

SCHEDULE B: 2011 SSA BUDGET WORKSHEET

Department of Community Development

Special Service Area Number & Name: #33, WPB		
SSA Chairperson: Jessica Peterson	PH: 773-852-2929	Email: jess_pete@yahoo.com
Service Provider Organization: The Wicker Park-Bucktown Chamber of Commerce		
SSA Program Manager: Jamie Simone	PH: 773-235-6385	Email: jamie@wickerparkbucktown.org
Budget Period: January 1, 2011 to December 31, 2011	DATE PREPARED:	7/13/2010

PROGRAMS		2010 Levy	+	Carry Over	=	2011 Budget
1.00 Advertising & Promotion						
1.01 Display Ads (Print, Billboards, Transit, etc.)		\$1,000				\$1,000
1.02 Holiday/Seasonal Promotions (Shopper's Rebate, etc.)		\$7,500				\$7,500
1.03 Print Materials (Directories, Maps, etc.)		\$7,500				\$7,500
1.04 Public/Media Relations Services		\$28,000				\$28,000
1.05 Special Events		\$10,000		\$10,000		\$20,000
1.06 Website/Technology		\$1,000				\$1,000
1.07 Service Provider Direct Services		\$13,408				\$13,408
1.08 Other: Festivals		\$27,500		\$12,500		\$40,000
1.09 Other: Grants		\$60,000				\$60,000
TOTAL		\$155,908	+	\$22,500	=	\$178,408

2.00 Public Way Maintenance						
2.01 Equipment Purchase and Maintenance						\$0
2.02 Gate/Fence Maintenance		\$15,000		\$5,000		\$20,000
2.03 Graffiti Removal		\$12,000				\$12,000
2.04 Liability/Property Insurance						\$0
2.05 Sidewalk Cleaning		\$145,000				\$145,000
2.06 Sidewalk Power Washing						\$0
2.07 Sidewalk Snow Plowing		\$110,000				\$110,000
2.08 Staff Wages and Fringe Benefits						\$0
2.09 Storage Rental						\$0
2.10 Supplies						\$0
2.11 Trash Removal Service						\$0
2.12 Vermin Abatement Program (Rats, Pigeons, etc.)						\$0
2.13 Window Washing						\$0
2.14 Service Provider Direct Services		\$13,408				\$13,408
2.15 Other: Neighborhood & Commercial Recycling		\$7,000		\$2,000		\$9,000
2.16 Other: Pedestrian/Bike Upgrade @ Milwaukee/Wood/Wolcott		\$75,000				\$75,000
TOTAL		\$377,408	+	\$7,000	=	\$384,408

3.00 Public Way Aesthetics						
3.01 Decorative Banner Purchase/Installation/Maintenance						\$0
3.02 Holiday Decorations		\$55,000		\$2,593		\$57,593
3.03 Landscaping (Plants, Watering, Pruning, Street Medians, etc.)		\$100,000		\$20,000		\$120,000
3.04 Property Insurance						\$0
3.05 Streetscape Elements Purchase/Install/Maintenance						\$0
3.06 Wayfinding/Signage						\$0
3.07 Service Provider Direct Services		\$13,408				\$13,408
3.08 Other: Public Arts & Murals		\$77,500				\$77,500
3.09 Other: L'scape Inventory - hosting & training		\$2,000				\$2,000
TOTAL		\$247,908	+	\$22,593	=	\$270,501

PROGRAMS		2010 Levy	+	Carry Over	=	2011 Budget
4.00 Tenant Retention/Attraction						
4.01 Property Owner/Broker/Tenant relations						\$0
4.02 Pre-Development Costs						\$0
4.03 Site Marketing Materials						\$0
4.04 Technical Assistance to Businesses						\$0
4.05 Technical Assistance to Residents						\$0
4.06 Service Provider Direct Services		\$13,408				\$13,408
4.07 Other: Directory Development		\$10,000				\$10,000
4.08 Other: Zoning		\$2,000		\$500		\$2,500
Total		\$25,408	+	\$500	=	\$25,908

5.00 Façade Improvements						
5.01 Façade Enhancement Program		\$10,000		\$5,000		\$15,000
5.02 Awning Rebate Program						\$0
5.03 Signage Removal Program						\$0
5.04 Service Provider Direct Services		\$13,408				\$13,408
5.05 Other: Graffiti Abatement Program		\$6,000		\$2,000		\$8,000
5.06 Other:						\$0
Total		\$29,408	+	\$7,000	=	\$36,408

