Management Report

Myrtle Beach Downtown Alliance
For the period ended January 31, 2025

Prepared by
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Prepared on
February 16, 2025

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Balance Sheet

As of January 31, 2025

	Total	
	As of Jan 31, 2025	As of Jan 31, 2024 (PY)
ASSETS		
Current Assets		
Bank Accounts		
South Atlantic Bank	597,079.02	351,069.76
South Atlantic Bank Restricted	522,809.34	501,625.48
Total Bank Accounts	**1,119,888.36**	**852,695.24**
Accounts Receivable		
Accounts Receivable (A/R)	525.00	2,000.00
Total Accounts Receivable	**525.00**	**2,000.00**
Other Current Assets		
14000. Right of Use Lease Asset	0.00	24,000.00
Total Other Current Assets	**0.00**	**24,000.00**
Total Current Assets	**1,120,413.36**	**878,695.24**
TOTAL ASSETS	**$1,120,413.36**	**$878,695.24**
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
23000 Lease Liability Obligation	0.00	24,000.00
Payroll wages and tax to pay	0.00	0.00
Payroll Clearing	0.00	4,677.67
Payroll tax to pay	563.84	11,338.99
Retirement benefits to pay	105.23	871.44
Total Payroll wages and tax to pay	**669.07**	**16,888.10**
Total Other Current Liabilities	**669.07**	**40,888.10**
Total Current Liabilities	**669.07**	**40,888.10**
Total Liabilities	**669.07**	**40,888.10**
Equity		
Net Assets Temporarily Restricted	510,814.09	500,000.00
Net Assets Unrestricted	152,119.76	332,047.38
Retained Earnings	-111,432.21	-169,113.53
Net Income	568,242.65	174,873.29
Total Equity	**1,119,744.29**	**837,807.14**
TOTAL LIABILITIES AND EQUITY	**$1,120,413.36**	**$878,695.24**

Profit and Loss

July 2024 - January 2025

	Total	
	Jul 2024 - Jan 2025	Jul 2023 - Jan 2024 (PY)
INCOME		
40000 Grants (Non-Government)		
40010 Grants - Designated	278,258.00	136,679.00
Total 40000 Grants (Non-Government)	**278,258.00**	**136,679.00**
41000 Donations		
41010 Business - Designated	200.00	
41035 Individuals - Undesignated	163.00	
Total 41000 Donations	**363.00**	
42000 Public Grants (Designated)		
42010 City of Myrtle Beach	1,370,283.00	918,750.00
42012 City of Myrtle Beach - Accommodation Tax	250,000.00	
Total 42000 Public Grants (Designated)	**1,620,283.00**	**918,750.00**
49000 Other Income		
49010 Rents - Sub Lease	10,575.00	12,775.00
49020 Interest Income	11,995.25	1,625.48
49030 Event Income	400.00	
Total 49000 Other Income	**22,970.25**	**14,400.48**
Total Income	**1,921,874.25**	**1,069,829.48**
GROSS PROFIT	**1,921,874.25**	**1,069,829.48**
EXPENSES		
60000 Wages & Employee Expenses		
60010 Salaries	231,635.08	147,627.66
60015 Contract Labor	1,500.00	114,155.95
60020 Payroll Taxes	15,028.55	12,391.74
60035 Employee Insurance	18,730.84	11,156.78
60040 Mobile Phones	784.55	1,548.71

	Total	
	Jul 2024 - Jan 2025	Jul 2023 - Jan 2024 (PY)
60045 Uniforms		595.14
60050 Simple IRA Match	6,567.54	1,050.56
60055 Payroll Processing Fees	1,460.00	3,962.40
60095 Miscellaneous		545.34
Total 60000 Wages & Employee Expenses	**275,706.56**	**293,034.28**
61000 Facilities		
61010 Office Lease	23,225.00	21,700.00
61011 BBB Lease	10,620.00	12,000.00
61015 Utilities	4,783.35	1,292.46
61095 Miscellaneous	818.50	
Total 61000 Facilities	**39,446.85**	**34,992.46**
64000 Business Insurance		
64010 Business Insurance	5,787.00	516.00
Total 64000 Business Insurance	**5,787.00**	**516.00**
65000 Advertising & Marketing		
65020 Print/Promotion	7,252.80	19,900.00
65030 Chotchkey & Novelty Items	408.75	
65040 Social Media/Online	9,456.77	1,801.35
65045 Content Production	1,450.00	7,031.67
65050 Website (Maintenance & Hosting)	3,147.00	
65051 MBDA - Nights at Nance	9,325.26	
65052 MBDA - Coffee With the Community	200.00	
65053 MBDA - First Friday Art Walk	2,230.13	
65054 MBDA - Discover Downtown Dining	2,900.41	
65059 Advertising/Promotional	41,409.95	
65070 OMA - Ocean Front Events	85,000.00	
65071 Wednesday Fireworks	60,106.25	
65072 Independence Day Fireworks	32,125.00	

