



**Downtown Business Association (DBA)  
Request for CBJ Funding Support for FY24  
March 20, 2023**

**The Downtown Business Association (DBA) requests \$75,000 in CBJ support for the fiscal year 2024.**

**Main Street America**

As in FY19 - FY23, this funding supports the DBA's efforts to champion a thriving downtown in Alaska's Capital City. This funding supports the DBA's ongoing work to improve our Capital City as an accredited Main Street America city, funding dedicated staff time to strategically implement the work of our volunteer committees within the Main Street approach of Design, Promotion, Economic Vitality, and Organization.

It's widely documented that vibrant Downtown economic centers play a unique role in the vitality of broader local communities. As the Capital of Alaska, the most visited city in Alaska during the summer, and the heart of our remarkable community, it's critical that we continuously work to improve downtown for residents, Legislators and their staff, and visitors alike. It is our collective duty and responsibility to work with all Juneau organizations to provide the most welcoming Capital in the nation.

**Focus Areas**

DBA works closely with CBJ and other partners such as the JAHC, Travel Juneau, Juneau Chamber of Commerce, Alaska Committee and JEDC to achieve goals identified in the Blueprint Downtown, Visitor Task Force and supporting the Juneau Economic Plan. Below are just a few of the DBA objectives and activities that support the implementation of these objectives.

**1. Foster an Attractive, Safe, and Clean Environment that Attracts People Downtown**

**Examples of activities/programming:**

- Ambassador Program (with limited passenger fee funds)
- Expand on the Visitor oriented program goals
- Monitor and partner with JPD while focusing on hospitality
- Partner with the visitor industry cluster (JEDC/Travel Juneau/CLIA)
- Support implementation of a Downtown Ambient Lighting Plan
- Annual Downtown Clean Up with Juneau Electric Vehicle Association (JEVA), Juneau Commission on Sustainability (JCOS), and Litter Free, Inc.
- Seek input from DBA members on downtown safety, cleanliness, and parking matters

**2. Downtown is a Family-Friendly Destination**

**Examples of DBA-sponsored activities/programming:**

- Annual Gallery Walk Festivities
- Monthly First Friday Events
- Annual Halloween Pumpkin Patch



- Annual Brunch Punch Card Promotion
- Pawlentine's Dog Shopping Days

### **3. Strengthen and Add Capacity to DBA Membership**

- Promote, foster, and encourage downtown business. From February 2023 to March 2023 DBA membership has increased 39%, and DBA membership now includes over 125 downtown businesses and is growing. The DBA is a leading voice for downtown.
- Act as an advocate on issues that face downtown businesses.

### **4. Improve Access To, From, and Within Downtown**

Examples of activities/programming:

- Downtown Map: wayfinding to and promotion of locally owned and operated businesses
- Legislative Reception support for Juneau as a host for Alaska's Capital City

The Members and Board of the Downtown Business Association greatly appreciate the support provided to the DBA in the past, recognizing that downtown is critical in making Juneau an attractive place to live, work, raise a family, experience our rich diversity, and serve our State as its Capital City. We thank the CBJ for its commitment to a vibrant downtown.

