



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: Bryan Cardwell, Patti Eisenbraun, Amanda H. Keighley,
Suzette Louise, Patrick Mulrenin & Kevin Stewart*

| | | |
|-----------------------------|----------------|---------|
| City Hall, 400 Sixth Street | March 10, 2020 | 5:30 pm |
|-----------------------------|----------------|---------|

1. Call to Order
2. Roll Call
3. Audience Comments
4. Approval of Meeting Minutes – February 11, 2020
5. New Business
 - a. Review – Proposed FYE 2021 Budget
 - b. Discussion – Retiree Health Care Policy
 - c. Brainstorming – 2020 Holiday Program
 - Fundraising Events
6. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
7. Miscellaneous
8. Adjourn

CITY OF ROCHESTER
PRINCIPAL SHOPPING DISTRICT
REGULAR MEETING MINUTES

*Principal Shopping District Members: Patti Eisenbraun, Lisa Germani Williams,
Amanda H. Keighley, Suzette Louise, Patrick Mulrenin & Kevin Stewart*

| | | |
|---|-------------------|---------|
| 400 Sixth Street Rochester, MI 48307 | February 11, 2020 | 5:30 pm |
|---|-------------------|---------|

CALL TO ORDER

Chairman Stewart called the meeting to order at 5:35 pm.

ROLL CALL

Members Present: Eisenbraun, Keighley, Louise, Mulrenin, Stewart

Members Absent: None

DDA Liaison Absent: Lisa Germani Williams

Staff Present: DDA Executive Director Kristi Trevarrow, Deputy City Manager Nik Banda,
Events Coordinator Jenna O'Dell, Marketing Coordinator Taylor Clayton

AUDIENCE COMMENTS

There were no audience comments.

4. Approval of Meeting Minutes – January 14, 2020

MOTION

Motion by Eisenbraun, seconded by Louise to approve the January 14, 2020 Meeting Minutes. Yes: Eisenbraun, Keighley, Louise, Mulrenin, Stewart. No: None.

5. New Business

A. Recommendation for Approval – Deck Art 2020

Jenna presented the request for Deck Art 2002 to the PSD Board for their consideration.

MOTION

Motion by Louise, seconded by Eisenbraun to recommend approval of Deck Art 2020 to City Council. Yes: Eisenbraun, Keighley, Louise, Mulrenin, Stewart. No: None.

B. Update – 2020 Holiday Program

Kristi shared that the DDA Board was open to potentially funding some additions to The Big, Bright Light Show. She will be meeting with Winterland Inc. to review some design ideas. Proposals will then be presented to the PSD and DDA Boards for their consideration.

Kristi stated that in addition to new physical items, it might be time to start increasing the amount of event days during the light show season. She presented a series of ideas to accomplish this goal, including Miracle Pop-Up Bar Concept, Elfie Selfie Promotion, Pancakes and PJs, Movie Night Fundraiser and more.

The Board discussed the ideas and came to the consensus that it is time to work on ideas for freshening up The Big, Bright Light Show season and the ideas presented tonight are a good start. Beginning in March, the Board requested that there be a Holiday Season Planning item on each agenda to start building out the 2020 Holiday Calendar.

C. Save The Date – Main Street Oakland County Main Event – May 7

Kristi asked the Board to save May 7th on their calendars. Save the Date Cards and more details are forthcoming from Main Street Oakland County.

6. Reports

A. PSD Financial Report

The current PSD Monthly Report was included in the meeting packet.

B. Events & Marketing Update

Jenna stated that Deck Art Registration was open for this year's event. Additionally, she is

working with the SPLAT group to add a fundraising element to this year's Deck Art Event.

Spring Marketing Kits were distributed to the merchants.

Taylor stated that work was underway for the Spring/Summer Issue of the In Town Magazine, with the photo shoot scheduled for the week of March 2.

Vendor Packets were distributed for the 2020 Farmers' Market Season.

C. Executive Director Report

Kristi shared that the Business Development Committee is working on bringing in a national speaker this summer to conduct a seminar on window and interior retail displays. The presentation would be funded by the committee and Main Street Oakland County.

