

**FERNDALE DDA
FYE2008 MID-YEAR PROJECTIONS W/PSD OUTLOOK FYE2009-2013**

ORGANIZATION COMMITTEE								
OBJECTIVE	CONTRIBUTIONS	FYE 2008 MID-YEAR PROJECTIONS	FYE 2008 ORIGINAL PROJECTIONS W/PSD	FYE 2009 PROJECTIONS	FYE 2010	FYE 2011	FYE2012	FYE2013
Annual Recognition Program	\$0.00	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Semi-Annual Newsletter	\$6,000.00	\$10,000.00	\$12,000.00	\$12,000.00	\$12,240.00	\$12,484.80	\$12,734.50	\$12,989.19
Website hosting	\$0.00	\$244.00	\$244.00	\$244.00	\$244.00	\$244.00	\$244.00	\$244.00
Website Upgrades (constant contact & videography)	\$0.00	\$950.00	\$10,120.00	\$10,120.00	\$130.00	\$132.60	\$135.25	\$137.96
Customer Gift Certificate Program	\$0.00	\$0.00	\$6,875.00	\$6,875.00	\$100.00	\$100.00	\$2,600.00	\$2,600.00
Quarterly Business Meetings	\$0.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Human Resources Research	\$0.00	\$0.00	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Planning Session	\$0.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
ORGANIZATION TOTAL	\$6,000.00	\$11,394.00	\$31,439.00	\$29,939.00	\$13,414.00	\$13,661.40	\$16,413.75	\$16,671.14
DESIGN COMMITTEE								
OBJECTIVE	CONTRIBUTIONS	FYE 2008 MID-YEAR PROJECTIONS	FYE 2008 ORIGINAL PROJECTIONS W/PSD	FYE 2009 PROJECTIONS	FYE 2010	FYE 2011	FYE2012	FYE2013
BUILD Program	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00
Landscape Contract & Watering	\$0.00	\$105,000.00	\$138,897.00	\$138,897.00	\$141,674.94	\$144,508.44	\$147,398.61	\$150,346.58
Sidewalk Snow Removal	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,200.00	\$10,404.00	\$10,612.08	\$10,824.32
Power Washing	\$0.00	\$0.00	\$10,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
General Landscaping Materials & Winterscape	\$0.00	\$12,000.00	\$16,000.00	\$16,000.00	\$16,320.00	\$16,646.40	\$16,979.33	\$17,318.91
Replacements Pots	\$0.00	\$5,000.00	\$7,000.00	\$10,000.00	\$10,000.00	\$0.00	\$0.00	\$0.00
Tree Plan	\$0.00	\$2,500.00	\$5,000.00	\$2,500.00	\$0.00	\$0.00	\$0.00	\$0.00
Benches	\$0.00	\$0.00	\$0.00	\$5,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Mural/Art Program	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
Banner Changes	\$0.00	\$1,500.00	\$2,500.00	\$2,500.00	\$2,550.00	\$2,601.00	\$2,653.02	\$2,706.08
Holiday Light Replacements & New Decorations	\$0.00	\$4,000.00	\$11,400.00	\$8,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
Banner Replacements	\$0.00	\$4,800.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$4,000.00	\$4,000.00
Woodward Enhancements	\$10,000.00	\$23,200.00	\$50,000.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Way-Finding System Planning	\$0.00	\$0.00	\$30,000.00	\$10,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$0.00
Dino's/Club Bart's Alley Engineering/Plans/Alley & Street Design	\$0.00	\$0.00	\$10,000.00	\$20,000.00	\$0.00	\$10,000.00	\$0.00	\$10,000.00
Pedestrian Alley Enhancements	\$0.00	\$0.00	\$10,000.00	\$0.00	\$10,000.00	\$0.00	\$10,000.00	\$10,000.00
Withington Parking Lot/Alley		\$0.00	\$0.00	\$0.00	\$50,000.00	\$0.00	\$0.00	\$0.00
Livernois - Pinecrest Street Improvement		\$0.00	\$0.00	\$0.00	\$0.00	\$50,000.00	\$0.00	\$0.00
Vester Street Improvements		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50,000.00
Troy Street Improvements		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50,000.00	\$0.00
DESIGN TOTAL	\$10,000.00	\$183,000.00	\$341,797.00	\$288,897.00	\$312,744.94	\$306,159.84	\$302,643.04	\$291,195.90
