



Grant Proposal Application

(Please type)

- This application with all attachments must be received by **4:00 pm** on or before **July 23rd, 2021**.
- **Incomplete applications will be considered ineligible.**

Date Submitting Grant Application (mm/dd/yyyy):	07/23/2021		
ORGANIZATION INFORMATION			
Organization Name:	FRANKLIN CHAMBER OF COMMERCE		
Federal ID Number:	35-0545027		
Organization is:	<input checked="" type="checkbox"/> Non-Profit	<input type="checkbox"/> Other	
Address: 120 E Jefferson Street			
City: Franklin		State: IN	Zip: 46131
Contact Person:	Rosie Chambers		
Title: Executive Director		Email: rchambers@franklincoc.org	
Phone Number: 317-736-6334		Fax Number: 317-736-9553	
Organization Mission (Limited to 300 words)			
<p>The Franklin Chamber of Commerce is a catalyst for advancing economic growth and quality of life for our members and our community.</p>			

PROJECT INFORMATION

Project Name: Franklin Community Calendar

Start & End Date (mm/dd/yyyy): **Start:** 10/01/2021 **End:** 3/31/2022 (approximate)

Project is (please select only one):

☒ New

☐ Existing

Project Theme (please select only one):

☐ Agriculture

☐ Arts & Culture

☒ Civic & Community Development

☐ Historic Preservation

☐ Tourism

☐ Business Support

☐ Workforce Development

☐ Increased Organizational Capacity

Estimated number of people in the City of Franklin to be impacted by this specific project over the next 12 months: 25,000+

Summary of the proposed project (Limited to 700 words)

The Franklin Chamber of Commerce will create and market an all-encompassing, inclusive on-line Franklin Community Calendar as a resource for community meetings and events. The proposed calendar would be the “go-to” resource for Franklin businesses and residents and would include information from government, small businesses, nonprofits, churches, schools, libraries etc. We envision a site that will bring information to the community in an easy to read, filter, post and easily accessible format. Secondly, we will facilitate a marketing plan to inform those organizations hosting meetings and events to include that information so it can be shared with residents in the greater Franklin area. We firmly believe that this resource will further strengthen the sense of community we all treasure in Franklin.

How do you plan to specifically measure the success of this project?

The Franklin Chamber will be able to determine traffic to the website by reviewing analytics.

FINANCIAL INFORMATION

Amount requested from the Franklin EDC:	\$15,725
Estimated total cost of the project:	\$15,725
Percentage of the project to be funded by the Franklin EDC:	100%
A complete budget for this particular project showing income and expenses:	

\$7,200 Website Calendar Module (36 months)

\$5,165 Marketing (see attached proposal from Crescent Creative)

\$1,360 Additional hours for Chamber hourly employee (80 hrs x \$17 per hour)

\$2,000 Staff training and onboarding assistance

\$15,725 TOTAL ESTIMATED EXPENSES

Other Funding Sources

Funding Source	Total Request from Source	Amount Contributed from Source/Status

Total Other Funding Sources:

Future Funding: What are the plans for future funding of this project (If Applicable)? Summarize a specific plan for project sustainability (Limited to 700 words).

The Franklin Chamber will absorb the monthly access fee into its budget. Marketing funds will not be necessary after the initial 36 months.

There may be potential for advertising or sponsorship of the calendar to maintain the monthly access fee.

Could you complete this project if the Franklin Economic Development Commission could not award 100% of the request?

☐ Yes

☒ No

If not, please explain: A calendar of this scale would be too cost prohibitive for the Franklin Chamber to develop and market.

Organization's Fiscal Year (ex. month / year): From: January to December

Does your organization have an annual outside audit? ☐ Yes ☒ No



If no, please explain: An outside is not required for our organization.

How do you plan to recognize the Franklin Economic Development Commission if you are awarded funding?

The Franklin Economic Development Commission will be recognized in news releases and on the calendar site.

Grant Application Certification

Grant Applicant hereby certifies that it was established to promote economic development. The Grant Applicant hereby certifies that it does not discriminate on the basis of race, national origin, religion, gender, gender preference, age, or disability (“non-discrimination factors”) in its policies, practices, services, or standards for participation in its projects; except to the extent any such project lawfully provides services to a limited segment of the population based on such non-discrimination factors. It is expressly understood and agreed that the Franklin Economic Development Commission is not a joint participant in, nor provider of, any of the Grant Applicant’s projects or services. The Franklin Economic Development Commission’s role in the Grant Applicant’s services is limited solely to making grants and assuring that grants are administered in accordance with the terms of the approved application. The Grant Applicant represents and warrants that it will use all granted funds in accordance with applicable laws. Grant Applicant agrees to indemnify, and hold the City of Franklin and Franklin Economic Development Commission blameless in any liability imposed based on any conduct or omission occurring in connection with a project or service of Grant Applicant for which the City of Franklin has provided a grant.

Print Name: Rosie Chambers	Print Name: Jeff Dutton
Signature: 	Signature: 
Title: Executive Director	Title: Franklin Chamber of Commerce Board President
Date: 7/23/2021	Date: 7/23/2021

Important Note: Please be sure your proposal contains all the information outlined in the application guidelines, including but not limited to the following attachments:

- ☐ List of current staff members (both paid and volunteer)
- ☐ List of current board members (names, addresses, titles/offices)
- ☐ IRS determination letter (if not already on file at the Franklin Economic Development Commission)
- ☐ Other relevant supporting materials, including appropriate letters of support from partner institutions
- ☐ The organization’s overall budget showing income and expenses
- ☐ Most recent annual report or financial statements
- ☐ Letters of agreement from collaborating organizations (if applicable)

Community calendar marketing proposal

by Maleta Schmidt

July 2021



4" x 9" Rack Card

Create a rack card design promoting the community calendar features, QR code, various events included, etc. Recommend displaying this at the Chamber, Festival Country, City offices, Parks & Rec and any where else in the Franklin area that would display handout materials.

Design estimate: \$250

Printing estimate (1,000): \$250

5" x 5" Vinyl Cling

Create a vinyl window cling that prominently features the QR code to be placed strategically in various high traffic businesses.

Design estimate: \$100

Printing estimate (20): \$65

5" x 10" inch Daily Journal ad with 20,000 online impressions

Create a print ad design promoting the community calendar features, QR code, various events included, etc.

Design estimate: \$200

Ad placement cost estimate: \$500 (*estimated cost for one ad, could be run multiples times and make receive a package discount for doing so*)

Half page ad in SOUTH Magazine with online impressions

Create a print ad design promoting the community calendar features, QR code, various events included, etc. This ad would target a higher network audience.

