



City of Rochester

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PRINCIPAL SHOPPING DISTRICT BOARD MEETING AGENDA

*Members: Donna Bourgoïn, Patti Eisenbraun, Doug Gould,
Suzette Louise, Jill Lutz & Kevin Stewart*

Downtown Collaboration Studio, 431 S. Main	April 6, 2022	5:30 pm
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1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes – February 2, 2022
4. General Business Agenda Items
 - a. Request for Recommendation - Sidewalk Sales – July 14-16
 - b. Request for Recommendation - Dancin' in the Street – July 15
 - c. Review of Proposed FYE 2023 Budget
 - d. Farmers' Market Update
5. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
6. Miscellaneous
7. Adjourn

CITY OF ROCHESTER
PRINCIPAL SHOPPING DISTRICT
REGULAR MEETING MINUTES

*Principal Shopping District Members: Donna Bourgoïn, Patti Eisenbraun, Paul Haig,
Doug Gould, Suzette Louise, Jill Lutz & Kevin Stewart*

Downtown Collaboration Studio, 431 Main	February 2, 2022	5:30 pm
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CALL TO ORDER

Chairman Stewart called the meeting to order at 5:39 pm.

ROLL CALL

Members Present: Haig, Harrison, Louise, Mulrenin and Stewart.

Members Absent: Eisenbraun

DDA Liaison Present: Paul Haig

Staff Present: Executive Director Kristi Trevarow, DDA Events Coordinator Jenna O'Dell,
DDA Marketing Coordinator Taylor Clayton

AUDIENCE COMMENTS

There were no audience comments.

3. Welcome New Members

Chairman Stewart welcomed new board members – Donna Bourgoïn, Doug Gould and Jill Lutz.

4. Regular Business

A. Request for Recommendation – Deck Art – May 12 & 13

Jenna reviewed the details for Deck Art. Boards will be on display in 30+ businesses.
Registration is open and we are receiving a lot of interest.

MOTION

Motion by Lutz, seconded by Louise to recommend approval of Deck Art to City Council.
Yes: Bourgoïn, Gould, Louise, Lutz, Stewart No: None

B. Request for Recommendation – Thursday Night Markets

Taylor reviewed the details for the proposed Thursday Night Markets. The Markets will take place from 5-9 pm every Thursday evening in June – June 2, 9, 16, 23 & 30 on West Fourth Street. The location of the Market may be impacted by the Fourth Street Reconstruction Project that begins in March. If that is the case, the Market will be moved to East Fourth Street.

MOTION

Motion by Bourgoin, seconded by Louise to recommend approval of Thursday Night Markets to City Council

Yes: Bourgoin, Gould, Louise, Lutz, Stewart No: None

C. Request for Recommendation – Junk in the Trunk

Jenna provided details for this year's Junk in the Trunk events, to be held on June 18 and August 13 from 9 am – 1 pm in the Upper Farmers' Market Lot.

MOTION

Motion by Gould, seconded by Louise to recommend approval of Junk in the Trunk to City Council

Yes: Bourgoin, Gould, Louise, Lutz, Stewart No: None

D. Request for Recommendation – Movies in the Moonlight

Jenna reviewed the proposed movie schedule for this year:

July 16 – Cruella

July 23 – Mamma Mia!

July 30 - Jungle Cruise

August 6 – Encanto

Little Donut Factory will be returning this year to provide concessions for all movie nights.

MOTION

Motion by Bourgoin, seconded by Lutz to recommend approval of Movies in the Moonlight to City Council

Yes: Bourgoin, Gould, Louise, Lutz, Stewart No: None

5. FYE 2023 Goals & Objectives Discussion

a. Proposed 2022 Event Calendar

Jenna reviewed the proposed event calendar for 2022, detailing many of the events

and promotions.

b. Events for Discussion

• Snowglow

Jenna recapped this year's event. Kristi explained the evolution of the Fire & Ice Event and the partnership with the County. There is still no word from the County of whether or not they are interested in continuing the partnership going forward.

