



Grant Proposal Application

(Please type)

- This application with all attachments must be received by **4:00 pm** on or before **May 2,2025.**
- **Incomplete applications will be considered ineligible.**

Date Submitting Grant Application (mm/dd/yyyy):	05/02/2025		
ORGANIZATION INFORMATION			
Organization Name:	DISCOVER DOWNTOWN FRANKLIN		
Federal ID Number: 20-1392553			
Organization is:	<input checked="" type="checkbox"/> Non-Profit	<input type="checkbox"/> Other	
Address: 120 East Jefferson Street			
City: Franklin		State: IN	Zip: 46131
Contact Person:	Danny Causey		
Title: Executive Director		Email: director@discoverdowntownfranklin.com	
Phone Number: 463-222-2007		Fax Number: n/a	
Organization Mission (Limited to 300 words)			
Connecting people to our downtown community.			

PROJECT INFORMATION		
Project Name:	Supporting Franklin’s Economic Heart	
Start & End Date (mm/dd/yyyy):	06/01/2025-05/31/2026	
Project is (please select only one):		
<input checked="" type="checkbox"/> New	<input type="checkbox"/> Existing	
Project Theme (please select only one):		
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Arts & Culture	<input checked="" type="checkbox"/> Civic & Community Development
<input type="checkbox"/> Historic Preservation	<input type="checkbox"/> Tourism	<input type="checkbox"/> Business Support
<input type="checkbox"/> Workforce Development	<input type="checkbox"/> Increased Organizational Capacity	
Estimated number of people in the <u>City of Franklin</u> to be impacted by this specific project over the next 12 months:		
All downtown businesses will be impacted, the number of people that see/hear advertisements throughout the year will be in the hundreds of thousands.		
Summary of the proposed project (Limited to 700 words)		
Please see the attached document.		

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

We will use metrics provided by our partners as well as hard data supplied by placer.ai software, supplied by our partner at Festival Country Indiana.

FINANCIAL INFORMATION

Amount requested from the Franklin EDC:	\$57,000
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Estimated total cost of the project:	\$80,000
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Percentage of the project to be funded by the Franklin EDC:	71%
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A complete budget for this particular project showing income and expenses:

Please see the attached document.

Other Funding Sources

Funding Source	Total Request from Source	Amount Contributed from Source/Status
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Discover Downtown Frankin	\$23,000: staff time, software, etc.	\$23,000
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Total Other Funding Sources: \$23,000

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).

This is a one-year project, which could be replicated in the future if the current economic needs persist. We would measure the successes and opportunities from the first year of this program and then decide at that point what to continue, enhance, etc. Any decisions to move forward in the future or for a future ask from the Economic Development Commission would be based strictly on hard data, business feedback, and community needs.

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

☐ **Yes**

☒ **No**

If not, please explain:

As a non-profit group our budget is already stretched very thin. While we do our best to advertise our downtown businesses, we do not have a budget to provide the substantial resources needed for major advertising, etc.

Organization's Fiscal Year (ex. month / year): From January 1 to December 31

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

If no, please explain:

We maintain a balanced budget and do work with an outside CPA firm to balance our books and file our 990 tax forms. We have a volunteer board and treasurer that reviews all financial reports

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

We will make a major press release, post on social media outlets, our website, and communicate the program to all downtown business owners – all while giving major recognition to the Franklin Economic Development Commission.

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: Daniel Causey

Print Name:

Signature:



Signature:

Title: Executive Director

Title:

Date: 05/02/25

Date:

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 renderings or descriptions of the project if available and appropriate.
- ☐ The organization’s overall budget showing income and expenses
- ☐ Most recent annual report or financial statements
- ☐ Letters of agreement from collaborating organizations (if applicable)

Supporting Franklin's Economic Heart



Summary: Discover Downtown Franklin is requesting \$57,000 to launch a major marketing campaign, pedestrian level signage initiative, and professional promotional photography that supports local businesses during a time of economic uncertainty and infrastructure disruption

Why Now?