	Total	
	Jul 2024 - Jan 2025	Jul 2023 - Jan 2024 (PY)
Total 65000 Advertising & Marketing	**255,012.32**	**28,733.02**
66000 Computer Hardware/Software		167.77
66010 Network-IT Managed Service Provider	3,152.00	2,986.38
66015 Software Subscriptions	15,803.23	9,416.37
66020 Hardware and Miscellaneous	1,880.67	59.94
Total 66000 Computer Hardware/Software	**20,835.90**	**12,630.46**
67100 Office Expense		
67115 Office Supplies	4,632.41	729.96
67135 Copier Lease-IT Managed Service Provider	3,185.84	1,059.57
67140 Miscellaneous		160.00
Total 67100 Office Expense	**7,818.25**	**1,949.53**
67500 Travel & Seminars		
67510 Travel & Conferences	1,677.40	
67515 Local Travel (Mileage)		1,082.41
67520 Continuing Education	297.00	
Total 67500 Travel & Seminars	**1,974.40**	**1,082.41**
67600 Dues/Professional Licenses		
67610 Dues/Professional Licenses	500.00	2,130.00
Total 67600 Dues/Professional Licenses	**500.00**	**2,130.00**
68200 Event Expense		
68210 Sponsorship	21.80	63,983.88
Total 68200 Event Expense	**21.80**	**63,983.88**
68400 Project/Property Activation Expense		
68410 Project/Property Activation Expense	38,700.16	113,418.50
68415 Project/Property Activation Upkeep (Prior Completed Projects)	894.60	
68420 Miscellaneous		10,000.00
Total 68400 Project/Property Activation Expense	**39,594.76**	**123,418.50**
68700 Professional/Customer Service Fees	82.50	

	Total	
	Jul 2024 - Jan 2025	Jul 2023 - Jan 2024 (PY)
68710 Accounting	2,740.00	865.00
68720 Ambassadors	316,206.61	264,637.90
68725 Strategic Consulting		65,035.00
68730 Design and Overlay	234,692.12	
68731 Lighting Design Guildelines & Master Plan	135,654.03	
68732	9,500.00	
68750 Legal	27.50	1,947.75
68770 Miscellaneous	4,943.75	
Total 68700 Professional/Customer Service Fees	**703,846.51**	**332,485.65**
69100 Taxes/Registration		
69102 State Filing/Registration	51.85	
69190 Miscellaneous	14.00	
Total 69100 Taxes/Registration	**65.85**	
QuickBooks Payments Fees	3,021.40	
Total Expenses	**1,353,631.60**	**894,956.19**
NET OPERATING INCOME	**568,242.65**	**174,873.29**
NET INCOME	**$568,242.65**	**$174,873.29**

Statement of Cash Flows

July 2024 - January 2025

	Total
OPERATING ACTIVITIES	
Net Income	568,242.65
Adjustments to reconcile Net Income to Net Cash provided by operations:	
Accounts Receivable (A/R)	-525.00
14000. Right of Use Lease Asset	9,000.00
22000 Deferred Revenue	-402,425.00
23000 Lease Liability Obligation	-9,000.00
Payroll wages and tax to pay:Payroll tax to pay	563.84
Payroll wages and tax to pay:Retirement benefits to pay	105.23
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	**-402,280.93**
Net cash provided by operating activities	**165,961.72**
NET CASH INCREASE FOR PERIOD	**165,961.72**
Cash at beginning of period	953,926.64
CASH AT END OF PERIOD	**$1,119,888.36**

