

1. The amount requested for FY2014 from the City of Mount Vernon is: \$15,000 City, \$45,000 Hotel/Motel tax.
2. Did your support request from the City of Mount Vernon increase from the previous year? No.
3. If you answered yes to the above question, please explain what specific purpose those funds will be used for: The requested funds (\$15,000) will be used to partially fund the salary and benefits of the Community Development Director. The annual salary of the director is currently \$43,000 plus benefits of \$2,000.
4. Please provide a summary of your revenues from last year (please attach as a separate page).
5. Please provide a summary of your expenditures from last year (please attach as a separate page).
6. Does your organization plan to raise or solicit funds differently in this next year? CDG constantly evaluates the methods used to fund each event or project. Each event has its own funding source at this point. We continue to solicit funds from private investors. As appropriate to the project, CDG will apply for grants.
7. Does your organization have plans to end its request for City assistance? Why or Why Not? CDG does not anticipate ending a request for funding. In the opinion of the board of directors of CDG, the service CDG provides to the city via our programs, projects, volunteer organization and service is vital to the community of Mount Vernon. An investment in CDG is an investment in an organization that brings more than 20,000 visitors to our community annually. Those visitors spend their money locally which of course is incremental tax support. Many of the events have also resulted in decisions to relocate a residence or business to Mount Vernon.

CDG also coordinates and recruits volunteer support to community projects of all sizes. The valuation of the volunteer hours provide free of charge to the city, from November 2012 through October 2013 is 6938.50 hours or roughly \$116,358.65* in free labor. Examples of community projects that benefited from the CDG volunteer crew and coordination by the director include the following: Mount Vernon Lisbon Promotional Video Project, continuing education seminars for businesses, \$10,000 grant investment in exterior betterment projects in the Main Street area, grant application assistance for businesses, business promotions, community cleanup activities and community breakfast networking events, working in partnership with South East Linn Community Center for the creating and distribution of Welcome Bags to new residents.

8. Do you agree to provide the City with information or documentation, as requested, in order to verify how allocated funds were spent? Yes; CDG will comply with requests of this nature.

* Based on \$16.77/hour estimated volunteer hourly value through http://independentsector.org/volunteer_time

Note: CDG is further requesting that the City of Mount Vernon help to offset costs associated with three upcoming projects:

1. Last year we replaced the banner brackets in Mount Vernon. We will be purchasing banners for various upcoming events as funds become available. We would like to have a general Mount Vernon banner that could be used throughout the year when we do not have an event. Attached is a sample.

Cost of Banners:

Northern Lights Display quote: 26 Banners @ \$69	\$1,794.00
Shipping	\$ 57.25
Ttl	\$1,852.25

Banner Works of Florida quote: 25 Banners @ \$63.15	\$1,578.75
Shipping not included	

Supporting materials:

Quotes from Northern Lights and Banner Works
Mock up of Banner

2. CDG has been paying for the watering of the Uptown hanging baskets for the past few years. We have also been paying for and contracting the work on the winter pots. The Design Committee is interested in managing the contract for both the summer and winter pots, and the hanging baskets. We are asking for the monies from the beautification budget to manage all the baskets and pots downtown.

Cost of the project: \$1,500.00

Proposed moving funds to CDG to manage, no increase of cost to City.

3. In 2011 CDG and the city purchased new holiday lights for uptown. It is time to start performing maintenance on the lights. Current Public Works Director, Loren Hartelt, has informed us the bows may need replacing next year. We would like to see an additional \$500.00 a year be set aside to replace/repair lights as needed.

Cost of the project:

Bow replacement	26 @ \$47	\$1,222.00
Additional Maintenance		\$ 500.00

Supporting materials: Quotes from Northern Lights Display Co.

In addition, the CDG Board would like to respectfully remind the City of MV that as it looks at its budget going forward that are two projects that need to be considered:

1. The completion of the tree project in Uptown Mount Vernon.
2. Sign consolidation that will need to take place over the next year in cooperation with the current plans for the Streetscape.

