

**Virginia Highland District
Financial Report
2025 Budget**

	2025 Budget	2024 Actual	Act vs Bud	2023 Actual	Act vs PY
Income					
General					
Sponsorship - Resident	25,000	23,104	1,896	25,244	(2,140)
Membership	45,000	46,361	(1,361)	1,000	45,361
Sponsorship - Landlord	10,000	10,000	-	-	10,000
Donations	1,500	1,505	(5)	350	1,155
Merchandise	2,000	1,485	515	2,181	(696)
Barre in the Park	-	593	(593)	-	593
Taste of Restaurant Week	2,500	1,400	1,100	-	1,400
Main Street Program	95,000	-	95,000	-	-
Grants	15,000	12,000	3,000	-	12,000
Other	-	6	(6)	(0)	6
Total General	196,000	96,454	99,546	28,775	67,678
Beautification					
Donations	15,000	89,889	(74,889)	-	89,889
Merchandise	-	-	-	-	-
Sponsorship	-	500	(500)	-	500
Membership	-	5,000	(5,000)	-	5,000
Other	-	-	-	-	-
Total Beautification	15,000	95,389	(80,389)	-	95,389
Porchfest					
Sponsorship	75,000	56,750	18,250	78,724	(21,974)
Ticket Sales	-	2,810	(2,810)	-	2,810
Event Run	500	88	412	430	(342)
Application Fee	20,000	22,461	(2,461)	19,351	3,110
Concession Stand	35,000	47,302	(12,302)	25,785	21,518
Donations & Raffle	2,000	-	2,000	100	(100)
Merchandise	20,000	41,956	(21,956)	22,775	19,182
Kids Corner	3,500	6,385	(2,885)	5,905	480
Other	-	250	(250)	-	250
Total Porchfest	156,000	178,003	(22,003)	153,070	24,933
Winterfest					
Sponsorship	39,000	49,900	(10,900)	56,724	(6,824)
Ticket Sales	15,000	19,476	(4,476)	15,514	3,962
Event Run	500	608	(108)	207	401
Application Fee	16,000	19,537	(3,537)	16,628	2,909
Merchandise	4,000	10,686	(6,686)	5,824	4,862
Kids Corner	4,000	4,525	(525)	4,055	470
Other	-	150	(150)	2,420	(2,270)
Total Winterfest	78,500	104,882	(26,382)	101,373	3,509
Food Truck Fridays					
Sponsorship	-	10,400	(10,400)	9,000	1,400
Application Fee	-	8,305	(8,305)	4,937	3,368
Other	-	380	(380)	7	373
Total Food Truck Fridays	-	19,085	(19,085)	13,944	5,141
Farmers Market					
Sponsorship	54,000	15,700	38,300	-	15,700
Application Fee	50,000	-	50,000	-	-
Merchandise	2,000	4,421	(2,421)	-	4,421
Other	100	804	(704)	-	804
Total Farmers Market	106,100	20,925	85,175	-	20,925
Total Income	551,600	514,737	36,863	297,162	217,575