Myrtle Beach Downtown Alliance

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 2024 - January 2025

	JUL - SEP, 2024				OCT - DEC, 2024				JAN 2025				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income																
40000 Grants (Non-Government)													$0.00	$0.00	$0.00	0.00%
40010 Grants - Designated	178,258.00	38,550.00	139,708.00	462.41 %	100,000.00	38,550.00	61,450.00	259.40 %		12,850.00	-12,850.00		$278,258.00	$89,950.00	$188,308.00	309.35 %
Total 40000 Grants (Non-Government)	**178,258.00**	**38,550.00**	**139,708.00**	**462.41 %**	**100,000.00**	**38,550.00**	**61,450.00**	**259.40 %**		**12,850.00**	**-12,850.00**		**$278,258.00**	**$89,950.00**	**$188,308.00**	**309.35 %**
41000 Donations													$0.00	$0.00	$0.00	0.00%
41010 Business - Designated					200.00		200.00						$200.00	$0.00	$200.00	0.00%
41035 Individuals - Undesignated	163.00		163.00										$163.00	$0.00	$163.00	0.00%
Total 41000 Donations	**163.00**		**163.00**		**200.00**		**200.00**						**$363.00**	**$0.00**	**$363.00**	**0.00%**
42000 Public Grants (Designated)													$0.00	$0.00	$0.00	0.00%
42010 City of Myrtle Beach	456,761.00	456,761.01	-0.01	100.00 %	456,761.00	456,761.01	-0.01	100.00 %	456,761.00	152,253.67	304,507.33	300.00 %	$1,370,283.00	$1,065,775.69	$304,507.31	128.57 %
42012 City of Myrtle Beach - Accommodation Tax	250,000.00	62,499.99	187,500.01	400.00 %		62,499.99	-62,499.99			20,833.33	-20,833.33		$250,000.00	$145,833.31	$104,166.69	171.43 %
Total 42000 Public Grants (Designated)	**706,761.00**	**519,261.00**	**187,500.00**	**136.11 %**	**456,761.00**	**519,261.00**	**-62,500.00**	**87.96 %**	**456,761.00**	**173,087.00**	**283,674.00**	**263.89 %**	**$1,620,283.00**	**$1,211,609.00**	**$408,674.00**	**133.73 %**
49000 Other Income													$0.00	$0.00	$0.00	0.00%
49010 Rents - Sub Lease	6,000.00	5,475.00	525.00	109.59 %	4,050.00	5,475.00	-1,425.00	73.97 %	525.00	1,825.00	-1,300.00	28.77 %	$10,575.00	$12,775.00	$ -2,200.00	82.78 %
49020 Interest Income	5,592.63		5,592.63		4,877.46		4,877.46		1,525.16		1,525.16		$11,995.25	$0.00	$11,995.25	0.00%
49030 Event Income	400.00	3,000.00	-2,600.00	13.33 %		3,000.00	-3,000.00			0.00	0.00		$400.00	$6,000.00	$ -5,600.00	6.67 %
Total 49000 Other Income	**11,992.63**	**8,475.00**	**3,517.63**	**141.51 %**	**8,927.46**	**8,475.00**	**452.46**	**105.34 %**	**2,050.16**	**1,825.00**	**225.16**	**112.34 %**	**$22,970.25**	**$18,775.00**	**$4,195.25**	**122.34 %**
Total Income	**$897,174.63**	**$566,286.00**	**$330,888.63**	**158.43 %**	**$565,888.46**	**$566,286.00**	**$ -397.54**	**99.93 %**	**$458,811.16**	**$187,762.00**	**$271,049.16**	**244.36 %**	**$1,921,874.25**	**$1,320,334.00**	**$601,540.25**	**145.56 %**
