



Casa Grande Main Street

110 West 2nd Street
Post Office Box 10062
Casa Grande, AZ 85130-0062
(520) 836-8744
Fax: (520) 421-0676
www.cgmainstreet.org
downtown@cmailbox.com

March 23, 2017

Celina Morris, Finance Director
City of Casa Grande
510 E. Florence Blvd.
Casa Grande, AZ 85122

Dear Celina:

Enclosed are the required documents for our 2017/2018 funding request.

As funding remains static per your letter, Casa Grande Main Street requests funding at the same level as fiscal year 2016-17. We appreciate the continued support we have received from the Mayor, Council and all the City of Casa Grande Departments. This partnership is vital to the Main Street Program in achieving our downtown revitalization and historic preservation goals.

We thank you for helping to fund our organization. We look forward to working with you in the future.

Sincerely,

Rina Rien, Director
Casa Grande Main Street

City of Casa Grande
Application Package Checklist

Please return the following information:

X

Application Form – (Original)

X

Summary of Proposal – not to exceed two pages.

X

Current list of Officers and Directors

X

Brief statement in your own format (not to exceed three pages) that contains the following: History of organization, description of current service(s), information on current staff, strategic agenda, current year plan of work, and future goals.

✓

Most recent financial audit of organization. (See Note 1)

✓

A copy of the organizations current and proposed annual budget, outlining the organizations revenues and expenses and specifically identifying the funding provided by the City and the line items where the funding will be expended.

✓

Specification of the other sources of funds supporting the entity's budget.

X

If the entity received funding from the City in the prior fiscal year, a performance report documenting public benefit provided by the entity with the previous funds.

✓

Goals and objectives for programs and services provided through this funding source.

Note 1:

If the requesting agency does not have an annual financial audit, please enclose the most recent year end unaudited financial statements.

City of Casa Grande
Partner/External Agency Funding Application
Fiscal Year 2017-2018 Application

(Please type or print all information)

APPLICATION INFORMATION

Agency Name: Casa Grande Main Street
Agency Address: 110 W. 2nd St. Casa Grande AZ 85122
Telephone: 520-836-8744 Fax: 520-421-0676
Contact Person: Rina Rien

Amount of City Funding Appropriated in <u>FY 2014-15</u> :	<u>\$ 39,150.-</u>
Amount of City Funding Appropriated in <u>FY 2015-16</u> :	<u>\$ 39,150.-</u>
Amount of City Funding Appropriated in <u>FY 2016-17</u> :	<u>\$ 39,150.-</u>
Amount of City Funding Requested in <u>FY 2017-18</u>:	<u>\$ 39,150.-</u>

If the City of Casa Grande has previously funded your agency, please indicate the percent of your total annual budget represented by City funding:

FY 2014-15 31.3 % FY 2015-16 31.3 % FY 2016-17 30.8 %

What percentage of your proposed 2017-2018 budget would the City of Casa Grande requested funds represent? _____ %

Does your agency have a detailed budget, which will control and guide the use of funds through the period funded? **yes** or **no** (circle answer)

Does a CPA perform an annual audit for all funds handled by your agency? **yes** or **no**

SUMMARY OF PROPOSAL: Please attach no more than two (2) pages providing brief statements indicating:

- 1). What service(s) are proposed and how the services(s) will be provided.
- 2). The expected outcomes of the service(s) provided.
- 3). Specific benefits to the City of Casa Grande.

Please use the enclosed Attachments Checklist to ensure all required documentation and supplemental information is attached to this application. Incomplete application packages will be rejected and returned to applicant.



Signature of Authorized Official

CASA GRANDE MAIN STREET
SUMMARY OF PROPOSAL
Fiscal Year 2017 - 2018

Casa Grande Main Street is requesting that the City of Casa Grande partner with us in the continued development of the Historic Downtown District. Main Street is working toward the economics, social, cultural and aesthetic revitalization of this core part of Casa Grande. Historic Preservation and the expansion of the Arts within this district are other critical areas of involvement. It has been proven that a vital downtown can improve the quality of life in a community and create a sense of pride. A gathering place for both year-round and winter residents, our historic downtown reflects a rich past and continues to be the “heart” of our city. The following list includes the continuation of general program tasks along with the development of expanded goals for the future:

- Fulfill all of the requirements to remain an active Arizona Main Street community affiliated with the State of Arizona Parks Department
- Meet the ten standards of performance to continue being recognized as a National Main Street Accredited Program.
- Continue to co-sponsor and promote City events that meet our mutual goals and objectives such as Fright Night Downtown Halloween Event, The Veteran’s Day Parade, Electric Light Parade/Christmas on Main and Party in the Park Concert Series
- Expand the current membership and organization leadership through B2B marketing. Promote the benefits available to all members and friends through the Annual Meeting, community outreach, web site and event advertising.
- Update the Main Street Web Site to include more dynamic events, business spotlight and available properties sections.
- Capitalize on the success and continued growth of our “Day Out Downtown” monthly event as a regional, destination marketing vehicle
- Continue to strengthen and expand the Annual Historic Downtown Street Fair & Car Show
- Seek additional event committee volunteerism for developing new ideas for themed events like “Oktoberfest” and enhanced community support for continuing events at downtown destinations
- Continued collaboration with The Museum of Casa Grande and Casa Grande Historic Preservation Commission, stakeholders and non-profit partners to promote and deliver arts and cultural projects such as the Highway 84 Mural at Western Trading Post and the Historic Neon Sign Park
- Hold the annual Board retreat in June to develop the 2017-18 Strategic Plan for Main Street and to develop work plans for the year including:
 - Adaptive Reuse and Potential Model Building/Business Projects
 - Available property marketing and B2B retention/expansion outreach
 - Entrepreneurial program development with CAC/SBDC

CASA GRANDE MAIN STREET

BOARD OF DIRECTORS – FY 2016-2017 UPDATE MARCH 2017

PRESIDENT: Richard Rosales

APS
50 N. Brown Ave.
Casa Grande, AZ 85122
Business: 421-8309
Cell: 560-6271
richard.rosales@aps.com

