

# SAMPLE

## Detailed Line Item Budget for Downtown Enhancement Grant Project for XYZ Community

### Buy Local Campaign

<b>Income</b>	<b>Amounts</b>
<i>Main Street XYZ Match</i>	<i>\$2,500.00</i>
<i>Community Foundation Match</i>	<i>\$1,250.00</i>
<i>Tourism Match</i>	<i>\$1,250.00</i>
<i>Indiana Main Street Downtown Enhancement Grant</i>	<i>\$5,000.00</i>
<i>Total</i>	<i>\$10,000.00</i>

<b>Expenses</b>	<b>Amounts</b>
<i>Campaign Design @\$30/hr for 20 hrs</i>	<i>\$600.00</i>
<i>Promotional Materials</i>	
<i>Placemats for downtown restaurants</i>	<i>\$250.00</i>
<i>Organization Brochures</i>	<i>\$850.00</i>
<i>Downtown Shopping Insert</i>	<i>\$850.00</i>
<i>Shop Local Window Clings</i>	<i>\$500.00</i>
<i>Flyers and posters</i>	<i>\$500.00</i>
<i>Promotional Packages</i>	<i>\$750.00</i>
<i>Staff person @ 20.00/hr for 4 hrs for 12 weeks</i>	<i>\$960.00</i>
<i>Postage</i>	
<i>Postcards/direct mail (\$575), letters (\$210)</i>	<i>\$785.00</i>
<i>Advertising</i>	
<i>Radio(\$1500), newspaper(\$1500)</i>	<i>\$3,000.00</i>
<i>Website upgrades</i>	<i>\$955.00</i>
<i>TOTAL</i>	<i>\$10,000.00</i>