GROSS PROFIT	$897,174.63	$566,286.00	$330,888.63	158.43 %	$565,888.46	$566,286.00	$ -397.54	99.93 %	$458,811.16	$187,762.00	$271,049.16	244.36 %	$1,921,874.25	$1,320,334.00	$601,540.25	145.56 %
Expenses																
60000 Wages & Employee Expenses													$0.00	$0.00	$0.00	0.00%
60010 Salaries	98,087.30	115,069.26	-16,981.96	85.24 %	101,671.25	115,069.26	-13,398.01	88.36 %	31,876.53	32,876.93	-1,000.40	96.96 %	$231,635.08	$263,015.45	$ -31,380.37	88.07 %
60015 Contract Labor	1,500.00		1,500.00										$1,500.00	$0.00	$1,500.00	0.00%
60020 Payroll Taxes	7,422.72	8,802.81	-1,380.09	84.32 %	5,252.23	8,802.81	-3,550.58	59.67 %	2,353.60	2,515.09	-161.49	93.58 %	$15,028.55	$20,120.71	$ -5,092.16	74.69 %
60025 Unemployment Expense		115.08	-115.08			115.08	-115.08			32.88	-32.88		$0.00	$263.04	$ -263.04	0.00%
60030 Workers' Compensation		98.91	-98.91			98.91	-98.91			32.97	-32.97		$0.00	$230.79	$ -230.79	0.00%
60035 Employee Insurance	6,232.33	9,239.01	-3,006.68	67.46 %	9,861.81	9,239.01	622.80	106.74 %	2,636.70	3,079.67	-442.97	85.62 %	$18,730.84	$21,557.69	$ -2,826.85	86.89 %
60040 Mobile Phones	323.05	1,086.46	-763.41	29.73 %	323.05	1,086.46	-763.41	29.73 %	138.45	310.42	-171.97	44.60 %	$784.55	$2,483.34	$ -1,698.79	31.59 %
60045 Uniforms		125.04	-125.04			125.04	-125.04			41.68	-41.68		$0.00	$291.76	$ -291.76	0.00%
60050 Simple IRA Match	2,757.12	2,723.10	34.02	101.25 %	2,778.11	2,723.10	55.01	102.02 %	1,032.31	778.03	254.28	132.68 %	$6,567.54	$6,224.23	$343.31	105.52 %
60055 Payroll Processing Fees	635.00	356.55	278.45	178.10 %	645.00	356.55	288.45	180.90 %	180.00	101.87	78.13	176.70 %	$1,460.00	$814.97	$645.03	179.15 %
60095 Miscellaneous		0.00	0.00			0.00	0.00			0.00	0.00		$0.00	$0.00	$0.00	0.00%
Total 60000 Wages & Employee Expenses	**116,957.52**	**137,616.22**	**-20,658.70**	**84.99 %**	**120,531.45**	**137,616.22**	**-17,084.77**	**87.59 %**	**38,217.59**	**39,769.54**	**-1,551.95**	**96.10 %**	**$275,706.56**	**$315,001.98**	**$ -39,295.42**	**87.53 %**
61000 Facilities													$0.00	$0.00	$0.00	0.00%
61010 Office Lease	9,525.00	9,918.75	-393.75	96.03 %	10,275.00	9,918.75	356.25	103.59 %	3,425.00	3,306.25	118.75	103.59 %	$23,225.00	$23,143.75	$81.25	100.35 %
61011 BBB Lease	2,620.00	4,500.00	-1,880.00	58.22 %	6,000.00	4,500.00	1,500.00	133.33 %	2,000.00	1,500.00	500.00	133.33 %	$10,620.00	$10,500.00	$120.00	101.14 %
61015 Utilities	1,033.14	776.49	256.65	133.05 %	3,050.32	776.49	2,273.83	392.83 %	699.89	258.83	441.06	270.41 %	$4,783.35	$1,811.81	$2,971.54	264.01 %
61095 Miscellaneous	250.00		250.00		568.50		568.50						$818.50	$0.00	$818.50	0.00%