7. MISCELLANEOUS

None at this time.

ADJOURN

Seeing no further business, the meeting adjourned at 7:00 pm

Respectfully submitted,

Kristi Trevarrow, Executive Director

PROPOSED FYE 2021 PSD BUDGET

| ITEM | REVENUE | EXPENDITURES |
|-----------------------------------|----------------|---------------------|
| PRINCIPAL SHOPPING DISTRICT | \$ 293,158.00 | \$ - |
| SIDEWALK SALES | \$ 6,000.00 | \$ 5,000.00 |
| DANCIN IN THE STREET | \$ 2,000.00 | \$ 10,000.00 |
| LAGNIAPPE | \$ 2,000.00 | \$ 7,000.00 |
| KRIS KRINGLE MARKET | \$ 28,000.00 | \$ 34,000.00 |
| BIG, BRIGHT LIGHT SHOW | \$ 75,000.00 | \$ 250,000.00 |
| WINTER MAGAZINE | \$ 20,000.00 | \$ 36,000.00 |
| SPRING MAGAZINE | \$ 15,000.00 | \$ 36,000.00 |
| ANNUAL AWARENESS PROGRAM | \$ 5,000.00 | \$ 42,000.00 |
| FIRE & ICE FESTIVAL | \$ 13,000.00 | \$ 20,000.00 |
| CAROLING IN THE CITY | \$ 1,000.00 | \$ 10,000.00 |
| JUNK IN THE TRUNK | \$ 4,600.00 | \$ 4,000.00 |
| MOVIES IN THE MOONLIGHT | \$ 7,000.00 | \$ 16,000.00 |
| DOWNTOWN TRICK OR TREAT/HALLOWEEN | \$ 1,000.00 | \$ 4,000.00 |
| DECK ART | \$ 500.00 | \$ 2,000.00 |
| ROCHESTER POSED | \$ 1,000.00 | \$ 3,000.00 |
| FARMERS' MARKET | \$ 30,000.00 | \$ 10,000.00 |
| EXPLORERS CLUB | \$ 6,000.00 | \$ 7,000.00 |
| SMALL BUSINESS SATURDAY | \$ 1,000.00 | \$ 3,000.00 |
| HALLOWEEN BOUTIQUE | \$ 3,000.00 | \$ 1,500.00 |
| TASTE OF FALL | \$ 2,000.00 | \$ 2,000.00 |
| DDA TRANSFER | \$ 150,000.00 | \$ - |
| GENERAL & ADMIN | \$ - | \$ 198,500.00 |
| ADMIN CROSS CHARGE | \$ 27,000.00 | \$ - |
| MISC INCOME | \$ 10,000.00 | \$ - |
| NEW CHRISTMAS PROMOTIONS | \$ 5,000.00 | \$ 5,000.00 |
| | \$ 708,258.00 | \$ 706,000.00 |



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MEMORANDUM

Date: March 5, 2020
To: Kristi Trevarrow, DDA/PSD Director
From: Blaine Wing, City Manager
Subject: Information Regarding Retirement Health Savings (RHS) Accounts & Benefits

Issue: With placement of a new HR Generalist with the City, it was discovered that the two (2) current PSD employees, Jenna O'Dell and Taylor Clayton, are participating in the RHS plan offered to full-time City employees without action by the PSD Board. It was further noted that DDA position is not participating.

Analysis: Upon review it was determined that the City's previous HR Generalist when onboarding Taylor and Jenna processed their benefits as if they were hired as full-time City employees hired after 2014 (which includes RHS benefits) and did not match the benefits to current or most recent DDA and/or PSD employees. What that means in dollars is the PSD has been putting in \$100 per month and the employee has been contributing \$50 per month into a retirement health savings (RHS) account technically without the PSD Board's direction.

In order for the City to allow the PSD to continue to offer current and future employees to participate in the RHS plan offered to full-time City employees, the PSD Board would need to make a motion to allow the current and future employees to participate. (Per the IRS, this is not an opt-in or opt-out program by employee.) Please note that the contribution per PSD employee would remain \$1,200 annually, as would the employees at \$600, based on the plan. Similarly, the DDA Board, as a separate entity from the PSD, but also connected to the City, would need to make a motion and allow current and future employees to participate.

