

Dublin City Centre BID Company Limited				
Statement of Income and Expenditure				
For the year ended – December 2010				
INCOME	€		2010	2009
Levy Received	2,293,417		2,317,343	
Sponsorship	40,782		50,000	
Bank Interest Receivable	2,265	2,336,464	5,007	2,372,350
EXPENSES				
Cleaning & Maintenance, Landscaping				
Cleaning contract & Equipment	457,898		550,389	
Graffiti Removal & Street Washing	41,717	499,615	108,033	658,422
Marketing & Promotion				
Public Relations	27,169		110,340	
Printing	2,001		7,381	
Marketing	346,394	375,564	129,177	246,898
Research , Technology and Policies				
Research	25,226	25,226	7,483	7,483
Community Gain				

General Allocation–Community Gain	10,000	10,000	–	–
Visitor Assistance and Hospitality				
Ambassador Salaries	564,569		577,862	
Ambassador Uniforms & Consumables	17,505		16,310	
Staff Training	10,788	592,862	13,020	607,192
Capital Projects and Improvements				
Flower Planters	24,643		26,535	
Christmas Tree and Lights	307,898	332,541	343,256	369,791
Debt Collection				
Income Collection	42,440		45,000	
Preliminary Costs	18,135	60,575	18,135	63,135
Administration				
Administration Staff	206,919		207,402	
Office Cleaning & maintenance	8,616		8,757	
Rent & Rates – Office	106,760		94,666	
Telephone	5,848		9,380	
Subscriptions	2,009		7,509	
Computer Maintenance	20,047		3,080	
Recruitment	8,168		2,169	
Postage & stationery	12,181		15,375	
Staff travel	2,657		4,645	
Legal	8,008		6,416	
Accounting	–		12,128	

Auditing	3,700		7,093	
Insurance	7,683		6,748	
Bank interest and charges	567		467	
Sundry	3,196	396,359	6,976	392,811
Depreciation				
Depreciation	61,320	61,320	59,308	59,308
		2,354,062		2,405,040
Net Surplus/(Deficit)		(17,598)		(32,690)