**Downtown Business Association**  
**Profit & Loss by Class**  
July 2023 through June 202

SUBCLASS					
CLASSES	Total Organization	Total Economic Vitality	Total Promotion	Total Design	TOTAL
<b>Income</b>					
4000 · Grants - CBJ					
4001 · Ambassador Program	0.00	90,000.00	0.00	0.00	90,000.00
4002 · CBJ Support for Downtown	75,000.00	0.00	0.00	0.00	75,000.00
<b>Total 4000 · Grants - CBJ</b>	<b>75,000.00</b>	<b>90,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>165,000.00</b>
4090 · Member Dues	38,000.00	0.00	0.00	0.00	38,000.00
4100 · Program Revenue			0.00	0.00	0.00
4101 -Event Sponsorships	0.00	0.00	3,500.00	1,400.00	4,900.00
4102 - Event/Program Fee Income	0.00	0.00	11,100.00	0.00	11,100.00
4103 - Advertisement Sales	0.00	12,600.00	0.00	0.00	12,600.00
4120 - Pull Tab Income	0.00	0.00	11,000.00	0.00	11,000.00
<b>Total Gross Income</b>	<b>113,000.00</b>	<b>102,600.00</b>	<b>25,600.00</b>	<b>1,400.00</b>	<b>242,600.00</b>
<b>Expense</b>					
6001 - Accounting & Tax Prep	600.00	0.00	0.00	0.00	600.00
6010 - Advertising & Promotion	0.00	0.00	100.00	0.00	100.00
6011 -Event Promotion	0.00	0.00	4,300.00	200.00	4,500.00
6012 - Graphics & Printing	0.00	18,833.00	500.00	0.00	19,333.00
6013 - Media - DBA General, Branding	2,000.00	0.00	1,102.00	0.00	3,102.00
6014 - Website	200.00	0.00	0.00	0.00	200.00
6020 - Contractual & Consulting	91,968.00	81,511.00	0.00	2,500.00	175,979.00
6025 - Dues & Subscriptions	600.00	0.00	0.00	0.00	600.00
6030 - Event Costs	3,600.00	0.00	8,600.00	3,696.00	15,896.00
6040 - Rental Expense	3,090.00	0.00	900.00	2,200.00	6,190.00
6060 · Bank/Online Service Charges	1,000.00	0.00	0.00	0.00	1,000.00
6180 - Contributions and Sponsorships	0.00	0.00	0.00	0.00	0.00
6380 · Insurance	2,000.00	0.00	275.00	0.00	2,275.00
6500 · Licenses and Permits	100.00	0.00	100.00	150.00	350.00
6530 · Miscellaneous	0.00	0.00	0.00	0.00	0.00
6610 · Postage and Delivery	60.00	0.00	0.00	0.00	60.00
6620 · Printing and Reproduction	450.00	0.00	75.00	0.00	525.00
6640 · Professional Fees	0.00	0.00	0.00	0.00	0.00
6770 · Supplies	0.00	750.00	3,850.00	1,620.00	6,220.00
6800 - Taxes	0.00	0.00	3,800.00	0.00	3,800.00
<b>Total Expense</b>	<b>105,668.00</b>	<b>101,094.00</b>	<b>23,602.00</b>	<b>10,366.00</b>	<b>240,730.00</b>
<b>Net Income</b>	<b>7,332.00</b>	<b>1,506.00</b>	<b>1,998.00</b>	<b>(8,966.00)</b>	<b>1,870.00</b>



**Downtown Business Association (DBA)  
FY24 Budget Narrative  
March 20, 2023**

**Key Assumptions**

- \$75,000 grant from CBJ
- 150 Members
- Promotions: Gallery Walk, Murder Mystery Dinner Fundraiser, Pull Tab Vendors
- Design Projects: Downtown Lighting Project (maintenance)
- Organization: Main Street Accreditation, Mainstreet NOW Conference (credit from 2023, paid registration), Annual meeting, Board Retreat, Quarterly Membership Events
- \$90,000 Ambassador Program for FY2024 from Passenger Fees. This is an increase from previous years due to the increase in number of passengers and the slight expanding of the season earlier in the Spring and later in the Fall.

***INCOME/SOURCES OF FUNDS***

**GRANTS**

- **Ambassador Program:** Operating grant by the CBJ out of Passenger Fees
- **CBJ Main Street Grant:** Operating grant by the CBJ Assembly.

**MEMBERSHIP DUES**

- Annual dues are \$275. There are a few associate memberships (\$150) and non-profit memberships (\$175). Members with multiple locations operating under the same entity name pay \$100 for each additional site, since inclusion in the downtown visitor map is a membership benefit.

**PROGRAM REVENUE**

- **Event Sponsorships:** Sponsorship income that supports specific events, such as the Gallery Walk, downtown lighting installations, and other events that draw people downtown
- **Event Program Fee Income:** Registration fees for participation in DBA events
- **Advertisement Sales:** Fees for multiple advertisement sizes included in the downtown map
- **Pull Tab Income:** This represents 70% of the ideal net of pull tabs – 2 current and active vendor permits



## ***EXPENSES/USES OF FUNDS***

### **ADVERTISING & PROMOTION**

- **Event Promotion:** the cost of advertising and promoting DBA events, such as Gallery Walk, First Fridays, and other date-specific events hosted; includes radio and social media promotion
- **Graphics & Printing:** The cost of design and printing for the visitor map; other printed promotion materials.
- **Media-DBA General, Branding:** The cost to promote the organization itself on social media, radio and newspaper.
- **Website:** The cost of website updates and hosting provided by Blue Host.