Design estimate: \$200

Ad placement cost estimate: \$1,670 for one issue (*contract for 4 ads and each ad would cost \$1,160*)

Graphic announcements/ads

Create a series of three (3) graphics promoting the community calendar that can be used in eNewsletters. Recommend including this in the Chamber weekly enews but also in partner electronic communications, especially Franklin Schools.

Design estimate: \$300

Dedicated E-newsletter (C2M style)

Create a series of newsletters announcement with links to the calendar, promoting the community calendar features, QR code, various events included, etc. Recommend sending this to Chamber mailing list in addition to mailing lists of key partners in the calendar (City of Franklin, LJC, community foundation, schools).

First issue would be an announcement and follow up issue would be reminder. An incentive to sign up could be included.

Design and execution estimate: \$300

Social Media post campaign

Create a series of three (3) graphics promoting the community calendar that can be used on Facebook, Twitter and Instagram. Recommend boosting for two separate 7 day periods. posts for extended reach to specific zip codes and audience profile.

Design estimate: \$400

Social boosting: \$280 (for two 7-day boosted runs (Estimated 341 - 985 people reached per day)

Total Design estimate: **\$1,750**

Total printing and advertising cost estimate: **\$3,415** or more based on print quantity and number of ads

Community Calendar	Contact Name	Contact Phone	N Contact Email	Website
Organization Name				
American Legion Franklin Post 205				
Amity Fire Department				
Artcraft Theatre				
Aspire Johnson County				
Boys and Girls Club				
Bridges Alliance				
Churches				
City of Franklin				
Compass Park				
Creative Council				
Daily Journal				
Discover Downtown Franklin				
Farmers Market				
Festival Country				
Franklin Chamber of Commerce				
Franklin College				
Franklin Dept of Public Art				
Franklin Development Corp				
Franklin Education Connection				
Franklin Elks Lodge #1818				
Franklin Heritage				
Franklin Parks Dept				
Franklin Rotary				
Franklin School Corp				
Garment Factory				
Girls Inc.				
Habitat for Humanity				
Humane Society of Johnson County				
Johnson County Commissioners				
Johnson County Community Foundation				

Johnson County Fair
Johnson County Museum
Johnson County Park
Johnson County Public Library
Johnson Memorial Health
KIC-IT
Leadership Johnson County
Lion's Club
Mallow Run Winery
Otterbein Franklin Senior Life Community
Our Town Players
Tri-Kappa
United Way Johnson County

Specific Events

Back to School Bash

Bunco (FEC)
Car-B-Que Festival
Daily Journal Street Fest
Ethos Celebration of the Arts
Fair
Fair Parade
Fall Break
Fall Festival
Fall Vintage Fest
Farmers Market
Feast In Franklin
FC Graduation
FC Summer Break
FCSC Graduation
FCSC Summer Break

Johnson County Fair

Johnson County Museum

Johnson County Park

Johnson County Public Library

Johnson Memorial Health

KIC-IT

Leadership Johnson County

Lion's Club

Mallow Run Winery

Otterbein Franklin Senior Life Community

Our Town Players

Tri-Kappa

United Way Johnson County

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Fair

Fair Parade

Fall Break

Fall Festival

Fall Vintage Fest

Farmers Market

Feast In Franklin

FC Graduation

FC Summer Break

FCSC Graduation

FCSC Summer Break

Festival Country Kick Off
Firecracker Festival
Garden Celebration
Halloween Town
Holiday Lighting & Winter Market
Homecoming
Hops & Vines
Johnson County Antique Market (fairgrounds)
Sparks in the Park
Spring Break
Spring Vintage Fest
Strawberries on the Square
Trivia Nights (FEC)
Art to Finish
Porchtober



The Franklin Chamber of Commerce has been providing relevant community news and information since its inception in 1910. Our goal in applying for the City of Franklin's Economic Development Fee Grant is to continue to serve the greater Franklin area by enhancing the Chamber's community calendar to be an all-encompassing, inclusive resource for community meetings and events. The proposed calendar would be the "go-to" resource for Franklin businesses and residents and would include information from government, small businesses, nonprofits, churches, schools, libraries etc. We envision a site that will bring information to the community in an easy to read and easily accessible format.

The Franklin Community Calendar development would consist of two phases. Phase One would include building a calendar module application that can attach to the Franklin Chamber website then compile data to add to the site. Educating our community partners on submitting events will be key to this endeavor. We have recently met with several community stakeholders who are eager to help submit not only events and meetings from their organizations but also aide in gathering information from other organizations. Phase Two will be marketing and educating the community to use this calendar as a resource. We plan to market through various platforms including the use of a QR code, text messaging services, print and social media channels.

We request the amount of \$15,725 which will cover 100% of the estimated expenses of building, operating and marketing the site for 36 months. After that time, the monthly access fee will be absorbed by the Chamber. We have a staff person in place to carry out the data entry and have agreements with many community partners to contribute to the content of the calendar.

We view this project as a service to the community which will engage residents and strengthen the area businesses by having a concise and comprehensive channel to obtain information regarding public meetings, educational and recreational opportunities. If awarded this grant, we would acknowledge the Franklin Economic Development Commission on the calendar site. The anticipated timeline for completion of this project is Q1 of 2022.

Thank you for your consideration of the Franklin Chamber Economic Development Fee Grant Application.

Sincerely,

Jeff Dutton

Franklin Chamber of Commerce Board President



2021 Board Members

Executive Board

President

Jeff Dutton, *Johnson Memorial Health*

Vice President

Kristen Loy, *Firestorm Restoration*

Board Treasurer

Krista Linke, *City of Franklin*

Member at Large

Deb Turrel, *Crane Credit Union*

Past President

Shellee Pietras, *Promise Advisory Group*

Board Members

Dr. David Clendening, *Franklin Community Schools*

Bryan Epperson, *Raymond James*

Mark Gavorski, *Homeview Health and Rehabilitation*

Kim Henderson, *Edward Jones Investments*

Andy Kinsey, *Grace United Methodist Church*

Andy Moorman, *NSK Precision*

Lezlie Richards, *TeamLogic IT*

Amy Richardson, *Main & Madison Market Café*

Chris Rynerson, *First Financial Bank*

Betsy Schmidt, *Franklin College*

Sally Wells, *Mutual Savings Bank*

Chamber Staff

Rosie Chambers, Executive Director

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Traci Smith, Special Projects Coordinator

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317-736-6334 office; 317-701-5780 cell

2021 FRANKLIN CHAMBER OF COMMERCE BOARD OF DIRECTORS/STAFF

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July 21, 2021

City of Franklin
Economic Development Commission
70 E. Monroe Street
Franklin, IN 46131

To Whom It May Concern:

The Franklin Development Corporation is pleased to support the Franklin Chamber of Commerce efforts to pursue the Economic Development Fee Grant. We firmly believe that a community calendar which encompasses a variety of businesses, governmental entities and nonprofits meetings and events will be beneficial to the Franklin community and will maintain the strong sense of belonging that we all treasure in Franklin.