- Downtown shops are facing increased economic pressure from:
 - Uncertain consumer spending habits/tariff impacts, impact of INDOT US-31 project
- Small businesses need strategic support to help weather uncertainty and continue driving growth
- Without additional support from a comprehensive marketing initiative, small businesses in our downtown are at risk of permanently closing their doors

What This Funding Supports, Budget Breakdown

1. Multi-Platform Marketing Campaign - \$50,000

- Digital/Google (\$10K), radio (\$10K), social media (\$10K), traditional advertising (\$20K)
- Focused on keeping Downtown Franklin top-of-mind and driving regional visitors downtown

2. Downtown Pedestrian Signage - \$2,000

- Improves visitor navigation, walkability, and experience – more \$ stays in Franklin!
- Highlights public parking, key businesses, landmarks, restrooms, and educate visitors on the many businesses that aren't in the central downtown area or located directly on Jefferson Street

3. Downtown Professional Photography Initiative - \$5,000

- Work with Franklin professional photographers, Galbraith Photography, for professional portraits of businesses, owners, etc. – we would use this photography for the marketing campaign as well as many other uses, including giving the businesses access for their own internal marketing efforts

Trusted Expert Partners

We will be collaborating with respected advertising professionals to execute these initiatives, including:

- Elevated Marketing Solutions, Clever Dogs Media, Festival Country Indiana, Indiana Main Street, JR Promotions, 92.3 WTTS, AIM Media, plus other regional advertising partners

DDF is a Smart and Safe Investment

- We are a Nationally Accredited Main Street Program with a proven record of high-impact promotions, bringing over 80,000 attendees to downtown in 2024
- We are committed to **collaboration, transparency**, and shared outcomes

Collaborative, Community-Focused Approach

- Our campaign will support **all downtown businesses and partners**, *not just DDF events*
- Promoting downtown drives traffic to the privately owned businesses, civic events, nonprofits, and cultural destinations that make our community such a special place

By investing Economic Development Commission Economic Development Fees into this initiative, we're supporting 100+small businesses, our community partners, and strengthening the heart of Franklin, ensuring resilience and continued economic growth for years to come!

2025 Discover Downtown Franklin

Board Slate & Staff

- Josh Shanafelt, President
- Emily Olibo, Vice President
- Toni Breeden, Secretary
- Krista Linke, Treasurer
- Dana Monson, Past President

- Courtney Bohling
- Glenn Faris
- Stephanie Northern
- Chris Rynerson
- Taylor Tyndall
- Carolyn Williams
- Jody Veldkamp
- Tricia Bechman

Discover Downtown Franklin Staff

- Danny Causey, Executive Director
- Jen Weltich, Assistant Director
- Jayne Rhoades, Farmers Market Day Manager (seasonal)

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

JUN 04 2006

DISCOVER DOWNTOWN FRANKLIN INC
C/O BRUCE KLEINSCHMIDT
1802 N. ILLINOIS STREET
INDIANAPOLIS, IN 46202

Employer Identification Number:
20-1392553
DLN:
17053124002016
Contact Person:
ROGER W VANCE ID# 31173
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
July 11, 2005
Contribution Deductibility:
Yes
Advance Ruling Ending Date:
December 31, 2009

