

## 2021/2022 DBBA Budget

- Total income \$413,693.86
- Total expenses \$470,110.52
- Net (\$56,416.66)
- This deficit will be covered by
  - \$56,000 net increase to reserves gained in the 2020/2021 fiscal year
- Remaining Reserves \$180,696.00



## 2021/2022 Budget Assumptions

- That the PPP loan of \$27,535 will be forgiven
- We will collect 97% of our EID
- We will fill our banner spaces at 60% capacity
- We will sell 50% of our kiosk ad spaces throughout the entire year
- We will make \$96,000 at Bend Oktoberfest
- Expenses will increase by 3% over our pre-COVID year (2019/2020 year)
- We are not including the \$30,000 income that we might get from the COB for COVID19 recovery in this first draft of the budget. If these funds are awarded, we will revise the 2021/2022 budget to include planning for preliminary work with the City of Bend, re: Minnesota Closure and/or preparation required to submit a TRT grant.
- We will increase our holiday décor budget by 89% (from \$1,500 to \$14,000)

## 2021/2022 Budget Cutbacks

- We will not be organizing the following community programming:
  - Easter/Bring on Spring Event
- We will not be passing out Art Walk posters
- We will not be doing a board retreat or working with a business consultant to develop a strategic plan
- We will not be offering any staff education, seminars, or trainings
- We will not be giving any community donations (Downtown Dollars)
- We will not be investing money in advertising or social media for the district
- We will have a limited amount of holiday décor, and we will not be able to replace all of our lit snowflakes (even with the increase to the previous décor budget)
- We will not be putting any money away for future expansions, replacement of company assets, or emergencies.

## 2021/2022 Budget Focus

- We will focus on keeping the district clean & safe (daily sidewalk sweeping, litter, sticker & debris removal, business safety checks, working with Bend PD, working with vendors)
- We will focus on beautification efforts, including flower baskets & the downtown banner program
- We will focus on keeping the website updated and current
- We will focus on keeping our social media robust
- We will focus on keeping our weekly newsletter attractive & educational
- We will focus on keeping our directory kiosks full, and increasing revenue from this asset
- We will focus (if necessary) on snow removal & keeping the district assessable during the winter
- We will focus on implanting new processes and systems to increase internal staff efficiency
- We will continue to offer community programming (Art Walk, Shop Small Saturday, etc.)
- We will continue to provide communication & education to stakeholders
- We will continue to provide merchant meetings
- We will continue to host fundraisers to bring money into Downtown Bend
- We will continue to manage the Downtown Dollar program
- We will continue to serve as a liaison between the COB and Downtown as well as community partners and Downtown to maximize downtown's growth and vitality
- We will continue to focus on advocacy & future downtown visioning
- We will explore grant writing opportunities