A marketing campaign will be instrumental to the success of the calendar; not only in obtaining the information but in making sure residents and visitors find this valuable resource. We will work with the Chamber to gather content and distribute information to our contacts via social media and newsletters.

On behalf of the Franklin Development Corporation, I enthusiastically submit this letter in support of the Franklin Chamber of Commerce's pursuit of the Economic Development Commission grant to fund the creation and marketing of the Franklin Community Calendar.

Thank you for your consideration,

A handwritten signature in dark ink that reads "Krista Linke". The signature is written in a cursive, flowing style.

Krista Linke, Director



JUST SOUTH OF INDY

Franklin Economic Development Commission
Franklin, IN

Dear Franklin Economic Development Commission members,

Festival Country Indiana, the official tourism agency for Johnson County, wholeheartedly supports The Franklin Chamber of Commerce's efforts to obtain grant funding for an online community calendar.

The calendar would be aggregate – in one convenient location – festivals and events, library events, school closings, park programming, government meetings and more. The chamber would do much of the work to maintain the calendar going forward.

Thank you in advance for considering the chamber's excellent proposal. If it comes to fruition, the calendar would help people find a variety of valuable event information all in one place.

Sincerely,

A handwritten signature in cursive script that reads "Kenneth Kosky".

Kenneth Kosky
Executive Director, Festival Country Indiana

July 23, 2021

Economic Development Commission
70 E Monroe Street
Franklin, IN 46131

To Whom It May Concern:

Discover Downtown Franklin is pleased to support the Franklin Chamber of Commerce efforts to pursue the Economic Development Fee Grant. We firmly believe that a community calendar which encompasses a variety of businesses, governmental entities and nonprofits meetings and events will be beneficial to the Franklin community and will maintain the strong sense of belonging that we all treasure in Franklin.

A marketing campaign will be instrumental to the success of the calendar; not only in obtaining the information but in making sure residents and visitors find this valuable resource. We will work with the Chamber to gather content and distribute information to our contacts via social media and newsletters.

On behalf of Discover Downtown Franklin, I enthusiastically submit this letter in support of the Franklin Chamber of Commerce's pursuit of the Economic Development Commission grant to fund the creation and marketing of the Franklin Community Calendar.

Thank you for your consideration,

A handwritten signature in cursive script that reads "Jess Giles". The signature is written in dark ink and is positioned above the printed name.

Jess Giles

Discover Downtown Franklin Executive Director

FRANKLIN CHAMBER OF COMMERCE

2021 BUDGET

<u>Functional Area</u>	<u>Category</u>	<u>Budget Item</u>	<u>Actual Thru 9/30/2020</u>	<u>Projected Actual 2020</u>	<u>Budget 2020</u>	<u>Budget 2021</u>
REVENUES						
Events	Biz Bash	Sponsor Revenue	1,000	12,500	12,500	12,500
Events	Biz Bash	Booth Rental	2,650	9,125	8,775	8,775
Events	Biz Bash	Other	0	200	350	0
Events	Biz Bash	Total Biz Bash	3,650	21,825	21,625	21,275
Events	Color Bash	Sponsor Revenue	750	7,900	7,900	7,900
Events	Color Bash	Entry fees	0	3,800	3,800	3,800
Events	Color Bash	Other	0	1,500	1,500	0
Events	Color Bash	Total Color Bash	750	13,200	13,200	11,700
Events	Golf Outing	Other	50	1,250	1,250	0
Events	Golf Outing	Player Fees	7,000	11,500	11,500	11,500
Events	Golf Outing	Sponsor Revenue	20,245	22,200	22,200	22,200
Events	Golf Outing	Total Golf Outing	27,295	34,950	34,950	33,700
Events	Luncheons	Annual Banquet Sponsors	11,960	4,900	9,000	4,900
Events	Luncheons	Education Programs	300	0	0	0
Events	Luncheons	Young Professionals Sponsor	500	500	500	500
Events	Luncheons	Monthly Luncheons - Sponsors	0	900	900	1,500
Events	Luncheons	Monthly Luncheons - Tickets	4,774	7,350	11,000	11,000
Events	Luncheons	Total Monthly Luncheons	17,534	13,650	21,400	17,900
Events	Total Events Revenue		49,229	83,625	91,175	84,575
Executive	General	Board Lunches	1,000	1,600	1,600	1,600
Executive	General	Interest	539	1,800	2,400	2,400
Executive	General	Miscellaneous Income	195	0	0	0
Executive	Total Executive Revenue		1,734	3,400	4,000	4,000
Mem/Mktg/Dev	Advertising	Chamber Directory/Maps	3,000	3,000	3,000	3,000
Mem/Mktg/Dev	Advertising	eNews Updates	900	900	900	900
Mem/Mktg/Dev	Advertising	Labels/Mailing Lists	0	0	0	0
Mem/Mktg/Dev	Advertising	Member 2 Member Message	300	1,200	1,600	800
Mem/Mktg/Dev	Advertising	Newsletter	0	0	0	0
Mem/Mktg/Dev	Advertising	Total Advertising	4,200	5,100	5,500	4,700
Mem/Mktg/Dev	Dues	Additional Contacts Fee	525	450	600	600
Mem/Mktg/Dev	Dues	Application Fee	425	450	600	600
Mem/Mktg/Dev	Dues	Dues - Current Year	77,628	99,133	99,314	98,538
Mem/Mktg/Dev	Dues	Dues - Future Year	1,120	0	17,297	17,297
Mem/Mktg/Dev	Dues	Total Dues	79,698	100,033	117,811	117,035
Mem/Mktg/Dev	Sponsorships	Sponsor Revenue (t-shirts)	5,725	30,800	30,800	0
Mem/Mktg/Dev	Sponsorships	Corporate Diamond				12,245
Mem/Mktg/Dev	Sponsorships	Corporate Platinum				5,000
Mem/Mktg/Dev	Sponsorships	Active Participant				3,285
Mem/Mktg/Dev	Sponsorships	Membership Picnic				500
Mem/Mktg/Dev	Sponsorships	Shop Small				1,000
Mem/Mktg/Dev	Sponsorships	Other	8,795	0	0	0

