

**Central Street Evanston
2025 BUDGET**

	<i>2024 Estimated</i>			2025 BUDGET		
	TOTAL			SSA#7	SSA#8	Total
	Estimated Actual 12.31.24	Total 2024 Budget	Budget Variance at 12.31.24			
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
4300 Marketing Services	-	-	-			-
4400 Miscellaneous Income	-	-	-			-
<i>4600 Reserves</i>	<i>175,825</i>	<i>175,825</i>	<i>-</i>	<i>82,571</i>	<i>7,143</i>	<i>89,715</i>
4700 Loss Collection	(6,198)	(6,198)	-	(4,392)	(1,806)	(6,198)
Total Income	378,025	378,025	-	224,571	67,343	291,915
Expenses						
6000 Advertising						
6001 Digital	2,800	4,000	(1,200)	700	300	1,000
6003 Print Ads	2,200	4,400	(2,200)	1,750	750	2,500
6004 Radio	-	-	-	-	-	-
6006 Direct Mail	3,000	27,000	(24,000)	2,100	900	3,000
Total 6000 Advertising	8,000	35,400	(27,400)	4,550	1,950	6,500
6100 Marketing						
6101 Graphic Design	-	4,000	(4,000)	1,400	600	2,000
6102 Photography	900	2,000	(1,100)	1,400	600	2,000
6103 Premiums	3,500	5,000	(1,500)	1,400	600	2,000
6104 Printed Materials	1,700	4,000	(2,300)	1,400	600	2,000
6105 Website	4,896	4,896	-	277	119	396
6106 Branding	-	-	-	-	-	-
6107 Public Relations	14,000	-	14,000	16,800	7,200	24,000
Total 6100 Marketing	24,996	19,896	5,100	22,677	9,719	32,396
6200 Special Events						
6201 Administrative	1,050	1,050	-	-	-	-
6202 Entertainment	7,225	8,000	(775)	5,600	2,400	8,000
6204 Rentals	2,337	1,500	837	1,400	600	2,000
6205 Supplies	937	400	537	700	300	1,000
Total 6200 Special Events	11,549	10,950	599	7,700	3,300	11,000
6300 Public Way Aesthetics						
6301 Banners	593	2,000	(1,407)	420	180	600
6302 Holiday Décor	54,000	60,000	(6,000)	37,800	16,200	54,000
6306 Public Art	-	2,000	(2,000)	700	300	1,000
6308 Wayfinding Signage	28,180	59,500	(31,320)	8,974	3,846	12,820
Total 6300 Public Way Aesthetics	82,773	123,500	(40,727)	47,894	20,526	68,420
6400 Public Way Maintenance						
6401 Planters/Landscape	24,000	24,000	-	17,500	7,500	25,000
Total 6400 Public Way Maintenance	24,000	24,000	-	17,500	7,500	25,000
6500 Tenant Attraction & Retention	3,300	3,000	300	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	2,066	1,150	916	622	266	888
6604 Business/Professional Dev	-	-	-	-	-	-
6605 Computer	-	-	-	-	-	-
6606 Donations	958	1,000	(42)	700	300	1,000
6607 Dues & Subscriptions	1,353	1,300	53	910	390	1,300

6608 Insurance	1,288	1,360	(72)	980	420	1,400
6610 Meeting Expenses	2,500	2,000	500	1,750	750	2,500
6611 Memberships	296	300	(4)	210	90	300
6612 Office Supplies	300	300	-	245	105	350
6613 Rent	1,303	1,096	207	1,676	718	2,394
6615 Board Development	-	-	-	-	-	-
6616 Licenses & Permits	514	400	114	350	150	500
6617 Contractors	100		100	70	30	100
Total 6600 Administrative Non-	18,797	17,026	1,771	13,196	5,656	18,852
6700 Administrative Payroll						
6703 Executive Director	91,000	91,000	-	63,700	27,300	91,000
Total 6700 Administrative Payroll	91,000	91,000	-	63,700	27,300	91,000
Total Expenses	264,415	324,772	(60,357)	177,743	76,175	253,918
Net Operating Income	113,614	53,253	60,361	46,829	(8,832)	37,997