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

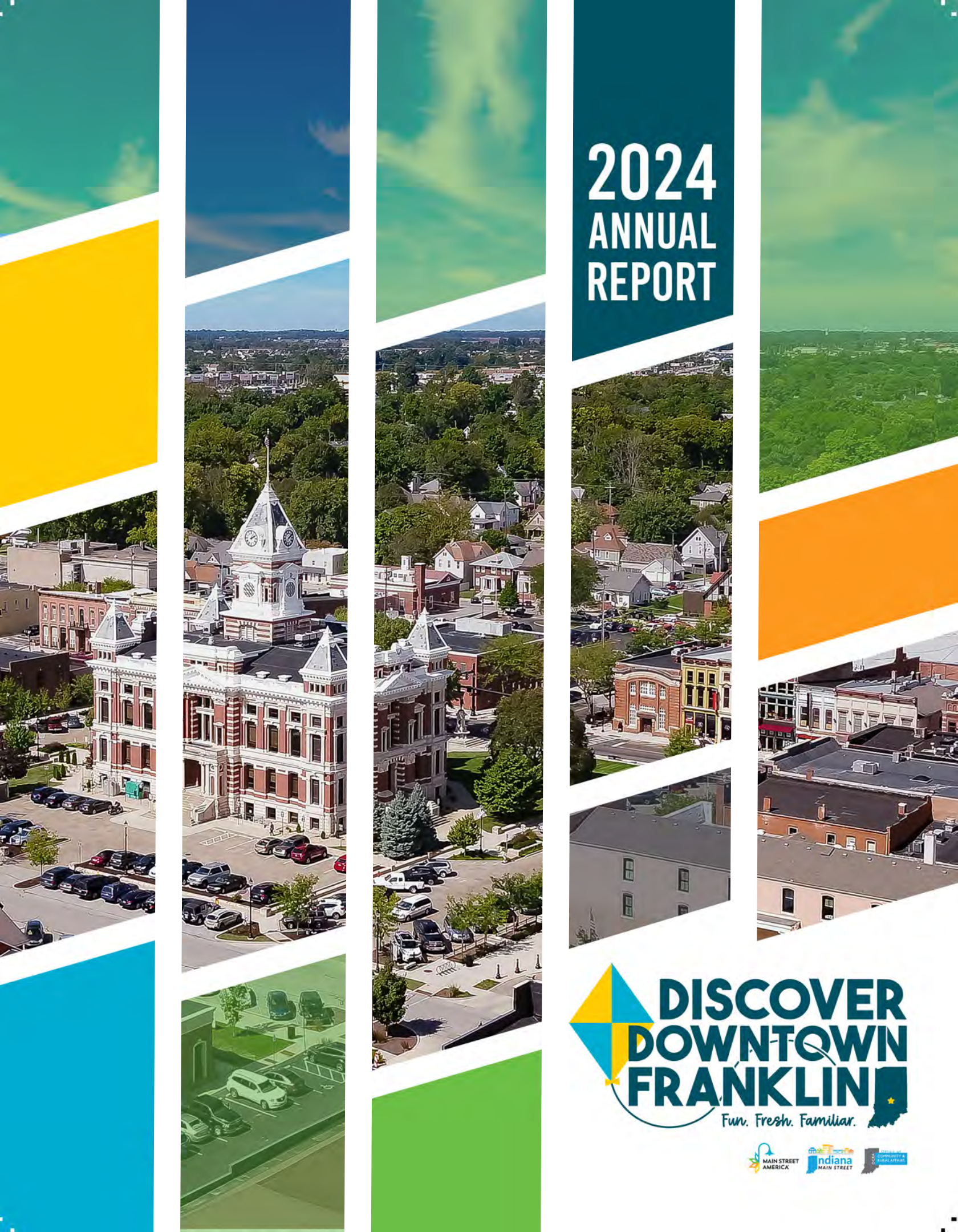
Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Letter 1045 (DO/CG)

2024 ANNUAL REPORT



**DISCOVER
DOWNTOWN
FRANKLIN**

Fun. Fresh. Familiar.

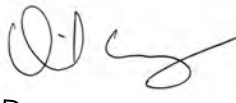


Discover Downtown Franklin staff attend the National Main Street Conference in Birmingham, Alabama.



2024 was an incredible year for Discover Downtown Franklin! It was the first full year for both of us - and we learned so much. 2024 kicked off with Love Local and our new monthly program, First Fridays. Following that was a once-in-a-lifetime solar eclipse, Strawberries on the Square, and many other exciting events. In 2024 our events brought over 80,000 visitors to downtown, we increased Farmers Market attendance by 66%, our social media reach increased by 120%, and our budget increased by over \$100,000! We have more big plans for the future and would love for you to be a part of them.

Thank you,


Danny Causey
Executive Director


Jen Weltich
Assistant Director

WHAT'S MAIN STREET?

DDF is one of only 16 Nationally Accredited Main Street groups in Indiana. Main Street America, founded in 1980, leads a collaborative movement with partners and grassroots leaders that advances shared prosperity, creates resilient economies, and improves quality of life through place-based economic development and community preservation in downtowns and neighborhood commercial districts across the country. **We are proud to be a part of the Main Street movement!**