PROMOTIONS COMMITTEE								
OBJECTIVE	CONTRIBUTIONS	FYE 2008 MID-YEAR PROJECTIONS	FYE 2008 ORIGINAL PROJECTIONS W/PSD	FYE 2009 PROJECTIONS	FYE 2010	FYE 2011	FYE2012	FYE2013
Advertising Campaign & Branding	\$0.00	\$12,000.00	\$7,770.00	\$40,000.00	\$40,800.00	\$41,616.00	\$42,448.32	\$43,297.29
Group Advertising Programs	\$0.00	\$0.00	\$66,526.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Special Events (Holiday Ice Festival)	\$20,000.00	\$20,000.00	\$22,000.00	\$22,440.00	\$22,888.80	\$23,346.58	\$23,813.51	\$24,289.78
Art Show Income	\$10,000.00	\$10,000.00	\$10,000.00	10000				
Retail Promotions (Thurs. on 9)	\$9,000.00	\$9,000.00	\$9,000.00	\$9,180.00	\$9,363.60	\$9,550.87	\$9,741.89	\$9,936.73
Retail Promotions (Tour of the Town)	\$5,500.00	\$6,000.00	\$8,400.00	\$8,568.00	\$8,739.36	\$8,914.15	\$9,092.43	\$9,274.28
Cable Music	\$0.00	\$649.00	\$649.00	\$649.00	\$661.98	\$675.22	\$688.72	\$702.50
Sponsorship of Other Organizations/Events	\$0.00	\$500.00	\$500.00	\$500.00				
Brochure Production/Dissemination	\$20,000.00	\$35,000.00	\$35,000.00	\$40,000.00	\$40,800.00	\$41,616.00	\$42,448.32	\$43,297.29
PROMOTIONS TOTAL	\$64,500.00	\$93,149.00	\$159,845.00	\$131,337.00	\$123,253.74	\$125,718.81	\$128,233.19	\$130,797.85

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ECONOMIC RESTRUCTURING								
OBJECTIVE	CONTRIBUTIONS	FYE 2008 MID-YEAR PROJECTIONS	FYE 2008 ORIGINAL PROJECTIONS W/PSD	FYE 2009 PROJECTIONS	FYE 2010	FYE 2011	FYE2012	FYE2013
Downtown Housing Analysis	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Broker Meetings/ICSC	\$0.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
Business Workshops	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
In-Store Consultation	\$0.00	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Recruitment Materials	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Landlord/Property Owner Education	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Property Development/Mktg./Charette/Land Assembly	\$0.00	\$0.00	\$0.00					
Marketing Analysis		\$0.00	\$0.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$0.00
TIF Plan Revision		\$0.00	\$0.00	\$0.00	\$0.00	\$20,000.00	\$0.00	\$0.00
ECONOMIC RESTRUCTURING TOTAL	\$0.00	\$1,700.00	\$7,200.00	\$27,200.00	\$2,200.00	\$22,200.00	\$2,200.00	\$2,200.00
EXECUTIVE BOARD/OPERATIONS & MANAGEMENT								
OBJECTIVE	CONTRIBUTIONS	FYE 2008 MID-YEAR PROJECTIONS	FYE 2008 ORIGINAL PROJECTIONS W/PSD	FYE 2009 PROJECTIONS	FYE 2010	FYE 2011	FYE2012	FYE2013
Full-Time Personnel (Exec Dir)	\$0.00	\$51,557.00	\$51,557.00	\$55,000.00	\$56,650.00	\$58,349.50	\$60,099.99	\$61,902.98
Full-Time Personnel (Marketing Dir)	\$0.00	\$0.00	\$35,000.00	\$36,050.00	\$37,131.50	\$38,245.45	\$39,392.81	\$40,574.59
Part-Time Personnel	\$0.00	\$32,495.00	\$32,495.00	\$33,470.00	\$34,474.10	\$35,508.32	\$36,573.57	\$37,670.78
Benefits	\$0.00	\$41,981.00	\$41,981.00	\$43,500.00	\$44,805.00	\$46,149.15	\$47,533.62	\$48,959.63
Office Rental	\$0.00	\$20,400.00	\$20,400.00	\$21,600.00	\$22,800.00	\$24,000.00	\$24,000.00	\$24,000.00
Office Equipment/Furniture/Repairs	\$0.00	\$0.00	\$0.00					
Phones/Fax/Cells/Internet	\$0.00	\$3,000.00	\$3,000.00	\$3,060.00	\$3,121.20	\$3,183.62	\$3,247.30	\$3,312.24
Copier Annual Maintenance Fee	\$0.00	\$624.00	\$624.00	\$624.00	\$624.00	\$624.00	\$624.00	\$624.00
