

Downtown Wheaton Association

Profit & Loss

November 2016

01/05/17

Accrual Basis

	Nov 16
Ordinary Income/Expense	
Income	
4000 · Income	
4800 · Event Income (Loss)	
4810 · Gift Certificate Sales	-541.27
4815 · Dickens Christmas	-9,871.65
4820 · Chili Cook Off	11,178.13
4825 · Halloween	-275.22
4827 · Witches of Wheaton	-200.00
4832 · Vintage Rides	-100.00
Total 4800 · Event Income (Loss)	189.99
4990 · Interest Income	7.86
Total 4000 · Income	197.85
4150 · SSA7 Income	
4152 · SSA #7 - General	1,299.97
4155 · TIF #1 Income	551.74
4160 · TIF #2 Income	566.46
Total 4150 · SSA7 Income	2,418.17
9105 · Living Wheaton Magazine Advt.	
Living Wheaton 2nd Edition Advt	11,612.50
Total 9105 · Living Wheaton Magazine Advt.	11,612.50
Total Income	14,228.52
Gross Profit	14,228.52
Expense	
6000 · Administration Expenses	
Administrative Printing	190.66
6400 · Office Expenses	
6419 · Equipment purchases	53.11
6425 · Bank & CC Processing Fees	106.37
6450 · Professional Fees	
6453 · IT Consulting	25.00
6454 · Website Maintenance Old Site	428.00
Total 6450 · Professional Fees	453.00
6520 · Telephone & Internet	136.88
6525 · Office Supplies/Equipment	312.16
6565 · Meals & Entertainment	
Board and Committee Meetings	81.55
Chamber luncheons and events	122.40
Total 6565 · Meals & Entertainment	203.95
Total 6400 · Office Expenses	1,265.47
6438 · Marketing	
Advertising	
DWA App License	89.00
Photography/Social Media	325.00
Total Advertising	414.00

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	<u>Nov 16</u>
DWA Branding and Marketing	
Graphic design	274.86
New website design	920.00
Print	267.60
Social media	427.87
Total DWA Branding and Marketing	<u>1,890.33</u>
Total 6438 · Marketing	2,304.33
6800 · Occupancy	
6811 · Rent	1,500.00
Total 6800 · Occupancy	<u>1,500.00</u>
Total 6000 · Administration Expenses	5,260.46
6439 · Living Wheaton 15/16	
Living Wheaton 2nd ed.	2,815.00
Total 6439 · Living Wheaton 15/16	<u>2,815.00</u>
7000 · Payroll Expenses	
7110 · Wages & Salaries	
7111 · Salaries - Exec	4,872.00
7112 · Salaries - Non Exec	1,770.00
Total 7110 · Wages & Salaries	<u>6,642.00</u>
7130 · Payroll Taxes	
7131 · FICA/MC	508.12
7132 · Fed Unemployment	0.00
7133 · IL Unemployment	0.00
Total 7130 · Payroll Taxes	<u>508.12</u>
7150 · Employee Benefits	
7152 · Health Insurance	375.00
Total 7150 · Employee Benefits	<u>375.00</u>
7190 · Payroll Processing Fees	73.40
Total 7000 · Payroll Expenses	<u>7,598.52</u>
Total Expense	<u>15,673.98</u>
Net Ordinary Income	<u>-1,445.46</u>
Net Income	<u><u>-1,445.46</u></u>