VICE PRESIDENT: Emily Sebring

Herbalicious of AZ
423 N. Florence St.
Casa Grande, AZ 85122
emilysebring@herbaliciousaz.net
(520)414-0041

SECRETARY: Susan Rooney

Adventures in Stained Glass
413 N. Florence St.
Casa Grande, AZ 85122
Business: 421-0210
Member since 3-26-02 Office 8-16-12
ninehands@gmail.com

TREASURER: Mary Ann Versluis

Cook E Jar
100 W. 2nd St.
Casa Grande, AZ 85122
Business: 836-9294
Cell: 560-0521
Start Date in Office: 9-18-08
Members Since: 10-13-99
maversluis@cook-e-jar.com

BOARD MEMBER: Wendy Lloyd

Casa Grande Police Department
313 E. Val Vista Blvd.
Casa Grande, AZ 85122
(520) 421-8711 x6140 or 520-518-5518
Cell: 520-560-6870
Member Since 8-19-08
wlloyd@casagrandeaz.gov

BOARD MEMBER: Jim Sommers

Sommers Auto Glass
501 E. Florence Blvd.
Casa Grande, AZ 85122
Cell: 251-2589
Start Date in Office: 9-18-01
Member Since: 9-19-01
jsommers05@hotmail.com

CITY COUNCIL LIAISON: Dick Powell

Powell Feed & Supply
505 W. Main Ave.
Casa Grande, AZ 85122
Business: 836-7013

CITY STAFF LIAISON: Laura Blakeman

City of Casa Grande Planning Dept.
510 E. Florence Blvd.
Casa Grande, AZ 85122
Business: 520-421-8630 x 3010

POLICE LIAISON: Thomas Anderson

City Casa Grande
313 E. Val Vista Blvd.
Casa Grande, AZ 85122
251-0469 cell
tanderson@casagrandeaz.gov

EX-OFFICIO: Kirk McCarville

Land Advisors LLC
211 N. Florence St. Suite 101
Casa Grande, AZ 85122
Business: 836-8801
Cell: 251-0348
kmccarville@landadvisors.com

CASA GRANDE MAIN STREET

PROGRAM OVERVIEW – March 21, 2017

HISTORY:

The Main Street Program was developed by the National Trust for Historic Preservation in 1977. The National Trust developed its pioneering Main Street approach for commercial district revitalization, an innovative methodology that combines historic preservation with economic development to restore prosperity and vitality to downtowns and neighborhood business districts. The Main Street Approach consists of four components: Organization, Promotion, Design and Economic Restructuring. These areas are integrated into a comprehensive revitalization strategy that is both incremental and long term. The first components rely on voluntary participation to build new confidence and involvement on the part of the merchants, downtown business and community leaders. The last component is economic restructuring which uses market analysis and business retention, expansion and recruitment to bring new vitality to downtown.

The Arizona Main Street Program was established by special legislation in 1986. Casa Grande Main Street was accepted as an Arizona Main Street community in September 1992. The primary benefits are the opportunity to apply for funding through the state procurement system, apply for registration scholarships to attend Main Street, Historic Preservation and other approved conferences plus engage in conference calls and meetings to network with other Main Street communities. Management of the state program was transferred from the Commerce Department in 2012 and is now directed by Arizona State Parks. Funding shortages and lack of staff and resources have put grant and educational programs at jeopardy. However, a state conference will be held in Mesa in June 2013 to provide educational opportunities and information regarding the future of the program. Main Street Directors register and attend at no cost.

Currently, there is a volunteer board of directors and committees. Our committees are structured under the four-point approach of Design, Economic Restructuring, Organization and Promotion. Main Street is overseen by a Board of Directors and managed by the Director. There is an active membership along with a supportive volunteer base, which helps execute a wide range of events and some projects.

Staff: Since the inception of the program, there have been 4 directors. The current director, Rina Rien, started in the position November 1, 2012. A part --time administrative assistant is hired between October 1 and April 30th to help with the Historic Downtown Casa Grande Street Fair and Car Show, which happens in mid January every year. Contract labor is hired as needed for other specific projects such as downtown maintenance and event assistance.

DESCRIPTION OF CURRENT SERVICES:

Main Street continues to conduct a variety of revitalization activities that strengthen our greater downtown community including monitoring the maintenance of the Downtown District, providing special events to draw more people into the area and working with the merchants in the area to assist them with marketing and advertising opportunities for their businesses. Main Street acts as the liaison between the merchants and the City to resolve issues of concern on both sides. Main Street also acts as a downtown representative for the City of Casa Grande, the Casa Grande Chamber of Commerce and other local agencies to help distribute information to members of the public.

DESCRIPTION OF CURRENT WORK PLANS:

The Main Street Board of Directors and Committee Members developed goals and objectives in planning sessions that have guided the past year's activities.

Goal 1: Fund and expand successful Main Street Events.

"17th Annual Street Fair and Car Show", Main Street's largest fundraiser was successfully celebrated in January 2017. Despite inclement weather, exhibitors, visitors and car show participation was strong, although below the record numbers experienced in 2016. Roughly 30% of Main Street's annual operating budget is supported by the net proceeds from this event.

"10th Annual Fine Art Explosion", Main Street was recruited by the previous organizer to continue this well-established, fine-art event. Held on the second Saturday and Sunday of March, what this event lacks in quantity is made up in quality of both the exhibitors and a captive audience ready to purchase custom art and jewelry. The exclusivity of this juried show is the main draw, and the addition of a wine festival component next year is sure to broaden the audience while maintaining its high-end appeal. There is room to increase exhibitor space and the potential to make this an equally successful fundraiser to the Street Fair with considerably less cost and drain on volunteer resources.

"Downtown Street Scene" The Main Street Board voted to cancel this monthly event for a variety of reasons. Lack of sponsorship participation, special event permit constraints on exhibitor space and diminishing beer-garden returns no longer offset increasing costs for the event. Despite a move from Tuesday to Friday to draw more locals and families, low merchant participation, poor lighting and early, disruptive exits by car enthusiasts discouraged newcomers who tended to arrive later as crowds were dwindling. The move to First Fridays was driven by online research over the past several years suggesting we would attract more local families and date night attendees. However, feedback provided at the end of last season suggested dark, chilly streets, not enough variety in the crowd and activities from month to month discouraged repeat visits.