6.00 Parking/Transit/Accessibility						
6.01 Bicycle Advocacy (racks, promotions, etc.)		\$14,000				\$14,000
6.02 On-Street Parking Mgmt (meter/loading zone audits)						\$0
6.03 Parking Facility Enhancement Program						\$0
6.04 Parking Facility Insurance						\$0
6.05 Parking Facility Maintenance Reserves						\$0
6.06 Parking Facility Maintenance/Staffing						\$0
6.07 Parking Facility Staff and Fringe Benefits						\$0
6.08 Parking Fee Subsidy						\$0
6.09 Parking Wayfinding/Signage						\$0
6.10 Public Transit Enhancements		\$17,500		\$5,000		\$22,500
6.11 Shared Valet Program						\$0
6.12 ADA (American with Disabilities Act) compliance						\$0
6.13 Service Provider Direct Services		\$13,408				\$13,408
6.14 Other:						\$0
6.15 Other:						\$0
Total		\$44,908	+	\$5,000	=	\$49,908

7.00 Safety Programs						
7.01 Public Way Surveillance Cameras/Maintenance						\$0
7.02 Security Rebate Program						\$0
7.03 Panhandling Abatement Programs						\$0
7.04 Police Bicycle Purchase						\$0
7.05 Lighting, Tree Pruning (Avoid Duplication in Section 2.00)				\$7,000		\$7,000
7.06 Safety seminars (Avoid Duplication in Section 4.00)		\$1,000				\$1,000
7.07 Security Subcontractor						\$0
7.08 Juvenile/Adult Court and CAPS Community Service						\$0
7.09 Service Provider Direct Services		\$13,407				\$13,407
7.10 Other:						\$0
7.11 Other:						\$0
Total		\$14,407	+	\$7,000	=	\$21,407

8.00 District Planning						
8.01 SSA Work Plans, Visioning, etc.		\$2,500				\$2,500
8.02 District Branding, Identity Development						\$0
8.03 District Market Study, Impact Analysis, etc.						\$0
8.04 District Master Plan, Corridor Plans, Streetscape Plans, etc.						\$0
8.05 Parking Studies						\$0
8.06 SSA Start-Up or Reconstitution Costs		\$10,000				\$10,000
8.07 Service Provider Direct Services		\$13,408				\$13,408
8.08 Other:						\$0
8.09 Other:						\$0
Total		\$25,908	+	\$0	=	\$25,908

9.00 Other Technical Assistance						
9.01 Other:						\$0
9.02 Other:						\$0
Total		\$0	+	\$0	=	\$0

2011 SSA Budget Worksheet **Services Subtotal** T:\SSA\#20\Committees\2011 Executive Committee\SSA\#201 Budget FOR BUDGETTING **\$92,293** **+** **\$71,593** **=** **\$992,856**

ADMINISTRATION		2010 Levy	+	Carry Over	=	2011 Budget
10.00 Operational & Administrative Support						
10.01 SSA Audit		\$3,000				\$3,000
10.02 Bookkeeping						\$0
10.03 Meeting Expense				\$500		\$500
10.04 Office Equipment Lease/Maintenance		\$4,500				\$4,500
10.05 Office Rent		\$16,800				\$16,800
10.06 Office Supplies		\$2,500				\$2,500
10.07 Office Utilities/Telephone		\$8,000				\$8,000
10.08 Postage		\$700				\$700
10.09 Office Printing		\$2,500				\$2,500
10.10 Service Provider Administrative Support		\$17,585				\$17,585
10.11 Subscription/dues						\$0
10.12 Other: Computer Assistance		\$1,500		\$1,000		\$2,500
10.13 Other: Office Recycling		\$500				\$500
10.14 Other: Training and Development		\$3,650				\$3,650
10.15 Other: Interest payments		\$1,000				\$1,000
	Total	\$62,235	+	\$1,500	=	\$63,735
LOSS COLLECTION						
11.00 Loss Collection =	13.2%	Total	+	\$0	=	\$150,000

	2010 Levy	+	Carry Over	=	2011 Budget
GRAND TOTAL:	\$1,133,498	+	\$73,093	=	\$1,206,591

Personnel - Admin Support:	\$17,585				
Non-Personnel (Operational):	\$46,150				
Total Admin (Personnel Admin + Operational):	\$63,735	% Total Budget:			5.3%
Personnel - Direct Services:	\$107,263				
Total Service Provider Compensation:	\$170,998				

ADMIN CAP IS 20% The City will not approve Admin Costs at or exceeding 20% of the total budget.