



## FY2015 Proposed Budget Notes

### **REVENUE**

#### **Capital Grant Support**

Funding for the current fiscal year has reduced.

#### **Management Fees**

DRWC books 10% of the total project cost for Management Fees. We anticipate to have larger projects in FY15 as compared to previous years.

#### **River Rink Revenue**

River Rink Revenue includes additional revenue from Winterfest.

### **EXPENSE**

#### **Salary, Benefits & Payroll Taxes**

Salary, Benefits and payroll taxes includes COLA increase for administrative and union employees and increased staffing for Spruce Street Harbor Park

#### **Professional Fees**

Increase in professional fees represents fees for grant and finance/economic consultants. In prior years, these fees were paid out of capital funding.

#### **River Rink Expenses**

River Rink expenses includes additional expenses for Winterfest

#### **Bank/Payroll/Credit Card Charges**

In order to cut costs we have closed some accounts and changed providers to bring in more efficiencies.

Some reclassification of expenses done between the line items to reflect accurate costs.

	FY 2014 Budget	FY 2015 Proposed Budget
<b>REVENUE</b>		
City of Philadelphia appropriations	500,000	500,000
Capital Grant Support	250,000	125,000
CDC	85,000	85,000
Management Fees	250,000	484,000
Sponsorship Revenue	309,500	367,000
Fundraising Revenue	100,000	120,000
Site Revenues	945,500	1,135,000
Parking Revenue	2,400,000	2,647,000
Tenant Rents	1,321,800	1,355,000
Utilities Reimbursement	225,000	225,000
Interest Income	54,500	51,000
River Rink Revenue	1,104,700	1,260,000
Tall Ships Event	0	150,000
Miscellaneous Income	25,000	25,000
<b>TOTAL REVENUE</b>	<b>7,571,000</b>	<b>8,529,000</b>
<b>EXPENSES</b>		
Salaries & Wages	2,219,000	2,490,000
Fringe Benefits	490,800	505,000
Payroll Taxes	231,400	260,000
OPEB Expenses	28,500	28,500
Insurance	552,400	593,000
* Professional Fees	325,000	491,000
Legal Fees	55,000	55,000
Vehicle & Equipment Expenses	108,000	110,000
Supplies	221,700	237,500
Telephone & Internet	115,000	120,000
Equipment Rental	30,000	30,000
Utilities	450,000	437,000
Maintenance & Repairs	593,600	628,000
Parking Taxes and Expenses	237,800	240,000
South Street Bridge Rent (ILMC)	75,000	75,000
Bank/Payroll/Credit Card Charges	95,000	85,000
Marketing & Promotion & Website	62,500	89,000
Advertising	110,900	156,000
Printing & Photographic	68,000	75,000
Performance/Activities	959,600	1,052,000
River Rink Expenses	510,800	591,000
Tall Ships Event	0	150,000
Miscellaneous	31,000	31,000
<b>TOTAL EXPENSES</b>	<b>7,571,000</b>	<b>8,529,000</b>
OPERATING INCOME (before Depreciation exp)	0	0

<b>SITE REVENUE</b>	<b>FY14</b>	<b>FY15</b>
Marina	75,000	75,000
<b><u>Site Rentals</u></b>		
Art Star Craft Bazaar	10,000	10,000
Super Adoption Day	3,500	3,500
Pride Day	11,000	11,000
Super Scooper Icecream	15,000	15,000
Coast Day	3,000	3,000
Bass Master		30,000
Recovery Walks	10,500	10,500
DRWC Sponsor sales	15,000	15,000
Private Site Rentals (National Sampling Tours)	35,000	35,000
***Less Commission 15%	(7,500)	(7,500)
Spruce Street Harbor Park (July - August)	0	265,000
Food Vendor	75,000	125,000
Festival Pier	550,000	404,483
LLC (Great Plaza)	150,000	138,650
Misc	0	1,367
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	945,500	1,135,000
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**PARKING REVENUE**