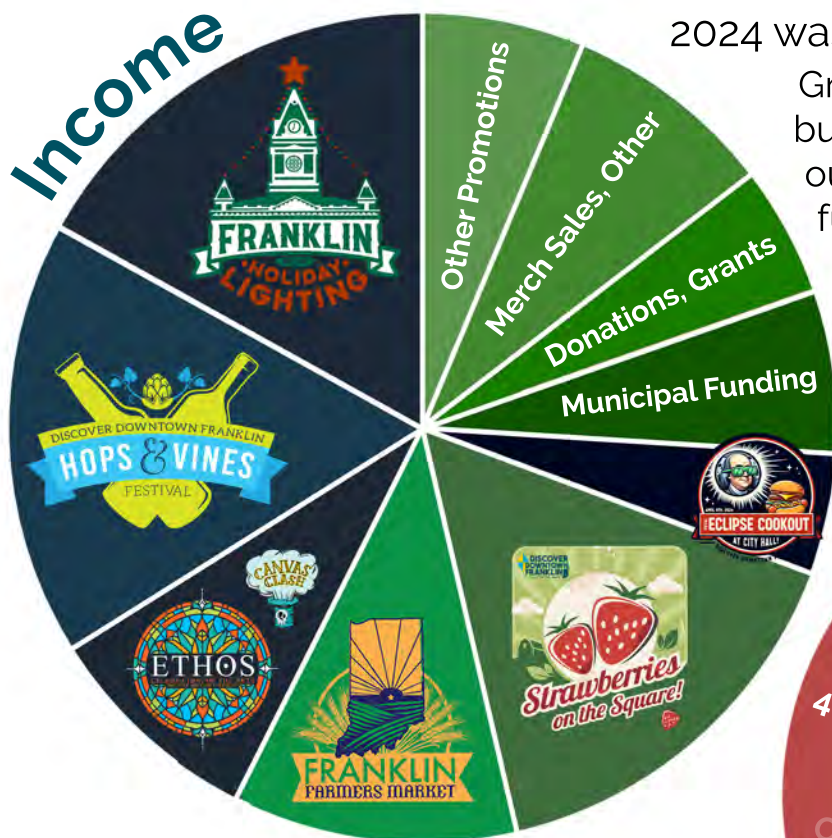


2024 brought big changes for the 'DDF' brand. We created a new logo with color palettes that compliment the National & State Main Street colors. We ordered new promotional tents, signs, merch, and a branded wrap was installed on our trailer!



FINANCIAL SUMMARY

2024
ANNUAL
REPORT



2024 was a year of **GROWTH**.

Growth regarding income, but also expenses. In 2025 our goal is to increase the fundraising, sponsorship, and donation efforts that create economic and placemaking community **IMPACT!**



Holiday Lighting Fund: DDF raises \$40,000 each year to fund the annual downtown holiday lighting installation.

CREATING IMPACT

- **Over 80,000 visitors** brought to Downtown Franklin through our 2024 events & promotions
- **1.2 MILLION** views on Facebook and Instagram with a reach of over **400,000 users** total. **Our message is being HEARD!**
- **36,600 visitors** at the Franklin Farmers Market
- **2,600 volunteer hours** across 42 event days

MAIN STREET = COMMUNITY!
MAIN STREET = ECONOMIC DEVELOPMENT!





Total Eclipse Cookout at City Hall

Monday, April 8th, 2024

DDF embraced this once-in-a-lifetime event by hosting a community cookout in front of City Hall. We met people from all over the nation and world who, for one day, called Franklin home.

Main Event Sponsor: Johnson Memorial Health



Strawberries on the Square

Friday, May 24th, 2024

Our beloved summer kickoff event was back on the courthouse square this year! DDF volunteers served over 6,000 strawberry shortcakes while our community listened to live music and basked in the summer sun.

Main Event Sponsor: Fletcher Chrysler Dodge Jeep Ram



Photo: Tim Gallan



Photo: Tim Gallan

▼▼▼ Jayne Rhoades, Farmers Market Day Manager



Franklin Farmers Market

16 Saturdays, June 1 - September 14

We grew the Franklin Farmers Market by 66% this year, bringing 36,600 visitors to our downtown across 16 summer Saturdays. From initiating our first Biz Kidz day to winning second place in the statewide 'Indiana's Ultimate Farmers Market' contest, our market rocks!

Main Event Sponsor: Duke Energy





Canvas Clash

Friday, June 21st, 2024

Dozens of contestants rolled up their sleeves to complete in a madcap, timed live-art contest while attendees cheered them on (and voted with dollars). This high-energy event was the kickoff to Ethos Celebration of the Arts. This event is a partnership with the Franklin Department of Public Art.

Main Event Sponsor: Hoffmann & Newcomb Law



Photo: Tim Gallan



Ethos Celebration of the Arts

Saturday, June 22nd, 2024

Over 65 artists from across the country brought their creations to Ethos to display and sell at our premier, juried art show. This year's event honored a late local artist by unveiling the new Raymond F. Turner Best in Show Award. This event is a partnership with the Franklin Indiana Public Art Advisory Commission.

Main Event Sponsor: Franklin Jewelers



Turner family & B.I.S. Winner



Photo: Tim Gallan



2024 ANNUAL REPORT



Hops & Vines Festival

Saturday, August 10th, 2024

Franklin's premier beer and wine festival did not disappoint in 2024! Over **6,000 patrons** enjoyed Toy Factory's funky tunes while drinking beer and wine from 13 Indiana-based vendors! This event was a partnership with Franklin Parks and Recreation.