MVL Community Development Group
Budget vs. Actuals: FY2012 - FY13 P&L
 July 2012 - June 2013

	Total			% of Budget
	Actual	Budget	over Budget	
Income				
101 Government			0.00	
1011 Hotel/Motel Tax	45,000.00	45,000.00	0.00	100.00%
1012 City of Mount Vernon	10,000.00	10,000.00	0.00	100.00%
1013 City of Lisbon	5,000.00	5,000.00	0.00	100.00%
Total 101 Government	\$ 60,000.00	\$ 60,000.00	\$ 0.00	100.00%
102 Business Investors		32,000.00	-32,000.00	0.00%
1022 Investment Drive(annual investment)	28,176.71		28,176.71	
Total 102 Business Investors	\$ 28,176.71	\$ 32,000.00	-\$ 3,823.29	88.05%
103 Donations (Individuals)	4,129.47	2,500.00	1,629.47	165.18%
104 Grants			0.00	
1044 MSI Challenge Grant	0.00		0.00	
Total 104 Grants	\$ 0.00	\$ 0.00	\$ 0.00	
105 Interest	151.76	150.00	1.76	101.17%
107 Super Saver Fundraiser			0.00	
1071 Supersaver Income	7,992.50	12,200.00	-4,207.50	65.51%
1072 Supersaver Expense	-5,230.25	-7,200.00	1,969.75	72.64%
Total 107 Super Saver Fundraiser	\$ 2,762.25	\$ 5,000.00	-\$ 2,237.75	55.25%
108 Misc.	0.00		0.00	
116 Community Cash			0.00	
1161 Community Cash Income	1,051.00		1,051.00	
1162 Community Cash Expenses	-1,271.00	-200.00	-1,071.00	635.50%
Total 116 Community Cash	-\$ 220.00	-\$ 200.00	\$ 20.00	110.00%
401 CDG Events			0.00	
4011 Lincoln Hwy Antique Show			0.00	
40111 Lincoln Hwy Antique Show Income	2,750.00	1,000.00	1,750.00	275.00%
40112 Lincoln Hwy Antique Show Expenses	-3,026.13		-3,026.13	
Total 4011 Lincoln Hwy Antique Show	-\$ 276.13	\$ 1,000.00	-\$ 1,276.13	-27.61%
4012 Community Day Ball Park			0.00	
40121 Comm Day Ball Park Income	1,694.00		1,694.00	
40122 Comm Day Ball Park Expenses	-1,901.00	-300.00	-1,601.00	633.67%
Total 4012 Community Day Ball Park	-\$ 207.00	-\$ 300.00	\$ 93.00	69.00%
4013 Music on Main			0.00	
40131 Music On Main Income	600.00		600.00	
40132 Music on Main Expenses	-650.00	-100.00	-550.00	650.00%
Total 4013 Music on Main	-\$ 50.00	\$ 100.00	\$ 50.00	50.00%
4014 Chili Cook-Off			0.00	
40141 Chili Cook Off Income	5,056.15		5,056.15	
40142 Chili Cook Off Expenses	-4,399.76		-4,399.76	
Total 4014 Chili Cook-Off	\$ 656.39	\$ 0.00	\$ 656.39	
4015 Hometown Holidays		500.00	-500.00	0.00%
40151 Hometown Holidays Income	1,923.00		1,923.00	
40152 Hometown Holiday Expenses	-2,567.95		-2,567.95	
Total 4015 Hometown Holidays	-\$ 644.95	\$ 500.00	\$ 1,144.95	-128.99%
4016 Chocolate Festival			0.00	
40161 Chocolate Festival Income	4,660.00		4,660.00	

