

PORTLAND DOWNTOWN BUDGET FY21

Estimated valuation \$961,998,370

(Based on estimated 3% increase over FY20, however the revaluation will hit in June, so this number is tentative)

| | FY21 DRAFT Budget | FY20 budget | NOTES ON BUDGET ITEMS |
|--|-------------------|-----------------|--|
| INCOME | | | |
| ASSESSMENT INCOME | \$ 1,036,500.00 | \$ 1,018,037 | |
| EVENT INCOME | | | |
| LIGHT UP YOUR HOLIDAYS | | | |
| TREE LIGHTING SPONSORSHIPS | \$ 11,000.00 | \$ 10,000.00 | |
| WINDOW DISPLAY CONTEST SPONSOR | \$ 1,000.00 | \$ 1,000.00 | |
| HORSE + WAGON RIDE SPONSORSHIPS | \$ - | \$ 5,000.00 | Staff is recommending this event be discontinued, to be voted on by M+E Committee and Board |
| SHOP FOR A CAUSE SPONSORSHIP | \$ 2,500.00 | \$ 2,500.00 | |
| MERRY MADNESS TICKET SALES | \$ 22,500.00 | \$ 19,000.00 | Staff is recommending an increase in ticket price for 2020 event |
| MERRY MADNESS SPONSORSHIP | \$ 7,500.00 | \$ 7,500.00 | |
| Total Light Up Your Holidays | \$ 44,500.00 | \$ 45,000.00 | |
| POLICE AWARDS BREAKFAST | \$ 5,000.00 | \$ 5,000.00 | |
| DOWNTOWN WORKER APPRECIATION DAY | \$ 4,000.00 | \$ 3,000.00 | Projecting increased expenses for the event for 2020, which will include incorporating a transit fair into the event |
| SUMMER KICK OFF WEEKEND | | | |
| SQUARE HOP SPONSORSHIP | \$ 4,000.00 | \$ 2,000.00 | Adding additional parks and entertainment will increase expenses |
| OPF SPONSORSHIPS | \$ - | \$ - | |
| OPF INCOME | \$ - | \$ - | |
| Total Summer Kick Off Weekend | \$ 4,000.00 | \$ 2,000.00 | |
| Total EVENT INCOME | \$ 57,500.00 | \$ 55,000.00 | |
| DIRECTORY PARTNERSHIP/CONTRIBUTION | \$ 5,000.00 | \$ 5,000.00 | Unless anything changes with the contract or vendor, this should remain the same |
| GRANT INCOME | \$ 1,500.00 | \$ 2,500.00 | Finding it increasingly difficult to secure grant funding, especially due to the nature of our major revenue source (ie. property taxes) |
| CONTRIBUTIONS INCOME | \$ 750.00 | \$ 750.00 | |
| PARK & WORK INCOME | \$ 400.00 | \$ 750.00 | P+T Committee will be reviewing this program in FY20 and may vote to discontinue for FY21 |
| Total Income | \$ 1,101,650.00 | \$ 1,082,037.00 | |
| Expense | | | |
| CLEAN INITIATIVES | | | |
| SUPPLEMENTAL SERVICES CONTRACT | \$ 425,000.00 | \$ 404,862.00 | Anticipated increase from City of Portland Public Works |
| FIXED FEE FOR DID ADMIN | \$ 10,365.00 | \$ 9,650.00 | Based on 1% of assessment income fixed fee proposed by Master + SSA Ad-Hoc Committee |
| ESTIMATED NONCOLLECTION | \$ 10,365.00 | \$ 10,180.37 | Estimated 1% of assessment income for noncollection |

