

**Central Street Evanston**  
**2026 BUDGET**

	<i>2025 Estimated</i>			2026 BUDGET		
	TOTAL			SSA#7	SSA#8	Total
	Estimated Actual 12.31.25	Total 2025 Budget	Budget Variance at 12.31.25			
Income						
4000 Central Street Revenue						
4100 SSA7	146,392	146,392	-	146,392		146,392
4200 SSA8	62,006	62,006	-		62,006	62,006
Total 4000 Central Street Revenue	208,398	208,398	-	146,392	62,006	208,398
4250 Event Sponsorships	2,500	-	2,500	2,800	1,200	4,000
4400 Miscellaneous Income	-	-	-			-
<i>4600 Reserves</i>	<i>89,714</i>	<i>89,714</i>	-	<i>56,180</i>	<i>(1,131)</i>	55,049
4700 Loss Collection	(6,198)	(6,198)	-	(4,392)	(1,806)	(6,198)
Total Income	294,414	291,914	2,500	200,980	60,269	261,249
Expenses						
6000 Advertising						
6001 Digital	1,681	1,000	681	1,400	600	2,000
6003 Print Ads	2,500	2,500	-	1,750	750	2,500
6004 Radio	-	-	-	-	-	-
6006 Direct Mail	3,000	3,000	-	2,100	900	3,000
Total 6000 Advertising	7,181	6,500	681	5,250	2,250	7,500
6100 Marketing						
6101 Graphic Design	2,000	2,000	-	700	300	1,000
6102 Photography	1,175	2,000	(825)	1,400	600	2,000
6103 Premiums	2,000	2,000	-	700	300	1,000
6104 Printed Materials	2,000	2,000	-	1,540	660	2,200
6105 Website	2,106	396	1,710	700	300	1,000
6106 Branding	-	-	-	-	-	-
6107 Public Relations	28,800	24,000	4,800	-	-	-
Total 6100 Marketing	38,081	32,396	5,685	5,040	2,160	7,200
6200 Special Events						
6201 Administrative	-	-	-	-	-	-
6202 Entertainment	8,000	8,000	-	5,600	2,400	8,000
6204 Rentals	2,000	2,000	-	1,400	600	2,000
6205 Supplies	1,000	1,000	-	700	300	1,000
Total 6200 Special Events	11,000	11,000	-	7,700	3,300	11,000
6300 Public Way Aesthetics						
6301 Banners	596	600	(4)	420	180	600
6302 Holiday Décor	55,000	54,000	1,000	46,405	8,595	55,000
6306 Public Art	1,000	1,000	-	700	300	1,000
6308 Wayfinding Signage	9,574	12,820	(3,246)	8,400	3,600	12,000
Total 6300 Public Way Aesthetics	66,170	68,420	(2,250)	55,925	12,675	68,600
6400 Public Way Maintenance						
6401 Planters/Landscape	20,200	25,000	(4,800)	15,400	6,600	22,000
Total 6400 Public Way Maintenance	20,200	25,000	(4,800)	15,400	6,600	22,000
6500 Tenant Attraction & Retention	750	750	-	525	225	750
6600 Administrative Non-Personnel						
6601 Accountant	4,320	4,320	-	3,024	1,296	4,320
6602 Audit	3,800	3,800	-	2,660	1,140	3,800
6603 Bank Charges	1,684	888	796	1,231	527	1,758
6604 Business/Professional Dev	-	-	-	-	-	-
6605 Computer	-	-	-	-	-	-
6606 Donations	904	-	904	700	300	1,000
6607 Dues & Subscriptions	500	1,000	(500)	910	390	1,300

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**2025 Estimated**

	TOTAL		
	Estimated	Budget	
	Actual 12.31.25	Total 2025 Budget	Variance at 12.31.25
6608 Insurance	1,467	1,300	167
6610 Meeting Expenses	1,332	1,400	(68)
6611 Memberships	2,500	2,500	-
6612 Office Supplies	310	300	10
6613 Rent	129	350	(221)
6615 Board Development			-
6616 Licenses & Permits	275	500	(225)
6617 Contractors	78	100	(22)
Total 6600 Administrative Non-	19,811	18,851	960
6700 Administrative Payroll			
6703 Executive Director	91,000	91,000	-
Total 6700 Administrative Payroll	91,000	91,000	-
Total Expenses	254,193	253,917	276
Net Operating Income	40,165	37,997	2,168

2026 BUDGET		
SSA#7	SSA#8	Total
1,050	450	1,500
1,610	690	2,300
333	143	475
245	105	350
1,679	719	2,398
		-
-	-	-
-	-	-
13,441	5,760	19,200
63,700	27,300	91,000
63,700	27,300	91,000
166,981	60,270	227,250
34,000	0	34,000