"Day Out Downtown" now in its fourth season, has steadily increased its participation and audience diversity. This is a free day event moved to third Thursdays to encourage same day visits to The Museum of Casa Grande and Casa Grande Art Museum. Originally targeting winter residents and retirees to promote downtown with its most loyal audience, partnerships with Casa Grande Middle Schools and group tours have stimulated destination marketing opportunities. Historical tours, merchant scavenger hunts, event promotion and museum exhibitions offer a full range of activities for the day and return visits. While this is a free community event, donations have resulted in funding several historic plaques on downtown buildings and has built a local following for historic preservation projects and fundraising.

Goal 2: Develop new beautification and preservation programs for the Historic Downtown District. Main Street continues to support City Community Service staff with maintenance of the Downtown District. The Design Committee is discussing new initiatives to engage local merchants and volunteers such as planter adoptions, fresh front doors and art display ambassadors to ensure routine maintenance and landscape enhancement improves the streetscape ambience. New partnerships are in place with the Museum of Casa Grande and The Casa Grande Historic Preservation Commission to fund and develop a history mural celebrating Highway 84 and a future Historic Neon Sign Park.

Goal 3: Develop new sources of funding for preservation and revitalization efforts.

As existing grants funds from corporate foundations and tribal groups become more competitive with shifting priorities and funding cycles, Casa Grande Main Street is expanding its horizons to explore new and creative sources. In addition to the Fine Art Explosion providing new revenue potential, Main Street continues to explore grant funding from organizations such as Arizona Humanities, National Main Street Partners (American Express) and The Arizona Commission for the Arts. Partnerships have been cultivated with

FUTURE GOALS:

Goal 1: Evaluate the current operation of the Main Street program.

In June 2017, the Board of Directors will engage with the official State Parks Main Street Advocacy group, Arizona Downtown Alliance, to hold a strategic session. We will evaluate program goals in concert with evolving priorities in the historic downtown. An Arizona State Grant to the Alliance is funding the effort.

Goal 2: Increase visibility of the Casa Grande Main Street Program. Regional and statewide outreach coordination will continue with the city's economic development group, the Greater Casa Grande Chamber of Commerce, Pinal County's Destination Marketing Group, Pinal Partnership and Local First Arizona. The Historic Downtown Visitor Guide continues to increase its circulation for heightened awareness and destination marketing outside of Casa Grande to the Phoenix/Tucson metros and beyond.

Goal 3: Develop more interest in available commercial space in the Downtown Historic District. As part of the destination marketing approach, collaboration with existing property owners/managers and economic development resources are critical to promote available properties for sale and lease to highest and best-use tenants. More resources are needed to support this effort like The Prospector on Access Arizona's website, entrepreneurial development programs and the city adopting and Adaptive Reuse Program for the historic commercial and residential districts.

Goal 4: Develop more merchant participation in the marketing and promotion of the Historic Downtown District: Merchant ambassadors and non-profit partners identified for themed events help to expand the audience and variety of event participation. Developing a strong and committed Event Committee will allow merchants/partners to take ownership of social media campaigns, Small Business Saturday and cooperative marketing designed to increase summer traffic and a year-round customer base.

CASA GRANDE MAIN STREET

Public Benefit of the 2017-18 Funding

Casa Grande Main Street encourages organizations and citizens to visit and engage with the Historic Downtown Community. A list of services and events is listed below:

Main Street Downtown events:

Day Out Downtown Monthly Oct-April
Oktoberfest – First Friday, October
Fine Art Explosion – 2nd Sat/Sun March
Street Fair & Car Show: 3rd Sat/Sun January

Co-sponsor events with other agencies:

Christmas on Main, City Community Services
Veteran's Day Parade – November
Fright Night Downtown, City Parks and Rec

Develop the promotion of downtown businesses and downtown events:

Main Street Website
Co-sponsor monthly downtown page in local newspapers and magazines including Casa Grande Dispatch, Golden Corridor Living and Pinal Ways
Weekly E-blast to over 600 member database promoting downtown merchants and events
Facebook advertising and posts to over 1,700 followers
Membership and advertising with Greater Casa Grande Chamber of Commerce
Participation in local expos including Chamber Home and Garden Show and Senior Expos
Local First Arizona Member/Advocate

Administrative services provided:

Downtown Map and Visitors Guide
Accreditation through National Main St.
Resource for available office/retail space
Compile downtown reinvestment figures
Resource & contact person for downtown businesses and property owners.
Resource for Historic Preservation Info.
Develop the Annual Meeting for Members and volunteer recognition awards.
Point of contact for Police Department and city staff

**Coordinator of Downtown Design and
Maintenance Projects:**

2nd Street Alleyway Enhancement Project
maintenance and upkeep
Manage the Table Top Mt. Mural
Coordinate maintenance at Erdmann Plaza
Schedule and fund maintenance for Paramount
Marquee, Doors to the Past, Rose Johnson Mural
and Old Town Neon signs on Florence St.
Coordinate with Historic Preservation
Commission placement of History Plaques
Act as resource person for building paint issues
Point of contact for downtown graffiti, code
enforcement violations, damaged street lamp
and landscape maintenance.

