

Historic Railroad Square Association

2025 Budget vs Profit & Loss Summary

July 31, 2025

Reports included are as follows:

2025 Budget vs Profit & Loss Summary

1. Report - Profit & Loss vs Budget at 7/31/2025 with Total Year Budget Costs
2. Report – Profit & Loss Report 7/31/2025 & 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 5%

Marketing includes:

Print Advertising	Total budget set \$5,000, this will increase due to brochure printing in August.
Online advertising	Budget \$10,000 - TIV Zenergy monthly @ \$1,500 – we are currently looking other vendors that will meet needs and budget.
Radio Advertising	Budget \$9,000 future radio ads – Budget adjustment.
Banners & Signs	Budget \$500 –Budget adjustment.
Events	Budget \$20,000/Holiday carriage rides. Currently doing an analysis on the events budget.

Street Services includes:

Safety, Street Serv.	Allied Universal was sent out late and paid in August, so cost for July is same as June. This will clear up by next month.
Clean & Lndscp	Landscaping budget under estimated.
Graffiti	To be decided.
Other services	Hasn't been used for this year.

Physical Improvements

Container Plants	Nothing spent in the first 6 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 for a total cost of \$123,520.14, which is 5% under budget. This will reflect on the August financials when we received the invoice.

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 of outside contractor for Board evaluation + room rental.