



City of Rochester

400 Sixth Street
Rochester, MI 48307
P: (248) 651-9061
F: (248) 651-2624
www.rochestermi.org

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	February 2, 2022	5:30 pm
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1. Call to Order
2. Roll Call
3. Welcome New Members
4. Request for Recommendation
 - a. Deck Art – May 12 & 13
 - b. Thursday Night Market – June 2, 9, 26, 23 & 30
 - c. Junk in the Trunk – June 18 & August 13
 - d. Movies in the Moonlight – July 16, 23, 30 & August 6
5. FYE 2023 Goals & Objectives Discussion
 - a. Proposed 2022 Event Calendar
 - b. Events for Discussion
 - Snowglow
 - Cookie Stroll
6. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
7. Miscellaneous
8. Adjourn

MEMORANDUM

DATE: January 27, 2022
TO: PSD Board
FROM: Promotions Committee
SUBJECT: Request for Recommendation –Deck Art 2022 – May 12 & 13

We respectfully request your recommendation to City Council for approval Deck Art 2019 scheduled for May 12 & 13.

Deck Art is a skateboard art competition and exhibition. Artists from all around metro Detroit and beyond are recruited to provide one-of-a-kind artwork on a blank skateboard deck. The decks are then displayed inside participating Rochester businesses (May 12 – 20) and will be judged by Paint a Miracle on creativity and uniqueness in a variety of categories.

South Street Skateshop will once again spearhead registration and deck distribution. All other event details will be organized by the PSD. This year's event is expected to include as many as 50 local merchants, transforming Deck Art into a downtown Rochester crawl. Completed artwork will be artfully displayed throughout participating restaurants and businesses for onlookers to enjoy. Last year's Deck Art drew over 400 artists from all over South Eastern Michigan. In the past, the states of Arizona, California, Indiana, Illinois, Kansas, New York, Ohio, Pennsylvania, as well as Canada were represented.

Downtown Rochester will host both the Thursday Night Kickoff on May 12, and continue on Friday, May 13, both from 5:00 – 9:00 pm. The events will include unique artwork, musical entertainment, kid's activities, and more. We are looking into having entertainment on W. 4th Street, between Main Street & the West Alley – more details to come.

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

Thank you for your consideration.

MEMORANDUM

DATE: January 27, 2022
TO: PSD Board
FROM: Taylor Clayton, DDA Marketing Coordinator
SUBJECT: Request for Recommendation – Thursday Night Markets

We respectfully request your recommendation to City Council for approval of the 2022 Thursday Night Markets. The dates of the market would be Thursdays, June 2, 9, 16, 23, 30 from 5 – 9pm. We will once again utilize W. Fourth Street from Main to Walnut Blvd.

We request that w. Fourth be close between Main and Walnut on Thursday mornings. We will be working with Police and DPW in order to coordinate the road closure, barricade and trash pick-up. Based on our research, we feel confident that our market vendors and patrons would be interested in participating in an annual Thursday Night Market.

Vendors would utilize individual 10 x 10 tents to sell their products and wares. We would plan to invite musicians for entertainment and potentially inviting other downtown businesses or elements.

Thank you for your consideration in this matter.

MEMORANDUM

DATE: January 27, 2022
TO: PSD Board
FROM: Promotions Committee
SUBJECT: Request for Recommendation – Junk in the Trunk

We respectfully request your recommendation to City Council for approval of both 2022 Junk in the Trunk events scheduled for Saturday, June 18 and Saturday, August 13.

Junk in the Trunk is a community resale event that will take place from 9:00am-1:00pm in the Farmers' Market Upper Lot. Downtown businesses, Rochester area residents and those that sell hand-made crafts are welcome to sign up for Junk in the Trunk. What can they sell? Popular items for resale are furniture, antiques, collectibles, dishes and glassware, and accessories, and hand-made crafts.

There are roughly 75 parking spaces in the Farmers' Market Upper Lot. Vendors will be able to purchase parking spaces to sell from for \$35 each or two for \$50.

Due to the nature of this event, we don't anticipate a need for additional support from police and fire. 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: January 27, 2022
TO: PSD Board
FROM: Promotions Committee
SUBJECT: Request for Recommendation – Movies in the Moonlight

We respectfully request your recommendation to City Council for approval of the 2022 Movies in the Moonlight schedule.

Movies in the Moonlight is a family-friendly film festival held on four Saturday evenings –July 16, 23, 30 and August 6. The hours of each event are 6:30 – 11:30 p.m. and will be held in the Farmers’ Market parking lot at the corner of E. Third and Water Street. Setup will begin following the close of the Farmers’ Market each week. Admission is free and guests are encouraged to bring their own seating. Featured movies begin at dusk (approximately 9:15 pm) and pre-shows start at 8:30 pm.