Total 61000 Facilities	**13,428.14**	**15,195.24**	**-1,767.10**	**88.37 %**	**19,893.82**	**15,195.24**	**4,698.58**	**130.92 %**	**6,124.89**	**5,065.08**	**1,059.81**	**120.92 %**	**$39,446.85**	**$35,455.56**	**$3,991.29**	**111.26 %**
64000 Business Insurance													$0.00	$0.00	$0.00	0.00%
64010 Business Insurance	2,102.00	5,000.00	-2,898.00	42.04 %	3,685.00	0.00	3,685.00			0.00	0.00		$5,787.00	$5,000.00	$787.00	115.74 %
Total 64000 Business Insurance	**2,102.00**	**5,000.00**	**-2,898.00**	**42.04 %**	**3,685.00**	**0.00**	**3,685.00**			**0.00**	**0.00**		**$5,787.00**	**$5,000.00**	**$787.00**	**115.74 %**
65000 Advertising & Marketing													$0.00	$0.00	$0.00	0.00%
65010 Television		999.99	-999.99			999.99	-999.99			333.33	-333.33		$0.00	$2,333.31	$ -2,333.31	0.00%
65015 Radio		500.01	-500.01			500.01	-500.01			166.67	-166.67		$0.00	$1,166.69	$ -1,166.69	0.00%
65020 Print/Promotion	4,340.00	3,306.99	1,033.01	131.24 %	2,912.80	3,306.99	-394.19	88.08 %		1,102.33	-1,102.33		$7,252.80	$7,716.31	$ -463.51	93.99 %
65030 Chotchkey & Novelty Items		600.00	-600.00			600.00	-600.00		408.75	200.00	208.75	204.38 %	$408.75	$1,400.00	$ -991.25	29.20 %
65040 Social Media/Online	2,750.00	3,893.01	-1,143.01	70.64 %	5,536.77	3,893.01	1,643.76	142.22 %	1,170.00	1,297.67	-127.67	90.16 %	$9,456.77	$9,083.69	$373.08	104.11 %
65045 Content Production		750.00	-750.00		1,450.00	750.00	700.00	193.33 %		250.00	-250.00		$1,450.00	$1,750.00	$ -300.00	82.86 %
65050 Website (Maintenance & Hosting)	1,190.00	2,400.00	-1,210.00	49.58 %	1,607.00	2,400.00	-793.00	66.96 %	350.00	800.00	-450.00	43.75 %	$3,147.00	$5,600.00	$ -2,453.00	56.20 %
65051 MBDA - Nights at Nance	2,000.00	5,666.00	-3,666.00	35.30 %	7,325.26	9,833.50	-2,508.24	74.49 %		0.00	0.00		$9,325.26	$15,499.50	$ -6,174.24	60.16 %
65052 MBDA - Coffee With the Community	200.00	600.00	-400.00	33.33 %		600.00	-600.00			200.00	-200.00		$200.00	$1,400.00	$ -1,200.00	14.29 %
65053 MBDA - First Friday Art Walk	1,630.13	0.00	1,630.13		400.00	2,000.00	-1,600.00	20.00 %	200.00	0.00	200.00		$2,230.13	$2,000.00	$230.13	111.51 %
65054 MBDA - Discover Downtown Dining		0.00	0.00		2,900.41	5,000.00	-2,099.59	58.01 %		5,000.00	-5,000.00		$2,900.41	$10,000.00	$ -7,099.59	29.00 %
65059 Advertising/Promotional	11,774.95	8,584.00	3,190.95	137.17 %	9,635.00	18,576.00	-8,941.00	51.87 %	20,000.00	8,792.00	11,208.00	227.48 %	$41,409.95	$35,952.00	$5,457.95	115.18 %
65070 OMA - Ocean Front Events	70,000.00	72,500.03	-2,500.03	96.55 %	15,000.00	47,499.99	-32,499.99	31.58 %		5,833.33	-5,833.33		$85,000.00	$125,833.35	$ -40,833.35	67.55 %
65071 Wednesday Fireworks	60,106.25	59,000.00	1,106.25	101.88 %		0.00	0.00			0.00	0.00		$60,106.25	$59,000.00	$1,106.25	101.88 %
65072 Independence Day Fireworks	32,125.00	32,125.00	0.00	100.00 %		0.00	0.00			0.00	0.00		$32,125.00	$32,125.00	$0.00	100.00 %