### **CONTRACTUAL & CONSULTING**

- **Ambassador Program:** A program implemented to provide visitors with safety oversight and navigational assistance. The increase of requested funds reflects the return of full capacity cruise ships, and the estimated 1.6 million visitors expected this season.
- **Map Design:** Design contract for annual updates to the membership listings and ads.
- **Light Up Downtown:** Maintenance, repair and completion of existing phase of the project delayed by weather in 2022.
- **JEDC Contract:** Contract with JEDC to provide program, administrative, gaming, and accounting support.

### **MISCELLANEOUS AND ADMINISTRATIVE**

- **Accounting & Tax Prep:** The cost of preparation of DBA's 990 tax return.
- **Dues & Subscriptions:** Main Street, Wild Apricot.
- **Event Costs:** Catering, entertainment
- **Rental Expense:** Storage Container, Equipment Rental.
- **Bank/Online Service Charges:** Bank fees for online payment services such as PayPal, QuickBooks and Wild Apricot.
- **Contributions & Sponsorships:** Donations to the community.
- **Insurance:** Business Owners Property and Liability coverage, and special event coverage required by CBJ for use of its facilities.
- **Licenses and Permits:** DBA business and gaming permits plus, corporate filing costs, and event permits for road closures
- **Postage and Delivery:** Postage for DBA mailings.
- **Printing and Reproduction:** General printing needs - flyers, banners, signs, table tents, etc.
- **Supplies:** Events, Pull Tabs, Design Projects, Office Supplies
- **Taxes:** Pull Tab, CBJ Sales Tax

	Goal: Make Downtown Vibrant and Sustainable Year-Round									
	Main Street Framework:	<b>Promotion:</b> positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive	<b>Design:</b> supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.	<b>Organization:</b> involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community	<b>Economic Vitality:</b> supports a mix of businesses, cultural institution and housing downtown as well as a strong entrepreneurial ecosystem.					
	Committee -	Marketing/Fundraising	Design	Membership	JEDC/DBA Board Member TBD	Min. Hours	Max. Hours	Other Costs	Date	NOTES
STRATEGY 1 – Foster an attractive, safe, and clean environment that attracts people downtown										
Objective 1: To increase visibility, safety, and attractiveness of downtown.										
	Downtown Ambassador Program			Visible, friendly, trained, local, uniformed staff on the docks min. 10hrs/day every day when cruise ships are in port to welcome tourists, HAND OUT DBA MAPS while giving directions and directing traffic to member businesses (help the flow through DT from the bottleneck leaving the docks), and report safety or sanitary concerns downtown to the proper CBJ authorities.		32	60		April - Oct (prep/hiring in March, training and start in April)	Ambassador Lead (Manager) to be hired at top rate to hire, train, schedule, manage, and report all ambassador activity. Key identified candidate: Amanda Krafft.
	Light Up Downtown		Finish contract w/ Carver Construction: repairs and remaining installation finished (Goldstein Bldg, SHI, other?). Build plan into funding for maintenance, repairs, and expansion to more streets. FIRST FIXES: E side of Franklin (lights up, outlet not working), Repairs on the N side of east Front Street (need new lights/flashing).		Nimmy Philips	32	48	\$10,000	Between ships and bad weather (late summer / early fall)	Estimating \$5000 for repairs, and \$5000 for additional expansion in parts & labor.
	Inform members of their sidewalk responsibilities		Consolidate information on storefront responsibilities; Draft informative email to members, create handouts to be distributed by downtown businesses			4	8	\$500	Yearly Need. Provided a PDF for Winter 2020	
Objective 3: To Improve Access to, from, and within downtown										
	Projects									
	Continue to improve DBA Downtown Map	Utilize DBA Annual Sponsorship to supplement printing costs - also consider charging for a listing (separating it from an automatic benefit of membership).		Work to improve the map for 2024 including securing new contract and working with members to increase its value to our organization, members, and visitors. Separate brick and mortar businesses and associate members or services that don't need a listing (make space for those it actually serves as a walking map, the rest can be in the online database). ☐	David Summers	40	80	\$10,000		Estimating \$5000 for re-design, \$5000 for printing costs beyond membership. c
	Address parking policies / expand parking options		Work with CBJ to advocate for improved parking in the downtown district (discussion needed to elaborate)			16	40	\$0	No timeline as of yet	