Main Event Sponsor: CroadRoad Engineers, P.C.



Holiday Lighting & Winter Market

Saturday, December 7th, 2024

We turned Downtown Franklin into a winter wonderland by fundraising for and lighting the entire courthouse square and beyond while our Winter Market allowed patrons to scratch their holiday shopping itch. This partnership between Franklin Parks and the Franklin Chamber drew over **13,000 visitors** to downtown!

Main Event Sponsor: Fletcher Chrysler Dodge Jeep Ram

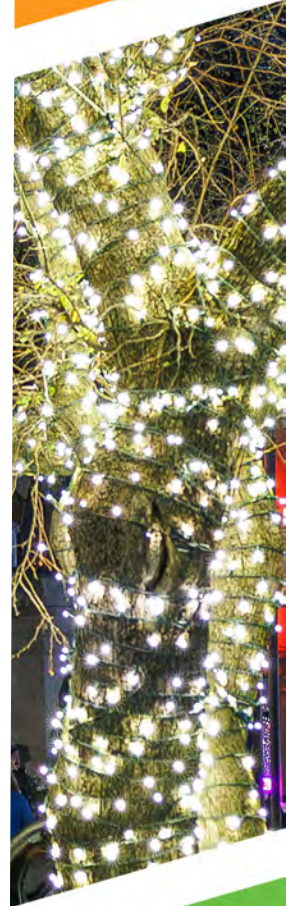


Photo: Tim Gallan



First Fridays - Open Late!

First Friday of every month, 5 - 8 p.m.

Following the recommendation of international expert Roger Brooks of how to stimulate our local economy, DDF started a monthly late-night shopping event with free live music, prizes, themes, and more!

Sponsored by Festival Country Indiana and the Franklin Development Corporation



Love Local Franklin

February 9-18, 2024

2024 was our biggest Love Local event yet with an **local economic impact of over \$80,000!** This shopping event helps our local businesses during a traditionally slow winter month. ❤️



Vintage & Handmade Festivals

Saturday, April 27 & Saturday, October 5

The 2024 Spring & Fall Vintage & Handmade Festivals drew **over 8,000 visitors** to Downtown! Two locations with 100+ vendors plus Franklin's fabulous downtown shops makes these 2 Saturdays a shoppers dream!

A partnership with local vintage business leaders



Porchtober

Discover Downtown Franklin partnered with the Creative Council of Franklin and Crossroad Promotions to celebrate community with these fan-favorite live-music events held on local porches!



▼▼▼ Grand prize winner Kara H.



Downtown Franklin Holiday Open House

November 8th, 9th, & 10th, 2024

This weekend-long shopping event kicked off the holiday season for our downtown shops. Shoppers came in droves and ultimately submitted over 900 "passport" entries for chances to win 11 local gift-card prize packages (each passport = at least 10 businesses visited).

A Partnership with Middle Davids Candles





Former First Lady of Indiana, Judy O'Bannon, at the Corydon Community Exchange



Indiana Creative Convergence

Professional Development

Discover Downtown Franklin and our partners are regularly investing in our staff and board to bring new and exciting ideas back to Franklin.

Professional development included:

- State Main Street Conference
- National Main Street Conference
- Indiana Creative Convergence
- Multiple Community Exchanges
- 6 Johnson County Community Foundation Elevate Impact classes



Past Forward Conference

National Main Street Conference - Birmingham, Alabama

THANK YOU 2024 SPONSORS!

2024
ANNUAL
REPORT

MAIN EVENT LEVEL SPONSORS



GOLD LEVEL SPONSORS



SILVER LEVEL SPONSORS



BRONZE LEVEL SPONSORS

CFS TITLE
CRANE CREDIT UNION
DENALI TITLE
FRANKLIN CHAMBER
FRANKLIN HERITAGE, INC.
FRANKLIN JEWELERS
FRANKLIN PUBLIC ARTS
ADVISORY COMMISSION

GENERATION ART & FRAME
HORIZON BANK
HUDDLESTON & HUDDLESTON LAW
HUSTON ELECTRIC
JOHNSON MEMORIAL HEALTH
KELLY PROMOTIONAL PRODUCTS
LEUGERS INSURANCE GROUP

MNM CONSTRUCTION
MODERN WOODMEN
FRATERNAL FINANCIAL
NSK PRECISION AMERICA
SWEAT SHOP
TRI KAPPA FRANKLIN
VAUGHT FAMILY EYE CARE



2024 BOARD



Board of Directors & Staff

Front: Robin Betts
Stephanie Northern
Courtney Bohling
Carolyn Williams
Jen Weltich, Staff

Mid: Danny Causey, Staff
Stephanie Marten, Treasurer
Toni Breeden, Secretary
Emily Olibo, Vice President
Dana Monson, President
Rosie Chambers
Krista Linke
Taylor Tyndall

Back: Joe Kelly
Joshua Shanafelt
Chris Rynerson

Not Pictured:
Glenn Faris
Jayne Rhoades



Discover Downtown Franklin is a 501(c)3 nonprofit organization
and is a nationally accredited Main Street Program.

