

Central Street Evanston

2022 FINAL BUDGET

	2021 Estimated			2022 Budget			Split	Split
	Total	SSA #7	SSA #8	Total	SSA #7	SSA #8	SSA #7	SSA #8
Income								
4000 Central Street Revenue								
4100 SSA7	145,245	145,245		146,392	146,392			
4200 SSA8	62,065		62,065	62,006		62,006		
Total 4000 Central Street Revenue	207,309	145,245	62,065	208,398	146,392	62,006		
4400 Miscellaneous Income	50	50						
4600 Prior-Year Carryover				210,752	162,599	48,200		
4700 Loss Collection	(12,832)	(9,347)	(3,485)	(6,198)	(4,392)	(1,806)		
Total Income	194,528	135,948	58,580	412,952	304,599	108,400		
Gross Profit	194,528	135,948	58,580	412,952	304,599	108,400		
Expenses								
6000 Advertising								
6001 Digital	4,048	2,711	1,338	6,000	4,200	1,800		
6002 Email Marketing	117	117		3,000	2,100	900		
6003 Print Ads	1,350	705	645	4,000	2,800	1,200		
6004 Radio				3,000	2,100	900		
Total 6000 Advertising	5,515	3,533	1,983	16,000	11,200	4,800	70%	30%
6100 Marketing								
6101 Graphic Design	1,705	1,044	662	2,500	1,750	750		
6102 Photography				1,500	1,050	450		
6103 Premiums	432	432		4,000	2,800	1,200		
6104 Printed Materials	1,836	1,372	464	2,500	1,750	750		
6105 Website	520	285	235	510	357	153		
6106 Branding				21,700	15,190	6,510		
Total 6100 Marketing	4,493	3,133	1,361	32,710	22,897	9,813	70%	30% \$21,700 All Together included in this. No billing happened in 2021.
6200 Special Events								
6201 Administrative (Permits)				500	350	150		
6202 Entertainment	2,685	2,005	681	4,000	2,800	1,200		
6204 Rentals	50		50	2,500	1,750	750		
6205 Supplies	1,880	1,452	427	2,000	1,400	600		
Total 6200 Special Events	4,615	3,457	1,158	9,000	6,300	2,700	70%	30%
6300 Public Way Aesthetics								
6301 Banners				5,000	2,500	2,500		
6302 Holiday Décor				49,000	24,500	24,500		
6303 Kiosk				12,000	6,000	6,000		
6306 Public Art	27,900	13,950	13,950	1,000	500	500		
Total 6300 Public Way Aesthetics	27,900	13,950	13,950	67,000	33,500	33,500	50%	50%
6400 Public Way Maintenance								
6401 Planters/Landscape	8,939	6,248	2,691	17,000	8,500	8,500		
Total 6400 Public Way Maintenance	8,939	6,248	2,691	17,000	8,500	8,500	50%	50%
6500 Tenant Attraction & Retention								
6501 Business	0	0	0	0	0	0		
Total 6500 Tenant Attraction & Retention	0	0	0	0	0	0	50%	50%
6600 Administrative Non-Personnel								
6601 Accountant	4,020	2,010	2,010	4,020	2,010	2,010		
6602 Audit				7,000	3,500	3,500		
6603 Bank Charges	246	169	77	10	5	5		
6604 Business/Professional Dev				1,000	500	500		
6605 Computer	1,127	577	550	1,100	550	550		
6606 Donations	2,000	1,300	700	2,000	1,000	1,000		
6607 Dues & Subscriptions	802	602	200	1,203	602	602		
6608 Insurance	545	273	273	2,500	1,250	1,250		
6610 Meeting Expenses				500	250	250		
6611 Memberships	295	148	148	300	150	150		
6612 Office Supplies	173	87	87	300	150	150		
6613 Rent	1,237	1,037	200	0	0	0		
6614 Telephone				0	0	0		
6615 Board Development	3,000	1,500	1,500	0	0	0		
6616 License & Permits	20	20		0	0	0		
Total 6600 Administrative Non-Personnel	13,465	7,722	5,744	19,933	9,967	9,967	50%	50%
6700 Administrative Payroll								
6701 SSA Program Manager	11,079	7,755	3,324	0	0	0		
6702 SSA Coordinator	4,250	2,975	1,275	0	0	0		
6703 Executive Director	27,499	19,249	8,249	86,625	60,638	25,988		
6704 Employer Taxes		0	0	0	0	0		
6705 Processing Fees		0	0	0	0	0		
Total 6700 Administrative Payroll	42,828	29,979	12,848	86,625	60,638	25,988	70%	30%
Total Expenses	107,755	68,022	39,735	248,268	153,001	95,267		
Net Income	86,773	67,926	18,845	164,684	151,598	13,133		