FRANKLIN CHAMBER OF COMMERCE

2021 BUDGET

<u>Functional Area</u>	<u>Category</u>	<u>Budget Item</u>	<u>Actual Thru 9/30/2020</u>	<u>Projected Actual 2020</u>	<u>Budget 2020</u>	<u>Budget 2021</u>
Mem/Mktg/Dev	Sponsorships	Total Sponsorships	14,520	30,800	30,800	22,030
Mem/Mktg/Dev	Total Membership, Marketing, Development		98,418	135,933	154,111	143,765
TOTAL REVENUES			149,381	222,958	249,286	232,340

**FRANKLIN CHAMBER OF COMMERCE
2021 BUDGET**

<u>Functional Area</u>	<u>Category</u>	<u>Budget Item</u>	<u>Actual Thru 9/30/2020</u>	<u>Projected Actual 2020</u>	<u>Budget 2020</u>	<u>Budget 2021</u>
Mem/Mktg/Dev	Sponsorships	Total Sponsorships	14,520	30,800	30,800	22,030
Mem/Mktg/Dev	Total Membership, Marketing, Development		98,418	135,933	154,111	143,765
TOTAL REVENUES			149,381	222,958	249,286	232,340

FRANKLIN CHAMBER OF COMMERCE

2021 BUDGET

<u>Functional Area</u>	<u>Category</u>	<u>Budget Item</u>	<u>Actual Thru 9/30/2020</u>	<u>Projected Actual 2020</u>	<u>Budget 2020</u>	<u>Budget 2021</u>
<u>EXPENSES</u>						
Events	Biz Bash	Facility Fees	0	2,400	2,400	2,400
Events	Biz Bash	Supplies	0	0	1,350	1,350
Events	Biz Bash	Other	0	3,800	2,450	2,450
Events	Biz Bash	Total Biz Bash Expense	0	6,200	6,200	6,200
Events	Color Bash	Event Prep	0	2,000	2,000	2,000
Events	Color Bash	Event Supplies	0	2,900	2,900	2,900
Events	Color Bash	Other	1,500	2,500	2,500	2,500
Events	Color Bash	Total Color Bash	1,500	7,400	7,400	7,400
Events	Golf Outing	Day of Activities	0	14,000	14,000	14,000
Events	Golf Outing	Other	0	1,300	1,300	1,300
Events	Golf Outing	Site Expenses (deposit)	750	0	0	0
Events	Golf Outing	Total Golf Outing	750	15,300	15,300	15,300
Events	Luncheons	Annual Banquet	2,131	7,000	7,000	7,000
Events	Luncheons	Young Professionals Exp	100	0	0	0
Events	Luncheons	Monthly Luncheons - Other	9,834	6,660	10,000	10,000
Events	Luncheons	Total Monthly Luncheons	12,065	13,660	17,000	17,000
Events	General	Agriculture Week	0	50	50	50
Events	General	Anniversary Celebration	1,689	7,000	10,000	0
Events	General	Total General	1,689	7,050	10,050	50
Events	Total Events Expense		16,004	49,610	55,950	45,950
Executive	Facilities	Electricity	745	1,230	1,620	1,620
Executive	Facilities	Gas	397	545	800	800
Executive	Facilities	Facilities - Other (repairs)	0	0	984	984
Executive	Facilities	Facilities Committee (façade)	210	15,000	2,000	5,000
Executive	Facilities	Office Cleaning	1,235	1,350	1,800	1,800
Executive	Facilities	Sewer	106	126	168	168
Executive	Facilities	Utilities - Other (Plymate)	1,110	738	0	1,320
Executive	Facilities	Water	203	225	300	300
Executive	Facilities	Total Facilities Expense	4,006	19,214	7,672	11,992
Executive	General	Ambassadors	180	200	1,000	1,000
Executive	General	Bank Service Charges	10	0	0	0
Executive	General	Board Items	97	960	1,320	1,320
Executive	General	Credit Card Fees	2,655	3,000	3,750	3,750
Executive	General	Database (yearly)	0	0	1,400	1,400
Executive	General	Donations	137	450	500	500
Executive	General	Dues & Subscriptions	1,364	1,595	1,970	1,970
Executive	General	Executive Committee	0	375	500	500
Executive	General	Hospitality	74	900	1,200	1,200
Executive	General	Legal & Professional Fees	0	750	1,000	1,000
Executive	General	Mileage Expense	0	600	900	900
Executive	General	Miscellaneous - (gift cards)	2,685	180	200	240
Executive	General	Postage	275	650	900	900
Executive	General	Prof Development	447	4,950	4,950	1,000