		Goal: Make Downtown Vibrant and Sustainable Year-Round																				
	Main Street Framework:	<b>Promotion:</b> positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive				<b>Design:</b> supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.				<b>Organization:</b> involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community				<b>Economic Vitality:</b> supports a mix of businesses, cultural institution and housing downtown as well as a strong entrepreneurial ecosystem.								
	Committee -	Marketing/Fundraising				Design				Membership				JEDC/DBA Board Member TBD				Min. Hours	Max. Hours	Other Costs	Date	NOTES
STRATEGY 2 – Make Dometown Juneau a Family-Friendly Destination Year Round																						
	Projects																					
	Gallery Walk	Biggest, most impactful event, in partnership with JAHC (and half the city is involved). Primary staff commitment of time from Oct 1 - Dec 3.												Need a team of board members to take on the DBA Christmas Tree (maintenance, installation, storage).				130	150	\$4,000	Winter 2023	Goal to find single sponsor for this cost (many inkind donations necessary as well).
	Litter Free					Partner with Litter Free Juneau to support volunteer clean up of downtown in the spring.												10	15	\$50	April of 2023	\$50 for volunteer thank yous (coffee & donuts)
	Chairlift Bench Project					Refurbished and ready for install. Work with city on details of install.								V Bingham / Nimmy Philips				12	20		Summer 2023	
	Promotions																					
	Brunch Punch Card	Encourage patronage of downtown shops and restaurants by incentivizing purchases with chance to win prize. Participating locations pay \$50, supports prize/printing.																10	15	\$50	late April	\$50 for printing cards to distribute.
	Pumpkin Patch Scavenger Hunt	Encourage patronage of downtown shops and restaurants by families around Halloween. Prizes donated by each participating business (no fees otherwise).																15	20	\$50	late October	\$50 for printing cards to distribute.
	Pawlentine's Day	Shop with your pup downtown! Encourage fun family participation with pup-up photo ops, discounts at participating locations.																10	15	\$20	mid February	\$50 for printing cards to distribute.

	Goal: Make Downtown Vibrant and Sustainable Year-Round									
	Main Street Framework:	<b>Promotion:</b> positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive	<b>Design:</b> supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.	<b>Organization:</b> involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community	<b>Economic Vitality:</b> supports a mix of businesses, cultural institution and housing downtown as well as a strong entrepreneurial ecosystem.					
	Committee -	Marketing/Fundraising	Design	Membership	JEDC/DBA Board Member TBD	Min. Hours	Max. Hours	Other Costs	Date	NOTES
	STRATEGY 3 – Strengthen the DBA with Partnerships.									
	Objective 1: Leverage partner and member events for attracting locals downtown.									
	Projects									
	First Friday	Monthly gatherings to see and buy local art, patronize businesses, and draw the local community downtown.				12	24	0		
	Marketing Matters	Fall seminar series and spring workshops to develop marketing and content creation skills for local business owners and creative professionals.			In partnership with Travel Juneau, the Juneau Arts & Humanities Council, and the Juneau Economic Development Council.	20	40	0		
	Rooted In Community Articles	Monthly article in the Juneau Empire featuring a 'now and then' story about a building downtown and the people/businesses who've occupied those spaces. Social Media push leads into the weekend print edition in the Neighbors section. Hoping to lead to summer tour (partner with City Museum) and scavenger hunt seeking interesting architectural details around downtown.			Written by member Laurie Craig	12	24	0	Monthly Feb - July	



	Goal: Make Downtown Vibrant and Sustainable Year-Round																					
	Main Street Framework:	<b>Promotion:</b> positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive				<b>Design:</b> supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.				<b>Organization:</b> involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community				<b>Economic Vitality:</b> supports a mix of businesses, cultural institution and housing downtown as well as a strong entrepreneurial ecosystem.								
	Committee -	Marketing/Fundraising				Design				Membership				JEDC/DBA Board Member TBD				Min. Hours	Max. Hours	Other Costs	Date	NOTES
STRATEGY 4 – Strengthen and build capacity of DBA																						
Objective 1: Add value to membership																						
	Annual Meeting									Plan event programming; plan & coordinate with members & venue.								16	24	\$2,000	Sept. 6, 2019 (event date)	
	Hold quarterly member mixers									Meet and greet other members, styled on the Travel Juneau partner mixers (meet at a bar, one free drink).								24	48	\$2,000	Throughout year	
	Develop strong, persuasive messaging for prospective members	Utilize work done at 2023 Board Retreat to craft the "WIFM" (what's in it for me?) message to court new members and sponors.												Expand and elaborate DBA benefit bullet points. Send out mailer to downtown businesses not in the DBA yet. Court sponsorship for all events.				8	16		Immediately	
	Improve web presence													Evaluate, enhance, and update website. FOCUS: update current business listings, fix load time, change focus of audience to locals looking to come downtown, establish event calendar on landing page that is self directed-- like the JAHC First Friday airtable)				40	80			
	Maintain updated strategic plan													Develop and maintain workplan and detailed calendars for each committee				12	24			
	Develop private sector funding plan	Develope DBA Annual Sponsorship program to support operations/events.																16	48		Throughout the year	
																Total Hours	471	783	\$ 28,670.00			



