

Long Branch Civic Association
Two-Year Period October 1, 2018, to September 30, 2020
Budget

Beginning Cash Balance, projected (1)		9,728
Revenue		
Membership (4)	11,600	
Advertising	1,000	
Total revenue		12,600
Expenses		
Curb painting	-	
Community project(s)	3,000	
Entrance maintenance	3,600	
Social events	3,750	
Directory printing	1,200	
Fees, website, VA	350	
Advertising	100	
Miscellaneous	900	
		12,900
Net Income (loss)		(300)
Cash balance, end of period		9,428
Curb painting reserve (\$1,000 a year starting in 2018-2020)		2,000
Emergency reserve (\$500 a year starting in 2012-2013)		4,000
Unreserved balance		3,428

Notes:

- 1 Beginning cash balance includes reserves for curb painting of \$0 and the emergency fund of \$3,000 from previous years.
- 2 Some funds are set aside each year, in order to accumulate enough to pay for the periodic curb painting.
Curb painting in the spring of 2018. Cabellero Painting

5,655.00

Last curb painting was the summer of 2015. CurbNumbers.com

3,393.00

Curb painting in the summer of 2010. Cabellero Painting

4,887.50
- 3 Suggest capping the emergency reserve at \$4,000
- 4 Membership assumes 290 houses join

Long Branch Civic Association
Budget Detail for the two-year period October 1, 2018 - September 30, 2020

	Year 1	Year 2	Total	Notes	2016-2018 Actual
Revenue					
Membership dues	11,480	120	11,600	Fees are \$40 per family to cover 2 years 374 homes Assume 77% join, close to last cycle	11,800
Advertising Income	1,000	-	1,000	Flat with last period	915
					11,519.20
Expenses					
Curb painting	1,000	1,000	2,000	Reserve for future painting	5,655 Actual cost
Entrance maintenance	1,800	1,800	3,600	Continue contract with Daniel's mowing \$1500 mow, seed, plus mulch, plants	2,961
Community project(s)	1,500	1,500	3,000	Pipestem signs completed in last cycle, contractor event held on-line	2,136
Social events					
Halloween	100	100	200	Sponsored by the pool currently	-
Luminary	1,000	1,000	2,000	Done in 2017 only	1,125
Egg Hunt	175	175	350	Done both years last cycle	300
National Night Out	200	200	400	Not done in last cycle	
Ice Cream Social	Combined with National Night out			Not done yet	
Movie night	150	150	300	Not done yet	
Another event	250	250	500	Or additional expenses like a moon bounce for an event	
Total Social	<u>1,875</u>	<u>1,875</u>	<u>3,750</u>		<u>1,425</u>
Printing	1,200	-	1,200	Directories	1,148
Fees	250	100	350	Website \$5 per month, domain \$15 per year Bank fees, if managed should be zero Monthly website fee is charged automatically to the debit card for SunTrust VA state fee annually is \$25 Added fees for PayPal in 2018 membership drive	171
Advertising	50	50	100	Yard sale, freecycle day	-
Miscellaneous	500	400	900	Stamps, envelopes, new neighborhood watch signs as needed, recognition gifts Added membership supplies and copying	589
Emergency reserve	500	500	1,000	Available for future projects or needs	1,000
Placed below the cash line					

Advertising Rates

Back cover \$250

Inside back cover \$220

Inside front cover \$220

Full page \$130

1/2 page \$75

1/3 page \$40

Ads in the directory can also be in the newsletters for no additional cost.

Ads in the quarterly newsletters only will be \$80 for the two years for all editions or \$10 per edition.

Notes:

This is consistent with the prior budget cycle.

Actual advertising income dropped significantly in the 2016-2018 budget cycle from the prior cycle.

Therefore, entered more conservative budget for 2018-2020.