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|--|----|------------|----|------------|--|
| REPAIRS & IMPROVEMENTS | \$ | 7,500.00 | \$ | 5,000.00 | Reccomended increase for furniture (ie benches), banners, flower pots, public art |
| Total Clean Initiatives | \$ | 453,230.00 | \$ | 429,692.37 | |
| EMPLOYEE COSTS | | | | | |
| PAYROLL | \$ | 246,000.00 | \$ | 268,500.00 | Executive Director \$90,000 (max), TE \$53,500, AM \$52,500, AG \$50,000. |
| HEALTH & DENTAL | \$ | 35,000.00 | \$ | 30,000.00 | If the new E.D. is in a higher age bracket, the Health Insurance Premium could increase |
| LIFE & DISABILITY INSURANCE | \$ | 3,650.00 | \$ | 3,500.00 | |
| PAYROLL PROCESSING FEE | \$ | 1,350.00 | \$ | 1,200.00 | |
| PAYROLL TAX EXPENSE | \$ | 17,500.00 | \$ | 18,796.00 | |
| EMPLOYEE PARKING & BUS | \$ | 5,000.00 | \$ | 3,500.00 | Only three staff currently uses parking garage, if that changes, this line item will need to allow for the additional employee benefit |
| UBIT (Federal Transportation Tax) | \$ | - | \$ | 800.00 | The federal law was reversed |
| SIMPLE IRA MATCH | \$ | 4,000.00 | \$ | 4,000.00 | |
| Total Employee Costs | \$ | 312,500.00 | \$ | 330,296.00 | |
| PROGRAMS & PARTNERSHIPS | | | | | |
| WINTER LIGHTS/PANDORA LACASSE | \$ | 60,000.00 | \$ | 62,000.00 | Added Lincoln Park in FY20 and Pleasant Street in FY19, but overbudgeted in FY20 |
| VISITOR INFORMATION BOOTH/VISIT PORTAND | \$ | 10,000.00 | \$ | 10,000.00 | E.D Recommends we evaluate this partnership in FY21 |
| POLICE CADET PROGRAM EXPENSE | \$ | 35,000.00 | \$ | 31,000.00 | Underbudgeted for FY20 |
| LEARNING WORKS | \$ | 20,000.00 | \$ | 16,500.00 | LearningWorks requested an increase for FY21 |
| MILESTONE HOMETEAM | \$ | 10,000.00 | \$ | 6,500.00 | E.D. recommends increase as this is one of the most helpful programs, as cited by downtown business owners |
| PEER OUTREACH WORKER PROGRAM | \$ | 5,000.00 | | | |
| Total Programs & Partnerships | \$ | 140,000.00 | \$ | 126,000.00 | |
| RENT & UTILITIES | | | | | |
| RENT | \$ | 21,000.00 | \$ | 20,000.00 | Note: PD is operating under a lease extension |
| CAM CHARGES | \$ | 10,000.00 | \$ | 9,720.00 | |
| TAXES- PERSONAL PROPERTY | \$ | 600.00 | \$ | 400.00 | Added new furniture & equipment in FY20 |
| ELECTRIC | \$ | 1,700.00 | \$ | 1,700.00 | |
| GAS | \$ | 1,400.00 | \$ | 1,500.00 | |
| TELEPHONE & INTERNET | \$ | 3,800.00 | \$ | 3,800.00 | |
| Total Rent & Utilities | \$ | 38,500.00 | \$ | 37,120.00 | |
| OPERATIONS | | | | | |
| BANK SERVICE CHARGES | \$ | 100.00 | \$ | 100.00 | |
| CLEANING | \$ | 4,800.00 | \$ | 4,200.00 | |
| COPIER | \$ | 3,200.00 | \$ | 3,500.00 | |
| IT SUPPORT | \$ | 1,250.00 | \$ | 1,250.00 | |
| MEMBERSHIPS, DUES & SUBSCRIPTIONS | \$ | 4,500.00 | \$ | 4,000.00 | |
| EQUIPMENT EXPENSE | \$ | 2,000.00 | \$ | 2,000.00 | |