	<b>FY14</b>	<b>FY15</b>
<b>FIXED</b>		
DLC (Meadows)/South St-Guarantee	245,000	245,000
% revenue	70,000	70,000
DLC - Market St	147,780	156,750
Dave & Buster	12,000	12,000
LA Verande	648	650
Spring Del. Association	100,980	102,600
Sugar House - temporary parking	0	180,000
Live Nations - temporary parking	0	30,000
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	576,408	797,000
<b>VARIABLE</b>		
Market St	490,000	490,000
Walnut St	290,000	290,000
Lombard St	590,000	590,000
Pier 27	55,000	55,000
Vine St	50,000	50,000
Misc	1,388	
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	1,476,388	1,475,000
Monthly	347,204	375,000
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<b>TOTAL</b>	2,400,000	2,647,000

**TENANTS RENT**

<b>Tenant</b>	<b>FY14 Annual Rent</b>	<b>FY15 Annual Rent</b>
<b>FIXED</b>		
Spirit of Phila Lease	261,914	269,614
Penn's Landing Partners Hyatt Regency	184,000	184,000
Dockside Associates - Pier 30	121,500	121,500
Independence Seaport Museum	135,000	150,000
Tall Ship - Moshulu	180,000	180,000
Pier 36S Heliport	128,370	128,370
Brandywine Realty Svcs-Pier 12 & 19,24N & 25S	116,000	116,000
Ride the Ducks	50,000	50,000
Chart House Enterprise	25,000	25,000
Pier 3 Restructuring	17,481	17,481
Ristorante LA Veranda	9,648	9,648
Pier 34 & 35 River Bed plus 4 Yr Extension (\$5K)	8,004	8,004
Photogenic	3,000	3,000
Pier 5-9 Marina Sub-Lease	1,383	1,383
	<u>1,241,300</u>	<u>1,264,000</u>
<b>ADDITIONAL RENT</b>		
Brandywine Realty Svcs	20,000	20,000
Chart House Enterprise	30,000	35,000
Ride the Ducks	10,000	15,000
Hyatt Regency - Marina Water Rights	15,500	16,000
Pier 34 & 35	5,000	5,000
	<u>80,500</u>	<u>91,000</u>
	<u>1,321,800</u>	<u>1,355,000</u>

**MANAGEMENT FEES**

Various Projects

**TOTAL MANAGEMENT FEES REVENUE**

	<b>FY14</b>	<b>FY15</b>
Various Projects	250,000	484,000
<b>TOTAL MANAGEMENT FEES REVENUE</b>	<b>250,000</b>	<b>484,000</b>

	Project Cost	City Funding	Management Fees 10% of Project Cost	% work in FY15	Fees for FY15
Spring Garden Connector (4 of 7 months)	2,000,000	1,000,000	200,000	0.57	114,000
Race Street Connector	1,300,000				100,000
Southern Trail (4 of 12 months)	3,000,000	1,500,000	300,000	0.33	100,000
Pier 68 (Complete in FY15)	1,700,000	250,000	170,000	1.00	170,000
					<u>484,000</u>

<b>SPONSORSHIP</b>	<b>FY14</b>	<b>FY15</b>
<b>Sponsorship (ST)</b>		
Pennsylvania Lottery	35,000	35,000
Verizon	50,000	50,000
Coke	25,000	20,000
One Main Financial	0	50,000
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	110,000	155,000
Less Commission 5%	(5,500)	(7,750)
PECO	70,000	70,000
Sugar House (Fireworks)	120,000	120,000
Cooper's Ferry (Fireworks)	15,000	15,000
Misc.	0	14,750
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	309,500	367,000
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<b>MISC REVENUE</b>	<b>FY14</b>	<b>FY15</b>
Program Guide	5,500	5,500
Merchadise Revenue	1,000	1,000
Historic Philadelphia	3,000	3,000
ATM	3,000	3,000
Coca Cola	8,500	8,500
Misc.	4,000	4,000
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	25,000	25,000