Casa Grande Main Street Revenue

2016-17

	FY 2016-17 Projected	YTD 2016/17 (as of 3/1/17)	FY 2017-18 Projected
<u>Events:</u>			
Annual Meeting	\$500.00	\$788.63	\$800.00
Oktoberfest (season cancelled)	\$6,800.00	\$1,916.00	\$2,000.00
Space 108 (Liquor License sold)	\$1,000.00	\$9,000.00	\$0.00
Annual Fine Art Explosion	\$0.00	\$8,024.29	\$10,000.00
Total:	8,300.00	19,728.92	12,800.00
<u>Annual Downtown Street Fair:</u>			
Vendors	\$37,500.00	\$43,382.00	\$40,000.00
Sponsors	\$4,500.00	\$4,500.00	\$4,500.00
Beer Garden	\$6,000.00	\$3,518.00	\$5,000.00
Kid's Area	\$800.00	\$318.00	\$500.00
<u>Car Show:</u>			
Car Entries	\$4,500.00	\$3,144.00	\$4,000.00
Car Sponsors	\$1,200.00	\$1,000.00	\$1,000.00
Tee Shirts	\$500.00	\$330.00	\$300.00
Total:	\$55,000.00	\$56,192.00	\$55,300.00
<u>Other:</u>			
City of Casa Grande	\$39,150.00	\$29,362.00	\$39,150.00
Membership (billed March 2017)	\$7,500.00	\$905.00	\$7,500.00
Wings Like Eagles Grant (n/a 2017)	\$3,000.00	\$0.00	\$0.00
Union Pacific Foundation (n/a 2017)	\$10,000.00	\$0.00	\$10,000.00
Visitor Guide Ads	\$2,000.00	\$1,600.00	\$2,000.00
Total:	61,650.00	31,867.00	58,650.00
Total Revenues:	\$124,950.00	\$107,787.92	\$126,750.00

**Casa Grande Main Street
 Profit & Loss
 July 2015 through June 2016**

	Jul '15 - Jun 16
Ordinary Income/Expense	
Income	
EVENT REVENUES	
2016 STREET FAIR	
Beer Garden	6,580.00
Car Show Reg	4,695.00
Kid Zone	785.00
Sponsorships	
Car Show Sponsor	950.00
Total Sponsorships	950.00
T Shirts	520.00
VENDOR DEPOSITS	37,798.10
Total 2016 STREET FAIR	51,328.10
2017 Street Fair	
Vendor Deposits	4,900.00
2017 Street Fair - Other	4,500.00
Total 2017 Street Fair	9,400.00
Art in the Alley	
40250 · T Shirt Sales	10.00
40610 · Vendor Space Fee	365.00
40620 · Sponsorship	2,246.35
40630 · Art In the Alley Beer Garden	4,499.00
Total Art In the Alley	7,120.35
SPACE 108	
42102 · Food	247.19
42103 · Beverage	700.22
Total SPACE 108	947.41
Total EVENT REVENUES	68,795.86
GENERAL REVENUES	
Gain/Loss Investments	
73000 · Unrealized gain/loss	-2,093.23
Gain/Loss Investments - Other	-3,534.00
Total Gain/Loss Investments	-5,627.23
4110 · Grants	
41210 · City of Casa Grande	39,541.77
42101 · Union Pacific Foundation	10,000.00
Total 4110 · Grants	49,541.77
41100 · Annual Meeting	463.24
41410 · Membership Dues	5,329.92
41420 · Donations	650.00
41422 · Visitor Guide Ads	2,283.82
71000 · Interest	1.23
Total GENERAL REVENUES	52,642.75
Return Item	38.59
49900 · Uncategorized Income	79.10
72000 · Dividend income	1,910.97
Total Income	123,467.27
Gross Profit	123,467.27
Expense	
EVENTS	

Casa Grande Main Street
Profit & Loss
 July 2015 through June 2016

	Jul '15 - Jun 16
2015 STREET FAIR	
Volunteer Expense	10.85
Total 2015 STREET FAIR	10.85
2016 STREET FAIR	
Advertising	3,817.62
Barricades	1,027.06
Beer Garden	3,450.75
Car Show	3,950.73
Contract Labor	2,670.04
Entertainment	2,950.00
Janitorial	2,304.90
Kid's Area	1,200.00
Postage	175.97
Printing	244.13
Rentals	416.49
Security	1,924.77
Supplies	643.48
Vendor Refunds	925.00
Volunteer Expense	925.56
Total 2016 STREET FAIR	26,626.50
2017 STREET FAIR	
Contract Labor	120.97
Total 2017 STREET FAIR	120.97
60800 · Art in the Alley	
Rentals	748.05
Volunteer Expense	50.00
60801 · Entertainment	1,470.00
60802 · Beer Garden	2,630.60
60810 · Printing	322.55
60830 · Advertising	1,817.68
60840 · Barricades	1,745.38
60850 · Event Assistance	875.00
60860 · Sanitation	1,057.88
60870 · Supplies	198.69
Total 60800 · Art in the Alley	10,915.83
60900 · Christmas on Main St.	72.82
61080 · P ART Y	164.55
61130 · Fine Art Explosion in Peart Pk.	21.45
61210 · Historic Tour	270.64
Total EVENTS	38,203.61
PROJECTS	
Neon Sign Restoration	1,212.00
Wings Like Eagles	
62011 · Doors to the Past	216.16
Total Wings Like Eagles	216.16
62100 · SPACE 108	
62110 · License/Permits	218.15
62130 · Volunteer Expense	441.80
62135 · Entertainment	190.00
62140 · Utilities	1,636.68
62160 · Maintenance	308.64
62170 · Advertising/Promotion	472.45
62180 · Supplies	333.41
62190 · Food	295.11
62195 · Beverage	801.60

Casa Grande Main Street
Profit & Loss
July 2015 through June 2016

	Jul '15 - Jun 16
Total 62100 · SPACE 108	4,697.84
62101 · Electric Light Parade	100.00
Total PROJECTS	6,226.00
65000 · GENERAL	
Void Check	0.00
6260 · Printing and Reproduction	179.47
6270 · Professional Fees	
65181 · Accounting	250.00
Total 6270 · Professional Fees	250.00
6350 · Travel & Ent	
65230 · Travel	149.30
65231 · Meals	146.86
65232 · hotels	319.88
Total 6350 · Travel & Ent	616.04
65010 · Advertising	
Visitor Guide	3,218.60
65015 · Downtown Page	1,262.10
65010 · Advertising - Other	1,834.90
Total 65010 · Advertising	6,315.60
65016 · Historic Property Plaques/Signs	48.92
65020 · Bank Service Charges	103.40
65040 · Computer-Internet/Web Page	91.84
65050 · Contract Labor	40.00
65060 · Dues and Subscriptions	1,629.52
65080 · Insurance	
6185 · Liability Insurance	635.00
65083 · Health Insurance	5,772.23
65080 · Insurance - Other	2,572.74
Total 65080 · Insurance	8,979.97
65090 · Licenses and Fees	60.00
65110 · Maintenance	
65111 · Computer Maintenance	96.84
65112 · Office Maintenance	254.46
65114 · The Alley	2,003.03
65115 · Patio Maintenance	200.00
Total 65110 · Maintenance	2,554.33
65120 · Meetings	
65122 · Conference	601.32
65124 · Membership Meetings	860.61
65125 · Electric Light Parade	40.00
65120 · Meetings - Other	20.00
Total 65120 · Meetings	1,521.93
65130 · Mileage	679.54
65150 · Payroll Expenses	42,562.21
65170 · Postage and Delivery	86.68
65190 · Rent	1,636.14
65200 · Supplies	
65201 · Computer	234.53
65202 · Office	951.03
65203 · Marketing	6.49
Total 65200 · Supplies	1,192.05