Jenna reviewed some of the ideas from the Promotions Committee of how to enhance and expand the event in the future. Ideas included a warming tent, a chili contest with the downtown restaurants, continued fireworks, expanded ice sculpture offerings. The Board directed staff to develop a budget for consideration at the next meeting.

• Cookie Stroll

Jenna provided details on the 2022 Cookie Stroll. Overall, the event was well received by both customers and participating merchants. Many businesses commented that they had a lot of new people discover their businesses during this promotion. The Board discussed adding to the 100 cookie tins sold last year.

The Board directed staff to bring a proposed budget for FYE 2023 to the next PSD Board Meeting.

6. Reports

A. PSD Financial Report

The current financial report was included in the packet. There were no questions.

B. Events & Marketing

Jenna reported that Deck Art Registration is now open. Interested parties can register at South Street. Foodie February is also underway, with social media posts in support of the promotion running daily. New this year is the ability to text photos of receipts via the new Downtown Dish texting platform.

Taylor shared that the Farmers' Market Planning is well underway, with applications going out to vendors this month. Marketing Kits have also been distributed and work is beginning on the Spring/Summer Edition of the In Town Magazine.

C. Executive Director Report

Kristi shared that Rochester received its 17th consecutive Annual Accreditation as National Main Street Community. Additionally, Jenna and Kristi will be presenting at the annual Main Street Now Conference in Richmond, Virginia in May. The topic

Think Big: Small Batch Promotions. They will be sharing information about Foodie February, Taste of Fall, Downtown Cookie Stroll and more.

7. Miscellaneous

None at this time.

ADJOURN

Seeing no further business, the meeting adjourned at 7:05 pm.

Respectfully submitted,

Kristi Trevarrow, Executive Director

MEMORANDUM

DATE: January 27, 2022
TO: PSD Board
FROM: Promotions Committee
SUBJECT: Request for Recommendation – Sidewalk Sales

We respectfully request your recommendation to City Council for approval of the 2022 Sidewalk Sales. The dates of the event are Thursday, July 14 and Friday, July 15 from 10:00 am – 9:00 pm, and Saturday, July 16 from 10:00 am – 6:00 pm. Chief Financial Credit Union has agreed to be the sole presenting sponsor of Sidewalk Sales for \$5,000. Sponsorships will aid in booking family friendly entertainment over the three-day period.

As in the past, merchants must reserve or decline the use of space in front of their stores and participating businesses are responsible for renting their own tents, table, etc. A copy of the Sidewalk Sale Policy will be distributed to each merchant reminding them that they cannot authorize other entities or organizations to use the sidewalk in front of their business. However, as space is available, we will allow use by side street businesses or non-profit organizations.

We will need assistance from DPW for trash pick-ups and some setup. Separate communication will be made with DPW and the Police Department to coordinate all details prior to the events.

Thank you for your consideration.

MEMORANDUM

DATE: March 31, 2022

TO: PSD Board

FROM: Promotions Committee

SUBJECT: Request for Recommendation - 2022 Dancin' in the Street

We respectfully request your recommendation to City Council for approval of the 2022 Dancin' in the Street event. The date of the event is Friday, July 15th from 6 p.m. – 10 p.m. Dancin' in the Street will be held on W. Fourth Street between Walnut Blvd. and Main Street.

We will need assistance from DPW for extra street trash containers and pick-ups. Separate communication will be made with DPW and the Police Department to coordinate all details prior to the event.

Activities will include a live performance from the 80's cover band, The SquarePegz and a TasteFest featuring downtown eateries.

Thank you for your consideration.