<b>OPERATING EXPENSES</b>	<b>FY14</b>	<b>FY15</b>
<b>Insurance:</b>		
Property, Liability, Auto D&O, Crime, Marina & others		
Automobile	31,813	32,369
General Liability	236,322	245,371
Property	84,971	80,770
Boiler & Machinery	2,023	2,182
Crime	1,946	1,896
Fiduciary Liability	1,800	1,800
Marine Operators' Legal	5,570	7,145
Excess Liability	77,000	81,000
Workmen's Compensation	60,874	61,198
Directors & Officers Liability	10,350	10,765
Brokerage Fee	25,000	35,000
Excess Marine Operator's legal liability	1,575	
Liquor Liability		18,449
Jupiter	13,156	14,250
Estimated Deductible Payment		805
<i>Total Insurance Expense</i>	<u>552,400</u>	<u>593,000</u>
<b>Professional Fees</b>		
Audit - Mitchell & Titus	57,000	43,000
Form 990 - EisnerAmper	5,000	5,000
Stage Consultant - Jerry	34,000	38,000
Sponsorship Consultant (ST)	42,000	42,000
ACCPAC Support Services	15,000	15,000
Landscape Consultant (Penn Horticulture Soc)	59,100	59,100
Actuary	25,000	25,000
Atlantic Pension	1,800	1,800
Computer Consultant	17,000	20,000
ADP Human Resource Services	20,000	22,000
EOP Consultant	10,000	10,000
Communiations Consultant (Mike Greenle)	25,000	15,000
Intern (Finance + project)	9,000	9,000
Other	5,100	5,000
<i>Sub-Total</i>	<u>325,000</u>	<u>309,900</u>
<b>Transfer from Capital</b>		
* Marine Consultant	50,000	50,000
* Government Relations Consultant	78,000	90,000
* Grant Consultant	20,800	10,000
* Miscellaneous Consultants	100,000	31,100
<i>Sub-Total</i>	<u>248,800</u>	<u>181,100</u>
<i>Total Professional Fees</i>	<u>573,800</u>	<u>491,000</u>

\* In FY2014 professional fees for the above consultants in the amount of \$248,800 were capitalized and hence not included in operating budget. There is no associated capital funding of \$181,100 identified for these consultants in FY2015

<b>OPERATING EXPENSES</b>	<b>FY14</b>	<b>FY15</b>
<b>Vehicle &amp; Equipment Expenses:</b>		
Car Leases-05 Jeep Wrangler	6,007	6,007
Car Leases-08 Ford F250	7,903	7,903
Car Leases-04 Ford F350 Stakebody	8,879	8,879
Car Leases-08 Lincoln MKX	5,350	5,350
Car Leases-11 Nissan Maxima	5,356	4,006
Smart Car - Parking	2,419	2,419
Smart Car - Security	2,419	2,419
Gasoline	35,000	35,000
Repairs & Accident Exp	7,000	10,000
Repairs to Cushman's Vehicles & other Maint Veh	15,000	15,000
Jupiter - Oil	7,000	7,000
Miscellaneous	5,667	6,017
<i>Total Vehicle &amp; Equip Exp</i>	108,000	110,000
 <b>Supplies:</b>		
Lumber	10,000	10,000
Electrical	10,000	10,000
Plumbing	7,500	7,500
Cleaning	45,000	45,000
Paint	9,000	9,000
Sign	5,000	5,000
Banner & installation	20,000	20,000
Hardware	20,000	20,000
Uniforms	15,000	15,000
Security Forms	2,500	2,500
Parking Forms	4,000	4,000
Masonry	10,000	10,000
Stage Supplies	27,000	27,000
Miscellaneous	10,000	15,000
Office Supplies & Postage-Admin	40,000	50,000
<i>Total Supplies</i>	235,000	250,000
<i>Less</i>	-13,300	-12,500
	221,700	237,500
 <b>Telephone</b>		
Admin & Site Offices		95,000
Internet		20,000
Misc	115,000	5,000
<i>Total Telephone</i>	115,000	120,000
 <b>Equipment Rental</b>		
1 Cannon B/W Copier at Admin Office		
1 Cannon eCopy Scan Station		
1 Canon Color Copier inc'l site office		
NPC Leased Equip	30,000	30,000
<i>Total Equipment Rental</i>	30,000	30,000

