

**Township of Rideau Lakes
Economic Development
July 31, 2024**

Income	Actual	Budget	Variance	%
Sponsorship	\$ 2,000.00	\$ 2,000.00	\$ -	0.00%
Sale of Items	\$ 158.29	\$ -	\$ 158.29	
Total Income	<u>\$ 2,158.29</u>	<u>\$ 2,000.00</u>	<u>\$ 158.29</u>	
Expenses				
Business Recognition Breakfast				
Meals	\$ 2,250.00	\$ 2,400.00	\$ 150.00	6.25%
Awards & Gifts	\$ 596.61	\$ 500.00	\$ (96.61)	-19.32%
Décor	\$ 101.36	\$ 100.00	\$ (1.36)	-1.36%
Facility Rental	\$ 381.60	\$ 350.00	\$ (31.60)	-9.03%
Advertisement	\$ 125.37	\$ 200.00	\$ 74.63	37.32%
Wall Plaque	\$ -	\$ 70.00	\$ 70.00	100.00%
Publication and Print Material				
Design	\$ 812.85	\$ 2,000.00	\$ 1,187.15	59.36%
Printing	\$ 6,975.13	\$ 8,500.00	\$ 1,524.87	17.94%
Promotional Materials				
Materials	\$ 651.73	\$ 1,500.00	\$ 848.27	56.55%
CIP (Promotion)	\$ -	\$ 500.00	\$ 500.00	100.00%
Special Projects				
Marketing (General)	\$ 1,416.66	\$ 4,250.00	\$ 2,833.34	66.67%
Photographer/Videographer	\$ 1,424.64	\$ 3,000.00	\$ 1,575.36	52.51%
Marketing Project - (Digital Content Strategy)	\$ 5,250.10	\$ 9,000.00	\$ 3,749.90	41.67%
Marketing Project (Investment Attraction Campaign)	\$ 1,310.27	\$ 3,750.00	\$ 2,439.73	65.06%
Next Village Vision (consultant)	\$ 4,724.58	\$ 12,500.00	\$ 7,775.42	62.20%
Economic Development Action Plan-Strategic Projects	\$ -	\$ 16,880.00	\$ 16,880.00	100.00%
Rebranding				
Rebranding of Signs	\$ 380.00	\$ 1,500.00	\$ 1,120.00	74.67%
Total Expenses	<u>\$ 26,400.90</u>	<u>\$ 67,000.00</u>	<u>\$ 40,599.10</u>	60.60%
Report Total	<u>\$ (24,242.61)</u>	<u>\$ (65,000.00)</u>	<u>\$ 40,757.39</u>	