Copier Lease (36 month - Aug '04 - '07)	\$0.00	\$613.00	\$613.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Copies (Color & Overage)	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Computer Repairs	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Computer Upgrades & Programs	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Furniture/Display Cabinets	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Postage Meter Rental	\$0.00	\$309.00	\$309.00	\$315.18	\$321.48	\$327.91	\$334.47	\$341.16
Window Displays	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Exterior/Interior Office Improvements	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Interior Improvements (Blinds/Fixtures/AV Screen)	\$0.00	\$250.00	\$250.00	\$0.00	0	0	0	0
Memberships	\$0.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00
Conferences/Travel/Training (Staff & Volunteers)	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
Utilities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Xmas Lights	\$0.00	\$7,750.00	\$7,750.00	\$7,905.00	\$8,063.10	\$8,224.36	\$8,388.85	\$8,556.63
Office	\$0.00	\$3,950.00	\$3,950.00	\$4,029.00	\$4,109.58	\$4,191.77	\$4,275.61	\$4,361.12
Office Supplies	\$0.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
Operational Supplies/Services	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Periodicals/Resource Books	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Snow Removal	\$0.00	\$750.00	\$750.00	\$765.00	\$780.30	\$795.91	\$811.82	\$828.06
Postage	\$0.00	\$1,000.00	\$1,000.00	\$1,020.00	\$1,040.40	\$1,061.21	\$1,082.43	\$1,104.08
Insurance/Office & Event Rider	\$0.00	\$1,688.75	\$1,688.75	\$1,722.53	\$1,756.98	\$1,792.12	\$1,827.96	\$1,864.52
Audits/Bad Debt	\$0.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00
Audit Review	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Attorney Fees	\$0.00	\$2,000.00	\$3,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
Contingency		\$15,000.00	\$20,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
Business Materials	\$0.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
EXECUTIVE BOARD TOTAL	\$0.00	\$205,467.75	\$251,467.75	\$248,160.71	\$249,777.64	\$256,553.32	\$262,292.43	\$268,199.80

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		FYE 2008 MID-YEAR PROJECTIONS	FYE 2008 ORIGINAL PROJECTIONS	FYE 2009	FYE2010	FYE2011	FYE2012	FYE2013
TOTAL BUDGET PROPOSED								
ORGANIZATION		\$11,394.00	\$31,439.00	\$29,939.00	\$13,414.00	\$13,661.40	\$16,413.75	\$16,671.14
DESIGN		\$183,000.00	\$183,000.00	\$288,897.00	\$312,744.94	\$306,159.84	\$302,643.04	\$291,195.90
PROMOTIONS		\$93,149.00	\$159,845.00	\$131,337.00	\$123,253.74	\$125,718.81	\$128,233.19	\$130,797.85
ECONOMIC RESTRUCTURING		\$1,700.00	\$7,200.00	\$27,200.00	\$2,200.00	\$22,200.00	\$2,200.00	\$2,200.00
EXECUTIVE BOARD		\$205,467.75	\$251,467.75	\$248,160.71	\$249,777.64	\$256,553.32	\$262,292.43	\$268,199.80
TOTAL BUDGET		\$494,710.75	\$632,951.75	\$725,533.71	\$701,390.32	\$724,293.37	\$711,782.40	\$709,064.69
TOTAL CONTRIBUTIONS PROJECTED	\$80,500.00	\$80,500.00	\$51,700.00	\$45,000.00	\$45,450.00	\$45,904.50	\$46,363.55	\$46,827.18
TIF		\$347,700	\$347,700.00	\$351,177.00	\$354,688.77	\$358,235.66	\$361,818.01	\$365,436.19
2 MILL		\$75,503	\$0.00					
PSD PROJECTED		\$0	\$284,869.00	\$284,331.25	\$291,581.70	\$299,017.03	\$306,641.96	\$314,461.33
TOTAL FUNDS AVAILABLE		\$503,703.00	\$684,269.00	\$699,500.50	\$694,679.51	\$706,446.38	\$706,976.53	\$731,918.84
NET RESERVES FUND		\$18,992.25	\$61,317.25	\$2,959.05	\$3,289.19	(\$7,846.99)	\$5,194.13	\$32,854.15