requirements         5,700         8,118         5,700         1,734         5,350           BUDGETED CONTRIBUTION TO RESERVE           TOTAL DIA Expenses         87,350         60,831         87,350         84,047         87,350	Total Administration		6,900	715	2,200	1,429	2,200
Grimsby \$10,000 each, Comedy nights \$4,700, Shopping Spree \$2,500+\$2,000  Total Special Events  6,000 6,348 6,000 34,527 28,000  TOWN REQUIREMENTS  Professional Fees Audit fees 1,900 6,561 1,900 1,168 1,900 Taxes Written off 3,000 1,300 3,000 137 3,000 Vacancy Rebates 400 -00 400 -00 -00 Charitable Rebates 2021 Rebate 400 257 400 428 450 Total Town Requirements  BUDGETED CONTRIBUTION TO RESERVE 14,150 14,150 14,150 14,150 14,150 14,150 14,500	SPECIAL EVENT						
TOWN REQUIREMENTS  Professional Fees Audit fees 1,900 6,561 1,900 1,168 1,900 Taxes Written off 3,000 1,300 3,000 137 3,000 Vacancy Rebates 400 -00 400 -00 -00 Charitable Rebates 2021 Rebate 400 257 400 428 450 Total Town Requirements 5,700 8,118 5,700 1,734 5,350  BUDGETED CONTRIBUTION TO RESERVE 14,150 14,150 14,150 14,500  TOTAL DIA Expenses 87,350 60,831 87,350 84,047 87,350	Special Events	Grimsby \$10,000 each, Comedy nights \$4,700, Shopping Spree	6,000	6,348	6,000	34,527	28,000
Professional Fees         Audit fees         1,900         6,561         1,900         1,168         1,900           Taxes Written off         3,000         1,300         3,000         137         3,000           Vacancy Rebates         400         -00         400         -00         -00           Charitable Rebates         2021 Rebate         400         257         400         428         450           Total Town Requirements         5,700         8,118         5,700         1,734         5,350           BUDGETED CONTRIBUTION TO RESERVE         14,150         14,150         14,150         14,150         14,150         14,150         14,00         1	Total Special Events		6,000	6,348	6,000	34,527	28,000
Professional Fees         Audit fees         1,900         6,561         1,900         1,168         1,900           Taxes Written off         3,000         1,300         3,000         137         3,000           Vacancy Rebates         400         -00         400         -00         -00           Charitable Rebates         2021 Rebate         400         257         400         428         450           Total Town Requirements         5,700         8,118         5,700         1,734         5,350           BUDGETED CONTRIBUTION TO RESERVE         14,150         14,150         14,150         14,150         14,150         14,150         14,00         1	TOWN REQUIREMENTS						
Taxes Written off         3,000         1,300         3,000         137         3,000           Vacancy Rebates         400         -00         400         -00         -00           Charitable Rebates         2021 Rebate         400         257         400         428         450           Total Town Requirements         5,700         8,118         5,700         1,734         5,350           BUDGETED CONTRIBUTION TO RESERVE         14,150         14,150         14,150         14,150         14,150         14,150         14,500           TOTAL DIA Expenses         87,350         60,831         87,350         84,047         87,350	Professional Fees	Audit fees	1,900	6,561	1,900	1,168	1,900
Vacancry Rebates         400         -00         400         -00         -00           Charitable Rebates         2021 Rebate         400         257         400         428         450           Total Town Requirements         5,700         8,118         5,700         1,734         5,350           BUDGETED CONTRIBUTION TO RESERVE         14,150         14,150         14,150         14,150         14,150         14,000           TOTAL DIA Expenses         87,350         60,831         87,350         84,047         87,350	Taxes Written off						3,000
Charitable Rebates         2021 Rebate         400         257         400         428         450           Total Town Requirements         5,700         8,118         5,700         1,734         5,350           BUDGETED CONTRIBUTION TO RESERVE         14,150         14,150         14,150         14,150         14,150         14,000           TOTAL DIA Expenses         87,350         60,831         87,350         84,047         87,350	Vacancy Rebates		400			-00	
BUDGETED CONTRIBUTION TO RESERVE 14,150 14,150 14,150 14,150 14,500  TOTAL DIA Expenses 87,350 60,831 87,350 84,047 87,350		2021 Rebate					
TOTAL DIA Expenses 87,350 60,831 87,350 84,047 87,350	Iotal Town Requirements		5,700	8,118	5,700	1,734	5,350
	BUDGETED CONTRIBUTION TO RESERVE		14,150	14,150	14,150	14,150	14,500
SURPLUS/(DEFICIT) 5,000 26,620 -00 3,303 -00	TOTAL DIA Expenses		87,350	60,831	87,350	84,047	87,350
	SURPLUS/(DEFICIT)		5,000	26,620	-00	3,303	-00

## RESERVE CONTINUITY 2022 2023 2021 **PROJECTED** PROPOSED **ACTUAL** ACTUAL<sup>2</sup> BUDGET RESERVE OPENING BALANCE 83,321 124,091 141,544 **Budgeted Contribution To Reserve** 14,150 14,150 14,500 26,620 Surplus/(Deficit) 3,303 -00 RESERVE CLOSING BALANCE 124,091 156,044 141,544

## NOTE:

<sup>1)</sup> Investment in planter boxes and benches categorized as capital assets
2) The actuals are as of January 17, 2023 and are not final. Amounts may change if additional invoices are received and accounts reconciled in preparation for year end