Casa Grande Main Street
Profit & Loss
July 2015 through June 2016

	Jul '15 - Jun 16
65210 · Taxes	
65211 · Payroll	3,251.25
Total 65210 · Taxes	3,251.25
65220 · Telephone	1,795.51
65250 · Utilities	
65251 · Electric	2,494.76
65252 · Water	233.45
Total 65250 · Utilities	2,728.21
65260 · Volunteer	918.70
65310 · Signs	87.77
65320 · Janitorial	1,205.72
65330 · Education & Training	8.00
65341 · Contributions	520.14
Total 65000 · GENERAL	79,062.94
Total Expense	123,492.55
Net Ordinary Income	-25.28
Other Income/Expense	
Other Income	
7030 · Other Income	588.77
Total Other Income	588.77
Net Other Income	588.77
Net Income	563.49

Casa Grande Main Street Expenses: 2015-16

	Projected 2016/17 budget	YTD ACTUAL (As of 3/1/17)	Projected 2017/18 budget	City Grant prop. 2017/18
<u>Advertising:</u> ads, signs, etc.				
Street Fair & Car Show	\$6,000.00	\$4,607.00	\$6,000.00	\$ 4,000.00
Street Scene Oktoberfest	\$1,500.00	\$300.00	\$300.00	\$ 300.00
Space 108/Day Out Downtown	\$2,000.00	\$500.00	\$500.00	\$ 500.00
General Advertising	\$1,200.00	\$770.00	\$1,200.00	\$ 1,200.00
Downtown Page	\$2,500.00	\$2,153.00	\$2,500.00	\$ 2,500.00
Web Page	\$320.00	\$46.00	\$320.00	\$ -
Total Advertising	\$13,520.00	\$8,376.00	\$10,820.00	\$ 8,500.00
<u>Events:</u> barricades, sanitation etc.				
Street Fair	\$20,000.00	\$ 17,322.00	\$20,000.00	\$ 5,000.00
Car Show	\$3,600.00	\$4,165.00	\$3,600.00	\$ 1,800.00
Street Scene Oktoberfest	\$7,000.00	\$507.00	\$500.00	\$ 250.00
Space 108/Day Out Downtown	\$3,000.00	\$3,788.00	\$3,000.00	\$ 2,000.00
October Fright Night	\$0.00	\$290.00	\$300.00	\$ 100.00
Electric Light Parade	\$100.00	\$59.00	\$100.00	\$ 100.00
Art Explosion	\$500.00	\$2,608.00	\$3,000.00	\$ 1,000.00
Annual Membership Meeting	\$800.00	\$793.00	\$800.00	\$ 800.00
Silent Witness Event	\$0.00	\$0.00	\$0.00	\$ -
Total Events:	\$35,000.00	\$29,532.00	\$31,300.00	\$ 11,050.00
<u>Marketing</u>				
Downtown Visitor Guide	\$1,200.00	\$2,286.00	\$2,000.00	\$ 1,000.00
AOT Grant Match Funds	\$0.00	\$1,500.00	\$3,000.00	\$ 3,000.00
Total Projects:	\$1,200.00	\$2,286.00	\$2,000.00	\$ 1,000.00
<u>General Expenses:</u>				
Computer - equipment, repairs	\$350.00	\$96.00	\$350.00	
Contributions	\$300.00	\$358.00	\$300.00	
Conferences	\$300.00	\$165.00	\$300.00	\$ 300.00
Contract Labor	\$700.00	\$200.00	\$700.00	
Dues & Subscriptions	\$1,400.00	\$1,733.00	\$1,800.00	\$ 1,000.00
Education/Training	\$200.00	\$8.00	\$200.00	
Grant Applications	\$0.00	\$0.00	\$0.00	
Insurance	\$8,600.00	\$7,400.00	\$8,600.00	\$ 8,600.00
Licenses & Fees	\$60.00	\$60.00	\$60.00	\$ 60.00
Meetings	\$560.00	\$246.00	\$560.00	\$ 340.00
Mileage	\$500.00	\$982.00	\$1,000.00	\$ 500.00
Office Maintenance	\$900.00	\$320.00	\$900.00	\$ 500.00
Downtown Maintenance	\$1,400.00	\$612.00	\$1,400.00	\$ 1,400.00
Payroll	\$45,000.00	\$29,281.00	\$45,000.00	
Postage	\$200.00	\$84.00	\$200.00	\$ -
Printing	\$2,000.00	\$145.00	\$2,000.00	\$ 900.00
Professional Services	\$300.00	\$250.00	\$300.00	
Rent	\$2,000.00	\$1,507.00	\$2,000.00	\$ 1,000.00
Office Supplies	\$1,000.00	\$733.00	\$1,000.00	
Taxes	\$4,000.00	\$2,671.00	\$4,000.00	\$ 2,000.00
Telephone	\$1,600.00	\$998.00	\$1,600.00	\$ 800.00
Utilities	\$2,800.00	\$2,048.00	\$2,800.00	\$ 900.00
Volunteers	\$600.00	\$317.00	\$600.00	\$ 300.00
Total:	\$74,770.00	\$50,214.00	\$75,670.00	\$ 18,600.00
Total Expenses:	\$124,490.00	\$90,408.00	\$119,790.00	\$ 39,150.00

**CASA GRANDE MAIN STREET
GOALS AND OBJECTIVES
Fiscal Year 2017-18**

Goal 1: Expand the Main Street image to create community identification of the Historic Downtown Main Street District.