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Expenses					
General					
Advertising & Marketing	5,000	5,296	(296)	20,588	(15,292)
Bank Charges & Fees	100	76	24	32	44
Dues & Subscriptions	1,445	2,961	(1,516)	1,440	1,521
Legal & Professional Services	5,000	7,861	(2,861)	5,426	2,435
Meetings	2,500	788	1,712	2,304	(1,517)
Payroll (Wages & Taxes)	250,000	130,639	119,361	100,747	29,892
Software Expense	10,000	10,447	(447)	6,190	4,258
Website Expenses	2,500	1,187	1,313	385	802
Insurance	5,000	2,247	2,753	5,109	(2,862)
Merchandise Expense	6,000	3,937	2,063	463	3,474
Operations Expense	1,500	629	871	2,475	(1,847)
Shipping Expense	300	227	73	219	8
Supplies & Materials	2,500	2,242	258	6,046	(3,803)
Storage	5,000	6,253	(1,253)	5,087	1,166
Travel	1,000	250	750	-	250
Other	5,000	4,017	983	4,142	(125)
Total General Expenses	302,845	179,056	123,789	160,653	18,403
Beautification					
Advertising & Marketing	2,500	2,147	353	-	2,147
Payroll (Wages & Taxes)	-	6,806	(6,806)	-	6,806
Contract Labor	12,500	31,907	(19,407)	-	31,907
Supplies & Materials	12,000	11,102	898	4,499	6,603
Other	-	-	-	-	-
Total Beautification Expenses	27,000	51,962	(24,962)	4,499	47,463
Food Truck Fridays					
Advertising & Marketing	-	-	-	-	-
Payroll (Wages & Taxes)	-	1,824	(1,824)	-	1,824
Contract Labor	-	1,515	(1,515)	-	1,515
Supplies & Materials	-	69	(69)	55	14
Music	-	2,000	(2,000)	550	1,450
Operations Expense	-	1,283	(1,283)	1,704	(421)
Other	-	1,773	(1,773)	-	1,773
Total Food Truck Fridays Expenses	-	8,464	(8,464)	2,309	6,155
Farmers Market					
Advertising & Marketing	10,000	5,225	4,775	-	5,225
Payroll (Wages & Taxes)	5,000	10,182	(5,182)	-	10,182
Contract Labor	16,650	1,339	15,311	-	1,339
Supplies & Materials	3,000	16,487	(13,487)	55	16,432
Insurance	-	-	-	-	-
Merchandise Expense	3,500	780	2,720	-	780
Concession & Food	-	-	-	-	-
Operations Expense	-	-	-	-	-
Logistics and Security	16,500	188	16,312	-	188
Rentals	1,600	-	1,600	-	-
Music	-	950	(950)	550	400
Operations Expense	-	-	-	1,704	(1,704)
Other	-	-	-	-	-
Total Farmers Market Expenses	56,250	35,150	21,100	2,309	32,842
Wine Walk					
Advertising & Marketing	-	-	-	-	-

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Payroll (Wages & Taxes)	-	-	-	-	-
Contract Labor		1,296	(1,296)	-	1,296
Other		-	-	-	-
Total Wine Walk Expenses	-	1,296	(1,296)	-	1,296
Porchfest					
Advertising & Marketing	6,000	6,981	(981)	8,410	(1,429)
Payroll (Wages & Taxes)	-	8,903	(8,903)	-	8,903
Supplies & Materials	3,000	59	2,941	2,323	(2,264)
Kids Corner Expenses	3,500	2,642	858	3,268	(626)
Insurance	1,500	1,428	72	1,428	-
Merchandise Expense	7,500	22,392	(14,892)	18,598	3,794
Road Race Expenses	2,000	-	2,000	-	-
Music	2,500	-	2,500	2,200	(2,200)
Operations Expense	15,000	9,513	5,487	6,535	2,978
Logistics and Security	31,500	23,761	7,739	37,653	(13,893)
Rentals	23,500	18,509	4,991	3,498	15,011
Other		27	(27)	44	(17)
Total Porchfest Expenses	96,000	94,214	1,786	83,957	10,257
Winterfest					
Advertising & Marketing	4,000	3,420	580	687	2,732
Payroll (Wages & Taxes)	-	6,537	(6,537)	-	6,537
Supplies & Materials	1,500	1,292	208	437	855
Kids Corner Expenses	3,500	3,391	109	3,457	(66)
Insurance	1,500	1,442	58	1,222	220
Merchandise Expense	4,000	7,871	(3,871)	2,154	5,717
Music	800	1,850	(1,050)	2,200	(350)
Operations Expense	15,000	-	15,000	-	-
Logistics and Security	25,000	17,660	7,340	34,287	(16,627)
Rentals	3,000	3,198	(198)	4,533	(1,335)
Other		2,511	(2,511)	1,206	1,304
Total Winterfest Expenses	58,300	49,172	9,128	50,184	(1,012)
Total Expenses	540,395	419,314	(121,081)	303,910	81,266
Net Income	11,205	95,423	84,218	(6,748)	84,218