40162 Chocolate Festival Expenses	-3,866.67		-3,866.67	
Total 4016 Chocolate Festival	\$ 793.33	\$ 0.00	\$ 793.33	
4017 Comedy Festival			0.00	
40171 Comedy Festival Income	3,094.00		3,094.00	
40172 Comedy Festival Expenses	-3,600.02		-3,600.02	
Total 4017 Comedy Festival	-\$ 506.02	\$ 0.00	-\$ 506.02	
4018 Mini Retail Events(sponsorships)		0.00	0.00	
40184 Misc Mini Retail Events			0.00	
401841 Misc. Mini Retail Income		500.00	-500.00	0.00%
401842 Misc. Mini Retail Events Expenses	-500.00		-500.00	
Total 40184 Misc Mini Retail Events	-\$ 500.00	\$ 500.00	-\$ 1,000.00	-100.00%
Total 4018 Mini Retail Events(sponsorships)	-\$ 500.00	\$ 500.00	-\$ 1,000.00	-100.00%
4019 Hot Summer Nights			0.00	
40192 Hot Summer Nights Expenses	-499.00	-500.00	1.00	99.80%
Total 4019 Hot Summer Nights	-\$ 499.00	-\$ 500.00	\$ 1.00	99.80%
4026 Mount Vernon After Dark			0.00	
40261 MV After Dark Income	5,760.00	2,500.00	3,260.00	230.40%
40262 MV After Dark Expenses	-865.72		-865.72	
Total 4026 Mount Vernon After Dark	\$ 4,894.28	\$ 2,500.00	\$ 2,394.28	195.77%
407 Raffles			0.00	
4071 Raffle Income		600.00	-600.00	0.00%
4072 Raffle expenses	-150.00	-150.00	0.00	100.00%
Total 407 Raffles	-\$ 150.00	\$ 450.00	-\$ 600.00	-33.33%
Total 401 CDG Events	\$ 3,510.90	\$ 4,050.00	-\$ 539.10	86.69%
4027 Bus Tour			0.00	
40271 Bus Tour Income	139.00		139.00	
40272 Bus Tour Exepense	-395.00		-395.00	
Total 4027 Bus Tour	-\$ 256.00	\$ 0.00	\$ 256.00	
Total Income	\$ 98,255.09	\$ 103,500.00	-\$ 5,244.91	94.93%
Gross Profit	\$ 98,255.09	\$ 103,500.00	-\$ 5,244.91	94.93%
Expenses				
201 Staff			0.00	
2011 Executive Director Salary	42,139.88	42,179.00	-39.12	99.91%
2013 Benefits (Insurance)	1,807.88	1,800.00	7.88	100.44%
2015 Payroll Taxes	3,126.26	4,200.00	-1,073.74	74.43%
Total 201 Staff	\$ 47,074.02	\$ 48,179.00	-\$ 1,104.98	97.71%
202 Staff Travel and Lodging			0.00	
2021 Mileage / Car Rental	644.50	500.00	144.50	128.90%
2022 Conference Registrations	519.00	400.00	119.00	129.75%
2023 Travel Meals	86.45	250.00	-163.55	34.58%
2024 Lodging	124.21	250.00	-125.79	49.68%
2025 National MS Conference		0.00	0.00	
2026 State Main Street (mandatory)	355.68	500.00	-144.32	71.14%
Total 202 Staff Travel and Lodging	\$ 1,729.84	\$ 1,900.00	-\$ 170.16	91.04%
203 Board Travel and Expenses	417.50	500.00	-82.50	83.50%
204 MSI Events (local)	4.26	500.00	-495.74	0.85%
301 Office and Administration			0.00	
3011 Utilities			0.00	
30111 Phone	2,411.78	2,300.00	111.78	104.86%
30112 Alliant (heat/air)	1,793.48	1,800.00	-6.52	99.64%
30113 Other/Misc.	0.00	0.00	0.00	
Total 3011 Utilities	\$ 4,205.26	\$ 4,100.00	\$ 105.26	102.57%
3012 Insurance	2,324.00	1,700.00	624.00	136.71%