FRANKLIN CHAMBER OF COMMERCE
2021 BUDGET

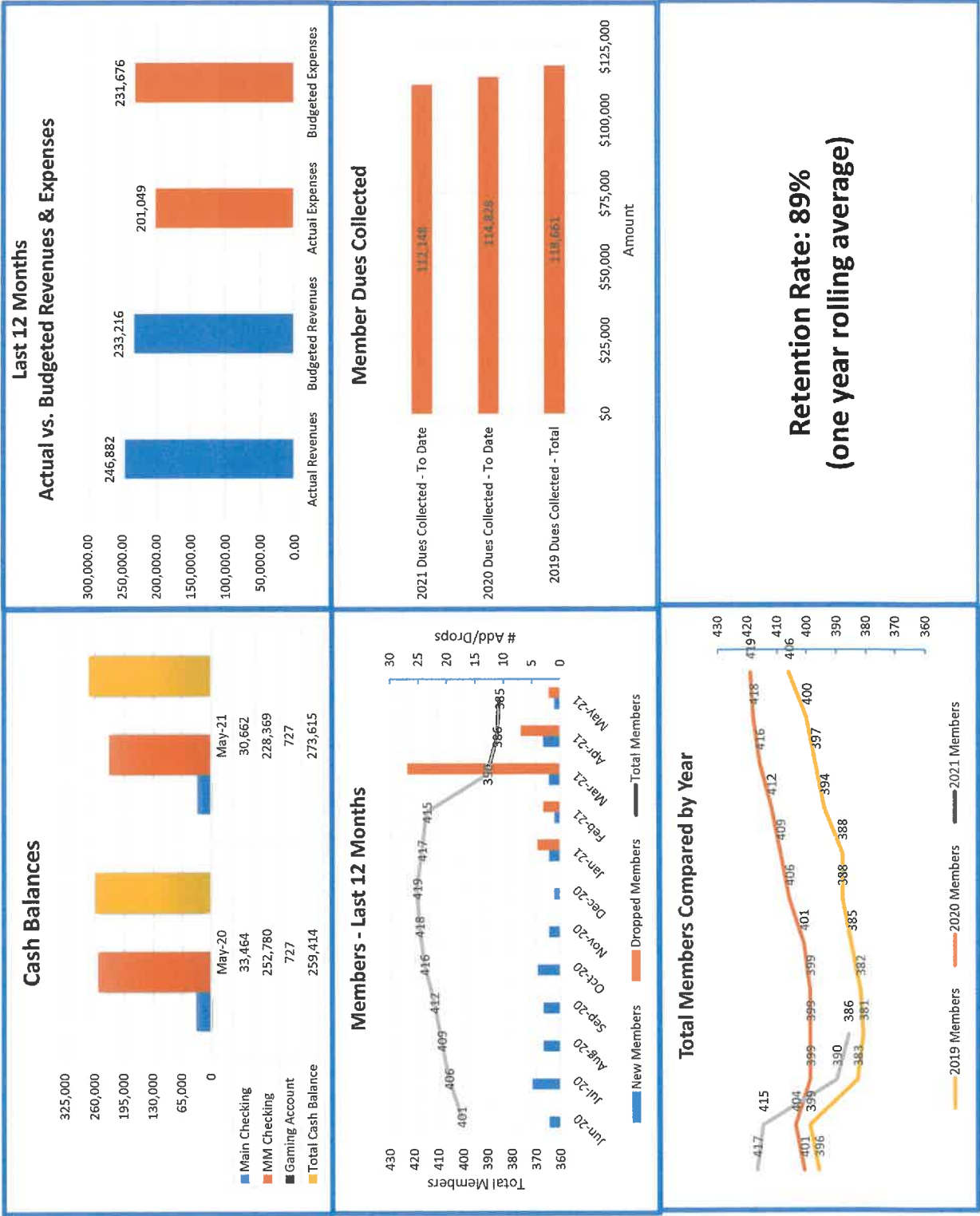
<u>Functional Area</u>	<u>Category</u>	<u>Budget Item</u>	<u>Actual Thru 9/30/2020</u>	<u>Projected Actual 2020</u>	<u>Budget 2020</u>	<u>Budget 2021</u>
Executive	General	Total General	7,923	14,610	19,590	15,680
Executive	Insurance	Umbrella/D&O	2,241	2,100	1,300	2,610
Executive	Insurance	Workers Comp	0	0	800	330
Executive	Insurance	Insurance - Cyber	750	750	1,000	750
Executive	Insurance	Total Insurance	2,991	2,850	3,100	3,690
Executive	Office	Computer - Maint	510	450	600	600
Executive	Office	Computer - Other	1,800	1,000	1,000	1,000
Executive	Office	Internet / Phones	2,598	2,700	3,600	3,600
Executive	Office	Office Supplies	1,405	925	1,100	1,110
Executive	Office	Total Office	6,313	5,075	6,300	6,310
Executive	Payroll	EE Gross Pay	60,726	78,780	99,353	107,198
Executive	Payroll	ER FICA	20,440	6,029	7,601	7,908
Executive	Payroll	ER Simple IRA Match	1,101	2,240	2,106	2,728
Executive	Payroll	Payroll Processing fees	40	40	50	40
Executive	Payroll	ER Unemployment Tax	0	755	755	755
Executive	Payroll	Total Gross Payroll	82,308	87,844	109,865	118,629
Executive	Total Executive Expense		103,541	129,593	146,527	156,301
Mem/Mktg/Dev	General	Advertising Expenses	50	375	500	500
Mem/Mktg/Dev	General	Capacity Building (Strategic Plan)	0	3,000	6,000	3,000
Mem/Mktg/Dev	General	Consultant	12,150	12,600	16,800	16,800
Mem/Mktg/Dev	General	Marketing Committee	285	1,503	2,000	2,000
Mem/Mktg/Dev	General	Membership Committee	671	567	750	750
Mem/Mktg/Dev	General	Promotional Items	1,194	750	1,000	1,000
Mem/Mktg/Dev	General	Web Site	2,508	1,950	3,250	2,550
Mem/Mktg/Dev	General	Total General	16,858	20,745	30,300	26,600
Mem/Mktg/Dev	Newsletter	Newsletter	1,502	1,500	2,000	2,000
Mem/Mktg/Dev	Total Membership, Marketing, Development		18,360	22,245	32,300	28,600
Prog & Serv	General	Education Committee	0	0	0	0
Prog & Serv	General	Public Affairs Committee	0	0	200	0
Prog & Serv	Total Programming and Services		0	0	200	0
TOTAL EXPENSES			137,904	201,448	234,977	230,851
NET INCOME / (LOSS)			\$11,476	\$21,510	\$14,309	\$1,489

**FRANKLIN CHAMBER OF COMMERCE
2021 BUDGET**

<u>Functional Area</u>	<u>Category</u>	<u>Budget Item</u>	<u>Actual Thru 9/30/2020</u>	<u>Projected Actual 2020</u>	<u>Budget 2020</u>	<u>Budget 2021</u>
Executive	General	Total General	7,923	14,610	19,590	15,680
Executive	Insurance	Umbrella/D&O	2,241	2,100	1,300	2,610
Executive	Insurance	Workers Comp	0	0	800	330
Executive	Insurance	Insurance - Cyber	750	750	1,000	750
Executive	Insurance	Total Insurance	2,991	2,850	3,100	3,690
Executive	Office	Computer - Maint	510	450	600	600
Executive	Office	Computer - Other	1,800	1,000	1,000	1,000
Executive	Office	Internet / Phones	2,598	2,700	3,600	3,600
Executive	Office	Office Supplies	1,405	925	1,100	1,110
Executive	Office	Total Office	6,313	5,075	6,300	6,310
Executive	Payroll	EE Gross Pay	60,726	78,780	99,353	107,198
Executive	Payroll	ER FICA	20,440	6,029	7,601	7,908
Executive	Payroll	ER Simple IRA Match	1,101	2,240	2,106	2,728
Executive	Payroll	Payroll Processing fees	40	40	50	40
Executive	Payroll	ER Unemployment Tax	0	755	755	755
Executive	Payroll	Total Gross Payroll	82,308	87,844	109,865	118,629
Executive	Total Executive Expense		103,541	129,593	146,527	156,301
Mem/Mktg/Dev	General	Advertising Expenses	50	375	500	500
Mem/Mktg/Dev	General	Capacity Building (Strategic Plan)	0	3,000	6,000	3,000
Mem/Mktg/Dev	General	Consultant	12,150	12,600	16,800	16,800
Mem/Mktg/Dev	General	Marketing Committee	285	1,503	2,000	2,000
Mem/Mktg/Dev	General	Membership Committee	671	567	750	750
Mem/Mktg/Dev	General	Promotional Items	1,194	750	1,000	1,000
Mem/Mktg/Dev	General	Web Site	2,508	1,950	3,250	2,550
Mem/Mktg/Dev	General	Total General	16,858	20,745	30,300	26,600
Mem/Mktg/Dev	Newsletter	Newsletter	1,502	1,500	2,000	2,000
Mem/Mktg/Dev	Total Membership, Marketing, Development		18,360	22,245	32,300	28,600
Prog & Serv	General	Education Committee	0	0	0	0
Prog & Serv	General	Public Affairs Committee	0	0	200	0
Prog & Serv	Total Programming and Services		0	0	200	0
TOTAL EXPENSES			137,904	201,448	234,977	230,851
NET INCOME / (LOSS)			\$11,476	\$21,510	\$14,309	\$1,489

