

<b>APPENDIX D</b>		
<b>Madison's Central Business Improvement District (BID)</b>		
<b>2025 Operating Budget</b>		
3-Oct-24		
<b>Revenues</b>	<b>2025 Budget</b>	<b>2024 Budget</b>
Special Assessment	\$348,271	\$310,898.02
Map Advertising	\$30,000	\$30,000.00
Partnerships/Sponsorships	\$140,000	\$125,000.00
Programming Support	\$62,500	\$52,225.00
Event Support	\$102,500	\$72,500.00
Interest/Other	\$6,500	\$39,500.00
Reserves Applied*	-\$16,971	-\$1,423.02
<b>Total Revenues</b>	<b>\$672,800</b>	<b>628700.00</b>
<b>Expenses</b>		
Welcoming Environment	\$102,500	\$100,200.00
Marketing	\$72,500	\$80,500.00
Programming/Night Market	\$124,300	\$106,000.00
Administration	\$373,000	\$339,000.00
Community Relations/Other	\$0	\$0.00
Business Development	\$500	\$3,000.00
<b>Total Expenses</b>	<b>\$672,800</b>	<b>\$628,700.00</b>
*Reserves Applied are funds used from the carryover from previous year.		
Negative applied reserves are funds anticipated to be carried over to the next year.		