

BUSINESS IMPROVEMENT DISTRICT				2021	
REVENUES					\$159,934
PROJECTED INCOME 2020				107,000	
	Business License Surcharge (Apr)	35,000			
	District Property Tax Revenue (Nov)	55,000			
	Interest Earned				
Estimated CASH BALANCE (Dec , 2020 Balance Forward)				52,934	
	Gateway	20,000			
EXPENSES					\$107,000
PROGRAMS: Promotion, Marketing & Economic Development					49,850
<i>DDA Promotions</i>	First Friday Events (Jun thru Sept)	15,000	34,350	49,850	
	May ArtsFest	3,000			
	Oct Fiddlin Fest	8,000			
	Holiday Events (Open House & Rome for the Holidays)	1,000			
	Christmas Décor	7,000			
	Christmas Window Display Contest	300			
	Downtown Trick or Treat	50			
<i>DDA Marketing</i>	Advertising (website/ads/print/etc)	4,500	9,500		
	Non-Profit Event Sponsorships (\$1000 to each)	5,000			
<i>DDA Economic Development</i>	Shuttle CVB Partnership	6,000	6000		
GRANTS					40,000
<i>DDA Design Committee</i>	Façade & Sign Grant Program	24,000		40,000	
	Business Development Grant Program	5,000			
	Median plants	1,000			
	*Downtown Signage (Gateway)	10,000			
MANAGEMENT & CONTINGENCY					17,120
<i>Administration</i>	Administrative Services	6,000			
	Reserves	11,120		17120	