Measurement: Monitor increased attendance to events. Monitor increase in volunteerism and membership. Time line- 6 – 12 months – evaluate progress at each 6 mo. period.

Objective 1: Promote and preserve what is already here.

Strategic Steps-

- Expand “Day Out Downtown” to include new characters and draw on destination marketing opportunities
- Develop special signage district for the Historic Downtown in collaboration with City Planning Department that is conducive to the unique pedestrian environment
- Maintain an active role on the Destination Marketing Task Force in concert with community leaders and The Greater Casa Grande Chamber of Commerce and support effort with Historic Downtown marketing focus

Objective 2: Use branding resources and images that already exist.

Strategic Steps-

- Capitalize on the “What’s Up Downtown” slogan and graphics through continuity in messaging and print materials
- Refresh the web site to create a more “user-friendly” experience with updated imagery and navigation
- Continue to expand the audience for our “destination marketing” visitors guide to celebrate lifestyle, events and the rich resources within the Downtown Historic Business District.
- Enhance the visitor experience by creating wayfinding graphics in the downtown area highlighting historic sites with plaque locations, public art installations (Rose Johnson Mural, Doors to the Past) and other points of interest

Goal 2: Solicit support for the Main Street program.

Objective 1: Involve representatives of the whole Main Street District in the process of Main Street.

Strategic Steps-

- Create districts out of the Main Street target area so that everyone is participating in the program. Example: Areas across 2nd St. and across Florence Blvd. need to be represented and involved.
- Hold meetings within these districts to meet the merchants and property owners of that area.
- Strengthen Economic and Event committees by recruiting merchant/property owner representatives for the district
- Work with city to create adaptive reuse program providing incentives for business recruitment and building enhancements

Objective 2: Develop the existing Main Street Board and Four Committees into a strong “working force” for the Main Street Program. Work as a team to accomplish future goals.

Strategic Steps:

- Expand the Board of Directors to cover a larger cross section of the community and opinion leaders in business, civic arenas
- Increase the size of the Main Street committees and develop these into “working committees” that develop projects and work as a team to complete tasks and projects. Choose a chairperson and create work plans and specific plans of action. Advertise program and recruit more volunteers for general and specific projects. Develop a sign-up method for diverse areas of need.

Objective 3: Expand the Main Street membership.

Strategic Steps-

- Develop a recruitment campaign with the Board and committees that follows a “networking concept” – bring in new members and volunteers through “friends of friends”.
- Continue to partner with the Greater Casa Grande Chamber of Commerce on business surveys, mixers and educational events.
- Re-evaluate the Main Street Membership benefits and develop a “return on investment message” to increase interest.

Goal 3: Beautify the Historic Downtown Business District.

Objective 1: Develop specific actions that will help the over-all appearance of the Downtown Historic District.

Strategic Steps:

- Partner with the City on the new improvement projects and use of CDBG funds.
- Work with the Parks and Recreation Dept. to keep ahead of the trash clean-up in the area.
- Work with the Police Dept. to alleviate transient problems in the area.
- Encourage merchants and property owners to be proactive with security lighting, graffiti issues
- Develop a Façade Improvement Program for Downtown merchants and property owners. (This might be a grant resource program with a matching funds requirement.) The main intention is to create an incentive option to improve the Downtown buildings with lighting, signage, paint, etc.

March 23, 2017

Celina Morris, Finance Director
City of Casa Grande
510 E. Florence Blvd.
Casa Grande, AZ 85122

Dear Celina:

Enclosed are the required documents for our 2017/2018 funding request.

As funding remains static per your letter, Casa Grande Main Street requests funding at the same level as fiscal year 2016-17. We appreciate the continued support we have received from the Mayor, Council and all the City of Casa Grande Departments. This partnership is vital to the Main Street Program in achieving our downtown revitalization and historic preservation goals.

We thank you for helping to fund our organization. We look forward to working with you in the future.

Sincerely,

Rina Rien, Director
Casa Grande Main Street

CASA GRANDE MAIN STREET

PROGRAM OVERVIEW – March 21, 2017

HISTORY:

The Main Street Program was developed by the National Trust for Historic Preservation in 1977. The National Trust developed its pioneering Main Street approach for commercial district revitalization, an innovative methodology that combines historic preservation with economic development to restore prosperity and vitality to downtowns and neighborhood business districts. The Main Street Approach consists of four components: Organization, Promotion, Design and Economic Restructuring. These areas are integrated into a comprehensive revitalization strategy that is both incremental and long term. The first components rely on voluntary participation to build new confidence and involvement on the part of the merchants, downtown business and community leaders. The last component is economic restructuring which uses market analysis and business retention, expansion and recruitment to bring new vitality to downtown.

The Arizona Main Street Program was established by special legislation in 1986. Casa Grande Main Street was accepted as an Arizona Main Street community in September 1992. The primary benefits are the opportunity to apply for funding through the state procurement system, apply for registration scholarships to attend Main Street, Historic Preservation and other approved conferences plus engage in conference calls and meetings to network with other Main Street communities. Management of the state program was transferred from the Commerce Department in 2012 and is now directed by Arizona State Parks. Funding shortages and lack of staff and resources have put grant and educational programs at jeopardy. However, a state conference will be held in Mesa in June 2013 to provide educational opportunities and information regarding the future of the program. Main Street Directors register and attend at no cost.

Currently, there is a volunteer board of directors and committees. Our committees are structured under the four-point approach of Design, Economic Restructuring, Organization and Promotion. Main Street is overseen by a Board of Directors and managed by the Director. There is an active membership along with a supportive volunteer base, which helps execute a wide range of events and some projects.

Staff: Since the inception of the program, there have been 4 directors. The current director, Rina Rien, started in the position November 1, 2012. A part-time administrative assistant is hired between October 1 and April 30th to help with the Historic Downtown Casa Grande Street Fair and Car Show, which happens in mid January every year. Contract labor is hired as needed for other specific projects such as downtown maintenance and event assistance.

