

Downtown Wheaton Association

08/14/18

Profit & Loss

Accrual Basis

July 2018

	Jul 18
Ordinary Income/Expense	
Income	
4000 · Income	
4800 · Event Income (Loss)	
4801 · Wine Festival	-4,407.04
4810 · Gift Certificate Sales	-831.76
4811 · 4th July events	-110.24
4829 · Taste of Wheaton	-1,500.00
4832 · Vintage Rides	-2,950.50
4837 · Sidewalk Sale	-1,900.68
Total 4800 · Event Income (Loss)	-11,700.22
4990 · Interest Income	1.23
Total 4000 · Income	-11,698.99
4150 · SSA7 Income	
4152 · SSA #7 - General	27,561.87
4160 · TIF #2 Income	33,182.78
Total 4150 · SSA7 Income	60,744.65
Total Income	49,045.66
Gross Profit	49,045.66
Expense	
6000 · Administration Expenses	
Postage and delivery	39.25
6400 · Office Expenses	
6425 · Bank & CC Processing Fees	1.54
6450 · Professional Fees	
6453 · IT Consulting	40.00
6454 · Website Maintenance Old Site	
6456 · Website Maintenance New Site	828.00
Total 6454 · Website Maintenance Old Site	828.00
Total 6450 · Professional Fees	868.00
6520 · Telephone & Internet	272.10
6525 · Office Supplies/Equipment	258.64
6565 · Meals & Entertainment	
Board and Committee Meetings	137.97
Chamber luncheons and events	75.00
Total 6565 · Meals & Entertainment	212.97
Total 6400 · Office Expenses	1,613.25
6438 · Marketing	
Advertising	
Kiosk	151.25
Total Advertising	151.25
DWA Branding and Marketing	
Co-op advertising	3,826.06
Collaterals	120.96
Graphic design	58.99
Print	1,634.27
Social media	48.16
Special event	270.02
Street banners	825.00
Streetscape Marketing	1,951.18
DWA Branding and Marketing - Other	172.81
Total DWA Branding and Marketing	8,907.45

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E-shopper Newsletter	150.93
Sponsorships	400.00
Total 6438 · Marketing	9,609.63
6475 · Subscriptions	79.40
6800 · Occupancy	
6811 · Rent	1,500.00
Total 6800 · Occupancy	1,500.00
Total 6000 · Administration Expenses	12,841.53
7000 · Payroll Expenses	
7110 · Wages & Salaries	
7111 · Salaries - Exec	4,872.00
7112 · Salaries - Non Exec	2,037.00
Total 7110 · Wages & Salaries	6,909.00
7130 · Payroll Taxes	
7131 · FICA/MC	528.54
7132 · Fed Unemployment	0.00
7133 · IL Unemployment	11.20
Total 7130 · Payroll Taxes	539.74
7150 · Employee Benefits	
7152 · Health Insurance	300.00
Total 7150 · Employee Benefits	300.00
7190 · Payroll Processing Fees	76.78
Total 7000 · Payroll Expenses	7,825.52
Total Expense	20,667.05
Net Ordinary Income	28,378.61
Net Income	28,378.61