3013 Office Supplies	1,231.79	1,000.00	231.79	123.18%
3014 Postage	949.71	1,000.00	-50.29	94.97%
3015 Legal & Professional Fees	730.00	1,800.00	-1,070.00	40.56%
3016 Dues & Subscriptions	1,447.95	1,000.00	447.95	144.80%
3017 Hardware/Software		100.00	-100.00	0.00%
3018 Quickbooks Subscription	345.17	0.00	345.17	
3019 Office Cleaning	712.06	840.00	-127.94	84.77%
3020 Financial Review		0.00	0.00	
3021 Equipment	1,520.93	1,500.00	20.93	101.40%
3022 Stationery, business cards, etc.	818.85	700.00	118.85	116.98%
3023 General Office Printin	77.68	250.00	-172.32	31.07%
Total 301 Office and Administration	\$ 14,363.40	\$ 13,990.00	\$ 373.40	102.67%
402 Non-CDG Event Sponsorship			0.00	
4021 Chalk the Walk	566.80	500.00	66.80	113.36%
4022 LH Arts Festival	510.48	500.00	10.48	102.10%
4023 Other	325.00		325.00	
4024 RAGBRAI Income	-3,501.00	-5,000.00	1,499.00	70.02%
4025 RAGBRAI Expense	3,826.87	5,000.00	-1,173.13	76.54%
Total 402 Non-CDG Event Sponsorship	\$ 1,728.15	\$ 1,000.00	\$ 728.15	172.82%
403 Visitor's Guide			0.00	
4031 Printing	4,115.00	6,300.00	-2,185.00	65.32%
4032 Distribution	3,185.16		3,185.16	
Total 403 Visitor's Guide	\$ 7,300.16	\$ 6,300.00	\$ 1,000.16	115.88%
404 Ongoing Marketing			0.00	
4041 Print			0.00	
40411 Gazette	317.78	400.00	-82.22	79.45%
40413 The Iowan		0.00	0.00	
40416 EITA Brochures	395.00	400.00	-5.00	98.75%
40417 Discover	800.00	800.00	0.00	100.00%
40418 Misc.	720.26	500.00	220.26	144.05%
40419 Aca Deca advertising (odd years)	300.00	300.00	0.00	100.00%
40420 Sun CDG Branding Ads	387.00	300.00	87.00	129.00%
Total 4041 Print	\$ 2,920.04	\$ 2,700.00	\$ 220.04	108.15%
4043 Fairs/Promo Events	278.00	750.00	-472.00	37.07%
4046 Signage	453.10	0.00	453.10	
4050 Video Subsidy	-2,000.00	-2,000.00	0.00	100.00%
4051 Video Expense	4,193.95	4,000.00	193.95	104.85%
Total 404 Ongoing Marketing	\$ 5,845.09	\$ 5,450.00	\$ 395.09	107.25%
4049 Internet Marketing			0.00	
40491 Email Marketing		300.00	-300.00	0.00%
40492 Web based event marketing	428.36	1,500.00	-1,071.64	28.56%
Total 4049 Internet Marketing	\$ 428.36	\$ 1,800.00	\$ 1,371.64	23.80%
501 Ambassadors			0.00	
5012 Representative nametags		30.00	-30.00	0.00%
5013 Plants and Ribbon	272.95	400.00	-127.05	68.24%
5014 Certificates		25.00	-25.00	0.00%
5015 First Dollars		25.00	-25.00	0.00%
5016 Frames	52.92	150.00	-97.08	35.28%
5017 Shirts	29.99		29.99	
Total 501 Ambassadors	\$ 355.86	\$ 630.00	\$ 274.14	56.49%
502 Volunteer Recognition	150.00	1,300.00	-1,150.00	11.54%
5021 Food	598.94		598.94	
5026 Decorations	57.55		57.55	

