**2022 UPTOWN WATERLOO BIA BUDGET**

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| --- | --- | --- |
| **REVENUE** | **Budget 2021** | **Budget 2022** |
| Membership Levy | 682,576 | 682,576 |
| Levy Adjustments |  |  |
| Investment Income | 13,000 | 13,000 |
| Bank Interest | 120 | 120 |
| Barrel Races | 250 |  |
| Region of Waterloo Contribution |  | 10,000 |
| City of Waterloo Rent Reimbursement | 11,831 | 11,831 |
| City of Waterloo Grant  | 100,000 | 50,000 |
| Uptown Trails  |  |  |
| Other event income  | 400 | 400 |
| Advertising Income (magazine) | 2,200 | 2,200 |
| Other Income  | 5,100 | 20,100 |
| ***Total Revenue*** | ***815,477*** | ***790,227*** |
|  |  |  |
|  |  |  |
| **EXPENSES** | **Budget 2021** | **Budget 2022** |
| Total Payroll | 262,148 | 273,088 |
| Total Administration | 66,165 | 63,450 |
| Total Marketing | *324,664* | 286,180 |
| Total Beautification | *130,000* | 135,009 |
| Parking - Bauer Lot | *1,000* | 1,000 |
| Community Outreach/Engagement | *10,000* | 10,000 |
| Advocacy | *5,000* | 5,000 |
| Operational Reserves |  |  |
| Capital Reserves |  |  |
| Amortization | *16,500* | 16,500 |
| ***Total Expenses*** | ***815,477*** | ***790,227*** |