

## Downtown Wheaton Association

05/08/18

## Profit &amp; Loss

Accrual Basis

April 2018

	Apr 18
Ordinary Income/Expense	
Income	
4000 · Income	
4600 · Membership Dues	250.00
4800 · Event Income (Loss)	
4810 · Gift Certificate Sales	1,870.90
4815 · Dickens Christmas	-38.00
4828 · Easter	-40.28
4829 · Taste of Wheaton	-1,500.00
4832 · Vintage Rides	-1,263.97
4834 · Art Walk	250.00
4838 · Bike Wheaton	-684.20
Total 4800 · Event Income (Loss)	-1,405.55
4990 · Interest Income	3.11
Total 4000 · Income	-1,152.44
Total Income	-1,152.44
Gross Profit	-1,152.44
Expense	
6000 · Administration Expenses	
Administrative Printing	525.49
Postage and delivery	139.70
6400 · Office Expenses	
6405 · Annual meeting	
Annual Meeting Reception	250.19
Total 6405 · Annual meeting	250.19
6419 · Equipment purchases	50.67
6425 · Bank & CC Processing Fees	1.34
6430 · Dues	170.00
6450 · Professional Fees	
6453 · IT Consulting	428.11
6454 · Website Maintenance Old Site	
6456 · Website Maintenance New Site	810.00
Total 6454 · Website Maintenance Old Site	810.00
Total 6450 · Professional Fees	1,238.11
6480 · Insurance	25.00
6520 · Telephone & Internet	354.54
6525 · Office Supplies/Equipment	361.70
6565 · Meals & Entertainment	
Board and Committee Meetings	243.17
Chamber luncheons and events	159.64
Total 6565 · Meals & Entertainment	402.81
Total 6400 · Office Expenses	2,854.36
6438 · Marketing	
Advertising	
Event Postcard	1,620.33
Total Advertising	1,620.33
DWA Branding and Marketing	
Co-op advertising	-1,069.09
Collaterals	607.59
Graphic design	9.99
Print	760.00
Social media	126.72

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Streetscape Marketing	6,159.60
<b>Total DWA Branding and Marketing</b>	<b>6,594.81</b>
E-shopper Newsletter	1,512.86
shoppers guide	705.47
<b>Total 6438 · Marketing</b>	<b>10,433.47</b>
6475 · Subscriptions	114.80
6800 · Occupancy	
6811 · Rent	1,500.00
<b>Total 6800 · Occupancy</b>	<b>1,500.00</b>
<b>Total 6000 · Administration Expenses</b>	<b>15,567.82</b>
<b>7000 · Payroll Expenses</b>	
7110 · Wages & Salaries	
7111 · Salaries - Exec	4,872.00
7112 · Salaries - Non Exec	1,732.50
<b>Total 7110 · Wages &amp; Salaries</b>	<b>6,604.50</b>
7130 · Payroll Taxes	
7131 · FICA/MC	505.26
7132 · Fed Unemployment	10.40
7133 · IL Unemployment	9.53
<b>Total 7130 · Payroll Taxes</b>	<b>525.19</b>
7190 · Payroll Processing Fees	76.78
<b>Total 7000 · Payroll Expenses</b>	<b>7,206.47</b>
<b>Total Expense</b>	<b>22,774.29</b>
<b>Net Ordinary Income</b>	<b>-23,926.73</b>
<b>Net Income</b>	<b>-23,926.73</b>