Total	SSA #7	SSA #8	
194,478	135,898	58,580	
104,684	75,914	28,720	Spring Collection
89,794	59,984	29,860	Fall Collection
107,755	68,022	39,735	
91,583	57,787	33,795	
16,172	10,235	5,940	
137,130	112,850	24,280	
73,622	49,749	23,920	
210,752	162,599	48,200	

Total Central Street Revenue 2021 (Estimated)
 Central Street Cash Revenue To Date (11.18.21)
Remaining Expected Central Street Revenue

Total Estimated Expenses 2021
 Expenses To Date (11.18.21)
Remaining Expenses

Current Cash (11.18.21)
 Additional Collections Less Expenses
Estimated Cash Balance at 12.31.21

Central Street Evanston
2022 Marketing & Advertising Budget

	2021 Budget			2022 Budget			Split	Split
	Total	SSA #7	SSA #8	Total	SSA #7	SSA #8	SSA #7	SSA #8
Expenses								
6000 Advertising								
6001 Digital	8,000	5,600	2,400	6,000	4,200	1,800		
6002 Email Marketing	2,000	1,400	600	3,000	2,100	900		
6003 Print Ads	2,000	1,400	600	4,000	2,800	1,200		
6004 Radio	4,000	2,800	1,200	3,000	2,100	900		
Total 6000 Advertising	16,000	11,200	4,800	16,000	11,200	4,800	70%	30%
6100 Marketing								
6101 Graphic Design	3,000	2,100	900	2,500	1,750	750		
6102 Photography	2,000	1,400	600	1,500	1,050	450		
6103 Premiums	3,000	2,100	900	4,000	2,800	1,200		
6104 Printed Materials	1,500	1,050	450	2,500	1,750	750		
6105 Website	500	350	150	21,700	15,190	6,510		
Total 6100 Marketing	10,000	7,000	3,000	32,710	22,540	9,660	70%	30%
6300 Public Way Aesthetics								
6301 Banners	5,000	3,500	1,500	5,000	2,500	2,500		
6302 Holiday Décor	35,000	21,000	14,000	49,000	24,500	24,500		
6303 Public Kiosk				12,000	6,000	6,000		
6306 Public Art				1,000	500	500		
Total 6300 Public Way Aesthetics	40,000	24,500	15,500	67,000	33,500	33,500	50%	50%
6400 Public Way Maintenance								
6401 Planters/Landscape	15,000	10,500	4,500	17,000	8,500	8,500		
Total 6400 Public Way Maintenance	15,000	10,500	4,500	17,000	8,500	8,500	50%	50%
6500 Tenant Attraction & Retention								
6501 Business	2,000	1,000	1,000	0	0	0		
Total 6500 Tenant Attraction & Retention	2,000	1,000	1,000	0	0	0	50%	50%
Total Expenses	83,000	54,200	28,800	132,710	75,740	56,460		

Central Street Evanston

2022 Events Budget

	2021 Budget			2022 Budget			Split SSA #7	Split SSA #8
	Total	SSA #7	SSA #8	Total	SSA #7	SSA #8		
Expenses								
6200 Special Events								
6201 Administrative	500	350	150	500	350	150		
6202 Entertainment	4,000	2,500	1,500	4,000	2,800	1,200		
6204 Rentals	2,500	1,750	750	2,500	1,750	750		
6205 Supplies	2,000	1,400	600	2,000	1,400	600		
Total 6200 Special Events	9,000	6,000	3,000	9,000	6,300	2,700	70%	30%
Total Expenses	9,000	6,000	3,000	9,000	6,300	2,700		