DESCRIPTION OF CURRENT SERVICES:

Main Street continues to conduct a variety of revitalization activities that strengthen our greater downtown community including monitoring the maintenance of the Downtown District, providing special events to draw more people into the area and working with the merchants in the area to assist them with marketing and advertising opportunities for their businesses. Main Street acts as the liaison between the merchants and the City to resolve issues of concern on both sides. Main Street also acts as a downtown representative for the City of Casa Grande, the Casa Grande Chamber of Commerce and other local agencies to help distribute information to members of the public.

DESCRIPTION OF CURRENT WORK PLANS:

The Main Street Board of Directors and Committee Members developed goals and objectives in planning sessions that have guided the past year's activities.

Goal 1: Fund and expand successful Main Street Events.

"17th Annual Street Fair and Car Show", Main Street's largest fundraiser was successfully celebrated in January 2017. Despite inclement weather, exhibitors, visitors and car show participation was strong, although below the record numbers experienced in 2016. Roughly 30% of Main Street's annual operating budget is supported by the net proceeds from this event.

"10th Annual Fine Art Explosion", Main Street was recruited by the previous organizer to continue this well-established, fine-art event. Held on the second Saturday and Sunday of March, what this event lacks in quantity is made up in quality of both the exhibitors and a captive audience ready to purchase custom art and jewelry. The exclusivity of this juried show is the main draw, and the addition of a wine festival component next year is sure to broaden the audience while maintaining its high-end appeal. There is room to increase exhibitor space and the potential to make this an equally successful fundraiser to the Street Fair with considerably less cost and drain on volunteer resources.

"Downtown Street Scene" The Main Street Board voted to cancel this monthly event for a variety of reasons. Lack of sponsorship participation, special event permit constraints on exhibitor space and diminishing beer-garden returns no longer offset increasing costs for the event. Despite a move from Tuesday to Friday to draw more locals and families, low merchant participation, poor lighting and early, disruptive exits by car enthusiasts discouraged newcomers who tended to arrive later as crowds were dwindling. The move to First Fridays was driven by online research over the past several years suggesting we would attract more local families and date night attendees. However, feedback provided at the end of last season suggested dark, chilly streets, not enough variety in the crowd and activities from month to month discouraged repeat visits.

"Day Out Downtown" now in its fourth season, has steadily increased its participation and audience diversity. This is a free day event moved to third Thursdays to encourage same day visits to The Museum of Casa Grande and Casa Grande Art Museum. Originally targeting winter residents and retirees to promote downtown with its most loyal audience, partnerships with Casa Grande Middle Schools and group tours have stimulated destination marketing opportunities. Historical tours, merchant scavenger hunts, event promotion and museum exhibitions offer a full range of activities for the day and return visits. While this is a free community event, donations have resulted in funding several historic plaques on downtown buildings and has built a local following for historic preservation projects and fundraising.

Goal 2: Develop new beautification and preservation programs for the Historic Downtown District.

Main Street continues to support City Community Service staff with maintenance of the Downtown District. The Design Committee is discussing new initiatives to engage local merchants and volunteers such as planter adoptions, fresh front doors and art display ambassadors to ensure routine maintenance and landscape enhancement improves the streetscape ambience. New partnerships are in place with the Museum of Casa Grande and The Casa Grande Historic Preservation Commission to fund and develop a history mural celebrating Highway 84 and a future Historic Neon Sign Park.

Goal 3: Develop new sources of funding for preservation and revitalization efforts.

As existing grants funds from corporate foundations and tribal groups become more competitive with shifting priorities and funding cycles, Casa Grande Main Street is expanding its horizons to explore new and creative sources. In addition to the Fine Art Explosion providing new revenue potential, Main Street continues to explore grant funding from organizations such as Arizona Humanities, National Main Street Partners (American Express) and The Arizona Commission for the Arts. Partnerships have been cultivated with

FUTURE GOALS:

Goal 1: Evaluate the current operation of the Main Street program.

In June 2017, the Board of Directors will engage with the official State Parks Main Street Advocacy group, Arizona Downtown Alliance, to hold a strategic session. We will evaluate program goals in concert with evolving priorities in the historic downtown. An Arizona State Grant to the Alliance is funding the effort.

Goal 2: Increase visibility of the Casa Grande Main Street Program. Regional and statewide outreach coordination will continue with the city's economic development group, the Greater Casa Grande Chamber of Commerce, Pinal County's Destination Marketing Group, Pinal Partnership and Local First Arizona. The Historic Downtown Visitor Guide continues to increase its circulation for heightened awareness and destination marketing outside of Casa Grande to the Phoenix/Tucson metros and beyond.

Goal 3: Develop more interest in available commercial space in the Downtown Historic District. As part of the destination marketing approach, collaboration with existing property owners/managers and economic development resources are critical to promote available properties for sale and lease to highest and best-use tenants. More resources are needed to support this effort like The Prospector on Access Arizona's website, entrepreneurial development programs and the city adopting and Adaptive Reuse Program for the historic commercial and residential districts.

Goal 4: Develop more merchant participation in the marketing and promotion of the Historic Downtown District: Merchant ambassadors and non-profit partners identified for themed events help to expand the audience and variety of event participation. Developing a strong and committed Event Committee will allow merchants/partners to take ownership of social media campaigns, Small Business Saturday and cooperative marketing designed to increase summer traffic and a year-round customer base.

CASA GRANDE MAIN STREET Public Benefit of the 2017-18 Funding

Casa Grande Main Street encourages organizations and citizens to visit and engage with the Historic Downtown Community. A list of services and events is listed below:

Main Street Downtown events:

Day Out Downtown Monthly Oct-April
Oktoberfest – First Friday, October
Fine Art Explosion – 2nd Sat/Sun March
Street Fair & Car Show: 3rd Sat/Sun January

Co-sponsor events with other agencies:

Christmas on Main, City Community Services
Veteran’s Day Parade – November
Fright Night Downtown, City Parks and Rec

Develop the promotion of downtown businesses and downtown events:

Main Street Website
Co-sponsor monthly downtown page in local newspapers and magazines including Casa Grande Dispatch, Golden Corridor Living and Pinal Ways
Weekly E-blast to over 600 member database promoting downtown merchants and events
Facebook advertising and posts to over 1,700 followers
Membership and advertising with Greater Casa Grande Chamber of Commerce
Participation in local expos including Chamber Home and Garden Show and Senior Expos
Local First Arizona Member/Advocate