PROPOSED FYE 2022 PSD BUDGET

ITEM	REVENUE	EXPENDITURES
PRINCIPAL SHOPPING DISTRICT	\$ 293,150.00	\$ -
SIDEWALK SALES	\$ 5,000.00	\$ 4,000.00
DANCIN IN THE STREET	\$ 2,000.00	\$ 10,000.00
LAGNIAPPE	\$ 1,500.00	\$ 7,000.00
KRIS KRINGLE MARKET	\$ 40,000.00	\$ 38,000.00
BIG, BRIGHT LIGHT SHOW	\$ 75,000.00	\$ 270,000.00
WINTER MAGAZINE	\$ 15,000.00	\$ 35,000.00
SPRING MAGAZINE	\$ 15,000.00	\$ 35,000.00
ANNUAL AWARENESS PROGRAM	\$ 5,000.00	\$ 38,000.00
SNOW GLOW (FIRE & ICE FESTIVAL)	\$ 25,000.00	\$ 38,000.00
CAROLING IN THE CITY	\$ 1,500.00	\$ 6,000.00
JUNK IN THE TRUNK	\$ 4,500.00	\$ 1,000.00
MOVIES IN THE MOONLIGHT	\$ 7,000.00	\$ 16,000.00
DOWNTOWN TRICK OR TREAT/HALLOWEEN	\$ 1,500.00	\$ 4,000.00
DECK ART	\$ 500.00	\$ 2,000.00
ROCHESTER POSED	\$ 700.00	\$ 2,000.00
FARMERS' MARKET	\$ 30,000.00	\$ 10,000.00
EXPLORERS CLUB	\$ 5,000.00	\$ 7,000.00
SMALL BUSINESS SATURDAY	\$ 1,500.00	\$ 3,000.00
TASTE OF FALL	\$ 500.00	\$ 1,500.00
FOODIE FEBRUARY	\$ 500.00	\$ 1,000.00
MAGICAL MURAL TOUR	\$ 500.00	\$ 1,500.00
DDA TRANSFER	\$ 150,000.00	\$ -
GENERAL & ADMIN	\$ -	\$ 189,000.00
ADMIN CROSS CHARGE	\$ 27,150.00	\$ -
MISC INCOME	\$ 10,000.00	\$ -
NEW EVENTS/PROMOTIONS		
COOKIE STROLL	\$ 4,500.00	\$ 4,000.00
SNOWMAN STROLL	\$ 26,000.00	\$ 25,000.00
	\$ 748,000.00	\$ 748,000.00

