

SCHEDULE B: 2015 SSA BUDGET WORKSHEET

Chicago Department of Housing and Economic Development

West Town SSA		SSA Chairperson:				Date: 10/24/13			
Service Provider Agency: West Town Chicago Chamber of Commerce		Agency Contact: Katharine (Kace) Wakem							
1.00 Advertising & Promotion		2014 Levy	+	Carry Over	+	Late Collections and Interest	=	2015 Budget	Explanation Description of costs, Subcontractor name if known, etc. Make sure entry matches Work Plan
1.01	Website and/or Social Media	\$500					=	\$500	Maintenance of SSA website and Facebook, plus social media advertising
1.02	Public and/or Media Relations	\$24,500	+		+		=	\$24,500	Contract with Traffic PR to send out press releases, place ads, develop and implement new marketing initiatives.
1.03	Special Events	\$30,000	+		+		=	\$30,000	Sponsor special events within the SSA and/or that promote SSA businesses
1.04	Display Advertising	\$5,000	+		+		=	\$5,000	Display advertising for SSA related events and marketing campaigns
1.05	Print Materials	\$5,000	+		+		=	\$5,000	Surveys and SSA marketing & informational print materials, including map of SSA & West Town
1.06	Smart Phone Application	\$1,500	+		+		=	\$1,500	Smart phone application maintenance
1.07	[write over this with other as relevant]		+		+		=	\$0	
1.08	[write over this with other as relevant]		+		+		=	\$0	
SUBTOTAL		\$66,500	+	\$0	+	\$0	=	\$66,500	

2.00 Public Way Maintenance		2014 Levy	+	Carry Over	+	Late Collections and Interest	=	2015 Budget	Explanation Description of costs, Subcontractor name if known, etc. Make sure entry matches Work Plan
2.01	Sidewalk Cleaning	\$90,000	+		+		=	\$90,000	Contract for the continued cleaning of sidewalks 3x per week and emptying cans 5x per week.
2.02	Sidewalk Snow Plowing	\$60,000	+		+		=	\$60,000	Contract with vendor from October 2015 - April 2016 to plow and shovel sidewalks when snow is 1" or more, and to salt as needed.
2.03	Sidewalk Power Washing	\$15,000	+		+		=	\$15,000	Contract with vendor in summer of 2015 to power wash all sidewalks in SSA
2.04	Acid Etching Removal and/or Prevention	\$15,000	+		+		=	\$15,000	Contract for the continued cleaning of graffiti throughout entire SSA 1x per month. Continue sponsoring Alderman Moreno's Graffiti Action Days, and continue Graffiti Abatement Rebate Program of up to \$500 per applicant for acid etching removal and application of window film.
2.05	Equipment Purchase/Maintenance		+		+		=	\$0	
2.06	Supplies		+		+		=	\$0	
2.07	Storage Fees		+		+		=	\$0	
2.08	Liability/Property Insurance	\$6,600	+		+		=	\$6,600	Permit Fees for 88 garbage cans
2.09	[write over this with other as relevant]		+		+		=	\$0	
2.10	[write over this with other as relevant]		+		+		=	\$0	
2.11	[write over this with other as relevant]		+		+		=	\$0	
SUBTOTAL		\$186,600	+	\$0	+	\$0	=	\$186,600	

3.00 Public Way Aesthetics		2014 Levy	+	Carry Over	+	Late Collections and Interest	=	2015 Budget	Explanation Description of costs, Subcontractor name if known, etc. Make sure entry matches Work Plan
3.01	Streetscape Elements (includes capital, installation, maintenance, repair)		+		+		=	\$0	
3.02	Decorative Banners and/or Holiday Decorations	\$40,000	+		+		=	\$40,000	Continue contract with CEG for the removal and storage of Holiday Decorations and the re-installment of banners on light poles. Includes monthly banner maintenance fee and 88 new banners including hardware on new SSA streets.