The alternatives for the DDA and/or PSD Boards to consider would be to acknowledge the initial error (which is in the employee's favor) and discontinue offering the RHS benefits to Jenna and Taylor. Or, take no action, in which case, the City without having action from the PSD and/or DDA would end the participation. In either of those scenarios, the money in the RHS accounts would remain Jenna's and Taylor's respectively, to be used as allowed per the IRS rules.

DDA and PSD Boards may ask why the RHS benefit was simply not offered to PSD and/or DDA employees at the same time as the benefit was offered to full-time City employees, and I would say that to my knowledge that in 2014 through now that neither Boards took action to include current and future employees in the RHS program. Nor, were any PSD or DDA employees accidentally given RHS benefits, as Taylor or Jenna were.

Recommendations:

In my opinion this would be a good time (during budget preparation) for both the PSD and DDA Boards to review the benefits that are offered. I say that not just because of the RHS topic, but due to changes the City has recently made too. For example, as of December 1, 2019 the City's employees started to pay a portion (5%) of healthcare costs. In previous years the City paid 100% of the cost. As negotiated with the union employees and extended to non-union employees, the initial year of the 5% healthcare cost-sharing, City employees were given up front the 5% amount (which varied depending on status – Employee only, Employee +1, or Family) as either cash or a contribution into their Healthcare Savings Account (HSA). Since that change, full-time employees now have the 5% deducted from their pay to make their contribution. (Of course, if employees opt-out of insurance, they do not pay the 5%.) And as of December 1, 2020, the 5% employee cost-sharing portion will continue to be deducted, but there will not be an off-setting contribution made by the City.

I realize reviewing employee benefits is a difficult and complex task, as such both myself and the City's HR Generalist are available to assist you and both the DDA and PSD Boards. I will also make myself available to attend meetings, to provide additional details, and/or answer questions pertaining to the RHS topic.

