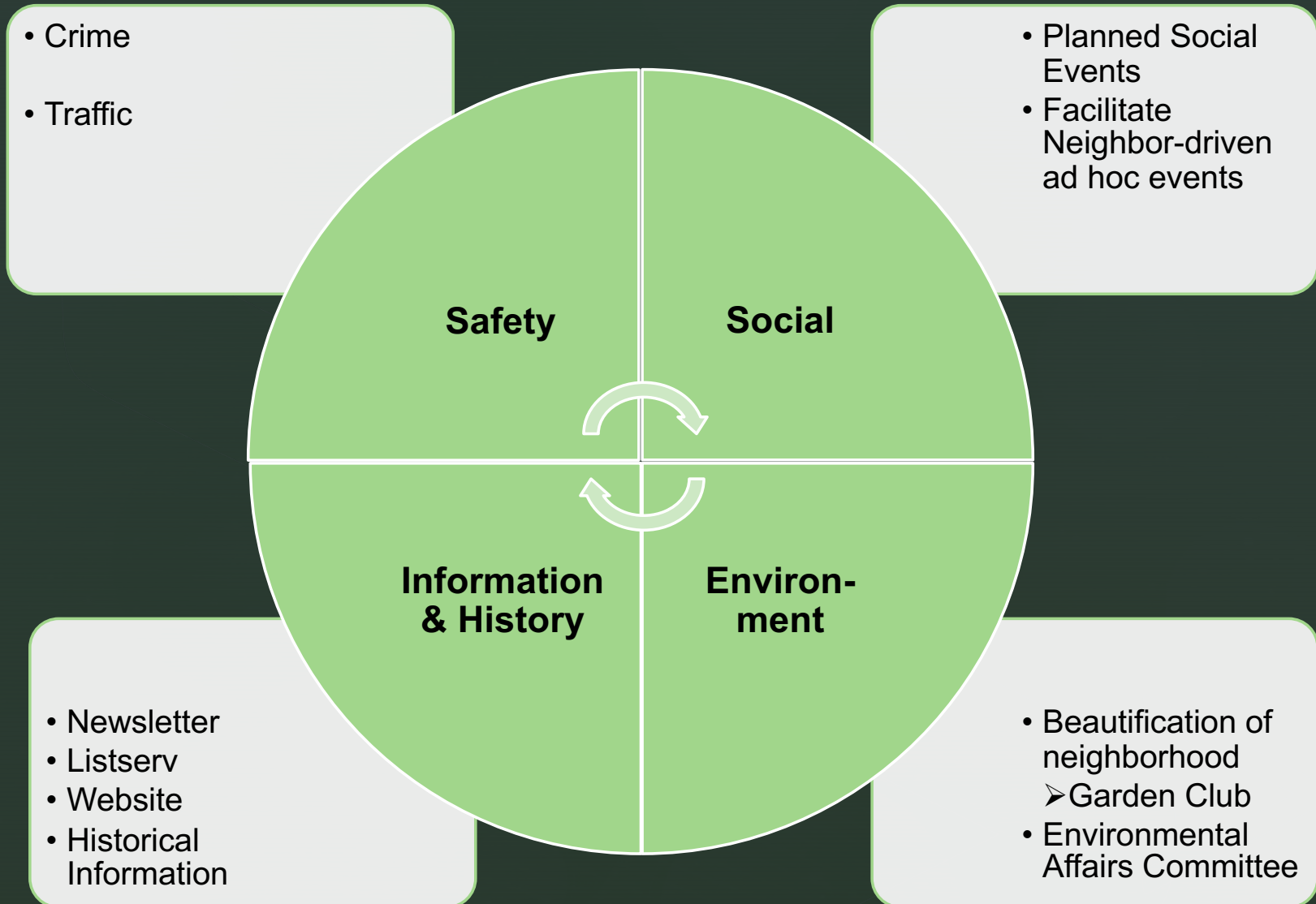


# Sunset Hills Neighborhood Association

## Budget Overview

# Sunset Hills Neighborhood Association Objectives

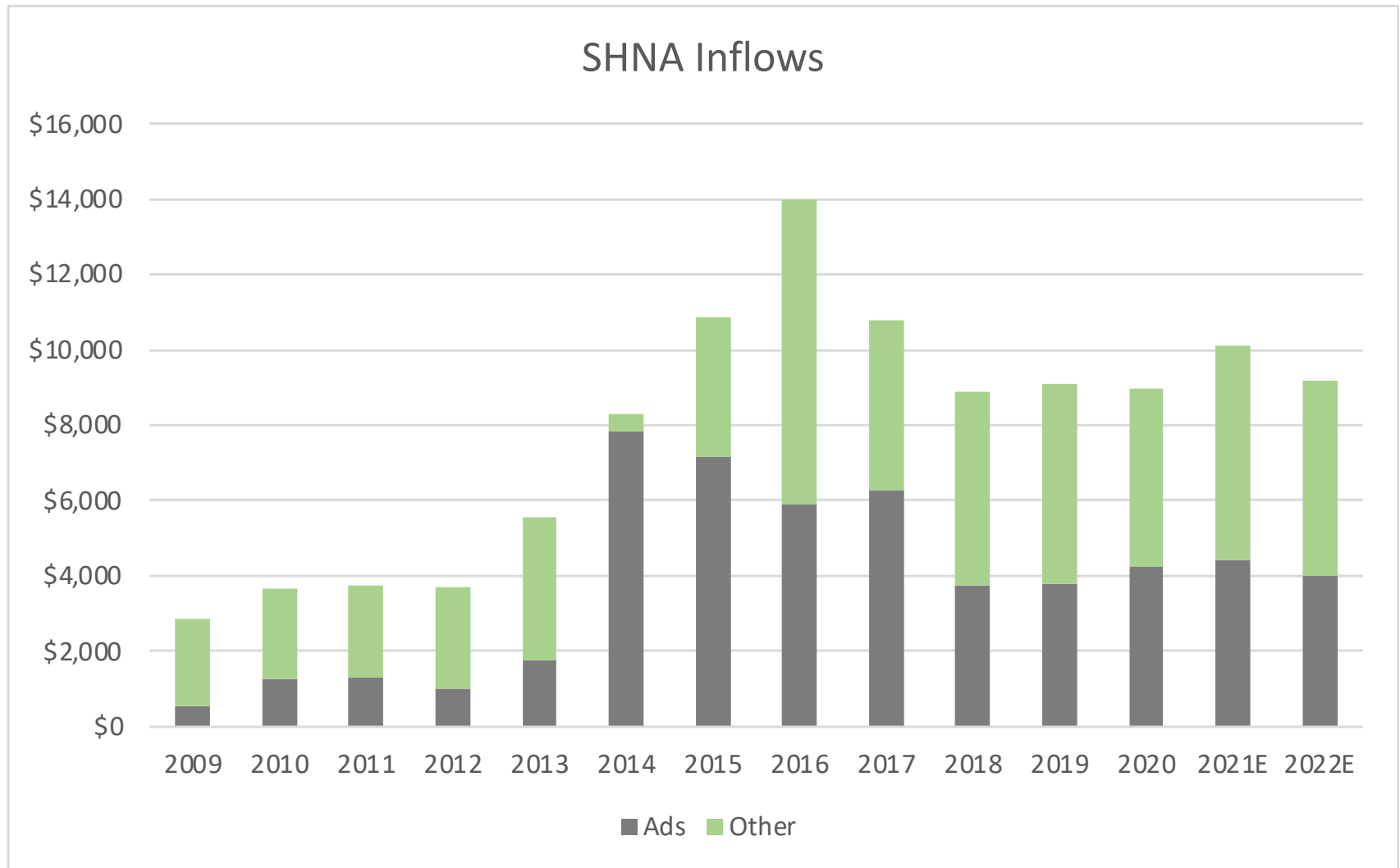


# SHNA Financial History

- 2009 – 2013
  - Ads/Dues/Contributions and expenses in \$3,000 to \$5,000 range → Association was breakeven
- 2014 – 2017
  - Ads/Dues/Contributions increased significantly, as high as \$14,000, driven largely by ad revenues and contributions
  - Expenses did not go up proportionately, and Association ran at a surplus
- 2018 – 2021
  - Ads/Dues/Contributions have fallen back to \$8,000 to \$9,000 range, as newsletter ad revenues have fallen
  - Expenses have varied over the years
  - In 2021, Association used some of cash surplus to fund projects
    - Sign toppers throughout neighborhood for ~\$5,000
    - Benches in the park for ~\$5,000
- Current cash balance of ~\$24,000