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3.03	Wayfinding/Signage		+		+	= \$0
3.04	Public Art		+		+	= \$0
3.05	Landscaping (plants, watering, etc.)	\$6,000	+		+	= \$6,000 Contract with vendor to weed and/or spray for weeds in SSA tree beds, sidewalk cracks, and along building lines
3.06	Equipment Purchase/Maintenance		+		+	= \$0
3.07	Supplies		+		+	= \$0
3.08	Storage Fees		+		+	= \$0
3.09	Liability/Property Insurance		+		+	= \$0
3.10 SSA Tree Survey & Maintenance		\$25,000	+		+	= \$25,000 Contract with Bartlett Tree Experts to execute new SSA's 3 year Tree Management Plan
3.11 [write over this with other as relevant]			+		+	= \$0
3.12 [write over this with other as relevant]			+		+	= \$0
SUBTOTAL		\$71,000	+	\$0	+	= \$71,000

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4.00 Tenant Retention/Attraction	2014 Levy	+	Carry Over	+	Late Collections and Interest	=	2015 Budget	<u>Explanation</u> Description of costs, Subcontractor name if known, etc. Make sure entry matches Work Plan
4.01 Data Collection	\$15,000	+		+		=	\$15,000	Contract with Lisa Pugliese to collect data along SSA corridor, help with surveying, outreach & planning for the SSA
4.02 Site Marketing (Materials, Services, etc.)		+		+		=	\$0	
4.03 Pre-Development Services		+		+		=	\$0	
4.04 Survey and Evaluation		+		+		=	\$0	
4.05 [write over this with other as relevant]		+		+		=	\$0	
4.06 [write over this with other as relevant]		+		+		=	\$0	
SUBTOTAL	\$15,000	+	\$0	+	\$0	=	\$15,000	

5.00 Façade Improvements	2014 Levy	+	Carry Over	+	Late Collections and Interest	=	2015 Budget	<u>Explanation</u> Description of costs, Subcontractor name if known, etc. Make sure entry matches Work Plan
5.01 Façade Enhancement Program - Rebates	\$70,000	+		+		=	\$70,000	Fund 50% cost of projects, up to \$15,000 each. Fund for at least 5 Façade Rebate projects.
5.02 Awning Program - Rebates		+		+		=	\$0	
5.03 Signage Removal Program - Rebates		+		+		=	\$0	
5.04 Program Costs (applications, etc.)		+		+		=	\$0	
5.05 [write over this with other as relevant]		+		+		=	\$0	
5.06 [write over this with other as relevant]		+		+		=	\$0	
SUBTOTAL	\$70,000	+	\$0	+	\$0	=	\$70,000	

6.00 Parking/Transit/Accessibility	2014 Levy	+	Carry Over	+	Late Collections and Interest	=	2015 Budget	<u>Explanation</u> Description of costs, Subcontractor name if known, etc. Make sure entry matches Work Plan
6.01 Parking Facility (Lease, Management, etc.)		+		+		=	\$0	
6.02 Parking Fee Subsidy		+		+		=	\$0	
6.03 Valet (Auto or Bicycle)		+		+		=	\$0	
6.04 Bicycle Transit Enhancements		+		+		=	\$0	
6.05 Public Transit Enhancements		+		+		=	\$0	
6.06 Supplemental Transit (Shuttle, Trolley, etc.)		+		+		=	\$0	
6.07 Equipment Purchase/Maintenance		+		+		=	\$0	
6.08 Supplies		+		+		=	\$0	
6.09 Storage Fees		+		+		=	\$0	

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6.10	Liability/Property Insurance	\$75	+	+	=	\$75 Permit fee for 1 bike corral
6.11	[write over this with other as relevant]		+	+	=	\$0
6.12	[write over this with other as relevant]		+	+	=	\$0
6.13	[write over this with other as relevant]		+	+	=	\$0
SUBTOTAL		\$75	+	\$0	+	\$0 = \$75