FRANKLIN CHAMBER OF COMMERCE KEY METRICS

For Month Ended May 2021



Franklin Chamber of Commerce

Statement of Financial Position

As of May 31, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Chamber Of Commerce	138,610.78
Charity Gaming	80.47
Money Market Acct	228,442.63
Total Bank Accounts	\$367,133.88
Other Current Assets	
Deposit Receivable	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$367,133.88
Fixed Assets	
Accumulated Depreciation	-39,507.18
Building	38,200.00
Building Improvements	72,219.62
Land	5,000.00
Office Equipment	26,568.99
Office Furniture	0.00
Office Repairs	0.00
Total Fixed Assets	\$102,481.43
TOTAL ASSETS	\$469,615.31
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Federal & FICA Withholding	0.00
Simple Plan Payable	-1,029.90
State & County Withholding	0.00
Unemployment Liability	0.00
Unemployment Taxes Payable	0.00
Total Other Current Liabilities	\$ -1,029.90
Total Current Liabilities	\$ -1,029.90
Total Liabilities	\$ -1,029.90
Equity	
Fund Balance	62,725.82
Opening Bal Equity	0.00
Retained Earnings	299,944.08
Net Revenue	107,975.31
Total Equity	\$470,645.21
TOTAL LIABILITIES AND EQUITY	\$469,615.31

Franklin Chamber of Commerce

Budget vs. Actuals: FY_2021 - FY21 P&L

January - May, 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue				
Events				
Biz Bash	200.00		200.00	
Biz Bash Booth Rental	3,100.00	3,656.25	-556.25	84.79 %
Biz Bash Other	2,025.00		2,025.00	
Biz Bash Sponsor Revenue	500.00	5,208.35	-4,708.35	9.60 %
Total Biz Bash	5,825.00	8,864.60	-3,039.60	65.71 %
Color Bash				
Color Bash - Entry Fees		1,583.35	-1,583.35	
Color Bash Sponsor Revenue	150.00	3,291.65	-3,141.65	4.56 %
Total Color Bash	150.00	4,875.00	-4,725.00	3.08 %
Golf Outing				
Golf Outing - Other	-425.00		-425.00	
Golf Outing - Player Fees	9,000.00	4,791.65	4,208.35	187.83 %
Golf Outing Sponsor Revenue	20,125.00	9,250.00	10,875.00	217.57 %
Total Golf Outing	28,700.00	14,041.65	14,658.35	204.39 %
Luncheons	-20.00		-20.00	
Annual Banquet Sponsors	4,720.00	2,041.65	2,678.35	231.19 %
Monthly Luncheons - Sponsors	500.00	625.00	-125.00	80.00 %
Monthly Luncheons - Tickets	1,800.00	4,583.35	-2,783.35	39.27 %
Young Professionals Sponsors		500.00	-500.00	
Total Luncheons	7,000.00	7,750.00	-750.00	90.32 %
Total Events	41,675.00	35,531.25	6,143.75	117.29 %
Executive				
General				
Board Lunches	1,400.00	666.65	733.35	210.01 %
Interest Income	78.37	1,000.00	-921.63	7.84 %
Miscellaneous Income	21,638.54		21,638.54	
Total General	23,116.91	1,666.65	21,450.26	1,387.03 %
Total Executive	23,116.91	1,666.65	21,450.26	1,387.03 %
Mem/Mktg/Dev				
Advertising	-905.00		-905.00	
Chamber Directory		0.00	0.00	
eNews		375.00	-375.00	
Labels/Mailing Lists	100.00		100.00	
Member 2 Member Message	800.00	333.35	466.65	239.99 %
Total Advertising	-5.00	708.35	-713.35	-0.71 %
Dues				
Additional Contacts Fee	1,705.00	250.00	1,455.00	682.00 %
Application Fee	200.00	250.00	-50.00	80.00 %
Dues for 2021	92,272.50	41,057.50	51,215.00	224.74 %

Franklin Chamber of Commerce

Budget vs. Actuals: FY_2021 - FY21 P&L

January - May, 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Dues for 2022		7,207.10	-7,207.10	
Total Dues	94,177.50	48,764.60	45,412.90	193.13 %
Neighbor2Neighbor	420.00		420.00	
Sponsorships				
Sponsor Revenue T-Shirts	240.00		240.00	
Sponsorships - Active Participant	4,585.00	1,368.75	3,216.25	334.98 %
Sponsorships - Corporate Diamond	3,900.00	5,102.10	-1,202.10	76.44 %
Sponsorships - Corporate Platinum	5,900.00	2,083.35	3,816.65	283.20 %
Sponsorships - Membership Picnic		208.35	-208.35	
Sponsorships - Shop Small		416.65	-416.65	
Total Sponsorships	14,625.00	9,179.20	5,445.80	159.33 %
Total Mem/Mktg/Dev	109,217.50	58,652.15	50,565.35	186.21 %
Total Revenue	\$174,009.41	\$95,850.05	\$78,159.36	181.54 %
GROSS PROFIT	\$174,009.41	\$95,850.05	\$78,159.36	181.54 %
Expenditures				
Events Expense				
Biz Bash				
Biz Bash - Facility Fee & Catering		1,000.00	-1,000.00	
Biz Bash - Other		1,020.85	-1,020.85	
Biz Bash - Supplies	367.05	562.50	-195.45	65.25 %
Total Biz Bash	367.05	2,583.35	-2,216.30	14.21 %
Color Bash				
Color Bash - Event Prep		833.35	-833.35	
Color Bash - Event Supplies		1,208.35	-1,208.35	
Color Bash - Other		1,041.65	-1,041.65	
Total Color Bash		3,083.35	-3,083.35	
General				
Agriculture Week Expenses	50.00	20.85	29.15	239.81 %
Total General	50.00	20.85	29.15	239.81 %
Golf Outing				
Golf Outing - Other		541.65	-541.65	
Golf outing Day of Activities	788.00	5,833.35	-5,045.35	13.51 %
Golf Outing Site Expenses (deposit)	750.00		750.00	
Total Golf Outing	1,538.00	6,375.00	-4,837.00	24.13 %
Luncheons	20.00		20.00	
Annual Banquet	720.00	2,916.65	-2,196.65	24.69 %
Monthly Luncheons - Other	2,592.00	4,166.65	-1,574.65	62.21 %
Total Luncheons	3,332.00	7,083.30	-3,751.30	47.04 %
Total Events Expense	5,287.05	19,145.85	-13,858.80	27.61 %
Executive Expense				
Facilities				