PERIOD ENDING 02/28/2019

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

| GL NUMBER | DESCRIPTION | 2018-19 AMENDED BUDGET | YTD BALANCE 02/28/2019 | ACTIVITY FOR MONTH 02/28/2019 | AVAILABLE BALANCE | % BDGT USED |
|---|--------------------------------|---------------------------|---------------------------|-------------------------------------|----------------------|----------------|
| Fund Group <None> | | | | | | |
| Fund 493 - PRINCIPAL SHOPPING DISTRICT | | | | | | |
| Revenues | | | | | | |
| Dept 000.000 - GENERAL LEDGER | | | | | | |
| 493-000.000-608.000 | PRINCIPAL SHOPPING DISTRICT | 244,825.00 | 239,908.72 | 0.00 | 4,916.28 | 97.99 |
| 493-000.000-609.000 | SIDEWALK SALES | 5,000.00 | 5,150.00 | 0.00 | (150.00) | 103.00 |
| 493-000.000-611.000 | MUSIC FESTIVAL/DANCIN | 3,500.00 | 600.00 | 0.00 | 2,900.00 | 17.14 |
| 493-000.000-611.001 | DANCIN' - SPONSORSHIP | 0.00 | 100.00 | 0.00 | (100.00) | 100.00 |
| 493-000.000-611.003 | DANCIN' - RESTAURANTS | 0.00 | 425.00 | 0.00 | (425.00) | 100.00 |
| 493-000.000-614.000 | LAGNIAPPE | 3,000.00 | 2,284.91 | 284.91 | 715.09 | 76.16 |
| 493-000.000-616.001 | KRIS KRINGLE MARKET | 28,000.00 | 31,979.11 | 0.00 | (3,979.11) | 114.21 |
| 493-000.000-618.000 | BIG BRIGHT LIGHT SHOW | 86,870.00 | 54,651.95 | 1,254.72 | 32,218.05 | 62.91 |
| 493-000.000-619.000 | WINTER MAGAZINE | 24,000.00 | 13,225.00 | 400.00 | 10,775.00 | 55.10 |
| 493-000.000-621.000 | SPRING MAGAZINE | 24,000.00 | 7,275.00 | 3,400.00 | 16,725.00 | 30.31 |
| 493-000.000-622.000 | SUMMER GENERAL AWARENESS PROG | 5,000.00 | 0.00 | 0.00 | 5,000.00 | 0.00 |
| 493-000.000-622.002 | ANNUAL AWARENESS PROGRAMNSOR | 0.00 | 5,500.00 | 500.00 | (5,500.00) | 100.00 |
| 493-000.000-624.001 | FIRE & ICE FESTIVAL | 13,000.00 | 13,957.80 | 2,542.50 | (957.80) | 107.37 |
| 493-000.000-624.011 | GENERAL HOLIDAY | 500.00 | 105.00 | 0.00 | 395.00 | 21.00 |
| 493-000.000-624.014 | MOVIES IN THE MOONLIGHT | 7,000.00 | 4,825.00 | 0.00 | 2,175.00 | 68.93 |
| 493-000.000-634.748 | HALLOWEEN EVENTS | 0.00 | 2,000.00 | 0.00 | (2,000.00) | 100.00 |
| 493-000.000-634.752 | DOWNTOWN COOKBOOK | 0.00 | 10.00 | 0.00 | (10.00) | 100.00 |
| 493-000.000-634.755 | JUNK IN THE TRUNK | 4,600.00 | 2,185.00 | 0.00 | 2,415.00 | 47.50 |
| 493-000.000-634.757 | DECK ART | 250.00 | 595.00 | 565.00 | (345.00) | 238.00 |
| 493-000.000-634.762 | ROCHESTER POSED | 3,000.00 | 600.00 | 0.00 | 2,400.00 | 20.00 |