# Downtown Business Association Board of Directors as of March 2023

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Main Phone 907-523-2300 ■ F 907-463-3929

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## David Summers, President

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\*Term expiration date: 2024

*Vice President - TBD*

## Venietia Bingham, Treasurer/Secretary

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M (907) 723-2762

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\*Term expiration date: 2023

## Jodie Gatti

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## Lisa Parady

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## Nimmy Philips

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\*Term expiration date: 2026

## Duff Mitchell

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## Scott Bergmann

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## Elias Hastings

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## Eric Forst

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\*Term Expiration Date: 2023

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***\*Terms end at the end of December  
of each year. Board members serve  
until replaced.***

## Term Expiration

12/23 Jodi Gatti

12/23 Lisa Parady

12/23 Eric Forst

12/24 Duff Mitchell

12/24 David Summers

12/26 Elias Hastings

12/26 Nimmy Philips

Staff:

## Gina Morris

Downtown Director

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Liaisons:

CBJ Assembly

## Wade Bryson

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Travel Juneau

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## Rachelle Bonnett

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# Downtown Business Association

## Balance Sheet

As of January 31, 2023

	Jan 31, 23	Jan 31, 22
<b>ASSETS</b>		
Current Assets		
Checking/Savings		
1003 · Checking - Operating First Bank	157,199.05	74,476.85
1004 · Checking - Gaming First Bank	9,397.00	6,786.08
Total Checking/Savings	166,596.05	81,262.93
Accounts Receivable		
1200 · Accounts Receivable	30,000.00	90,000.00
Total Accounts Receivable	30,000.00	90,000.00
Other Current Assets		
1099 · Undeposited Funds	100.00	375.00
Total Other Current Assets	100.00	375.00
Total Current Assets	196,696.05	171,637.93
<b>TOTAL ASSETS</b>	<b>196,696.05</b>	<b>171,637.93</b>
<b>LIABILITIES &amp; EQUITY</b>		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 · Accounts Payable	103.46	8,566.26
Total Accounts Payable	103.46	8,566.26
Other Current Liabilities		
2050 · Unearned Income	94,943.62	34,422.16
2200 · Due to CBJ *Ambassador Prog...	3,628.94	3,628.94
2500 · Sales Tax Payable	0.00	630.00
Total Other Current Liabilities	98,572.56	38,681.10
Total Current Liabilities	98,676.02	47,247.36
Total Liabilities	98,676.02	47,247.36
Equity		
3900 · Retained Earnings	82,557.14	121,248.27
Net Income	15,462.89	3,142.30
Total Equity	98,020.03	124,390.57
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>196,696.05</b>	<b>171,637.93</b>