Our Mission: Connecting people to
our downtown community.

Our Vision: To nurture a space where
business, history and culture can flourish.

Our Motto: Keep Franklin Fun, Fresh, & Familiar

120 E. Jefferson Street
Franklin, IN 46131
463-222-2007

www.DiscoverDowntownFranklin.com

Office hours vary - please call to schedule an appointment.

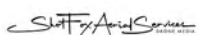


Olivia Alvey
2024 Intern (Franklin College)

All event crowd numbers from
Placer.ai software courtesy of:



Cover photo provided by:



You're still reading the fine print? Wow! Thank you! Please let us know if you would like to get more involved with Discover Downtown Franklin. - Danny & Jen

Discover Downtown Franklin, Inc.

Budget Overview: Operating Budget 2025 - FY25 P&L

January - December 2025

	TOTAL
Revenue	
Design Income	
Design Income	500.00
Planter Program Income	2,000.00
Total Design Income	2,500.00
Farmers Market Income	30,000.00
Grant Income	
Branigin Grant 2025	5,000.00
JCCF Grant 2025 - Golf Cart	15,000.00
Total Grant Income	20,000.00
Organization Income	
Donations	290.00
Interest Income	2,000.00
JCCF Operating Endowment	1,150.00
Merchandise / Promo / Branding Items	18,000.00
Operational Sponsors	20,000.00
Total Organization Income	41,440.00
Promotions Income	40,000.00
Ethos Celebration of the Arts Revenue	18,000.00
Canvas Clash Revenue	7,000.00
Total Ethos Celebration of the Arts Revenue	25,000.00
Hops and Vines Revenue	43,000.00
Strawberries on the Square Revenue	41,000.00
Vintage Festival Revenue	
Vintage Festival Sponsors 2025	20,000.00
Total Vintage Festival Revenue	20,000.00
Winter Market Revenue	8,500.00
Total Promotions Income	177,500.00
Total Revenue	\$271,440.00
GROSS PROFIT	\$271,440.00
Expenditures	
Design Expenses (restored)	
Planter Program	400.00
Total Design Expenses (restored)	400.00
Grant Expenses	
Branigin Foundation Grant 2025	5,000.00
JCCF Grant 2025 - Golf Cart	15,000.00
Total Grant Expenses	20,000.00
Organizational Expenses	
Advertising / Website / FB	2,000.00
Downtown Business Fund Contribution (Advertising)	6,500.00
Website Hosting Fee - Clever Dogs	1,200.00

Discover Downtown Franklin, Inc.

Budget Overview: Operating Budget 2025 - FY25 P&L

January - December 2025

	TOTAL
Total Advertising / Website / FB	9,700.00
Annual Meeting	50.00
Bank Fees	50.00
Board Costs	850.00
Business Relations	1,750.00
Dues & Subscriptions	3,100.00
Flowers	500.00
Insurance	3,000.00
Legal & Professional Fees	2,500.00
Merchandise / Promo / Branding Items	15,000.00
Office / General Administrative Expenditures	1,500.00
Phones	420.00
Professional Development Expenditures	8,000.00
QuickBooks Payments Fees	1,500.00
Rent	8,700.00
Sponsorships / Donations to Others	1,750.00
Volunteer Expenditures	500.00
Total Organizational Expenses	58,870.00
Payroll Expenses	
Assistant Director Payroll Expenses	0.00
Cell Phone Stipend	1,300.00
Combined Payroll Expenses	115,360.00
Farmer's Market Master Payroll Expenses	2,750.00
Health Insurance Stipend	5,200.00
Payroll Processing Fee	40.00
Payroll Taxes	8,300.00
Retirement Contribution	3,460.00
Total Payroll Expenses	136,410.00
Promotions Expenses	
Ethos Celebration of the Arts Expenditures	4,500.00
Canvas Clash Expenditures	2,500.00
Total Ethos Celebration of the Arts Expenditures	7,000.00
Farmer's Market Expenditures	2,500.00
Hops & Vines Expenses	25,000.00
Strawberries on the Square Expenses	15,000.00
Vintage Festival Expenditures	
Vintage Festival - 2025_Expenditures	5,000.00
Total Vintage Festival Expenditures	5,000.00
Winter Market Expenditures	
Winter Market - 2025_Expenditures	1,000.00
Total Winter Market Expenditures	1,000.00
Total Promotions Expenses	55,500.00
Total Expenditures	\$271,180.00

Discover Downtown Franklin, Inc.

