

Downtown Lawrence, Inc.
Profit & Loss
 January through December 2010

	Jan - Dec 10
Ordinary Income/Expense	
Income	
a Project Income	
DLAD	14,033.77
Downtown Directory	12,435.00
Film Festival	
Food/Drink	592.65
Sponsorship	4,050.00
T-Shirt Sales	35.00
Total Film Festival	4,677.65
KU Athletics	400.00
Sidewalk Sale	1,441.20
Total a Project Income	32,987.62
Dues	42,717.50
Dues Early Discount	-463.50
Dues Multilocation Discount	-125.00
Dues Premiere Member Credit	-6,250.00
Econ. Devel. Contract Income	42,500.00
Gift Certificate Sales	96,675.91
Gift Crtfc sold by DLI direct	4,365.00
Handling Charge	88.25
Stale Dated Gift Certificates	13,265.00
Win Campbell funds	2,566.69
Total Income	228,327.47
Cost of Goods Sold	
GC Redeemed & Oth	96,128.91
Total COGS	96,128.91
Gross Profit	132,198.56
Expense	
a Project Expense	
Busker Festival	814.00
Christmas	
Advertising	7,507.00
Logistics	3,090.50
Total Christmas	10,597.50
DLAD	
2. Artistic	1,237.50
2. Production	901.63
3. Exhibition/Production	4,815.52
3. Supplies	91.79
6. Advertising	3,000.00
6. Printing	2,790.30
6. Website	172.75
7. General Operating	1,010.00
Total DLAD	14,019.49
Downtown Directory	
Distribution	100.00
Layout/Design	425.00
Production	7,913.38
Downtown Directory - Other	1,180.00
Total Downtown Directory	9,618.38
Film Festival	
Advertising	822.14
Food/Drink	651.09
Logistics	6,296.60
T-Shirts	679.46
Total Film Festival	8,449.29
KU Athletics	2,282.90

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Sidewalk Sale	3,796.00
Total a Project Expense	49,577.56
Advertising	
Ad Layout/Design/Production	4,246.26
KU Visitors Guide	1,960.00
Lawrence Visitors Guide	1,100.00
Magazine	10,086.30
Newspaper	1,400.00
Website Development	540.00
Advertising - Other	965.00
Total Advertising	20,297.56
Bank Chrg	-134.50
Contracted Services	
Cottonwood	1,175.00
Total Contracted Services	1,175.00
Contribution	700.00
Depreciation	80.85
Equipment	991.03
Equipment Rental	250.00
GC Stale Dated Check	2,745.91
Gift Certificate expense	1,263.00
Gift Certificates to sell	5,430.00
Insurance	2,155.00
Internet	323.45
Late Fee	10.00
Maintenance	165.02
Meals & Entertainment	672.41
Meetings	
Breakfast Club	79.75
Meetings - Other	400.22
Total Meetings	479.97
Membership Functions	1,218.56
Memberships	1,082.00
Miscellaneous	195.27
Office Supplies	918.65
Payroll	
Administrator	35,175.00
Commission	3,020.37
Health Insurance Stipend	1,800.00
Total Payroll	39,995.37
Payroll Taxes	
FICA	3,059.64
Unemployment taxes	83.20
Total Payroll Taxes	3,142.84
Permits	120.00
Postage	827.80
Printing	969.59
Prof Fees	
Accounting	2,389.00
Total Prof Fees	2,389.00
Property Tax	13.98
Reconciliation Discrepancies	985.00
Rent	4,710.00
Supplies	158.01
Telephone	2,404.88
Travel	84.62
Voided check	0.00
Total Expense	145,397.83

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10/17/11
Cash Basis

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	<u>Jan - Dec 10</u>
Net Ordinary Income	-13,199.27
Other Income/Expense	
Other Income	
Interest Received	205.78
Total Other Income	<u>205.78</u>
Net Other Income	<u>205.78</u>
Net Income	<u><u>-12,993.49</u></u>