

Downtown Wheaton Association
Profit & Loss
 January 2017

	Jan 17
Ordinary Income/Expense	
Income	
4000 · Income	
4600 · Membership Dues	125.00
4800 · Event Income (Loss)	
4810 · Gift Certificate Sales	-3,075.30
4815 · Dickens Christmas	-589.45
4826 · Restaurant Week	-153.02
4828 · Easter	-150.00
4836 · Ice Fest	-749.87
Total 4800 · Event Income (Loss)	-4,717.64
4990 · Interest Income	7.86
Total 4000 · Income	-4,584.78
4150 · SSA7 Income	
4152 · SSA #7 - General	381.84
4155 · TIF #1 Income	121.37
Total 4150 · SSA7 Income	503.21
Total Income	-4,081.57
Gross Profit	-4,081.57
Expense	
5700 · Economic Development Activity	
5702 · Signage for new business	180.00
Total 5700 · Economic Development Activity	180.00
6000 · Administration Expenses	
Postage and delivery	18.80
6400 · Office Expenses	
6425 · Bank & CC Processing Fees	1.67
6430 · Dues	165.00
6450 · Professional Fees	
6453 · IT Consulting	16.00
Total 6450 · Professional Fees	16.00
6480 · Insurance	405.00
6520 · Telephone & Internet	59.14
6525 · Office Supplies/Equipment	319.06

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6565 · Meals & Entertainment	
Board and Committee Meetings	52.96
Total 6565 · Meals & Entertainment	52.96
Total 6400 · Office Expenses	1,018.83
6438 · Marketing	
Advertising	
DWA App License	89.00
Event Postcard	974.23
Kiosk	262.74
Total Advertising	1,325.97
DWA Branding and Marketing	
Print	686.00
Social media	233.66
Total DWA Branding and Marketing	919.66
E-shopper Newsletter	104.13
Total 6438 · Marketing	2,349.76
6475 · Subscriptions	32.60
6800 · Occupancy	
6811 · Rent	1,500.00
Total 6800 · Occupancy	1,500.00
Total 6000 · Administration Expenses	4,919.99
6439 · Living Wheaton 15/16	
Living Wheaton 2nd ed.	367.50
Total 6439 · Living Wheaton 15/16	367.50
7000 · Payroll Expenses	
7110 · Wages & Salaries	
7111 · Salaries - Exec	4,872.00
7112 · Salaries - Non Exec	1,740.00
Total 7110 · Wages & Salaries	6,612.00
7130 · Payroll Taxes	
7131 · FICA/MC	505.81
7132 · Fed Unemployment	39.67
7133 · IL Unemployment	36.37
Total 7130 · Payroll Taxes	581.85

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Accrual Basis

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	<u>Jan 17</u>
7190 · Payroll Processing Fees	<u>127.90</u>
Total 7000 · Payroll Expenses	<u>7,321.75</u>
Total Expense	<u>12,789.24</u>
Net Ordinary Income	<u>-16,870.81</u>
Net Income	<u><u>-16,870.81</u></u>