PERIOD ENDING 03/31/2022

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 03/31/2022	ACTIVITY FOR MONTH 03/31/2022	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Revenues						
Dept 000.000 - GENERAL LEDGER						
493-000.000-601.001	MAGICAL MURAL TOUR	1,250.00	0.00	0.00	1,250.00	0.00
493-000.000-606.000	TASTE OF FALL	1,250.00	0.00	0.00	1,250.00	0.00
493-000.000-607.000	FOODIE FEBRUARY	1,000.00	0.00	0.00	1,000.00	0.00
493-000.000-608.000	PRINCIPAL SHOPPING DISTRICT	300,158.00	291,712.86	802.37	8,445.14	97.19
493-000.000-609.000	SIDEWALK SALES	5,000.00	5,700.00	0.00	(700.00)	114.00
493-000.000-611.000	MUSIC FESTIVAL/DANCIN	2,000.00	0.00	0.00	2,000.00	0.00
493-000.000-611.001	DANCIN' - SPONSORSHIP	0.00	1,000.00	0.00	(1,000.00)	100.00
493-000.000-611.003	DANCIN' - RESTAURANTS	0.00	550.00	0.00	(550.00)	100.00
493-000.000-612.000	LOVE LOCAL MONTH	2,000.00	0.00	0.00	2,000.00	0.00
493-000.000-614.000	LAGNIAPPE	1,000.00	1,000.00	0.00	0.00	100.00
493-000.000-616.001	KRIS KRINGLE MARKET	28,000.00	40,228.00	0.00	(12,228.00)	143.67
493-000.000-618.000	BIG BRIGHT LIGHT SHOW	75,000.00	58,679.49	0.00	16,320.51	78.24
493-000.000-619.000	WINTER MAGAZINE	20,000.00	16,825.00	0.00	3,175.00	84.13
493-000.000-621.000	SPRING MAGAZINE	15,000.00	6,862.50	3,862.50	8,137.50	45.75
493-000.000-622.002	ANNUAL AWARENESS PROGRAMSOR	5,000.00	4,250.00	0.00	750.00	85.00
493-000.000-624.001	FIRE & ICE FESTIVAL	13,000.00	19,000.00	1,090.00	(6,000.00)	146.15
493-000.000-624.013	PUBLIC ART EVENT	26,000.00	4,000.00	0.00	22,000.00	15.38
493-000.000-624.014	MOVIES IN THE MOONLIGHT	3,500.00	4,310.00	0.00	(810.00)	123.14
493-000.000-634.748	HALLOWEEN EVENTS	1,000.00	1,000.00	0.00	0.00	100.00
493-000.000-634.755	JUNK IN THE TRUNK	4,600.00	2,180.00	0.00	2,420.00	47.39
493-000.000-634.757	DECK ART	500.00	200.00	65.00	300.00	40.00
493-000.000-634.762	ROCHESTER POSED	1,000.00	250.00	0.00	750.00	25.00
493-000.000-634.767	FARMERS MARKET	30,000.00	20,963.00	2,875.00	9,037.00	69.88
493-000.000-634.769	ROCHESTER EXPLORERS CLUB	6,100.00	450.00	0.00	5,650.00	7.38
493-000.000-634.770	SMALL BUSINESS SATURDAY	1,500.00	1,500.00	0.00	0.00	100.00
493-000.000-634.775	CAROLING IN THE CITY	0.00	1,500.00	0.00	(1,500.00)	100.00
493-000.000-665.072	INTEREST -MICHIGAN CLASS	0.00	24.84	0.00	(24.84)	100.00
493-000.000-665.961	PSD INTEREST & PENALTIES	0.00	828.69	32.09	(828.69)	100.00
493-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	27,428.00	20,571.03	2,285.67	6,856.97	75.00
493-000.000-692.000	MISCELLANEOUS INCOME	10,000.00	0.00	0.00	10,000.00	0.00
493-000.000-699.805	TRANS FRM DDA-CONTRACTUAL SRV	150,000.00	0.00	0.00	150,000.00	0.00
Total Dept 000.000 - GENERAL LEDGER		731,286.00	503,585.41	11,012.63	227,700.59	68.86
TOTAL REVENUES		731,286.00	503,585.41	11,012.63	227,700.59	68.86
Expenditures						
Dept 701.000 - GENERAL & ADMINSTRATIVE - GA						
493-701.000-701.001	EMPLOYEE WAGES	80,500.00	59,288.68	6,242.25	21,211.32	73.65
493-701.000-701.002	PART-TIME WAGES	2,040.00	348.31	0.00	1,691.69	17.07
493-701.000-701.003	OVERTIME WAGES	13,612.00	10,308.90	117.04	3,303.10	75.73
493-701.000-715.000	FICA	8,000.00	5,284.22	479.46	2,715.78	66.05
493-701.000-716.000	HOSPITALIZATION	13,000.00	8,040.36	840.24	4,959.64	61.85
493-701.000-716.004	HOSPITALIZATION -HSA FUNDING	4,100.00	4,200.00	0.00	(100.00)	102.44
493-701.000-718.001	DEFINED CONTRIBUTION	8,900.00	6,437.80	588.24	2,462.20	72.33
493-701.000-718.002	EMPLOYER RETIREMENT CONTRIBUTI	2,400.00	1,753.76	184.64	646.24	73.07
493-701.000-719.000	DENTAL/OPTICAL	750.00	697.82	72.32	52.18	93.04
493-701.000-728.000	POSTAGE	0.00	10.85	10.85	(10.85)	100.00
493-701.000-801.000	ADMINISTRATIVE CROSS CHARGE	30,247.00	22,685.22	2,520.58	7,561.78	75.00
493-701.000-805.703	CONTRACT SVCS - EMPLOYMENT	18,000.00	10,589.18	0.00	7,410.82	58.83