Franklin Chamber of Commerce

Budget vs. Actuals: FY_2021 - FY21 P&L

January - May, 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Electricity	390.57	675.00	-284.43	57.86 %
Facilities Committee (facade)	182.74	2,083.35	-1,900.61	8.77 %
Gas	398.63	333.35	65.28	119.58 %
General Building Repairs and Maintenance	104.95	410.00	-305.05	25.60 %
Office Cleaning	678.90	750.00	-71.10	90.52 %
Other	43.48		43.48	
Sewer	59.37	70.00	-10.63	84.81 %
Utilities - Other (Plymate)		550.00	-550.00	
Water	113.99	125.00	-11.01	91.19 %
Total Facilities	1,972.63	4,996.70	-3,024.07	39.48 %
General				
Ambassadors	88.20	416.65	-328.45	21.17 %
Board Items		550.00	-550.00	
Board Lunches	33.83	450.00	-416.17	7.52 %
Credit Card Fees	1,479.02	1,562.50	-83.48	94.66 %
Database (yearly)		583.35	-583.35	
Donations to others	25.00	208.35	-183.35	12.00 %
Dues & Subscriptions	359.78	820.85	-461.07	43.83 %
Executive Committee		208.35	-208.35	
Gift Cards - Small Business Saturday 2020	50.00	100.00	-50.00	50.00 %
Hospitality	225.51	500.00	-274.49	45.10 %
Legal & Professional Fees		416.65	-416.65	
Mileage Expense		375.00	-375.00	
Postage		375.00	-375.00	
Professional Development	88.50	416.65	-328.15	21.24 %
Total General	2,349.84	6,983.35	-4,633.51	33.65 %
Insurance				
Insurance - Cyber	825.00	750.00	75.00	110.00 %
Umbrella/D&O Insurance	535.00	1,087.50	-552.50	49.20 %
Workers Comp.	26.00	137.50	-111.50	18.91 %
Total Insurance	1,386.00	1,975.00	-589.00	70.18 %
Office	25.00		25.00	
Computer - Other		250.00	-250.00	
Computer Maintenance	80.00	416.65	-336.65	19.20 %
Internet/Phone	1,447.09	1,500.00	-52.91	96.47 %
Office Supplies	283.75	462.50	-178.75	61.35 %
Total Office	1,835.84	2,629.15	-793.31	69.83 %
Payroll				
EE Gross Pay	28,897.98	44,665.85	-15,767.87	64.70 %
ER FICA Tax	12,899.34	3,295.00	9,604.34	391.48 %
ER Simple IRA (Match)	857.07	1,136.65	-279.58	75.40 %
ER Unemployment Tax		314.60	-314.60	

Franklin Chamber of Commerce

Budget vs. Actuals: FY_2021 - FY21 P&L

January - May, 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Payroll Processing Fee		40.00	-40.00	
Total Payroll	42,654.39	49,452.10	-6,797.71	86.25 %
Total Executive Expense	50,198.70	66,036.30	-15,837.60	76.02 %
Mem/Mktg/Dev Exp				
General				
Advertising Expenses	466.00	208.35	257.65	223.66 %
Capacity Building (Strategic Plan)		1,250.00	-1,250.00	
Consultant	6,750.00	7,000.00	-250.00	96.43 %
Marketing Committee	228.74	833.35	-604.61	27.45 %
Membership Committee		312.50	-312.50	
Promo Items	874.52	416.65	457.87	209.89 %
Web Site	1,200.00	1,062.50	137.50	112.94 %
Total General	9,519.26	11,083.35	-1,564.09	85.89 %
Newsletter	527.41		527.41	
Newsletter Exp	501.68	833.35	-331.67	60.20 %
Total Newsletter	1,029.09	833.35	195.74	123.49 %
Total Mem/Mktg/Dev Exp	10,548.35	11,916.70	-1,368.35	88.52 %
Total Expenditures	\$66,034.10	\$97,098.85	\$ -31,064.75	68.01 %
NET OPERATING REVENUE	\$107,975.31	\$ -1,248.80	\$109,224.11	-8,646.33 %
NET REVENUE	\$107,975.31	\$ -1,248.80	\$109,224.11	-8,646.33 %

Franklin Chamber of Commerce

Statement of Activity

May 2021

	TOTAL
Revenue	
Events	
Biz Bash	
Biz Bash Booth Rental	700.00
Biz Bash Other	2,025.00
Total Biz Bash	2,725.00
Golf Outing	
Golf Outing - Player Fees	2,000.00
Golf Outing Sponsor Revenue	5,350.00
Total Golf Outing	7,350.00
Luncheons	-20.00
Monthly Luncheons - Tickets	840.00
Total Luncheons	820.00
Total Events	10,895.00
Executive	
General	
Interest Income	15.07
Total General	15.07
Total Executive	15.07
Mem/Mktg/Dev	
Advertising	-905.00
Member 2 Member Message	800.00
Total Advertising	-105.00
Dues	
Application Fee	25.00
Dues for 2021	2,677.50
Total Dues	2,702.50
Sponsorships	
Sponsorships - Corporate Diamond	1,000.00
Sponsorships - Corporate Platinum	1,250.00
Total Sponsorships	2,250.00
Total Mem/Mktg/Dev	4,847.50
Total Revenue	\$15,757.57
GROSS PROFIT	\$15,757.57
Expenditures	
Events Expense	
Golf Outing	
Golf outing Day of Activities	788.00
Total Golf Outing	788.00