Total 65000 Advertising & Marketing	**186,116.33**	**190,925.03**	**-4,808.70**	**97.48 %**	**46,767.24**	**95,959.49**	**-49,192.25**	**48.74 %**	**22,128.75**	**23,975.33**	**-1,846.58**	**92.30 %**	**$255,012.32**	**$310,859.85**	**$ -55,847.53**	**82.03 %**
66000 Computer Hardware/Software													$0.00	$0.00	$0.00	0.00%
66010 Network-IT Managed Service Provider	1,568.00	1,740.30	-172.30	90.10 %	1,176.00	1,740.30	-564.30	67.57 %	408.00	580.10	-172.10	70.33 %	$3,152.00	$4,060.70	$ -908.70	77.62 %
66015 Software Subscriptions	6,287.82	14,746.98	-8,459.16	42.64 %	8,850.03	3,497.02	5,353.01	253.07 %	665.38	1,165.66	-500.28	57.08 %	$15,803.23	$19,409.66	$ -3,606.43	81.42 %
66020 Hardware and Miscellaneous	0.00	2,500.00	-2,500.00	0.00 %	101.76	0.00	101.76		1,778.91	0.00	1,778.91		$1,880.67	$2,500.00	$ -619.33	75.23 %
Total 66000 Computer Hardware/Software	**7,855.82**	**18,987.28**	**-11,131.46**	**41.37 %**	**10,127.79**	**5,237.32**	**4,890.47**	**193.38 %**	**2,852.29**	**1,745.76**	**1,106.53**	**163.38 %**	**$20,835.90**	**$25,970.36**	**$ -5,134.46**	**80.23 %**
67100 Office Expense													$0.00	$0.00	$0.00	0.00%
67115 Office Supplies	4,231.38	600.00	3,631.38	705.23 %	401.03	600.00	-198.97	66.84 %		200.00	-200.00		$4,632.41	$1,400.00	$3,232.41	330.89 %
67135 Copier Lease-IT Managed Service Provider	1,801.66	819.00	982.66	219.98 %	1,098.51	819.00	279.51	134.13 %	285.67	273.00	12.67	104.64 %	$3,185.84	$1,911.00	$1,274.84	166.71 %
Total 67100 Office Expense	**6,033.04**	**1,419.00**	**4,614.04**	**425.16 %**	**1,499.54**	**1,419.00**	**80.54**	**105.68 %**	**285.67**	**473.00**	**-187.33**	**60.40 %**	**$7,818.25**	**$3,311.00**	**$4,507.25**	**236.13 %**
67500 Travel & Seminars													$0.00	$0.00	$0.00	0.00%
67510 Travel & Conferences	1,677.40	0.00	1,677.40			5,000.00	-5,000.00			0.00	0.00		$1,677.40	$5,000.00	$ -3,322.60	33.55 %
67515 Local Travel (Mileage)		450.00	-450.00			450.00	-450.00			150.00	-150.00		$0.00	$1,050.00	$ -1,050.00	0.00%
67520 Continuing Education	297.00		297.00										$297.00	$0.00	$297.00	0.00%
Total 67500 Travel & Seminars	**1,974.40**	**450.00**	**1,524.40**	**438.76 %**		**5,450.00**	**-5,450.00**			**150.00**	**-150.00**		**$1,974.40**	**$6,050.00**	**$ -4,075.60**	**32.63 %**
67600 Dues/Professional Licenses													$0.00	$0.00	$0.00	0.00%
67610 Dues/Professional Licenses		1,240.00	-1,240.00		500.00	0.00	500.00			0.00	0.00		$500.00	$1,240.00	$ -740.00	40.32 %
Total 67600 Dues/Professional Licenses		**1,240.00**	**-1,240.00**		**500.00**	**0.00**	**500.00**			**0.00**	**0.00**		**$500.00**	**$1,240.00**	**$ -740.00**	**40.32 %**
68200 Event Expense													$0.00	$0.00	$0.00	0.00%

