



Souderton Business Improvement District Annual report 2017

We are working to create a unique identity as Historic Downtown Souderton complete with our own domain and a private office for our BID coordinator

Events

3rd Friday is in it's 2nd year. Vendor sign ups have increased with more coming from outside Souderton including a pop-up beer garden. BID businesses can participate at no cost. Get in touch about registering or to help us market this event. www.3rdfri.com or @3rdfri on social media



Marketing

The Souderton app is free in both Google Play and Apple App Stores. Residents are beginning to use the app and our first non-BID business advertisers have been signing up. As a BID business, this marketing tool is free for you to highlight your organization to existing and new customers. Plus you have full control over your info on the app. If you aren't on the app, we'll help you get set up.



Asset Enhancement



Winter decorations
Provided by the BID
Managed by the borough

Budgets by year

2017 Budget (Based on \$50,000)



2018 Budget (Based on \$60,000)



SOUDERTON-TELFORD COMMUNITY DEVELOPMENT CORPORATION

SCHEDULE II - BID REVENUE AND EXPENSES - MODIFIED CASH BASIS

FOR THE YEAR ENDED DECEMBER 31, 2017

WITH COMPARATIVE TOTALS FOR THE YEAR ENDED DECEMBER 31, 2016

	2017	2016
BID Program Revenues:		
BID Assessment Revenue	\$ 61,803	\$ 49,909
Program Income	690	-
Total Revenues	62,493	49,909
BID Program Expenses and Administrative Fee:		
Bank and Registration Fees	6	76
Banners and Holiday Decorations	19,859	-
Events	2,016	-
Marketing	590	-
Mobile App Setup	-	2,495
Postage	245	250
Professional Fees	5,670	-
Office Supplies and Expenses	1,265	309
Travel and Meetings	-	437
Total BID Program Expenses	29,651	3,567
Administrative Fee	17,489	14,958
Total Expenditures	47,140	18,525
Increase in Net Assets	\$ 15,353	\$ 31,384

PROPOSED PROJECTS:

- Wayfinding/ town identity signage
- Digital sign replaces existing outdated equipment Will advertise BID businesses and borough news only
- Artist-designed public seating
- New underpass mural (E Chestnut St)