| 493-000.000-634.766 | MAD MONEY MARCH | 3,000.00 | 1,450.00 | 1,300.00 | 1,550.00 | 48.33 |
| 493-000.000-634.767 | FARMERS MARKET | 20,000.00 | 8,295.00 | 50.00 | 11,705.00 | 41.48 |
| 493-000.000-634.769 | ROCHESTER EXPLORERS CLUB | 6,500.00 | 1,625.00 | 0.00 | 4,875.00 | 25.00 |
| 493-000.000-634.773 | FARM TO TABLE DINNER | 15,000.00 | 6,900.00 | 0.00 | 8,100.00 | 46.00 |
| 493-000.000-634.774 | HOLIDAY PROGRAMS | 2,000.00 | 0.00 | 0.00 | 2,000.00 | 0.00 |
| 493-000.000-665.072 | INTEREST -MICHIGAN CLASS | 0.00 | 1,596.06 | 207.71 | (1,596.06) | 100.00 |
| 493-000.000-665.961 | PSD INTEREST & PENALTIES | 0.00 | 187.62 | 0.00 | (187.62) | 100.00 |
| 493-000.000-676.000 | ADMINISTRATIVE CROSS CHARGE | 29,308.00 | 19,538.64 | 2,442.33 | 9,769.36 | 66.67 |
| 493-000.000-692.000 | MISCELLANEOUS INCOME | 5,000.00 | 0.00 | 0.00 | 5,000.00 | 0.00 |
| 493-000.000-699.805 | TRANS FRM DDA-CONTRACTUAL SRV | 150,000.00 | 150,000.00 | 0.00 | 0.00 | 100.00 |
| Total Dept 000.000 - GENERAL LEDGER | | 683,353.00 | 574,969.81 | 12,947.17 | 108,383.19 | 84.14 |
| TOTAL REVENUES | | 683,353.00 | 574,969.81 | 12,947.17 | 108,383.19 | 84.14 |
| Expenditures | | | | | | |
| Dept 701.000 - GENERAL & ADMINSTRATIVE - GA | | | | | | |
| 493-701.000-701.001 | EMPLOYEE WAGES | 74,969.00 | 50,091.24 | 5,882.23 | 24,877.76 | 66.82 |
| 493-701.000-701.002 | PART-TIME WAGES | 1,975.00 | 1,444.04 | 0.00 | 530.96 | 73.12 |
| 493-701.000-701.003 | OVERTIME WAGES | 11,000.00 | 10,729.45 | 82.72 | 270.55 | 97.54 |
| 493-701.000-715.000 | FICA | 5,291.00 | 5,403.92 | 531.68 | (112.92) | 102.13 |
| 493-701.000-716.001 | HOSPITALIZATION-LIEU/ COVERAG | 10,000.00 | 9,154.16 | 1,076.96 | 845.84 | 91.54 |
| 493-701.000-717.000 | EMPLOYEE LIFE INSURANCE | 600.00 | 507.60 | 63.45 | 92.40 | 84.60 |
| 493-701.000-718.001 | DEFINED CONTRIBUTION | 8,000.00 | 6,472.67 | 651.37 | 1,527.33 | 80.91 |
| 493-701.000-718.002 | EMPLOYER RETIREMENT CONTRIBUTI | 1,000.00 | 1,569.12 | 184.64 | (569.12) | 156.91 |
| 493-701.000-721.000 | UNEMPLOYMENT COMP. INSURANCE | 0.00 | 0.55 | 0.00 | (0.55) | 100.00 |
| 493-701.000-801.000 | ADMINISTRATIVE CROSS CHARGE | 36,558.00 | 24,372.00 | 3,046.50 | 12,186.00 | 66.67 |
| 493-701.000-863.000 | TRAVEL/MEETINGS & CONFERENCES | 2,500.00 | 1,611.70 | 1,611.70 | 888.30 | 64.47 |
| 493-701.000-961.000 | CASH-SHORT OR OVER | 10.00 | 12.52 | 0.00 | (2.52) | 125.20 |
| 493-701.000-963.000 | MISCELLANEOUS | 4,000.00 | 0.00 | 0.00 | 4,000.00 | 0.00 |

