

Historic Railroad Square Association

2025 Budget vs Profit & Loss Summary

June 30, 2025

Reports included are as follows:

2025 Budget vs Profit & Loss Summary

1. Report - Profit & Loss vs Budget at 6/30/2025 with Total Year Budget Costs
2. Report – Profit & Loss Report 6/30/2025 & YTD

This summary will focus on Report 1, reviewing line items with 10% variance either lower or higher than budget.

Revenue: Total Revenue variance is under 1%

Marketing includes:

Print Advertising	Total budget set \$5,000, will probably use throughout year.
Online advertising	Budget \$10,000 - TIV Zenergy monthly @ \$1,500 – Budget adjustment.
Radio Advertising	Budget \$9,000 future radio ads – Budget adjustment.
Banners & Signs	Budget \$500 –Budget adjustment.
Events	Budget \$20,000/Holiday carriage rides. Charges are Holiday carriage bill & mixer reimbursements

Street Services includes:

Clean & Lndscp	Landscaping budget under estimated – Distribute unused budget.
Graffiti	To be decided.
Other services	Hasn't been used for the year yet.

Physical Improvements

Container Plants	Nothing spent in the first 5 months.
Street Lights	Budget set at \$60,000. Remainder \$10,970.73 actually under budget by 18%.
Way Finding	Budget set at \$3,000 should be adjusted.
Street Trees	Tree Project is completed to a point, but have yet to receive invoice, which according to Mike Monague will be under the \$130,000 budget. There is more work needed and will be done in sections. I will up date this line item once I have complete detail of the circumstances.

Supplies	Supply cost could be higher towards year end
Insurance	Budget estimate could have been higher than expected.
CPA	We haven't gotten the invoice
State & Local fees	No fees at this time
Admin other	Fees for outside contractor for Board evaluation + room rental.