# Downtown Business Association Profit & Loss Budget Performance

January 2023

	Jan 23	Budget	Jul '22 - Jan 23	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>					
Income					
4000 · Grants - CBJ					
4001 · Ambassador Program	561.43	0.00	24,686.48	37,500.00	75,000.00
4002 · Main Street	6,250.00	6,250.00	43,750.00	43,750.00	75,000.00
<b>Total 4000 · Grants - CBJ</b>	<b>6,811.43</b>	<b>6,250.00</b>	<b>68,436.48</b>	<b>81,250.00</b>	<b>150,000.00</b>
4090 · Member Dues	7,550.00	10,000.00	22,275.00	30,000.00	33,000.00
4100 · Program Revenue					
4101 · Event Sponsorships	1,825.00	1,000.00	1,825.00	3,000.00	6,500.00
4102 · Event/Program Fee Income	0.00	0.00	0.00	4,500.00	15,250.00
4103 · Advertisement Sales	4,900.00	5,000.00	5,900.00	10,000.00	15,000.00
4120 · Pull Tab Income	0.00	0.00	3,102.40	6,000.00	11,000.00
4100 · Program Revenue - Other	0.00		325.00		
<b>Total 4100 · Program Revenue</b>	<b>6,725.00</b>	<b>6,000.00</b>	<b>11,152.40</b>	<b>23,500.00</b>	<b>47,750.00</b>
<b>Total Income</b>	<b>21,086.43</b>	<b>22,250.00</b>	<b>101,863.88</b>	<b>134,750.00</b>	<b>230,750.00</b>
<b>Gross Profit</b>	<b>21,086.43</b>	<b>22,250.00</b>	<b>101,863.88</b>	<b>134,750.00</b>	<b>230,750.00</b>
Expense					
6001 · Accounting & Tax Prep	0.00	600.00	0.00	600.00	600.00
6010 · Advertising & Promotion					
6011 · Event Promotion	0.00	1,100.00	600.00	2,400.00	3,700.00
6012 · Graphics & Printing	0.00	1,150.00	290.00	8,100.00	14,800.00
6013 · Media - DBA general, branding	0.00	875.00	0.00	4,525.00	7,400.00
6014 · Website	189.90		403.54	400.00	400.00
6010 · Advertising & Promotion - Other	103.46	250.00	2,300.96	1,750.00	3,000.00
<b>Total 6010 · Advertising &amp; Promotion</b>	<b>293.36</b>	<b>3,375.00</b>	<b>3,594.50</b>	<b>17,175.00</b>	<b>29,300.00</b>
6020 · Contractual & Consulting					
6021 · Management Services	7,249.75	7,702.65	40,960.20	53,918.55	92,431.80
6022 · Program support	82.02	0.00	202.02	750.00	1,500.00
6023 · Ambassador Program	488.22	0.00	21,231.94	31,249.99	62,500.00
6024 · Construction and repairs	0.00	4,200.00	10,261.11	9,700.00	18,100.00
6020 · Contractual & Consulting - Other	0.00	0.00	0.00	0.00	0.00
<b>Total 6020 · Contractual &amp; Consulting</b>	<b>7,819.99</b>	<b>11,902.65</b>	<b>72,655.27</b>	<b>95,618.54</b>	<b>174,531.80</b>
6025 · Dues & Subscriptions	0.00	375.00	0.00	675.00	975.00
6030 · Event Costs	2,838.19	1,000.00	3,388.19	3,220.00	8,620.00
6040 · Rental Expense	0.00	350.00	0.00	1,200.00	1,700.00
6060 · Bank/Online Service Charges	350.03	83.33	434.03	583.35	1,000.00
6180 · Contributions & Sponsorships	(450.00)	0.00	375.00	0.00	0.00
6380 · Insurance	46.67	166.67	1,043.11	1,566.65	2,650.00
6500 · Licenses and Permits	179.00	150.00	199.00	720.00	820.00
6530 · Miscellaneous	0.00		91.71		
6610 · Postage and Delivery	0.00	0.00	0.00	30.00	60.00
6620 · Printing and Reproduction	0.00	0.00	265.05	0.00	0.00
6640 · Professional Fees	0.00		500.00		
6699 · Reconciliation Discrepancies	0.00		663.32		
6770 · Supplies					
6771 · Program Supplies	0.00	1,251.67	0.00	1,501.65	4,120.00
6772 · Gaming (Pull Tabs)	1,375.12	25.00	2,229.26	1,525.00	3,050.00
6770 · Supplies - Other	0.00	0.00	0.00	0.00	0.00
<b>Total 6770 · Supplies</b>	<b>1,375.12</b>	<b>1,276.67</b>	<b>2,229.26</b>	<b>3,026.65</b>	<b>7,170.00</b>
6800 · Taxes					
6805 · Alaska Gaming Tax	0.00	0.00	0.00	300.00	600.00
6810 · CBJ Sales Tax	(25.00)	0.00	977.85	1,600.00	3,200.00
6800 · Taxes - Other	0.00	0.00	0.00	0.00	0.00
<b>Total 6800 · Taxes</b>	<b>(25.00)</b>	<b>0.00</b>	<b>977.85</b>	<b>1,900.00</b>	<b>3,800.00</b>
6880 · Telephone	0.00		94.53		
<b>Total Expense</b>	<b>12,427.36</b>	<b>19,279.32</b>	<b>86,510.82</b>	<b>126,315.19</b>	<b>231,226.80</b>
<b>Net Ordinary Income</b>	<b>8,659.07</b>	<b>2,970.68</b>	<b>15,353.06</b>	<b>8,434.81</b>	<b>(476.80)</b>
<b>Other Income/Expense</b>					
Other Income					
7010 · Interest Income	16.42		109.83		
<b>Total Other Income</b>	<b>16.42</b>		<b>109.83</b>		
<b>Net Other Income</b>	<b>16.42</b>	<b>0.00</b>	<b>109.83</b>	<b>0.00</b>	<b>0.00</b>
<b>Net Income</b>	<b>8,675.49</b>	<b>2,970.68</b>	<b>15,462.89</b>	<b>8,434.81</b>	<b>(476.80)</b>