PERIOD ENDING 02/28/2019

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| GL NUMBER | DESCRIPTION | 2018-19 AMENDED BUDGET | YTD BALANCE 02/28/2019 | ACTIVITY FOR MONTH 02/28/2019 | AVAILABLE BALANCE | % BGD USED |
|---|-------------------------------|---------------------------|---------------------------|-------------------------------------|----------------------|---------------|
| Fund Group <None> | | | | | | |
| Fund 493 - PRINCIPAL SHOPPING DISTRICT | | | | | | |
| Expenditures | | | | | | |
| 493-701.000-963.002 | MERCHANT SERVICE FEES | 4,000.00 | 6,107.20 | 471.52 | (2,107.20) | 152.68 |
| Total Dept 701.000 - GENERAL & ADMINSTRATIVE - GA | | 159,903.00 | 117,476.17 | 13,602.77 | 42,426.83 | 73.47 |
| Dept 708.000 - KRIS KRINGLE MARKET | | | | | | |
| 493-708.000-790.007 | AD PR - SIGNAGE | 1,838.00 | 986.00 | 0.00 | 852.00 | 53.65 |
| 493-708.000-861.000 | EQUIPMENT RENTAL | 13,784.00 | 15,906.13 | 1,885.00 | (2,122.13) | 115.40 |
| 493-708.000-963.000 | MISCELLANEOUS | 18,378.00 | 14,956.38 | 0.00 | 3,421.62 | 81.38 |
| Total Dept 708.000 - KRIS KRINGLE MARKET | | 34,000.00 | 31,848.51 | 1,885.00 | 2,151.49 | 93.67 |
| Dept 709.000 - SIDEWALK SALES - SS | | | | | | |
| 493-709.000-790.002 | AD PR - NEWSPAPER | 500.00 | 612.50 | 0.00 | (112.50) | 122.50 |
| 493-709.000-790.007 | AD PR - SIGNAGE | 500.00 | 605.68 | 0.00 | (105.68) | 121.14 |
| 493-709.000-805.000 | CONTRACTUAL SERVICES | 2,500.00 | 2,790.42 | 0.00 | (290.42) | 111.62 |
| 493-709.000-963.000 | MISCELLANEOUS | 500.00 | 300.00 | 0.00 | 200.00 | 60.00 |
| Total Dept 709.000 - SIDEWALK SALES - SS | | 4,000.00 | 4,308.60 | 0.00 | (308.60) | 107.72 |
| Dept 711.000 - DANCIN IN THE STREETS | | | | | | |
| 493-711.000-805.000 | CONTRACTUAL SERVICES | 7,000.00 | 8,966.03 | 0.00 | (1,966.03) | 128.09 |
| Total Dept 711.000 - DANCIN IN THE STREETS | | 7,000.00 | 8,966.03 | 0.00 | (1,966.03) | 128.09 |
| Dept 714.000 - LAGNIAPPE - LAG | | | | | | |
| 493-714.000-790.003 | AD PR - PRINTING/GRAPHICS | 0.00 | 69.85 | 0.00 | (69.85) | 100.00 |
| 493-714.000-790.007 | AD PR - SIGNAGE | 300.00 | 148.50 | 0.00 | 151.50 | 49.50 |
| 493-714.000-805.000 | CONTRACTUAL SERVICES | 6,700.00 | 5,606.87 | 1,475.00 | 1,093.13 | 83.68 |
| Total Dept 714.000 - LAGNIAPPE - LAG | | 7,000.00 | 5,825.22 | 1,475.00 | 1,174.78 | 83.22 |
| Dept 715.000 - ANNUAL AWARENESS PROGRAM | | | | | | |
| 493-715.000-790.003 | AD PR - PRINTING/GRAPHICS | 8,000.00 | 4,869.64 | 0.00 | 3,130.36 | 60.87 |
| 493-715.000-791.004 | AD-PL-TV-HLDY PARADE/DT PROMO | 30,000.00 | 29,490.00 | 2,400.00 | 510.00 | 98.30 |
| 493-715.000-792.000 | BANNERS | 7,000.00 | 4,946.00 | 0.00 | 2,054.00 | 70.66 |
| 493-715.000-963.000 | MISCELLANEOUS | 0.00 | 127.15 | 127.15 | (127.15) | 100.00 |
| Total Dept 715.000 - ANNUAL AWARENESS PROGRAM | | 45,000.00 | 39,432.79 | 2,527.15 | 5,567.21 | 87.63 |
| Dept 716.000 - FIRE & ICE FESTIVAL | | | | | | |
| 493-716.000-731.000 | LICENSE AND FEES | 10,964.00 | 14,025.00 | 0.00 | (3,061.00) | 127.92 |
| 493-716.000-790.003 | AD PR - PRINTING/GRAPHICS | 399.00 | 250.00 | 0.00 | 149.00 | 62.66 |
| 493-716.000-790.007 | AD PR - SIGNAGE | 1,395.00 | 0.00 | 0.00 | 1,395.00 | 0.00 |
| 493-716.000-805.000 | CONTRACTUAL SERVICES | 10,242.00 | 9,771.90 | 1,547.72 | 470.10 | 95.41 |
| Total Dept 716.000 - FIRE & ICE FESTIVAL | | 23,000.00 | 24,046.90 | 1,547.72 | (1,046.90) | 104.55 |