PERIOD ENDING 03/31/2022

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
493-701.000-863.000	TRAVEL/MEETINGS & CONFERENCES	2,550.00	0.00	0.00	2,550.00	0.00
493-701.000-961.000	CASH-SHORT OR OVER	0.00	16.15	0.40	(16.15)	100.00
493-701.000-963.002	MERCHANT SERVICE FEES	5,101.00	5,756.99	707.78	(655.99)	112.86
Total Dept 701.000 - GENERAL & ADMINSTRATIVE - GA		189,200.00	135,418.24	11,763.80	53,781.76	71.57
Dept 702.000 - TASTE OF FALL						
493-702.000-790.007	AD PR - SIGNAGE	1,500.00	2,718.78	0.00	(1,218.78)	181.25
Total Dept 702.000 - TASTE OF FALL		1,500.00	2,718.78	0.00	(1,218.78)	181.25
Dept 707.000 - FOODIE FEBRUARY						
493-707.000-805.000	CONTRACTUAL SERVICES	2,000.00	932.03	0.00	1,067.97	46.60
Total Dept 707.000 - FOODIE FEBRUARY		2,000.00	932.03	0.00	1,067.97	46.60
Dept 708.000 - KRIS KRINGLE MARKET						
493-708.000-790.007	AD PR - SIGNAGE	1,838.00	706.58	0.00	1,131.42	38.44
493-708.000-861.000	EQUIPMENT RENTAL	13,779.00	14,624.84	0.00	(845.84)	106.14
493-708.000-963.000	MISCELLANEOUS	18,383.00	22,719.44	1,885.00	(4,336.44)	123.59
Total Dept 708.000 - KRIS KRINGLE MARKET		34,000.00	38,050.86	1,885.00	(4,050.86)	111.91
Dept 709.000 - SIDEWALK SALES - SS						
493-709.000-790.002	AD PR - NEWSPAPER	625.00	472.20	0.00	152.80	75.55
493-709.000-790.007	AD PR - SIGNAGE	625.00	169.00	0.00	456.00	27.04
493-709.000-805.000	CONTRACTUAL SERVICES	3,124.00	985.09	0.00	2,138.91	31.53
493-709.000-963.000	MISCELLANEOUS	625.00	724.97	0.00	(99.97)	116.00
Total Dept 709.000 - SIDEWALK SALES - SS		4,999.00	2,351.26	0.00	2,647.74	47.03
Dept 711.000 - DANCIN IN THE STREETS						
493-711.000-805.000	CONTRACTUAL SERVICES	10,000.00	7,072.33	0.00	2,927.67	70.72
Total Dept 711.000 - DANCIN IN THE STREETS		10,000.00	7,072.33	0.00	2,927.67	70.72
Dept 712.000 - MAGICAL MURAL TOUR						
493-712.000-805.000	CONTRACTUAL SERVICES	1,500.00	1,000.00	500.00	500.00	66.67
Total Dept 712.000 - MAGICAL MURAL TOUR		1,500.00	1,000.00	500.00	500.00	66.67
Dept 714.000 - LAGNIAPPE - LAG						
493-714.000-790.007	AD PR - SIGNAGE	236.00	101.00	0.00	135.00	42.80
493-714.000-805.000	CONTRACTUAL SERVICES	5,264.00	6,726.17	1,475.00	(1,462.17)	127.78

