

**Downtown Mobile Alliance**  
Statement of Revenues & Expenses  
Modified Cash Basis for year ended June 30, 2009

**Revenue**

Membership Dues	\$68,850
LoDa Guide	12,650
Downtown Living Tour	8,735
Mayor's Breakfast	4,410
Valentine Promotion	225
Other Income	69

**Total Revenues** **\$94,939**

**Expenses**

Contract Labor	\$36,054
Office Supplies	760
Insurance Expense	(291)
Marketing Expenses	1,780
Downtown Living Tour Expenses	15,146
Mayor's Breakfast Expense	3,596
Collateral Material	575
Marketing Campaign	3,075
LoDa Guide Printing	8,038
Membership Development Expense	1,525
Dues & Subscriptions	237
Professional Services	2,756
Meetings & Travel	416
Office Services	10,000

**Total Expenses** **\$83,667**

**Excess Revenue over Expenses** **\$11,272**