PERIOD ENDING 02/28/2019

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| GL NUMBER | DESCRIPTION | 2018-19 AMENDED BUDGET | YTD BALANCE 02/28/2019 | ACTIVITY FOR MONTH 02/28/2019 | AVAILABLE BALANCE | % BDGT USED |
|--|---------------------------|---------------------------|---------------------------|-------------------------------------|----------------------|----------------|
| Fund Group <None> | | | | | | |
| Fund 493 - PRINCIPAL SHOPPING DISTRICT | | | | | | |
| Expenditures | | | | | | |
| Dept 719.000 - WINTER MAGAZINE | | | | | | |
| 493-719.000-728.000 | POSTAGE | 6,749.00 | 6,690.24 | 0.00 | 58.76 | 99.13 |
| 493-719.000-790.003 | AD PR - PRINTING/GRAPHICS | 17,213.00 | 16,755.85 | 0.00 | 457.15 | 97.34 |
| 493-719.000-794.000 | GRAPHIC DESIGN | 7,327.00 | 3,800.00 | 0.00 | 3,527.00 | 51.86 |
| 493-719.000-805.000 | CONTRACTUAL SERVICES | 3,711.00 | 159.57 | 0.00 | 3,551.43 | 4.30 |
| Total Dept 719.000 - WINTER MAGAZINE | | 35,000.00 | 27,405.66 | 0.00 | 7,594.34 | 78.30 |
| Dept 720.000 - SPRING MAGAZINE | | | | | | |
| 493-720.000-728.000 | POSTAGE | 7,061.00 | 0.00 | 0.00 | 7,061.00 | 0.00 |
| 493-720.000-790.003 | AD PR - PRINTING/GRAPHICS | 17,147.00 | 0.00 | 0.00 | 17,147.00 | 0.00 |
| 493-720.000-794.000 | GRAPHIC DESIGN | 7,262.00 | 3,800.00 | 0.00 | 3,462.00 | 52.33 |
| 493-720.000-805.000 | CONTRACTUAL SERVICES | 3,530.00 | 3,970.16 | 0.00 | (440.16) | 112.47 |
| Total Dept 720.000 - SPRING MAGAZINE | | 35,000.00 | 7,770.16 | 0.00 | 27,229.84 | 22.20 |
| Dept 736.000 - MOVIES IN THE MOONLIGHT | | | | | | |
| 493-736.000-790.007 | AD PR - SIGNAGE | 250.00 | 0.00 | 0.00 | 250.00 | 0.00 |
| 493-736.000-791.002 | AD PL - NEWSPAPER ADV | 450.00 | 612.50 | 0.00 | (162.50) | 136.11 |
| 493-736.000-805.000 | CONTRACTUAL SERVICES | 7,000.00 | 10,632.00 | 0.00 | (3,632.00) | 151.89 |
| 493-736.000-963.000 | MISCELLANEOUS | 500.00 | 317.91 | 0.00 | 182.09 | 63.58 |
| Total Dept 736.000 - MOVIES IN THE MOONLIGHT | | 8,200.00 | 11,562.41 | 0.00 | (3,362.41) | 141.01 |
| Dept 748.000 - HALLOWEEN EVENTS | | | | | | |
| 493-748.000-805.000 | CONTRACTUAL SERVICES | 2,000.00 | 1,945.00 | 0.00 | 55.00 | 97.25 |
| 493-748.000-963.000 | MISCELLANEOUS | 3,000.00 | 1,657.53 | 0.00 | 1,342.47 | 55.25 |
| Total Dept 748.000 - HALLOWEEN EVENTS | | 5,000.00 | 3,602.53 | 0.00 | 1,397.47 | 72.05 |
| Dept 752.000 - BIG BRIGHT LIGHTSHOW | | | | | | |
| 493-752.000-763.000 | FESTIVAL OF TREES | 20,000.00 | 31,964.70 | 650.65 | (11,964.70) | 159.82 |
| 493-752.000-805.000 | CONTRACTUAL SERVICES | 250,000.00 | 253,854.43 | 200.00 | (3,854.43) | 101.54 |
| Total Dept 752.000 - BIG BRIGHT LIGHTSHOW | | 270,000.00 | 285,819.13 | 850.65 | (15,819.13) | 105.86 |
| Dept 755.000 - JUNK IN THE TRUNK | | | | | | |
| 493-755.000-963.000 | MISCELLANEOUS | 0.00 | 155.40 | 0.00 | (155.40) | 100.00 |
| Total Dept 755.000 - JUNK IN THE TRUNK | | 0.00 | 155.40 | 0.00 | (155.40) | 100.00 |
| Dept 757.000 - DECK ART | | | | | | |
| 493-757.000-963.000 | MISCELLANEOUS | 3,000.00 | 50.00 | 50.00 | 2,950.00 | 1.67 |
| Total Dept 757.000 - DECK ART | | 3,000.00 | 50.00 | 50.00 | 2,950.00 | 1.67 |