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|--|----|------------------|----|------------------|---|
| POSTAGE | \$ | 3,500.00 | \$ | 4,500.00 | Online elections should reduce postage |
| SUPPLIES | \$ | 4,000.00 | \$ | 4,000.00 | |
| WEBSITE HOSTING + DEVELOPMENT | \$ | 1,400.00 | \$ | 1,250.00 | |
| SUBCONTRACTORS | \$ | 4,000.00 | \$ | 4,000.00 | |
| CONTINGENCY FUND | \$ | 5,000.00 | \$ | 4,829.00 | |
| RESERVE FUND | \$ | 20,000.00 | \$ | 20,000.00 | |
| Total Operations | \$ | 53,750.00 | \$ | 53,629.00 | |
| MARKETING | | | | | |
| GENERAL MARKETING | \$ | 12,500.00 | \$ | 15,000.00 | |
| DIRECTORY DISTRIBUTION | \$ | 4,000.00 | \$ | 5,000.00 | |
| SPONSORSHIPS/PARTNERSHIPS | \$ | 3,000.00 | \$ | 3,000.00 | |
| Total Marketing | \$ | 19,500.00 | \$ | 23,000.00 | |
| INSURANCE | | | | | |
| DIRECTORS & OFFICERS | \$ | 650.00 | \$ | 650.00 | |
| GENERAL/EVENTS/LIQUOR | \$ | 6,000.00 | \$ | 6,000.00 | |
| WORKERS COMPENSATION | \$ | 1,200.00 | \$ | 1,100.00 | |
| Total Insurance | \$ | 7,850.00 | \$ | 7,750.00 | |
| PROFESSIONAL FEES | | | | | |
| ACCOUNTING | \$ | 3,500.00 | \$ | 3,500.00 | |
| ANNUAL ELECTIONS | \$ | 2,000.00 | \$ | 2,500.00 | Online elections may reduce this expense |
| LEGAL | \$ | 5,000.00 | \$ | 4,000.00 | |
| Total Professional Fees | \$ | 10,500.00 | \$ | 10,000.00 | |
| ORGANIZATIONAL ACTIVITIES | | | | | |
| STAKEHOLDER + VOLUNTEER APPRECIATION | \$ | 2,500.00 | \$ | 2,500.00 | |
| MEETINGS | \$ | 2,500.00 | \$ | 2,500.00 | |
| PROFESSIONAL DEVELOPMENT | \$ | 7,500.00 | \$ | 7,500.00 | |
| Total Organizational Activities | \$ | 12,500.00 | \$ | 12,500.00 | |
| EVENTS | | | | | |
| LIGHT UP YOUR HOLIDAYS | | | | | |
| LUYH GENERAL MARKETING | \$ | 5,000.00 | \$ | 4,500.00 | |
| TREE LIGHTING: MARKETING | \$ | 4,500.00 | \$ | 4,500.00 | |
| TREE LIGHTING: PERFORMERS | \$ | 2,500.00 | \$ | 1,500.00 | Changes to Tree Lighting as a result from Rick Charette's retirement |
| TREE LIGHTING: SECURITY | \$ | - | \$ | 1,000.00 | City of Portland provides security as per our Master Agreement |
| TREE LIGHTING: STAGE & SOUND | \$ | 3,500.00 | \$ | 1,000.00 | Sound and stage are now invoiced together, whereas sound used to be included in the performer line item |
| TREE LIGHTING EVENT MANAGEMENT | \$ | 500.00 | \$ | 500.00 | |
| RETAIL EVENTS | \$ | 5,000.00 | \$ | 4,500.00 | Includes Shop For A Cause, Elfternoon, and Window Display Contest |
| WAGON RIDES | \$ | - | \$ | 6,800.00 | Tentatively canceled for FY21 |
| MERRY MADNESS: MARKETING | \$ | 2,000.00 | \$ | 2,000.00 | |
| MERRY MADNESS: EVENT | \$ | 12,000.00 | \$ | 9,500.00 | Unless wine gets donated, this expense will have to increase |

| | | | | | |
|---------------------------------------|----|---------------------|----|---------------------|--|
| MERRY MADNESS EVENTBRITE FEES | \$ | 3,250.00 | \$ | 3,000.00 | If ticket sales increase, so will the fees |
| MERRY MADNESS: EVENT MANAGEMENT | \$ | 1,500.00 | \$ | 1,500.00 | |
| TOY FUND DONATION | \$ | - | \$ | - | |
| Total Light Up Your Holidays | \$ | 39,750.00 | \$ | 40,300.00 | |
| POLICE AWARDS BREAKFAST | \$ | 4,500.00 | \$ | 4,500.00 | |
| DOWNTOWN WORKER APPRECIATION DAY | \$ | 4,000.00 | \$ | 3,500.00 | |
| SUMMER KICK OFF WEEKEND | | | | | |
| SQUARE HOP ENTERTAINMENT | \$ | 3,000.00 | \$ | 2,000.00 | |
| SQUARE HOP MARKETING | \$ | 1,000.00 | \$ | 1,000.00 | |
| OPF MARKETING | | | \$ | - | |
| OPF PERMITS | | | \$ | - | |
| OPF SECURITY | | | \$ | - | |
| OPF ELECTRICIAN | | | \$ | - | |
| OPF EVENTBRITE FEES | | | \$ | - | |
| OPF EVENTS MANAGER | | | \$ | - | |
| OPF MISC (golf carts, etc) | | | \$ | - | |
| Total Summer Kick Off Weekend | \$ | 4,000.00 | \$ | 3,000.00 | |
| TOTAL EVENTS | \$ | 52,250.00 | \$ | 51,300.00 | |
| PARK AND WORK | | | | | |
| TOTAL EXPENSE | \$ | 1,101,080.00 | \$ | 1,082,037.37 | |
| NET INCOME (LOSS) | \$ | 570.00 | \$ | (0.37) | |