Administrative services provided:

Downtown Map and Visitors Guide
Accreditation through National Main St.
Resource for available office/retail space
Compile downtown reinvestment figures
Resource & contact person for downtown businesses and property owners.
Resource for Historic Preservation Info.
Develop the Annual Meeting for Members and volunteer recognition awards.
Point of contact for Police Department and city staff

Coordinator of Downtown Design and Maintenance Projects:

2nd Street Alleyway Enhancement Project
maintenance and upkeep
Manage the Table Top Mt. Mural
Coordinate maintenance at Erdmann Plaza
Schedule and fund maintenance for Paramount
Marquee, Doors to the Past, Rose Johnson Mural
and Old Town Neon signs on Florence St.
Coordinate with Historic Preservation
Commission placement of History Plaques
Act as resource person for building paint issues
Point of contact for downtown graffiti, code
enforcement violations, damaged street lamp
and landscape maintenance.

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GOALS AND OBJECTIVES
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Casa Grande Main Street Revenue

2016-17

	FY 2016-17 Projected	YTD 2016/17 (as of 3/1/17)	FY 2017-18 Projected
<u>Events:</u>			
Annual Meeting	\$500.00	\$788.63	\$800.00
Oktoberfest (season cancelled)	\$6,800.00	\$1,916.00	\$2,000.00
Space 108 (Liquor License sold)	\$1,000.00	\$9,000.00	\$0.00
Annual Fine Art Explosion	\$0.00	\$8,024.29	\$10,000.00
Total:	8,300.00	19,728.92	12,800.00
<u>Annual Downtown Street Fair:</u>			
Vendors	\$37,500.00	\$43,382.00	\$40,000.00
Sponsors	\$4,500.00	\$4,500.00	\$4,500.00
Beer Garden	\$6,000.00	\$3,518.00	\$5,000.00
Kid's Area	\$800.00	\$318.00	\$500.00
<u>Car Show:</u>			
Car Entries	\$4,500.00	\$3,144.00	\$4,000.00
Car Sponsors	\$1,200.00	\$1,000.00	\$1,000.00
Tee Shirts	\$500.00	\$330.00	\$300.00
Total:	\$55,000.00	\$56,192.00	\$55,300.00
<u>Other:</u>			
City of Casa Grande	\$39,150.00	\$29,362.00	\$39,150.00
Membership (billed March 2017)	\$7,500.00	\$905.00	\$7,500.00
Wings Like Eagles Grant (n/a 2017)	\$3,000.00	\$0.00	\$0.00
Union Pacific Foundation (n/a 2017)	\$10,000.00	\$0.00	\$10,000.00
Visitor Guide Ads	\$2,000.00	\$1,600.00	\$2,000.00
Total:	61,650.00	31,867.00	58,650.00
Total Revenues:	\$124,950.00	\$107,787.92	\$126,750.00

Casa Grande Main Street Expenses: 2015-16

	Projected 2016/17 budget	YTD ACTUAL (As of 3/1/17)	Projected 2017/18 budget	City Grant prop. 2017/18
<u>Advertising:</u> ads, signs, etc.				
Street Fair & Car Show	\$6,000.00	\$4,607.00	\$6,000.00	\$ 4,000.00
Street Scene Oktoberfest	\$1,500.00	\$300.00	\$300.00	\$ 300.00
Space 108/Day Out Downtown	\$2,000.00	\$500.00	\$500.00	\$ 500.00
General Advertising	\$1,200.00	\$770.00	\$1,200.00	\$ 1,200.00
Downtown Page	\$2,500.00	\$2,153.00	\$2,500.00	\$ 2,500.00
Web Page	\$320.00	\$46.00	\$320.00	\$ -
Total Advertising	\$13,520.00	\$8,376.00	\$10,820.00	\$ 8,500.00
<u>Events:</u> barricades, sanitation etc.				
Street Fair	\$20,000.00	\$ 17,322.00	\$20,000.00	\$ 5,000.00
Car Show	\$3,600.00	\$4,165.00	\$3,600.00	\$ 1,800.00
Street Scene Oktoberfest	\$7,000.00	\$507.00	\$500.00	\$ 250.00
Space 108/Day Out Downtown	\$3,000.00	3,788.00	\$3,000.00	\$ 2,000.00
October Fright Night	\$0.00	\$290.00	\$300.00	\$ 100.00
Electric Light Parade	\$100.00	\$59.00	\$100.00	\$ 100.00
Art Explosion	\$500.00	\$2,608.00	\$3,000.00	\$ 1,000.00
Annual Membership Meeting	\$800.00	\$793.00	\$800.00	\$ 800.00
Silent Witness Event	\$0.00	\$0.00	\$0.00	\$ -
Total Events:	\$35,000.00	\$29,532.00	\$31,300.00	\$ 11,050.00
<u>Marketing</u>				
Downtown Visitor Guide	\$1,200.00	\$2,286.00	\$2,000.00	\$ 1,000.00
AOT Grant Match Funds	\$0.00	\$1,500.00	\$3,000.00	\$ 3,000.00
Total Projects:	\$1,200.00	\$2,286.00	\$2,000.00	\$ 1,000.00
<u>General Expenses:</u>				
Computer - equipment, repairs	\$350.00	\$96.00	\$350.00	
Contributions	\$300.00	\$358.00	\$300.00	
Conferences	\$300.00	\$165.00	\$300.00	\$ 300.00
Contract Labor	\$700.00	\$200.00	\$700.00	
Dues & Subscriptions	\$1,400.00	\$1,733.00	\$1,800.00	\$ 1,000.00
Education/Training	\$200.00	\$8.00	\$200.00	
Grant Applications	\$0.00	\$0.00	\$0.00	
Insurance	\$8,600.00	\$7,400.00	\$8,600.00	\$ 8,600.00
Licenses & Fees	\$60.00	\$60.00	\$60.00	\$ 60.00
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Professional Services	\$300.00	\$250.00	\$300.00	
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Taxes	\$4,000.00	\$2,671.00	\$4,000.00	\$ 2,000.00
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