Myrtle Beach Downtown Alliance

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 2024 - January 2025

	JUL - SEP, 2024				OCT - DEC, 2024				JAN 2025				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
68210 Sponsorship									21.80		21.80		$21.80	$0.00	$21.80	0.00%
Total 68200 Event Expense									**21.80**		**21.80**		**$21.80**	**$0.00**	**$21.80**	**0.00%**
68400 Project/Property Activation Expense													$0.00	$0.00	$0.00	0.00%
68410 Project/Property Activation Expense					37,835.56		37,835.56		864.60		864.60		$38,700.16	$0.00	$38,700.16	0.00%
68415 Project/Property Activation Upkeep (Prior Completed Projects)									894.60		894.60		$894.60	$0.00	$894.60	0.00%
Total 68400 Project/Property Activation Expense					**37,835.56**		**37,835.56**		**1,759.20**		**1,759.20**		**$39,594.76**	**$0.00**	**$39,594.76**	**0.00%**
68700 Professional/Customer Service Fees					82.50		82.50						$82.50	$0.00	$82.50	0.00%
68710 Accounting	1,760.00	900.00	860.00	195.56 %	980.00	900.00	80.00	108.89 %		300.00	-300.00		$2,740.00	$2,100.00	$640.00	130.48 %
68715 Annual Audit		0.00	0.00			10,000.00	-10,000.00			0.00	0.00		$0.00	$10,000.00	$ -10,000.00	0.00%
68720 Ambassadors	152,785.75	163,420.86	-10,635.11	93.49 %	163,420.86	163,420.86	0.00	100.00 %		54,473.62	-54,473.62		$316,206.61	$381,315.34	$ -65,108.73	82.93 %
68730 Design and Overlay	94,410.31	66,666.66	27,743.65	141.62 %	106,105.46	99,999.99	6,105.47	106.11 %	34,176.35	33,333.33	843.02	102.53 %	$234,692.12	$199,999.98	$34,692.14	117.35 %
68731 Lighting Design Guildelines & Master Plan	70,492.26	34,266.66	36,225.60	205.72 %	38,480.00	51,399.99	-12,919.99	74.86 %	26,681.77	17,133.33	9,548.44	155.73 %	$135,654.03	$102,799.98	$32,854.05	131.96 %
68732									9,500.00		9,500.00		$9,500.00	$0.00	$9,500.00	0.00%
68750 Legal		1,500.00	-1,500.00		27.50	1,500.00	-1,472.50	1.83 %		500.00	-500.00		$27.50	$3,500.00	$ -3,472.50	0.79 %
68770 Miscellaneous					3,718.75		3,718.75		1,225.00		1,225.00		$4,943.75	$0.00	$4,943.75	0.00%
Total 68700 Professional/Customer Service Fees	**319,448.32**	**266,754.18**	**52,694.14**	**119.75 %**	**312,815.07**	**327,220.84**	**-14,405.77**	**95.60 %**	**71,583.12**	**105,740.28**	**-34,157.16**	**67.70 %**	**$703,846.51**	**$699,715.30**	**$4,131.21**	**100.59 %**
68800 Bank Fees													$0.00	$0.00	$0.00	0.00%
68810 Bank Fees					0.00		0.00						$0.00	$0.00	$0.00	0.00%
Total 68800 Bank Fees					**0.00**		**0.00**						**$0.00**	**$0.00**	**$0.00**	**0.00%**
69100 Taxes/Registration													$0.00	$0.00	$0.00	0.00%
69102 State Filing/Registration		0.00	0.00		51.85	0.00	51.85			50.00	-50.00		$51.85	$50.00	$1.85	103.70 %
69190 Miscellaneous	14.00		14.00										$14.00	$0.00	$14.00	0.00%
Total 69100 Taxes/Registration	**14.00**	**0.00**	**14.00**		**51.85**	**0.00**	**51.85**			**50.00**	**-50.00**		**$65.85**	**$50.00**	**$15.85**	**131.70 %**
QuickBooks Payments Fees	15.70		15.70		2,990.00		2,990.00		15.70		15.70		$3,021.40	$0.00	$3,021.40	0.00%
Total Expenses	**$653,945.27**	**$637,586.95**	**$16,358.32**	**102.57 %**	**$556,697.32**	**$588,098.11**	**$ -31,400.79**	**94.66 %**	**$142,989.01**	**$176,968.99**	**$ -33,979.98**	**80.80 %**	**$1,353,631.60**	**$1,402,654.05**	**$ -49,022.45**	**96.51 %**
NET OPERATING INCOME	**$243,229.36**	**$ -71,300.95**	**$314,530.31**	**-341.13 %**	**$9,191.14**	**$ -21,812.11**	**$31,003.25**	**-42.14 %**	**$315,822.15**	**$10,793.01**	**$305,029.14**	**2,926.17 %**	**$568,242.65**	**$ -82,320.05**	**$650,562.70**	**-690.28 %**
NET INCOME	**$243,229.36**	**$ -71,300.95**	**$314,530.31**	**-341.13 %**	**$9,191.14**	**$ -21,812.11**	**$31,003.25**	**-42.14 %**	**$315,822.15**	**$10,793.01**	**$305,029.14**	**2,926.17 %**	**$568,242.65**	**$ -82,320.05**	**$650,562.70**	**-690.28 %**