<b>OPERATING EXPENSES</b>	<b>FY14</b>	<b>FY15</b>
<b>Utilities:</b>		
Electricity (Based on actuals)	350,000	365,000
Water/Sewer (Based on actuals)	90,000	63,000
Gas (Based on actuals)	10,000	9,000
<i>Total Utilities</i>	450,000	437,000
 <b>Maintenance &amp; Repairs:</b>		
Cleaning Sub-Contractor-Site	20,000	40,000
Cleaning Sub-Contractor-Office		14,400
Landscaping	381,910	385,516
Trash Removal	60,000	60,000
Electrical Contractor	20,000	20,000
Plumbing Contractor	15,000	15,000
Elevator Maintenance Contractor	7,500	7,500
Pumps Contractor	15,000	15,000
Portable Radio Maint incl Batteries/Repairs	24,000	24,000
Snow Removal	8,500	10,000
Camera Repair/ Maintenance & Replacement	20,900	20,900
Fountain/Masonry Contractor	7,500	7,500
Parking Exp (Software/Gates/Data system)	7,500	7,500
Miscellaneous	10,000	10,000
Maintenance-Site Office	7,000	7,000
Maintenance-Admin Office	20,000	20,000
<i>Total Maint &amp; Repairs</i>	624,810	664,316
<i>Less:</i>	-31,211	-36,316
	593,600	628,000
 <b>Parking Lot Rental:</b>		
South Street Lot Rental (ILMAC)	75,000	75,000
<i>Total Parking Lot Rental</i>	75,000	75,000
 <b>Bank/Payroll/Credit Card</b>		
Bank Charges (based on actuals)	35,000	30,000
Payroll	50,000	45,000
Parking Credit Card	10,000	10,000
	95,000	85,000
 <b>Miscellaneous</b>		
Coffee/Soda/Juices	2,500	2,500
TV Cable Svc	1,000	1,000
On Line Svc	2,500	2,500
Other	25,000	25,000
<i>Total Miscellaneous</i>	31,000	31,000

<b>MARKETING / PERFORMANCE &amp; ACTIVITIES</b>	<b>FY14</b>	<b>FY15</b>
<b>Advertising</b>		
KYW Newsradio	40,000	50,000
Bus Backs / Shelters	10,000	12,500
Metro Advertising	12,400	21,000
CBS TV (PECO)	10,000	10,000
Social Media	17,500	46,700
Clear Channel (Jazz/Friday Night / Gospel)	5,000	
Misc. AD design	2,500	1,720
Misc. print (Summer guides)	3,500	3,500
PHLASH Support	5,000	6,250
Legal Advertising	5,000	5,000
	<u>110,900</u>	<u>156,670</u>
<i>Less:</i>		670
	<u>110,900</u>	<u>156,000</u>

**Performances & Activities:**

Event Expenses	269,500	297,500
Add Stage Wages & benefits	147,745	144,745
Add Site Security	74,392	100,000
Add Cleaning Contractors	74,525	100,000
Add EMS	17,493	15,000
Stage Tear down	44,000	44,000
Stage build	65,000	68,000
Harbor Park Program Staff/Ambassador & Uniforms		28,512
Games/Supplies for Harbor Park		17,510
Info Booth/Ambassador Program & Uniforms	35,448	36,000
Summer Season Sound	59,640	60,000
Interns	2,500	2,500
ASCAP/BMI	5,000	5,000
Miscellaneous	15,000	15,000
Tents	21,698	21,698
Scrims, Banners & Event Signage	81,950	84,650
Publicity	32,110	27,525
NYE Fireworks	135,000	135,000
	<u>1,081,001</u>	<u>1,202,640</u>
<i>Less:</i>	<u>121,401</u>	<u>150,640</u>
<b>Total Performance &amp; Activities</b>	<u><u>959,600</u></u>	<u><u>1,052,000</u></u>