**Downtown Business Association**  
**Profit & Loss Budget Overview**  
July 2022 through June 2023

	Total Design	Total Economic Vitality	Total Organization	Total Promotion	TOTAL
	Jul '22 - Jun 23	Jul '22 - Jun 23	Jul '22 - Jun 23	Jul '22 - Jun 23	Jul '22 - Jun 23
<b>Ordinary Income/Expense</b>					
Income					
4000 · Grants - CBJ					
4001 · Ambassador Program		75,000.00			75,000.00
4002 · Main Street			75,000.00		75,000.00
Total 4000 · Grants - CBJ		75,000.00	75,000.00		150,000.00
4090 · Member Dues			33,000.00		33,000.00
4100 · Program Revenue					
4101 · Event Sponsorships	0.00		2,000.00	4,500.00	6,500.00
4102 · Event/Program Fee Income				15,250.00	15,250.00
4103 · Advertisement Sales			15,000.00		15,000.00
4120 · Pull Tab Income				11,000.00	11,000.00
Total 4100 · Program Revenue	0.00		17,000.00	30,750.00	47,750.00
Total Income	0.00	75,000.00	125,000.00	30,750.00	230,750.00
Gross Profit	0.00	75,000.00	125,000.00	30,750.00	230,750.00
Expense					
6001 · Accounting & Tax Prep			600.00		600.00
6010 · Advertising & Promotion					
6011 · Event Promotion	0.00			3,400.00	3,400.00
6012 · Graphics & Printing	0.00		13,800.00	1,000.00	14,800.00
6013 · Media - DBA general, branding		2,500.00	2,900.00	2,000.00	7,400.00
6014 · Website			400.00		400.00
6010 · Advertising & Promotion - Other	100.00		200.00	3,000.00	3,300.00
Total 6010 · Advertising & Promotion	100.00	2,500.00	17,300.00	9,400.00	29,300.00
6020 · Contractual & Consulting					
6020.1 · Management Services			92,431.80	0.00	92,431.80
6020.2 · Ambassador Program		62,500.00			62,500.00
6020 · Contractual & Consulting - Other	12,600.00			1,500.00	14,100.00
Total 6020 · Contractual & Consulting	12,600.00	62,500.00	92,431.80	1,500.00	169,031.80
6025 · Dues & Subscriptions		375.00	600.00		975.00
6030 · Event Costs	0.00		1,150.00	12,970.00	14,120.00
6040 · Rental Expense	0.00		1,200.00	500.00	1,700.00
6060 · Bank/Online Service Charges			1,000.00	0.00	1,000.00
6180 · Contributions & Sponsorships				0.00	0.00
6380 · Insurance			2,000.00	650.00	2,650.00
6500 · Licenses and Permits	0.00		100.00	720.00	820.00
6610 · Postage and Delivery			60.00		60.00
6620 · Printing and Reproduction			0.00		0.00
6770 · Supplies					
Gaming (Pull Tabs)				2,800.00	2,800.00
Program Supplies				0.00	0.00
6770 · Supplies - Other	3,620.00		250.00	500.00	4,370.00
Total 6770 · Supplies	3,620.00		250.00	3,300.00	7,170.00
6800 · Taxes					
6810 · CBJ Sales Tax				0.00	0.00
6800 · Taxes - Other				3,800.00	3,800.00
Total 6800 · Taxes				3,800.00	3,800.00
Total Expense	16,320.00	65,375.00	116,691.80	32,840.00	231,226.80
Net Ordinary Income	(16,320.00)	9,625.00	8,308.20	(2,090.00)	(476.80)
Net Income	(16,320.00)	9,625.00	8,308.20	(2,090.00)	(476.80)