Budget Overview: Operating Budget 2025 - FY25 P&L

January - December 2025

	TOTAL
NET OPERATING REVENUE	\$260.00
NET REVENUE	\$260.00

Discover Downtown Franklin, Inc.

Budget Overview: Downtown Business Fund 2025 Budget - FY25 P&L

January - December 2025

	TOTAL
Revenue	
Downtown Business Fund Revenue	
Downtown Business Fund Contribution from Operating Account for 2025	6,500.00
First Fridays Revenue	
First Fridays - 2025_Revenue	20,000.00
Total First Fridays Revenue	20,000.00
Holiday Open House Revenue	
Holiday Open House - 2025_Revenue	1,600.00
Total Holiday Open House Revenue	1,600.00
Love Local Revenue	
Love Local - 2025_Revenue	1,400.00
Total Love Local Revenue	1,400.00
Total Downtown Business Fund Revenue	29,500.00
Organization Income	
Annual Event Brochure	
Annual Event Brochure Sponsorship 2025_Revenue	1,100.00
Total Annual Event Brochure	1,100.00
Total Organization Income	1,100.00
Total Revenue	\$30,600.00
GROSS PROFIT	\$30,600.00
Expenditures	
Downtown Business Fund Expenditures	
First Fridays	
First Fridays - 2025_Expenditures	20,000.00
Total First Fridays	20,000.00
Holiday Open House	
Holiday Open House - 2025_Expenditure	3,800.00
Total Holiday Open House	3,800.00
Love Local	
Love Local - 2025_Expenditure	3,700.00
Total Love Local	3,700.00
Sidewalk Stickers - 2025_Expenditure	2,000.00
Total Downtown Business Fund Expenditures	29,500.00
Organizational Expenses	
Annual Event Brochure	
Annual Event Brochure 2025_Expenditure	3,600.00
Total Annual Event Brochure	3,600.00
Total Organizational Expenses	3,600.00
Total Expenditures	\$33,100.00
NET OPERATING REVENUE	\$ -2,500.00
NET REVENUE	\$ -2,500.00

Discover Downtown Franklin, Inc.

Budget Overview: Downtown Business Fund 2025 Budget - FY25 P&L

January - December 2025

Discover Downtown Franklin, Inc.

Budget Overview: Holiday Lighting 2025 Budget - FY25 P&L

January - December 2025

	TOTAL
Revenue	
Promotions Income	
Holiday Lighting Fund Revenue	
Holiday Lighting - 2024	1,500.00
Holiday Lighting - 2025 Event Sponsor Revenue	17,500.00
Holiday Lighting - 2025 Tree Sponsorship Revenue	6,500.00
JCCF Holiday Lighting Endowment_Revenue	7,254.00
Total Holiday Lighting Fund Revenue	32,754.00
Total Promotions Income	32,754.00
Total Revenue	\$32,754.00
GROSS PROFIT	\$32,754.00
Expenditures	
Promotions Expenses	
Holiday Lighting Expenditures	
Holiday Lighting - 2025 Marketing Expenses	1,000.00
Holiday Lighting - 2025 Light Installation Expenses	30,000.00
Holiday Lighting - 2025 Other Event Expenses	1,100.00
Holiday Lighting Management Fee_Expenditure to Operating	500.00
Total Holiday Lighting Expenditures	32,600.00
Total Promotions Expenses	32,600.00
Total Expenditures	\$32,600.00
NET OPERATING REVENUE	\$154.00
NET REVENUE	\$154.00

Statement of Activity

Discover Downtown Franklin, Inc.