PERIOD ENDING 03/31/2022

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Total Dept 714.000 - LAGNIAPPE - LAG		5,500.00	6,827.17	1,475.00	(1,327.17)	124.13
Dept 715.000 - ANNUAL AWARENESS PROGRAM						
493-715.000-790.003	AD PR - PRINTING/GRAPHICS	6,880.00	4,556.83	0.00	2,323.17	66.23
493-715.000-791.004	AD-PL-TV-HLDY PARADE/DT PROMO	27,099.00	30,000.00	0.00	(2,901.00)	110.71
493-715.000-792.000	BANNERS	6,021.00	5,482.00	0.00	539.00	91.05
493-715.000-963.000	MISCELLANEOUS	0.00	275.00	0.00	(275.00)	100.00
Total Dept 715.000 - ANNUAL AWARENESS PROGRAM		40,000.00	40,313.83	0.00	(313.83)	100.78
Dept 716.000 - FIRE & ICE FESTIVAL						
493-716.000-731.000	LICENSE AND FEES	9,534.00	17,337.50	0.00	(7,803.50)	181.85
493-716.000-790.003	AD PR - PRINTING/GRAPHICS	347.00	164.80	0.00	182.20	47.49
493-716.000-790.007	AD PR - SIGNAGE	1,213.00	274.40	0.00	938.60	22.62
493-716.000-805.000	CONTRACTUAL SERVICES	8,906.00	14,320.74	3,268.35	(5,414.74)	160.80
Total Dept 716.000 - FIRE & ICE FESTIVAL		20,000.00	32,097.44	3,268.35	(12,097.44)	160.49
Dept 719.000 - WINTER MAGAZINE						
493-719.000-728.000	POSTAGE	6,942.00	7,252.39	0.00	(310.39)	104.47
493-719.000-790.003	AD PR - PRINTING/GRAPHICS	17,705.00	17,255.87	0.00	449.13	97.46
493-719.000-794.000	GRAPHIC DESIGN	7,536.00	7,200.00	0.00	336.00	95.54
493-719.000-805.000	CONTRACTUAL SERVICES	3,817.00	2,722.82	0.00	1,094.18	71.33
Total Dept 719.000 - WINTER MAGAZINE		36,000.00	34,431.08	0.00	1,568.92	95.64
Dept 720.000 - SPRING MAGAZINE						
493-720.000-728.000	POSTAGE	7,262.00	0.00	0.00	7,262.00	0.00
493-720.000-790.003	AD PR - PRINTING/GRAPHICS	17,638.00	0.00	0.00	17,638.00	0.00
493-720.000-794.000	GRAPHIC DESIGN	7,470.00	3,600.00	3,600.00	3,870.00	48.19
493-720.000-805.000	CONTRACTUAL SERVICES	3,631.00	5,098.21	3,539.73	(1,467.21)	140.41
Total Dept 720.000 - SPRING MAGAZINE		36,001.00	8,698.21	7,139.73	27,302.79	24.16
Dept 722.000 - LOVE LOCAL MONTH						
493-722.000-805.000	CONTRACTUAL SERVICES	3,000.00	0.00	0.00	3,000.00	0.00
Total Dept 722.000 - LOVE LOCAL MONTH		3,000.00	0.00	0.00	3,000.00	0.00
Dept 735.000 - PUBLIC ART EVENT						
493-735.000-963.000	MISCELLANEOUS	25,000.00	14,125.00	0.00	10,875.00	56.50
Total Dept 735.000 - PUBLIC ART EVENT		25,000.00	14,125.00	0.00	10,875.00	56.50
Dept 736.000 - MOVIES IN THE MOONLIGHT						
493-736.000-790.007	AD PR - SIGNAGE	488.00	551.66	0.00	(63.66)	113.05

