

HISTORIC PARK CITY ALLIANCE

OPERATIONS BUDGET FY2021

July 2020 - June 2021

	FY21 OPERATIONS	TOTAL
Income		
BID License Fees	51,273.00	\$51,273.00
CSL Fees	16,235.00	\$16,235.00
Total Income	\$67,508.00	\$67,508.00
GROSS PROFIT	\$67,508.00	\$67,508.00
Expenses		
Annual Dues and Licenses		\$0.00
Chamber of Commerce	55.00	\$55.00
Licenses and Permits	45.00	\$45.00
Total Annual Dues and Licenses	100.00	\$100.00
Marketing		\$0.00
Kiosk	500.00	\$500.00
Total Marketing	500.00	\$500.00
Operating		\$0.00
Insurance D&O	970.00	\$970.00
Post Office Box Rental	118.00	\$118.00
Software		\$0.00
GSuite	480.00	\$480.00
QuickBooks Payments Fees	920.00	\$920.00
Total Software	1,400.00	\$1,400.00
Supplies	300.00	\$300.00
Total Operating	2,788.00	\$2,788.00
Professional Services		\$0.00
Accounting	3,000.00	\$3,000.00
Bookkeeping	1,200.00	\$1,200.00
Contract Work	63,600.00	\$63,600.00
Total Professional Services	67,800.00	\$67,800.00
Total Expenses	\$71,188.00	\$71,188.00
NET OPERATING INCOME	\$ -3,680.00	\$ -3,680.00
NET INCOME	\$ -3,680.00	\$ -3,680.00

HISTORIC PARK CITY ALLIANCE

RESTRICTED FUNDS BUDGET: FY2021

July 2020 - June 2021

	CHAMBER EVENT GRANT FY21	PARKING REVENUE FY21	RESTAURANT TAX GRANT FY21	TOTAL
Income				
Grants				\$0.00
Chamber Event Grant	1,000.00			\$1,000.00
Restaurant Tax Grant			262,074.00	\$262,074.00
Total Grants	1,000.00		262,074.00	\$263,074.00
Parking Revenue		80,000.00		\$80,000.00
Total Income	\$1,000.00	\$80,000.00	\$262,074.00	\$343,074.00
GROSS PROFIT	\$1,000.00	\$80,000.00	\$262,074.00	\$343,074.00
Expenses				
Marketing				\$0.00
Advertising				\$0.00
Brand		2,500.00	25,000.00	\$27,500.00
Local				\$0.00
Fall		2,500.00		\$2,500.00
Holiday		2,500.00		\$2,500.00
In-Market		4,500.00		\$4,500.00
Spring		2,500.00		\$2,500.00
Total Local		12,000.00		\$12,000.00
Wasatch Front				\$0.00
Fall			25,000.00	\$25,000.00
Holiday			25,000.00	\$25,000.00
In-Market			500.00	\$500.00
Spring			7,500.00	\$7,500.00
Summer			25,000.00	\$25,000.00
Total Wasatch Front			83,000.00	\$83,000.00
Total Advertising		14,500.00	108,000.00	\$122,500.00
Digital Content		1,100.00	10,100.00	\$11,200.00
Events	1,000.00			\$1,000.00
Early Winter Installation		10,000.00	100,974.00	\$110,974.00
Event Insurance		1,700.00	5,000.00	\$6,700.00
Total Events	1,000.00	11,700.00	105,974.00	\$118,674.00
Kiosk		100.00		\$100.00
PR Contract		23,000.00	13,000.00	\$36,000.00
Web Hosting & Maintenance		1,100.00		\$1,100.00
Total Marketing	1,000.00	51,500.00	237,074.00	\$289,574.00
Operating				\$0.00
Temporary Labor			25,000.00	\$25,000.00
Total Operating			25,000.00	\$25,000.00
Total Expenses	\$1,000.00	\$51,500.00	\$262,074.00	\$314,574.00
NET OPERATING INCOME	\$0.00	\$28,500.00	\$0.00	\$28,500.00
NET INCOME	\$0.00	\$28,500.00	\$0.00	\$28,500.00

HISTORIC PARK CITY ALLIANCE

TRASH AND RECYCLING BUDGET FY2021

July 2020 - June 2021

	RECYCLING AND TRASH	TOTAL
Income		
CSL Fees	2,962.00	\$2,962.00
Trash and Recycling Franchise Fees	13,500.00	\$13,500.00
Total Income	\$16,462.00	\$16,462.00
GROSS PROFIT	\$16,462.00	\$16,462.00
Expenses		
Trash and Recycling		\$0.00
Recycling Contract	22,560.00	\$22,560.00
Total Trash and Recycling	22,560.00	\$22,560.00
Total Expenses	\$22,560.00	\$22,560.00
NET OPERATING INCOME	\$ -6,098.00	\$ -6,098.00
NET INCOME	\$ -6,098.00	\$ -6,098.00

HISTORIC PARK CITY ALLIANCE

AUTUMN ALOFT BUDGET FY2021

July 2020 - June 2021

	AA - CHAMBER GRANT	AA - RESTAURANT TAX GRANT	AA - SPONSORSHIP	TOTAL
Income				
Event Sponsorship			16,000.00	\$16,000.00
Event Sponsorship Carryover			7,302.00	\$7,302.00
Total Event Sponsorship			23,302.00	\$23,302.00
Grants				
Chamber Event Grant	8,700.00			\$8,700.00
Restaurant Tax Grant		46,275.00		\$46,275.00
Total Grants	8,700.00	46,275.00		\$54,975.00
Total Income	\$8,700.00	\$46,275.00	\$23,302.00	\$78,277.00
GROSS PROFIT	\$8,700.00	\$46,275.00	\$23,302.00	\$78,277.00
Expenses				
Contract Labor				\$0.00
Balloonmeister			5,000.00	\$5,000.00
Event Management			6,000.00	\$6,000.00
Sponsorship Coordinator			4,000.00	\$4,000.00
Total Contract Labor			15,000.00	\$15,000.00
Marketing		20,000.00		\$20,000.00
Events				\$0.00
City Services	2,000.00	3,000.00	1,000.00	\$6,000.00
Event Insurance		7,500.00		\$7,500.00
Total Events	2,000.00	10,500.00	1,000.00	\$13,500.00
Swag		2,500.00		\$2,500.00
Total Marketing	2,000.00	33,000.00	1,000.00	\$36,000.00
Operating	1,500.00	500.00		\$2,000.00
Balloon & Pilot Participation Expense		5,000.00		\$5,000.00
Emergency Services			5,000.00	\$5,000.00
Equipment	1,500.00			\$1,500.00
Lodging	2,500.00	4,000.00		\$6,500.00
Misc		275.00		\$275.00
Propane		3,500.00		\$3,500.00
Restrooms	1,200.00			\$1,200.00
Temporary Labor			1,200.00	\$1,200.00
Total Operating	6,700.00	13,275.00	6,200.00	\$26,175.00
Professional Services				\$0.00
Contract Work			1,000.00	\$1,000.00
Total Professional Services			1,000.00	\$1,000.00
Total Expenses	\$8,700.00	\$46,275.00	\$23,200.00	\$78,175.00
NET OPERATING INCOME	\$0.00	\$0.00	\$102.00	\$102.00
NET INCOME	\$0.00	\$0.00	\$102.00	\$102.00