

APPENDIX D		
Madison's Central Business Improvement District (BID)		
2018 Operating Budget		
<i>5-Oct-17</i>		
Revenues	2017	WORKING NOTES
Special Assessment	\$287,941.07	
Map Advertising	\$60,000.00	Decreases 5,000
Donations/Sponsorships	\$20,000.00	
Programming Support	\$60,000.00	From City of Madison
Programming Support	\$25,000.00	Increased 5K
Interest/Other	\$8,000.00	
Reserves Applied	\$12,000.00	
Total Revenues	\$472,941.07	
Expenses	2017	
Welcoming Environment	\$142,000.00	
Marketing	\$134,000.00	
Programming	\$80,000.00	Increase for MNM
Administration	\$83,000.00	
Community Relations/Other	\$22,250.00	
Business Development	\$11,691.07	Increase for new efforts
Total Expenses	\$472,941.07	