

APPENDIX D		
Madison's Central Business Improvement District (BID)		
2019 Operating Budget		
<i>16-Nov-18</i>		
Revenues	2019	WORKING NOTES
Special Assessment	289,215.04	No change
Map Advertising	\$55,000.00	Decreases 5K
Donations/Sponsorships	\$20,000.00	
Programming Support	\$65,000.00	From City of Madison
Event Support	\$45,000.00	
Interest/Other	\$5,000.00	
Reserves Applied	\$0.00	
Total Revenues	\$479,215.04	
Expenses	2019	
Welcoming Environment	\$112,000.00	Decrease 30K from planting program
Marketing	\$154,000.00	Add 20K for web/social
Programming	\$85,000.00	
Administration	\$88,000.00	
Community Relations/Other	\$22,250.00	
Business Development	\$17,965.04	
Total Expenses	\$479,215.04	