PERIOD ENDING 02/28/2019

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| GL NUMBER | DESCRIPTION | 2018-19 AMENDED BUDGET | YTD BALANCE 02/28/2019 | ACTIVITY FOR MONTH 02/28/2019 | AVAILABLE BALANCE | % BDGT USED |
|---|------------------------------------|---------------------------|---------------------------|-------------------------------------|----------------------|----------------|
| Fund Group <None> | | | | | | |
| Fund 493 - PRINCIPAL SHOPPING DISTRICT | | | | | | |
| Expenditures | | | | | | |
| Dept 762.000 - ROCHESTER POSED | | | | | | |
| 493-762.000-790.003 | AD PR - PRINTING/GRAPHICS | 250.00 | 154.40 | 0.00 | 95.60 | 61.76 |
| 493-762.000-963.000 | MISCELLANEOUS | 1,000.00 | 1,051.78 | 0.00 | (51.78) | 105.18 |
| Total Dept 762.000 - ROCHESTER POSED | | 1,250.00 | 1,206.18 | 0.00 | 43.82 | 96.49 |
| Dept 766.000 - MAD MONEY MARCH | | | | | | |
| 493-766.000-963.000 | MISCELLANEOUS | 3,000.00 | 0.00 | 0.00 | 3,000.00 | 0.00 |
| Total Dept 766.000 - MAD MONEY MARCH | | 3,000.00 | 0.00 | 0.00 | 3,000.00 | 0.00 |
| Dept 767.000 - FARMERS MARKET | | | | | | |
| 493-767.000-760.000 | FARMERS MARKET - OP SUPPLIES | 10,125.00 | 7,341.13 | 0.00 | 2,783.87 | 72.50 |
| Total Dept 767.000 - FARMERS MARKET | | 10,125.00 | 7,341.13 | 0.00 | 2,783.87 | 72.50 |
| Dept 769.000 - ROCHESTER EXPLORERS CLUB | | | | | | |
| 493-769.000-963.000 | MISCELLANEOUS | 7,000.00 | 948.95 | 0.00 | 6,051.05 | 13.56 |
| Total Dept 769.000 - ROCHESTER EXPLORERS CLUB | | 7,000.00 | 948.95 | 0.00 | 6,051.05 | 13.56 |
| Dept 770.000 - SMALL BUSINESS SATURDAY | | | | | | |
| 493-770.000-963.000 | MISCELLANEOUS | 1,000.00 | 837.20 | 0.00 | 162.80 | 83.72 |
| Total Dept 770.000 - SMALL BUSINESS SATURDAY | | 1,000.00 | 837.20 | 0.00 | 162.80 | 83.72 |
| Dept 773.000 - FARM TO TABLE DINNER | | | | | | |
| 493-773.000-963.000 | MISCELLANEOUS | 15,000.00 | 10,700.83 | 0.00 | 4,299.17 | 71.34 |
| Total Dept 773.000 - FARM TO TABLE DINNER | | 15,000.00 | 10,700.83 | 0.00 | 4,299.17 | 71.34 |
| Dept 774.000 - HOLIDAY PROGRAMS | | | | | | |
| 493-774.000-760.000 | CAROLING IN THE CITY - OP SUPPLIES | 10,000.00 | 13,605.21 | 0.00 | (3,605.21) | 136.05 |
| Total Dept 774.000 - HOLIDAY PROGRAMS | | 10,000.00 | 13,605.21 | 0.00 | (3,605.21) | 136.05 |
| TOTAL EXPENDITURES | | 683,478.00 | 602,909.01 | 21,938.29 | 80,568.99 | 88.21 |
| Fund 493 - PRINCIPAL SHOPPING DISTRICT: | | | | | | |
| TOTAL REVENUES | | 683,353.00 | 574,969.81 | 12,947.17 | 108,383.19 | 84.14 |
| TOTAL EXPENDITURES | | 683,478.00 | 602,909.01 | 21,938.29 | 80,568.99 | 88.21 |
| NET OF REVENUES & EXPENDITURES | | (125.00) | (27,939.20) | (8,991.12) | 27,814.20 | 12,351.36 |