



MARDA LOOP
where life connects

2021 Summary Budget		
REVENUE		
Marda Gras	Table Rentals	10000
	Sponsorship	40000
	Marda Gras revenue total	50000
Levy and other BIA revenue	BIA Levy	220000
	Grants (City – street maintenance)	7500
	Other (interest, etc.)	1000
	Levy and other Revenue Total	228,500
Draw on Reserves	*Capital investment in banners, equipment, etc.	7500
	Marda Gras 2021 Contingency	5000
	Draw on reserves Total	12500
Total Revenue and inputs		298,500
EXPENSES		
Operations and Management	Governance and planning, audit and bookkeeping, office supplies, insurance, administration and support, etc.	22800
	Office and storage rental	8100
	Wages, Benefits and Remittances	93000
Total Operations		123,900
Marketing & Communications	Website	3500
	Social Media / Marketing Management	24000
	Advertising	15000
	Promotional Events	15000
	Other Marketing	5000
Total Marketing and Communications		62500
Streetscape	Streetscape decoration	7500
	Street maintenance	10800
	Planters	17000
	*Capital expenditure in banners, equipment, etc.	7500
Total Streetscape (incl. *capital)		42800
Marda Gras Street Festival	Management, entertainment, equipment, volunteers, marketing, advertising, etc.	70000
Total Marda Gras		70000
Total Expenses		289500
Balance	Balance	0