7.00 Safety Programs		2014 Levy	+	Carry Over	+	Late Collections and Interest	=	2015 Budget	Explanation Description of costs, Subcontractor name if known, etc. Make sure entry matches Work Plan
7.01	Public Way Surveillance Cameras/Maintenance		+		+		=	\$0	
7.02	Security Services		+		+		=	\$0	
7.03	Safety Improvement Program - Rebates		+		+		=	\$0	
7.04	Program Costs (applications, etc.)		+		+		=	\$0	
7.05	[write over this with other as relevant]		+		+		=	\$0	
7.06	[write over this with other as relevant]		+		+		=	\$0	
7.07	[write over this with other as relevant]		+		+		=	\$0	
SUBTOTAL		\$0	+	\$0	+	\$0	=	\$0	

8.00 SSA District Planning		2014 Levy	+	Carry Over	+	Late Collections and Interest	=	2015 Budget	Explanation Description of costs, Subcontractor name if known, etc. Make sure entry matches Work Plan
8.01	SSA Designation		+		+		=	\$0	
8.02	Commission Development (Policy Governance, Training, etc.)		+		+		=	\$0	
8.03	Strategic Planning		+		+		=	\$0	
8.04	Master Planning		+		+		=	\$0	
8.05	Economic Impact Study, Market Study, Branding Study etc.		+		+		=	\$0	
8.06	Parking/Transit Plan		+		+		=	\$0	
8.07	[write over this with other as relevant]		+		+		=	\$0	
8.08	[write over this with other as relevant]		+		+		=	\$0	
8.09	[write over this with other as relevant]		+		+		=	\$0	
SUBTOTAL		\$0	+	\$0	+	\$0	=	\$0	

9.00 Other Technical Assistance		2014 Levy	+	Carry Over	+	Late Collections and Interest	=	2015 Budget	Explanation Description of costs, Subcontractor name if known, etc. Make sure entry matches Work Plan
			+		+		=		

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9.01	Wifi District Infrastructure/Maintenance		+		+	= \$0
9.02 [write over this with other as relevant]			+		+	= \$0
9.03 [write over this with other as relevant]			+		+	= \$0
9.04 [write over this with other as relevant]			+		+	= \$0
SUBTOTAL		\$0	+	\$0	+	\$0

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				Columns K & L must match								
	10.00 Personnel	2014 Levy	+	Carry Over	+	Late Collections and Interest Income	=	K. 2015 Budget	L. Cost Allocation Plan Amount	%	Admin Portion (Column K x Column M)	
10.01	Kara Salgado, Executive Director	\$31,928	+		+		=	\$31,928	\$31,928	10%	\$3,193	Directly involved in advertising and promotion, working at special events, selecting public art, attracting new businesses to SSA, and overseeing all SSA related programs, budgets & expenditures. (1.00, 3.00, 4.00, 5.00, 8.00) Administration (10.00, 11.00) 10%
10.02	Katharine Wakem, SSA Program Manager	\$48,797	+		+		=	\$48,797	\$48,797	20%	\$9,759	Manages and coordinates all SSA subcontracts, updates website, provides businesses with technical & SSA program assistance, surveys businesses door-to-door, collects information in SSA, trouble shoots, responds to service complaints and emergencies, audit prep., assists SSA Commission and its Committees in setting future direction. (1.00, 2.00, 3.00, 4.00, 5.00, 6.00, 8.00) Administration (10.00, 11.00) 20%
10.03	Susan Aldous, Assistant Director	\$5,686	+		+		=	\$5,686	\$5,686	30%	\$1,706	Plans and implements special events, provides businesses with technical assistance, orders and maintains supplies & printing in office, in charge of utilities contracts, such as rent, phones, etc. (1.03) Administration (10.00, 11.00) 30%
10.04	Monique Headley, Bookkeeper	\$8,901	+		+		=	\$8,901	\$8,901	100%	\$8,901	Bookkeeping, financial reporting, audit preparation, maintains records, payroll. Administration (10.00, 11.00) 100%
10.05	Worker's Comp	\$425	+		+		=	\$425	\$425	0%	\$0	Workers Comp insurance - 50% paid by SSA
10.06	State Unemployment	\$600	+		+		=	\$600	\$600	0%	\$0	State Unemployment insurance - 50% paid by SSA
10.07	0		+		+		=	\$0	\$0		\$0	
10.08	0		+		+		=	\$0	\$0		\$0	
10.09	0		+		+		=	\$0	\$0		\$0	
10.10	0		+		+		=	\$0	\$0		\$0	
SUBTOTAL		\$96,337	+	\$0	+	\$0	=	\$96,337	\$96,337		\$23,559	

