

Downtown Wheaton Association

Profit & Loss

01/05/17

October 2016

Accrual Basis

	Oct 16
Ordinary Income/Expense	
Income	
4000 · Income	
4800 · Event Income (Loss)	
4801 · Wine Festival	300.00
4810 · Gift Certificate Sales	-464.69
4815 · Dickens Christmas	-536.36
4820 · Chili Cook Off	-613.94
4825 · Halloween	-345.01
4826 · Restaurant Week	-6.48
4827 · Witches of Wheaton	-895.10
Total 4800 · Event Income (Loss)	-2,561.58
4990 · Interest Income	7.76
Total 4000 · Income	-2,553.82
4150 · SSA7 Income	
4152 · SSA #7 - General	24,765.72
4155 · TIF #1 Income	329.89
4160 · TIF #2 Income	8,510.36
Total 4150 · SSA7 Income	33,605.97
9105 · Living Wheaton Magazine Advt.	
Living Wheaton 2nd Edition Advt	783.75
Total 9105 · Living Wheaton Magazine Advt.	783.75
Total Income	31,835.90
Gross Profit	31,835.90
Expense	
6000 · Administration Expenses	
Administrative Printing	117.70
Postage and delivery	18.80
6400 · Office Expenses	
6425 · Bank & CC Processing Fees	36.48
6450 · Professional Fees	
6453 · IT Consulting	9.00
Total 6450 · Professional Fees	9.00
6480 · Insurance	478.00
6520 · Telephone & Internet	478.73
6525 · Office Supplies/Equipment	191.53
6565 · Meals & Entertainment	
Board and Committee Meetings	91.83
Chamber luncheons and events	250.75
6565 · Meals & Entertainment - Other	51.34
Total 6565 · Meals & Entertainment	393.92
Total 6400 · Office Expenses	1,587.66
6438 · Marketing	
Advertising	
DWA App License	89.00
Total Advertising	89.00

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DWA Branding and Marketing	
Collaterals	650.00
Print	250.00
Social media	532.76
Special event	7.39
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Total DWA Branding and Marketing	1,440.15
E-shopper Newsletter	120.13
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Total 6438 · Marketing	1,649.28
6475 · Subscriptions	64.20
6800 · Occupancy	
6811 · Rent	1,500.00
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Total 6800 · Occupancy	1,500.00
Total 6000 · Administration Expenses	4,937.64
7000 · Payroll Expenses	
7110 · Wages & Salaries	
7111 · Salaries - Exec	4,825.15
7112 · Salaries - Non Exec	1,365.00
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Total 7110 · Wages & Salaries	6,190.15
7130 · Payroll Taxes	
7131 · FICA/MC	473.54
7132 · Fed Unemployment	0.00
7133 · IL Unemployment	0.00
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Total 7130 · Payroll Taxes	473.54
7150 · Employee Benefits	
7152 · Health Insurance	375.00
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Total 7150 · Employee Benefits	375.00
7190 · Payroll Processing Fees	73.40
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Total 7000 · Payroll Expenses	7,112.09
Total Expense	12,049.73
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Net Ordinary Income	19,786.17
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Net Income	<u><u>19,786.17</u></u>