

McKinney Main Street

PROFIT AND LOSS

October 1, 2014 - September 4, 2015

	TOTAL
Income	
Administrative Income	222.36
Directional Sign Income	2,200.00
Total Administrative Income	2,422.36
Events Income	
Arts in Bloom	8,790.30
Bike the Bricks	94,335.70
Home for the Holidays Christmas	107,849.83
Krewe of Barkus	3,650.00
McKinney Oktoberfest	223,094.58
Red, White & BOOM!	3,000.00
Scare on the Square	1,950.00
Wish 100	16,891.00
Total Events Income	459,561.41
Miscellaneous Income	
Bridal show cc Payments	169.13
Sponsorship	200.00
Total Miscellaneous Income	369.13
Programs Income	
Image Campaign	261.73
Shoppers Guide	55.00
Total Programs Income	316.73
Total Income	\$462,669.63
Gross Profit	\$462,669.63
Expenses	
Administrative Expenses	1,437.60
Communications	
Associations/Dues/Subscriptions	6,570.00
Mileage	875.44
Ret Fee/Prof Service	8,251.67
Bookkeeping/Audit	285.00
Total Ret Fee/Prof Service	8,536.67
Travel/Training	832.50
Total Communications	16,814.61
Other Fees	
Credit Card Fees	2,668.50
Total Other Fees	2,668.50
Supplies	
Food	378.94
Minor Tools & Equipment	84.03
Office Expenses	

Credit Card Rental	1,512.98
General Office Supplies	328.53
Total Office Expenses	1,841.51
Postage	63.01
Total Supplies	2,367.49
Total Administrative Expenses	23,288.20
Board Expense	350.06
Event Expenses	100.00
Special Events Expense	580.00
Arts in Bloom	14,037.96
Bike the Bricks	131,840.08
Election Night of the Square	1,100.31
Home for the Holidays...A McK	153,645.97
Image Development	300.00
Krewe of Barkus	3,582.20
McKinney Oktoberfest	417,310.67
Red, White & BOOM!	2,789.36
Scare on the Square	1,350.00
Second Saturdays	500.00
St. Patty's Day	1,362.32
Wish 100	15,225.48
Total Special Events Expense	743,624.35
Total Event Expenses	743,724.35
Program Expense	1,500.00
Program Expenses	
Promotional Project Expense	12,176.00
Directional Signage	601.48
Other/Promotional Items	4,767.20
Shoppers Guide Expense	55.00
Total Promotional Project Expense	17,599.68
Total Program Expenses	17,599.68
Total Expenses	\$786,462.29
Net Operating Income	\$ -323,792.66
Net Income	\$ -323,792.66

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