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				Columns K & L must match					
11.00 Admin Non-Personnel	2014 Levy	+	Carry Over	+	Late Collections and Interest	=	K. 2015 Budget	L. Cost Allocation Plan Amount	Explanation (description of costs, subcontractor name, etc.)
11.01 SSA Annual Report	\$0	+		+		=	\$0	\$0	Rinal Work Plan Report will serve as Annual Report.
11.02 SSA Audit	\$3,000	+		+		=	\$3,000	\$6,000	100% responsibility for Audit
11.03 Bookkeeping	\$750	+		+		=	\$750	\$750	50% of Bookkeeping
11.04 Office Rent	\$15,600	+		+		=	\$15,600	\$15,600	50% of Rent
11.05 Office Utilities	\$3,500	+		+		=	\$3,500	\$3,500	50% of Office Utilities
11.06 Office Supplies	\$3,500	+		+		=	\$3,500	\$3,500	50% of Office Supplies
11.07 Office Equipment Lease/Maintenance		+		+		=	\$0	\$0	
11.08 Office Printing		+		+		=	\$0	\$0	
11.09 Postage	\$250	+		+		=	\$250	\$250	50% of Postage
11.10 Meeting Expense	\$1,000	+		+		=	\$1,000	\$1,000	77% of Meeting Expenses
11.11 Subscriptions/Dues	\$870	+		+		=	\$870	\$870	100% of Subscription/Dues
11.12 Banking Fees	\$2,000	+		+		=	\$2,000	\$2,000	50% of Banking Fees
11.13 Monitoring/Compliance		+		+		=	\$0	\$0	
11.14 Other: Accounting 990		+		+		=	\$0	\$0	
11.15 Other: Chamber Marketing Expenses		+		+		=	\$0	\$0	
11.16 Other: Special Event Expenses		+		+		=	\$0	\$0	
11.17 Other:		+		+		=	\$0	\$0	
SUBTOTAL	\$30,470	+	\$0	+	\$0	=	\$30,470	\$33,470	

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12.00 Loss Collection 6.3%	2013 Levy	+	Carry Over	+	Late Collections and Interest Income	=	2015 Budget	Explanation How Loss Collection Was Calculated
12.01 Loss Collection (Unpaid Taxes) % Loss Collection = Budgeted Loss Collection/2012 Levy	\$36,000	+		+		=	\$36,000	There was a \$36,000 loss collection in 2012, and we are predicting an equivalent loss collection for 2015, as this is the most up to date data we have to pull from.

13.00 Late Collections and Interest Income Thereon		+		+	Late Collections and Interest Income Thereon	=	2015 Budget	Explanation For Previous Years Taxes and Interest Income
13.01 5% of last year's levy for Late Collections and Interest Income Thereon		+		+		=		There will be no late collections, as the SSA starts January 1, 2015

	2014 Levy	+	Carry Over	+	Late Collections and Interest Income Thereon	=	2015 Budget	Explanation How Carry Over (Cell I 147) Was Calculated
SUMMARY	\$571,982	+	\$0	+	\$0	=	\$571,982	There will be no carry-over funds, as the SSA starts January 1, 2015.

	2015 TOTAL BUDGET:	\$571,982
	Total Agency Compensation (Personnel for Programs + Personnel for Admin + Admin Non-Personnel)	\$126,807
	Personnel for Programs (Personnel - Personnel for Admin):	\$72,778
	Personnel for Admin:	\$23,559
	Admin Non-Personnel:	\$30,470
	Total Admin (Personnel for Admin + Admin Non-Personnel):	\$54,029
	Admin % of 2014 Levy (not total Budget):	9.45%
	Explanation for Admin costs exceeding 20% (if applicable).	

The City has capped Admin at 20% of the 2014 Levy. Using Levy rather than the total Budget is new in 2013. The City will review requests for Admin costs exceeding 20% on a case by case basis.