January-December, 2024

DISTRIBUTION ACCOUNT	TOTAL
Income	
Design Income	900.00
Downtown Business Fund Revenue	0
First Fridays Revenue	5,317.56
Holiday Open House Revenue	1,125.00
Love Local Revenue	800.00
Ornament Sales	0
Ornament Sales - 2023	1,140.00
Ornament Sales - 2024	200.60
Total for Ornament Sales	\$1,340.60
Total for Downtown Business Fund Revenue	\$8,583.16
Farmers Market Income	29,070.00
Grant Income	\$1,000.00
Branigin Foundation Grant	5,000.00
Indiana Arts Commission Grant	1,000.00
Total for Grant Income	\$7,000.00
Organization Income	0
Donations	9,891.98
Interest Income	3,135.76
JCCF Operating Endowment	1,151.00
Merchandise / Promo / Branding Items	16,692.00
Operational Sponsors	20,000.00
QuickBooks Payments Sales	444.00
Total for Organization Income	\$51,314.74
Promotions Income	\$39,230.00
Ethos Celebration of the Arts Revenue	\$15,656.75
Canvas Clash Revenue	5,807.50
Total for Ethos Celebration of the Arts Revenue	\$21,464.25
Holiday Lighting Fund Revenue	0
Holiday Lighting - 2023	6,337.50
Holiday Lighting - 2024	24,621.00
Total for Holiday Lighting Fund Revenue	\$30,958.50
Hops and Vines Revenue	47,747.00
Strawberries on the Square Revenue	43,664.15
Total Eclipse Cookout	9,010.00
Vintage Festival Revenue	12,465.00
Winter Market Revenue	\$8,748.50
Winter Market - 2024	66.38
Total for Winter Market Revenue	\$8,814.88
Total for Promotions Income	\$213,353.78

Statement of Activity

Discover Downtown Franklin, Inc.

January-December, 2024

DISTRIBUTION ACCOUNT	TOTAL
Sales	125.00
Unapplied Cash Payment Income	
Uncategorized Income	600.00
Total for Income	\$310,946.68
Cost of Goods Sold	
Gross Profit	\$310,946.68
Expenses	
Downtown Business Fund Expenditures	0
First Fridays	10,993.37
Holiday Open House	811.00
Love Local	1,686.03
Ornament Expenses	2,220.00
Total for Downtown Business Fund Expenditures	\$15,710.40
Grant Expenses	0
Arete Purpose Consulting (Strategic Plan 2024)	6,000.00
Total for Grant Expenses	\$6,000.00
Organizational Expenses	0
Advertising / Website / FB	\$926.94
Website Hosting Fee - Clever Dogs	1,200.00
Total for Advertising / Website / FB	\$2,126.94
Annual Event Brochure	3,519.00
Bank Fees	101.56
Board Costs	812.39
Business Relations	1,684.22
Dues & Subscriptions	3,096.59
Insurance	2,154.16
Merchandise / Promo / Branding Items	21,606.11
Office / General Administrative Expenditures	2,839.76
Phones	479.46
Professional Development Expenditures	6,519.25
QuickBooks Payments Fees	1,448.75
Rent	8,280.00
Sponsorships / Donations to Others	1,075.00
Volunteer Expenditures	65.99
Total for Organizational Expenses	\$55,809.18
Payroll Expenses	0
Assistant Director Payroll Expenses	29,822.89
Cell Phone Stipend	1,300.00
Combined Payroll Expenses	58,282.23
Economic Vitality Specialist Payroll Expense	16,923.06

Statement of Activity

Discover Downtown Franklin, Inc.

January-December, 2024

DISTRIBUTION ACCOUNT	TOTAL
Farmer's Market Master Payroll Expenses	2,190.00
Health Insurance Stipend	5,200.00
Payroll Taxes	8,699.45
Retirement Contribution	761.52
Total for Payroll Expenses	\$123,179.15
Promotions Expenses	\$5,044.12
Ethos Celebration of the Arts Expenditures	\$5,070.72
Canvas Clash Expenditures	2,371.44
Total for Ethos Celebration of the Arts Expenditures	\$7,442.16
Farmer's Market Expenditures	3,949.32
Holiday Lighting Expenditures	\$800.00
Holiday Lighting - 2024	30,228.60
Total for Holiday Lighting Expenditures	\$31,028.60
Hops & Vines Expenses	31,331.36
Strawberries on the Square Expenses	13,256.94
Total Eclipse Cookout	3,535.15
Vintage Festival Expenditures	3,373.00
Winter Market Expenditures	\$250.00
Winter Market - 2024	1,334.06
Total for Winter Market Expenditures	\$1,584.06
Total for Promotions Expenses	\$100,544.71
Total for Expenses	\$301,243.44
Net Operating Income	\$9,703.24
Other Income	
Other Expenses	
Net Other Income	0
Net Income	\$9,703.24