The Little Donut Factory will be selling fresh hot mini donuts, popcorn, water and soft drinks, but guests are welcome to bring their own goodies (no alcohol or glass containers allowed).

Schedule:

7/16: Cruella – Sponsored by The Linda Rea Team

7/23: Mamma Mia!

7/30: Jungle Cruise

8/6: Encanto



2022 Event Schedule

Foodie February
February

Farmers' Market
May 7 - October 29

Deck Art
May 12 & 13

Junk in the Trunk
June 18

Rochester: No Filter
June

Front Porch Stories
June, July & August

Thursday Night Market
June 2, 9, 16, 23 & 30

Sidewalk Sales
July 14 - 16

Explorers Club
July 14 - August 6

Dancin' in the Street
July 15

Movies in the Moonlight
July 16, 23, 30 & August 6

Junk in the Trunk
August 13

Taste of Fall
September 5 - October 17

Magical Mural Tour
September 5 - 30

Rochester Posed
October 6

Trick-or-Treat Downtown & Halloween Fest
October 15

Festival of Trees
November 18 - 20

Lagniappe
November 21

Snowman Stroll
November 21 - January 1, 2023

The Big, Bright Light Show
November 22 - January 1, 2023

Plaid Friday
November 25

Small Business Saturday
November 26

Kris Kringle Market
December 2 & 3

Downtown Cookie Stroll
December 3

Caroling in the City
December 11

Fire & Ice Festival or Snowglow
TBD January 2023

PERIOD ENDING 12/31/2021

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

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 12/31/2021	ACTIVITY FOR MONTH 12/31/2021	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	290,910.49	0.00	9,247.51	96.92
493-000.000-609.000	SIDEWALK SALES	5,000.00	700.00	0.00	4,300.00	14.00
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	24,438.00	(12,228.00)	143.67
493-000.000-618.000	BIG BRIGHT LIGHT SHOW	75,000.00	47,210.00	0.00	27,790.00	62.95
493-000.000-619.000	WINTER MAGAZINE	20,000.00	9,637.50	0.00	10,362.50	48.19
493-000.000-621.000	SPRING MAGAZINE	15,000.00	700.00	0.00	14,300.00	4.67
493-000.000-622.002	ANNUAL AWARENESS PROGRAMNSOR	5,000.00	3,500.00	0.00	1,500.00	70.00
493-000.000-624.001	FIRE & ICE FESTIVAL	13,000.00	13,600.00	10,630.00	(600.00)	104.62
493-000.000-624.013	PUBLIC ART EVENT	26,000.00	4,000.00	(2,000.00)	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	0.00	0.00	500.00	0.00
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	8,088.00	0.00	21,912.00	26.96
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	1,500.00	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	10.42	0.00	(10.42)	100.00
493-000.000-665.961	PSD INTEREST & PENALTIES	0.00	796.60	0.00	(796.60)	100.00
493-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	27,428.00	13,714.02	2,285.67	13,713.98	50.00
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	446,835.03	36,853.67	284,450.97	61.10
TOTAL REVENUES		731,286.00	446,835.03	36,853.67	284,450.97	61.10
Expenditures						
Dept 701.000 - GENERAL & ADMINSTRATIVE - GA						
493-701.000-701.001	EMPLOYEE WAGES	80,500.00	40,561.94	9,363.36	39,938.06	50.39
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	9,357.83	4,519.65	4,254.17	68.75
493-701.000-715.000	FICA	8,000.00	3,799.92	1,051.54	4,200.08	47.50
493-701.000-716.000	HOSPITALIZATION	13,000.00	5,519.64	1,265.64	7,480.36	42.46
493-701.000-716.004	HOSPITALIZATION -HSA FUNDING	4,100.00	0.00	0.00	4,100.00	0.00
493-701.000-718.001	DEFINED CONTRIBUTION	8,900.00	4,617.59	1,284.17	4,282.41	51.88
493-701.000-718.002	EMPLOYER RETIREMENT CONTRIBUTI	2,400.00	1,199.84	276.64	1,200.16	49.99
493-701.000-719.000	DENTAL/OPTICAL	750.00	480.86	109.46	269.14	64.11
493-701.000-801.000	ADMINISTRATIVE CROSS CHARGE	30,247.00	15,123.48	2,520.58	15,123.52	50.00
493-701.000-805.703	CONTRACT SVCS - EMPLOYMENT	18,000.00	9,815.61	5,047.77	8,184.39	54.53
493-701.000-863.000	TRAVEL/MEETINGS & CONFERENCES	2,550.00	0.00	0.00	2,550.00	0.00