<b>MARKETING / PERFORMANCE &amp; ACTIVITIES</b>	<b>FY14</b>	<b>FY15</b>
<b>PRINTING AND PHOTOGRAPHIC</b>		
Annual Brochure Design	18,500	18,500
Design & Printing Yearly Report	2,500	2,500
Miscellaneous	2,000	1,000
Photographers/Videographers	13,000	16,000
Annual Brochure printing	25,000	20,000
Printing, Yearly Report	-	
Press Supplies / Post cards	2,000	2,000
Videos	5,000	15,000
<b>TOTAL</b>	<b>68,000</b>	<b>75,000</b>
<b>Marketing &amp; Promotion &amp; Website</b>		
Marketing/Promotion Travel expenses	15,000	15,000
Trade Events	7,500	10,000
Sponsor booths	5,000	5,000
DRWC Summer Season Hospitality event	10,000	12,500
Misc		
	<b>37,500</b>	<b>42,500</b>
<b>Website Design &amp; Maintenance</b>		
Punk Ave Maintenance Hours	15,000	15,000
Hosting	4,410	4,850
Monthly fees	330	
icontact	-	2,000
Misc	610	
MailChimp	4,650	4,650
Database Management		20,000
	<b>25,000</b>	<b>46,500</b>

<b>RIVER RINK</b>	<b>FY14</b>	<b>FY15</b>
<b>REVENUES:</b>		
Admission Revenue	440,000	460,000
Skate Rentals	175,000	185,000
Game Room	5,800	3,200
Birthday/Corporate Parties	20,000	19,000
Locker Revenue	7,200	22,000
Private Skating / Lesson	3,200	2,800
Valentine Event	16,000	28,000
New Year's Eve Celebration	40,000	60,000
Retail Sales	4,000	2,200
Food/Beverage Sales	16,000	-
Sponsorship Revenue	377,500	377,500
Winterfest food/Liquor Revenue		100,000
Other Revenue		300
Total Revenues	<u>1,104,700</u>	<u>1,260,000</u>
<b>EXPENSES:</b>		
Salaries - Admin	14,398	14,398
Salaries - Rink Employees	123,000	120,000
Contracted Wages	3,000	10,000
Fringe Benefits	56,159	40,319
Office Expenses	8,000	8,000
Insurance	12,000	30,000
Postage & Stationery	1,000	1,000
Professional fees	3,000	7,500
Bank/Audit Fees	5,500	5,500
Telephone Expenses	4,000	4,500
Utilities	20,000	20,000
Advertising & Marketing expenses	101,505	117,468
DRWC Marketing Svcs	40,000	40,000
New Years Eve expenses	19,000	20,520
Winter programming / Performance & Activities	35,400	49,860
Scrims & Banners	34,049	32,432
Uniform expenses	2,500	3,000
Set-up / Tear-down costs	41,000	45,000
Cleanup/Maintenance supplies	8,000	10,000
Security		15,000
Zamboni/Chiller Maint	15,000	15,000
Printing	500	600
Sponsorship fulfillment	8,000	8,000
Misc. / Contingency	6,500	7,500
Total Expenses	<u>567,511</u>	<u>625,596</u>
Less	<u>(56,711)</u>	<u>(34,596)</u>
Net Expenses	510,800	591,000
<b>Net Income or (Net Loss)</b>	<u><u>593,900</u></u>	<u><u>634,404</u></u>

<b>FESTIVAL PIER</b>	<b>FY14</b>	<b>FY15</b>
<b>REVENUES:</b>		
Site Revenue	550,000	550,000
Total Revenues	<u>550,000</u>	<u>550,000</u>
<b>EXPENSES:</b>		
Stage	7,500	87,500
Contracted Cleaning	15,725	15,725
Utilities - Propone/Elec	20,000	20,000
Security Services	9,792	9,792
Auxiliary Restrooms	7,500	7,500
Miscellaneous	5,000	5,000
Total expenses	<u>65,517</u>	<u>145,517</u>
<b>Operating Income</b>	<u><u>484,483</u></u>	<u><u>404,483</u></u>

**Penn's Landing LLC**

**FY14**

**FY15**

**REVENUES:**

Beer/Liquor Sales	12,650	12,650
Site Revenue GP	150,000	150,000

Total Revenues	<u>162,650</u>	<u>162,650</u>
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**EXPENSES:**

Security	9,000	9,000
Contract Cleaning Labor	15,000	15,000
Insurance	1,170	

Total expenses	<u>25,170</u>	<u>24,000</u>
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<b>Operating Income</b>	137,480	138,650
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