Franklin Chamber of Commerce

Statement of Activity

May 2021

	TOTAL
Luncheons	20.00
Monthly Luncheons - Other	1,512.00
Total Luncheons	1,532.00
Total Events Expense	2,320.00
Executive Expense	
Facilities	
Electricity	67.24
Facilities Committee (facade)	116.76
Gas	48.22
Office Cleaning	108.90
Sewer	12.20
Water	24.39
Total Facilities	377.71
General	
Credit Card Fees	195.10
Total General	195.10
Office	
Internet/Phone	292.18
Total Office	292.18
Payroll	
EE Gross Pay	6,387.06
ER FICA Tax	2,207.19
ER Simple IRA (Match)	258.00
Total Payroll	8,852.25
Total Executive Expense	9,717.24
Mem/Mktg/Dev Exp	
General	
Consultant	1,350.00
Total General	1,350.00
Newsletter	
Newsletter Exp	501.68
Total Newsletter	501.68
Total Mem/Mktg/Dev Exp	1,851.68
Total Expenditures	\$13,888.92
NET OPERATING REVENUE	\$1,868.65
NET REVENUE	\$1,868.65

Franklin Chamber of Commerce

Statement of Activity YTD Comparison

January - May, 2021

	TOTAL	
	JAN - MAY, 2021	JAN - MAY, 2020 (PP)
Revenue		
Events		
Biz Bash	200.00	
Biz Bash Booth Rental	3,100.00	2,450.00
Biz Bash Other	2,025.00	
Biz Bash Sponsor Revenue	500.00	1,000.00
Total Biz Bash	5,825.00	3,450.00
Color Bash		
Color Bash Sponsor Revenue	150.00	750.00
Total Color Bash	150.00	750.00
Golf Outing		
Golf Outing - Other	-425.00	
Golf Outing - Player Fees	9,000.00	3,500.00
Golf Outing Sponsor Revenue	20,125.00	5,550.00
Total Golf Outing	28,700.00	9,050.00
Luncheons	-20.00	
Annual Banquet Sponsors	4,720.00	11,910.00
Education Programs		300.00
Monthly Luncheons - Sponsors	500.00	
Monthly Luncheons - Tickets	1,800.00	4,114.00
Young Professionals Sponsors		500.00
Total Luncheons	7,000.00	16,824.00
Total Events	41,675.00	30,074.00
Executive		
General		
Board Lunches	1,400.00	1,000.00
Interest Income	78.37	451.41
Miscellaneous Income	21,638.54	60.00
Total General	23,116.91	1,511.41
Total Executive	23,116.91	1,511.41
Mem/Mktg/Dev		
Advertising	-905.00	
Labels/Mailing Lists	100.00	
Member 2 Member Message	800.00	900.00
Total Advertising	-5.00	900.00

Franklin Chamber of Commerce

Statement of Activity YTD Comparison

January - May, 2021

	TOTAL	
	JAN - MAY, 2021	JAN - MAY, 2020 (PP)
Dues		
Additional Contacts Fee	1,705.00	500.00
Application Fee	200.00	275.00
Dues for 2020		73,962.50
Dues for 2021	92,272.50	
Total Dues	94,177.50	74,737.50
Neighbor2Neighbor	420.00	
Sponsorships		
Sponsor Revenue T-Shirts	240.00	5,475.00
Sponsorships - Active Participant	4,585.00	
Sponsorships - Corporate Diamond	3,900.00	
Sponsorships - Corporate Platinum	5,900.00	
Sponsorships - Other		4,155.00
Total Sponsorships	14,625.00	9,630.00
Total Mem/Mktg/Dev	109,217.50	85,267.50
Total Revenue	\$174,009.41	\$116,852.91
GROSS PROFIT	\$174,009.41	\$116,852.91
Expenditures		
Events Expense		
Biz Bash		
Biz Bash - Supplies	367.05	
Total Biz Bash	367.05	
General		
110th Anniversary Celebration Expenses		1,688.94
Agriculture Week Expenses	50.00	
Total General	50.00	1,688.94
Golf Outing		
Golf outing Day of Activities	788.00	
Golf Outing Site Expenses (deposit)	750.00	750.00
Total Golf Outing	1,538.00	750.00
Luncheons	20.00	
Annual Banquet	720.00	2,131.06
Monthly Luncheons - Other	2,592.00	9,833.75
Young Professionals Exp		42.40
Total Luncheons	3,332.00	12,007.21
Total Events Expense	5,287.05	14,446.15

Franklin Chamber of Commerce

Statement of Activity YTD Comparison

January - May, 2021

	TOTAL	
	JAN - MAY, 2021	JAN - MAY, 2020 (PP)
Executive Expense		
Facilities		
Electricity	390.57	314.14
Facilities Committee (facade)	182.74	104.95
Gas	398.63	321.45
General Building Repairs and Maintenance	104.95	
Office Cleaning	678.90	679.50
Other	43.48	875.95
Sewer	59.37	70.61
Water	113.99	114.02
Total Facilities	1,972.63	2,480.62
General		
Ambassadors	88.20	179.93
Bank Service Charges		10.00
Board Items		84.50
Board Lunches	33.83	369.62
Credit Card Fees	1,479.02	1,843.33
Donations to others	25.00	51.25
Dues & Subscriptions	359.78	609.78
Gift Cards - Small Business Saturday 2020	50.00	166.18
Hospitality	225.51	73.88
Postage		275.00
Professional Development	88.50	318.50
Total General	2,349.84	3,981.97
Insurance		
Insurance - Cyber	825.00	750.00
Umbrella/D&O Insurance	535.00	
Workers Comp.	26.00	
Total Insurance	1,386.00	750.00
Office	25.00	
Computer - Other		1,399.69
Computer Maintenance	80.00	
Internet/Phone	1,447.09	1,442.52
Office Supplies	283.75	528.95
Total Office	1,835.84	3,371.16

Franklin Chamber of Commerce

Statement of Activity YTD Comparison

January - May, 2021

	TOTAL	
	JAN - MAY, 2021	JAN - MAY, 2020 (PP)
Payroll		
EE Gross Pay	28,897.98	36,471.62
ER FICA Tax	12,899.34	9,481.83
ER Simple IRA (Match)	857.07	670.60
Payroll Processing Fee		40.00
Total Payroll	42,654.39	46,664.05
Total Executive Expense	50,198.70	57,247.80
Mem/Mktg/Dev Exp		
General		
Advertising Expenses	466.00	
Consultant	6,750.00	6,750.00
Marketing Committee	228.74	285.38
Membership Committee		365.00
Promo Items	874.52	
Web Site	1,200.00	1,200.00
Total General	9,519.26	8,600.38
Newsletter	527.41	
Newsletter Exp	501.68	1,000.92
Total Newsletter	1,029.09	1,000.92
Total Mem/Mktg/Dev Exp	10,548.35	9,601.30
Total Expenditures	\$66,034.10	\$81,295.25
NET OPERATING REVENUE	\$107,975.31	\$35,557.66
NET REVENUE	\$107,975.31	\$35,557.66