PERIOD ENDING 12/31/2021

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GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 12/31/2021	ACTIVITY FOR MONTH 12/31/2021	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
493-701.000-961.000	CASH-SHORT OR OVER	0.00	15.75	0.00	(15.75)	100.00
493-701.000-963.002	MERCHANT SERVICE FEES	5,101.00	3,579.38	1,342.91	1,521.62	70.17
Total Dept 701.000 - GENERAL & ADMINSTRATIVE - GA		189,200.00	94,420.15	26,781.72	94,779.85	49.90
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	0.00	0.00	2,000.00	0.00
Total Dept 707.000 - FOODIE FEBRUARY		2,000.00	0.00	0.00	2,000.00	0.00
Dept 708.000 - KRIS KRINGLE MARKET						
493-708.000-790.007	AD PR - SIGNAGE	1,838.00	456.00	456.00	1,382.00	24.81
493-708.000-861.000	EQUIPMENT RENTAL	13,779.00	12,210.03	12,210.03	1,568.97	88.61
493-708.000-963.000	MISCELLANEOUS	18,383.00	8,639.58	2,928.17	9,743.42	47.00
Total Dept 708.000 - KRIS KRINGLE MARKET		34,000.00	21,305.61	15,594.20	12,694.39	62.66
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	0.00	0.00	1,500.00	0.00
Total Dept 712.000 - MAGICAL MURAL TOUR		1,500.00	0.00	0.00	1,500.00	0.00
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	5,101.83	1,466.83	162.17	96.92
Total Dept 714.000 - LAGNIAPPE - LAG		5,500.00	5,202.83	1,466.83	297.17	94.60

PERIOD ENDING 12/31/2021

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
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	11,200.00	11,200.00	15,899.00	41.33
493-715.000-792.000	BANNERS	6,021.00	3,515.00	1,716.00	2,506.00	58.38
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	19,546.83	12,916.00	20,453.17	48.87
Dept 716.000 - FIRE & ICE FESTIVAL						
493-716.000-731.000	LICENSE AND FEES	9,534.00	0.00	0.00	9,534.00	0.00
493-716.000-790.003	AD PR - PRINTING/GRAPHICS	347.00	0.00	0.00	347.00	0.00
493-716.000-790.007	AD PR - SIGNAGE	1,213.00	0.00	0.00	1,213.00	0.00
493-716.000-805.000	CONTRACTUAL SERVICES	8,906.00	0.00	0.00	8,906.00	0.00
Total Dept 716.000 - FIRE & ICE FESTIVAL		20,000.00	0.00	0.00	20,000.00	0.00
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	17,255.87	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	17,255.87	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	0.00	0.00	7,470.00	0.00
493-720.000-805.000	CONTRACTUAL SERVICES	3,631.00	1,558.48	0.00	2,072.52	42.92
Total Dept 720.000 - SPRING MAGAZINE		36,001.00	1,558.48	0.00	34,442.52	4.33
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
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

PERIOD ENDING 12/31/2021

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GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 12/31/2021	ACTIVITY FOR MONTH 12/31/2021	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
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	600.00	(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	600.00	(1,194.22)	129.86
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
493-752.000-763.000	FESTIVAL OF TREES	20,402.00	27,117.26	12,465.25	(6,715.26)	132.91
493-752.000-805.000	CONTRACTUAL SERVICES	255,025.00	0.00	0.00	255,025.00	0.00
Total Dept 752.000 - BIG BRIGHT LIGHTSHOW		275,427.00	27,117.26	12,465.25	248,309.74	9.85
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	1,780.61	50.00	(580.61)	148.38
Total Dept 762.000 - ROCHESTER POSED		1,500.00	2,050.97	50.00	(550.97)	136.73
Dept 767.000 - FARMERS MARKET						
493-767.000-760.000	FARMERS MARKET - OP SUPPLIES	10,000.00	4,664.82	383.85	5,335.18	46.65
Total Dept 767.000 - FARMERS MARKET		10,000.00	4,664.82	383.85	5,335.18	46.65
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
Dept 770.000 - SMALL BUSINESS SATURDAY						
493-770.000-963.000	MISCELLANEOUS	2,000.00	2,796.63	0.00	(796.63)	139.83

PERIOD ENDING 12/31/2021

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
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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	550.00	0.00	6,450.00	7.86
Total Dept 774.000 - HOLIDAY PROGRAMS		7,000.00	550.00	0.00	6,450.00	7.86
TOTAL EXPENDITURES		736,126.00	257,086.60	87,513.72	479,039.40	34.92
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Fund 493 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		731,286.00	446,835.03	36,853.67	284,450.97	61.10
TOTAL EXPENDITURES		736,126.00	257,086.60	87,513.72	479,039.40	34.92
NET OF REVENUES & EXPENDITURES		(4,840.00)	189,748.43	(50,660.05)	(194,588.43)	3,920.42