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## 2021 UPTOWN WATERLOO BIA BUDGET

	<u>Budget 2020</u>	<u>Budget 2021</u>
<b><u>REVENUE</u></b>		
Membership Levy	682,576	682,576
Investment Income	12,660	13,000
City of Waterloo rent reimbursement	11,472	11,831
City of Waterloo grant	9,500	100,000
Other Income	8,770	8,070
<b><i>Total Revenue</i></b>	<b><i>724,978</i></b>	<b><i>815,477</i></b>
<b><u>EXPENSES</u></b>		
Payroll	253,882	262,148
Administration	71,930	66,165
Marketing	240,666	324,664
Beautification	101,000	130,000
Parking - Bauer Lot	1,000	1,000
Community Outreach/Engagement	10,000	10,000
Advocacy	5,000	5,000
Operational Reserves	8,000	
Capital Reserves	17,000	
Amortization	16,500	16,500
<b><i>Total Expenses</i></b>	<b><i>724,978</i></b>	<b><i>815,477</i></b>