

AURORA DOWNTOWN DISTRICT BUDGET (May-December 2026)

REVENUES

SSA1 FUNDING	\$ 300,000.00
SALES Event Ticket Sales	\$ 10,000.00

EXPENDITURES

MARKETING	Graphic Design, Promotional Materials, Signage, Photo/Video, Ad buys, Printed Materials, Local Sponsorships	\$ 88,000.00
EVENT PLANNING	First Fridays, Holiday events, etc.	\$ 46,500.00
WORLD CUP EVENT	Retired player experiences and marketing	\$ 50,000.00
PROGRAMS	Downtown beautification	\$ 7,500.00
LEGAL	Legal representation for ADD	\$ 8,500.00
OPERATIONAL	Director salary, benefits, insurance, services, software/programs, board/office costs	\$ 108,450.00

TOTAL REVENUES	\$ 310,000.00
TOTAL EXPENDITURES	\$ 308,950.00
SURPLUS/DEFICIENCY	\$ 1,050.00