Central Street Evanston

2022 Administrative & Payroll Budget

	2021 Budget			2022 Budget			Split SSA #7	Split SSA #8
	Total	SSA #7	SSA #8	Total	SSA #7	SSA #8		
Expenses								
6600 Administrative Non-Personnel								
6601 Accountant	3,000	1,500	1,500	4,020	2,010	2,010		
6602 Audit	5,000	2,500	2,500	7,000	3,500	3,500		
6603 Bank Charges				10	5	5		
6604 Business/Professional Dev	1,000	500	500	1,000	500	500		
6605 Computer	400	200	200	1,100	550	550		
6606 Donations	2,000	1,000	1,000	2,000	1,000	1,000		
6607 Dues & Subscriptions	500	250	250	1,203	602	602		
6608 Insurance	2,500	1,250	1,250	2,500	1,250	1,250		
6610 Meeting Expenses	500	250	250	500	250	250		
6611 Memberships	300	150	150	300	150	150		
6612 Office Supplies	200	100	100	300	150	150		
6613 Rent	2,400	1,200	1,200	0	0	0		
6614 Telephone	1,200	600	600	0	0	0		
6615 Board Development	3,000	2,100	900	0	0	0		
Total 6600 Administrative Non-Personnel	22,000	11,600	10,400	19,933	9,967	9,967	50%	50%
6700 Administrative Payroll								
6701 SSA Program Manager	16,908	11,836	5,072	0	0	0		
6702 SSA Coordinator	4,250	2,975	1,275	0	0	0		
6703 Executive Director	27,500	19,250	8,250	86,625	60,638	25,988		
6704 Employer Taxes				0	0	0		
6705 Processing Fees				0	0	0	70%	30%
Total 6700 Administrative Payroll	48,658	34,061	14,597	86,625	60,638	25,988		
Total Expenses	70,658	45,661	24,997	106,558	70,604	35,954		

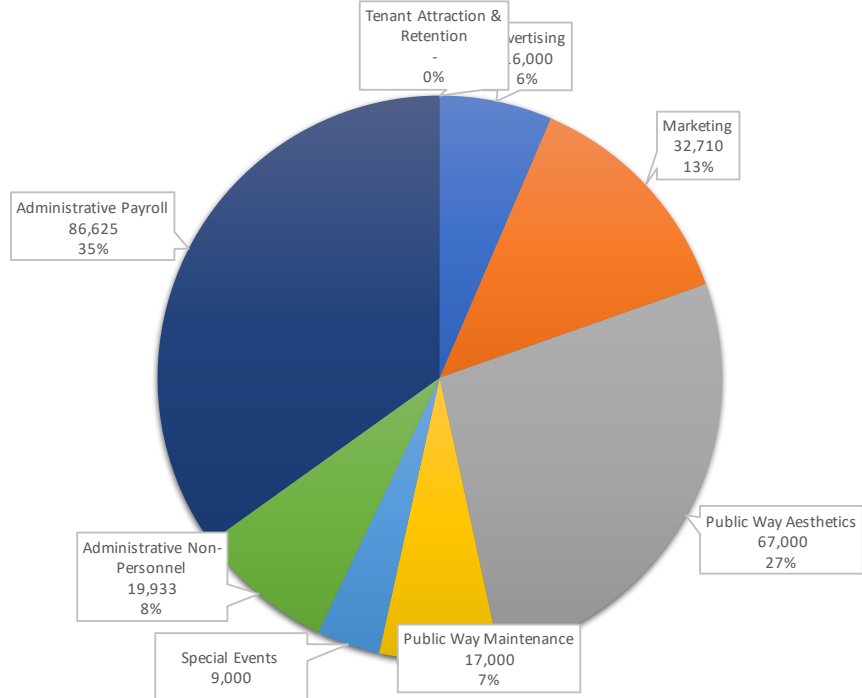
2022

Central Street Evanston Budget

Central Street Revenue	208,398
Prior-Year Carryover	210,752
Loss Collection	(6,198)
Total Income	412,952

Advertising	16,000
Marketing	32,710
Public Way Aesthetics	67,000
Public Way Maintenance	17,000
Special Events	9,000
Administrative Non-Personnel	19,933
Administrative Payroll	86,625
Tenant Attraction & Retention	-
Total Expenses	248,268
Budgeted Net Income	164,684

Central Street Evanston
2022 Total Budgeted Expenses



2022

Central Street Committee Budgets

Compensation / Non-Payroll Expenses	106,558
Special Events	9,000
Marketing (everything but events)	132,710

Central Street Evanston
2022 Budgeted Expenses by Committee