5028 Awards	168.53		168.53	
Total 502 Volunteer Recognition	\$ 975.02	\$ 1,300.00	-\$ 324.98	75.00%
504 Investment Drive			0.00	
5041 Annual Report	152.25		152.25	
50412 Printing	900.00	1,200.00	-300.00	75.00%
Total 5041 Annual Report	\$ 1,052.25	\$ 1,200.00	-\$ 147.75	87.69%
5042 Investment Drive Letters			0.00	
50421 Postage	549.81	600.00	-50.19	91.64%
50422 Printing		200.00	-200.00	0.00%
Total 5042 Investment Drive Letters	\$ 549.81	\$ 800.00	-\$ 250.19	68.73%
5043 Investor Plaques	275.56	300.00	-24.44	91.85%
Total 504 Investment Drive	\$ 1,877.62	\$ 2,300.00	-\$ 422.38	81.64%
505 Web Content/Logo/Consulting			0.00	
5052 Photography		200.00	-200.00	0.00%
5053 Website Updates/Training	461.55		461.55	
5054 Logo Design	1,000.00	1,000.00	0.00	100.00%
5055 Website Hosting	300.00	300.00	0.00	100.00%
Total 505 Web Content/Logo/Consulting	\$ 1,761.55	\$ 1,500.00	\$ 261.55	117.44%
506 Volunteer Drive			0.00	
5063 Volunteer of the Month	351.50	540.00	-188.50	65.09%
Total 506 Volunteer Drive	\$ 351.50	\$ 540.00	-\$ 188.50	65.09%
507 Board Maintenance	43.35	250.00	-206.65	17.34%
510 Scholarships	1,000.00	1,000.00	0.00	100.00%
511 Meet the Community Night	64.24	400.00	-335.76	16.06%
601 Trainings/Workshops	583.58	600.00	-16.42	97.26%
701 Planting and Watering	8,457.28	7,500.00	957.28	112.76%
703 BIG Cycle Grants		6,000.00	-6,000.00	0.00%
706 Polish it, Paint it, Plant it			0.00	
7061 Polish It	546.46	500.00	46.46	109.29%
Total 706 Polish it, Paint it, Plant it	\$ 546.46	\$ 500.00	\$ 46.46	109.29%
708 Beautification Fund		-1,500.00	1,500.00	0.00%
Total Expenses	\$ 94,907.24	\$ 100,639.00	-\$ 5,731.76	94.30%
Net Operating Income	\$ 3,347.85	\$ 2,861.00	\$ 486.85	117.02%
Net Income	\$ 3,347.85	\$ 2,861.00	\$ 486.85	117.02%

Wednesday, Nov 27, 2013 03:16:32 PM PST GMT-6 - Cash Basis



CONSORT
display group

Banner Works of Florida

472 Still Forest Terrace - Sanford, FLK 32771
800.438.0351 F. 407.322.7245
www.bannerworksfl.com

MOCK UP#: 10128.13wg **PAGE:** 1 of 1
JOB NAME: Mt Vernon-Lisbon Comm Dev
DATE: 11.26.13
REVISION#

BANNER INFO

FABRIC: Sunbrella Burgundy

SIZE: 30" x 60"

HEMS: 4"

SIDES: 2

PANTONE INKS

White

ARTWORK INFO:

Custom w/supplied art

PLACEMENT:

1" off top hem

TYPEFONTS USED:

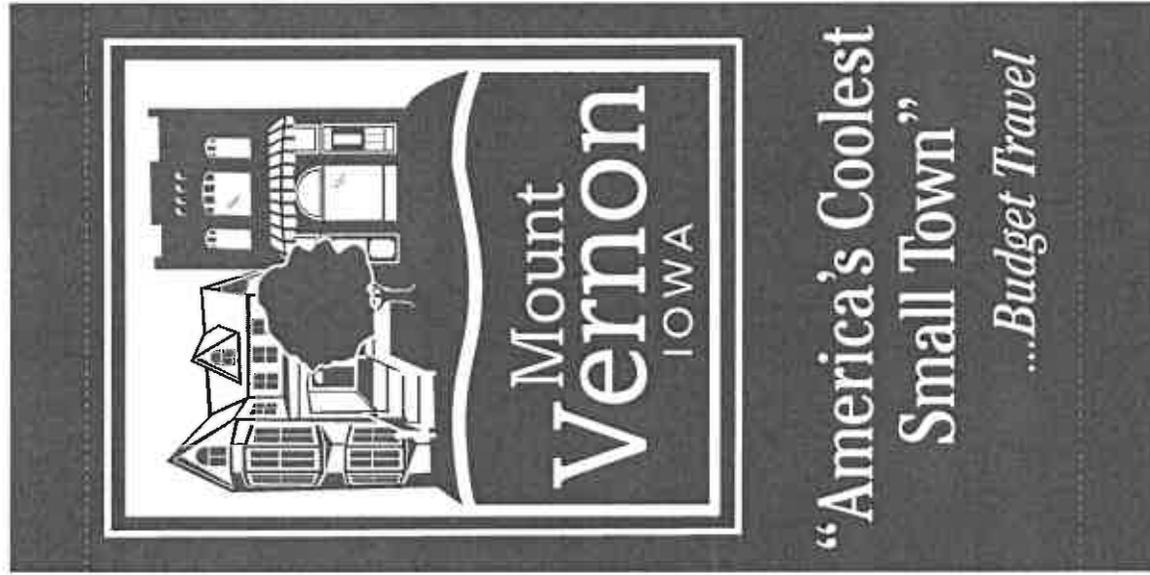
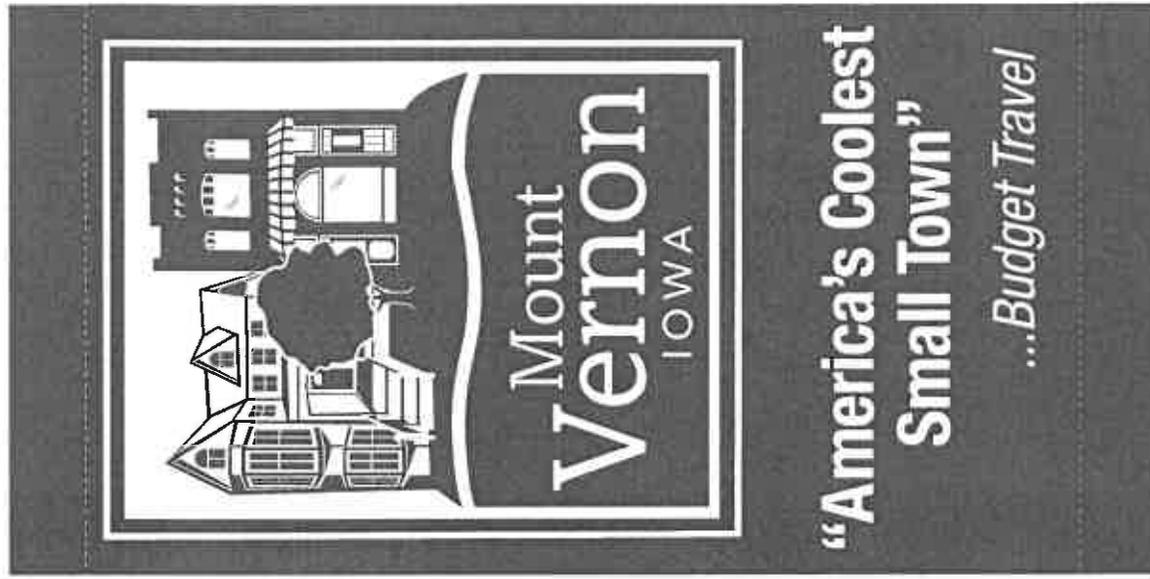
Cheltenham Book Cond, Helvetica Bold Cond

IMPORTANT, PLEASE NOTE: The colors shown on this mock up are reasonable representations of customer approved colors. If PMS color matches are required, Consort will, with the best technical methods possible, match PMS colors which may not necessarily be the exact colors represented on this paper mock up.

ARTWORK READY TO PRINT: YES

CUSTOMER: PLEASE SIGN & RETURN

Authorized by _____



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Mount Vernon IA

Banner quote – 11/25/2013

The following quote is for light pole banners that would measure 30" x 60"
TAKE 15% OFF PRICES LISTED BELOW IF ORDERED BY 12/20/2013

Screened banners

- Constructed on name brand "Sunbrella" marine acrylic fabric
- Printed on both sides with UV stabilized inks
- 5 year fabric warranty against rot, mold and mildew
- 3 year ink warranty against severe fading
- **NO set up fee - NO art fee**
- Choice of fabric and ink colors and text imprint
- Priced by number of ink colors/per banner
 - 26 banners (1) ink @ \$69 \$1,794

Digital banners:

- Constructed on heavy duty 22 oz block out vinyl
- Printed on both sides with UV stabilized inks
- **NO set up fee - NO art fee**
- 3 year warranty
- Unlimited colors with photographic like detail
 - 26 banners @ \$69 \$1,794

UPS shipping will be added to final selection = \$57.25

Northern Lights Display
6520 Edenvale Blvd., Suite 250
Eden Prairie, MN 55346
877-974-3205
www.northernlightsdisplay.com