PERIOD ENDING 03/31/2022

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
493-736.000-791.002	AD PL - NEWSPAPER ADV	878.00	300.00	0.00	578.00	34.17
493-736.000-805.000	CONTRACTUAL SERVICES	13,658.00	9,508.71	0.00	4,149.29	69.62
493-736.000-963.000	MISCELLANEOUS	975.00	943.65	0.00	31.35	96.78
Total Dept 736.000 - MOVIES IN THE MOONLIGHT		15,999.00	11,304.02	0.00	4,694.98	70.65
Dept 748.000 - HALLOWEEN EVENTS						
493-748.000-805.000	CONTRACTUAL SERVICES	1,600.00	1,685.00	0.00	(85.00)	105.31
493-748.000-963.000	MISCELLANEOUS	2,400.00	3,509.22	0.00	(1,109.22)	146.22
Total Dept 748.000 - HALLOWEEN EVENTS		4,000.00	5,194.22	0.00	(1,194.22)	129.86
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
493-752.000-763.000	FESTIVAL OF TREES	20,402.00	33,218.95	1,125.00	(12,816.95)	162.82
493-752.000-805.000	CONTRACTUAL SERVICES	255,025.00	282,834.00	282,834.00	(27,809.00)	110.90
Total Dept 752.000 - BIG BRIGHT LIGHTSHOW		275,427.00	316,052.95	283,959.00	(40,625.95)	114.75
Dept 755.000 - JUNK IN THE TRUNK						
493-755.000-963.000	MISCELLANEOUS	3,000.00	240.38	0.00	2,759.62	8.01
Total Dept 755.000 - JUNK IN THE TRUNK		3,000.00	240.38	0.00	2,759.62	8.01
Dept 757.000 - DECK ART						
493-757.000-963.000	MISCELLANEOUS	2,000.00	0.00	0.00	2,000.00	0.00
Total Dept 757.000 - DECK ART		2,000.00	0.00	0.00	2,000.00	0.00
Dept 762.000 - ROCHESTER POSED						
493-762.000-790.003	AD PR - PRINTING/GRAPHICS	300.00	270.36	0.00	29.64	90.12
493-762.000-963.000	MISCELLANEOUS	1,200.00	1,889.79	0.00	(689.79)	157.48
Total Dept 762.000 - ROCHESTER POSED		1,500.00	2,160.15	0.00	(660.15)	144.01
Dept 767.000 - FARMERS MARKET						
493-767.000-760.000	FARMERS MARKET - OP SUPPLIES	10,000.00	4,789.82	0.00	5,210.18	47.90
Total Dept 767.000 - FARMERS MARKET		10,000.00	4,789.82	0.00	5,210.18	47.90
Dept 769.000 - ROCHESTER EXPLORERS CLUB						
493-769.000-963.000	MISCELLANEOUS	6,500.00	435.95	0.00	6,064.05	6.71
Total Dept 769.000 - ROCHESTER EXPLORERS CLUB		6,500.00	435.95	0.00	6,064.05	6.71

PERIOD ENDING 03/31/2022

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 03/31/2022	ACTIVITY FOR MONTH 03/31/2022	AVAILABLE BALANCE	% BGD USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Dept 770.000 - SMALL BUSINESS SATURDAY						
493-770.000-963.000	MISCELLANEOUS	2,000.00	2,796.63	0.00	(796.63)	139.83
Total Dept 770.000 - SMALL BUSINESS SATURDAY		2,000.00	2,796.63	0.00	(796.63)	139.83
Dept 774.000 - HOLIDAY PROGRAMS						
493-774.000-760.000	CAROLING IN THE CITY - OP SUPPLIES	7,000.00	6,951.64	5,460.77	48.36	99.31
Total Dept 774.000 - HOLIDAY PROGRAMS		7,000.00	6,951.64	5,460.77	48.36	99.31
TOTAL EXPENDITURES		736,126.00	673,961.99	315,451.65	62,164.01	91.56
Fund 493 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		731,286.00	503,585.41	11,012.63	227,700.59	68.86
TOTAL EXPENDITURES		736,126.00	673,961.99	315,451.65	62,164.01	91.56
NET OF REVENUES & EXPENDITURES		(4,840.00)	(170,376.58)	(304,439.02)	165,536.58	3,520.18