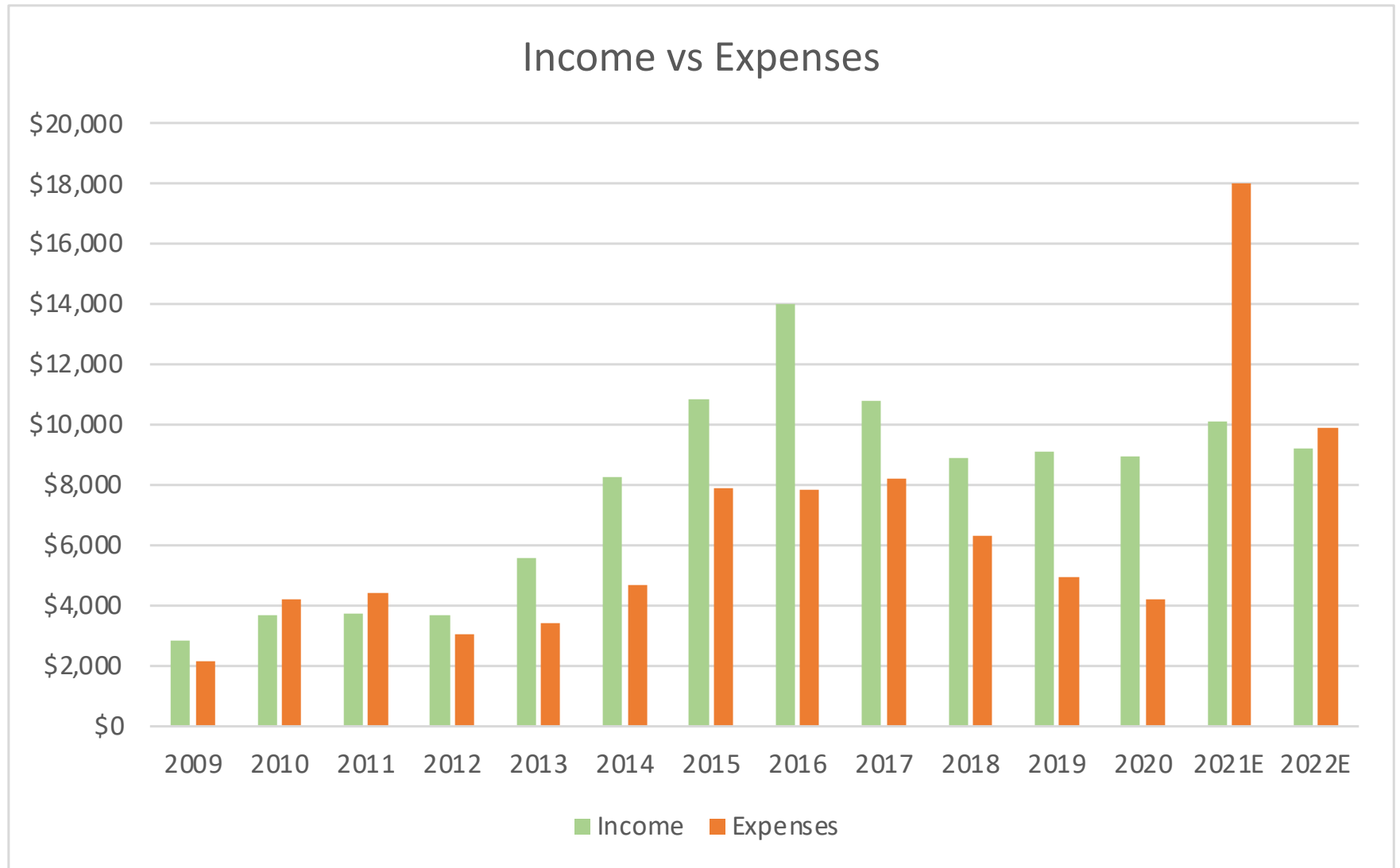
# Historical and Projected Ads/Dues/Contributions

- Stabilized in the \$9,000 range, down from 2015-17 levels



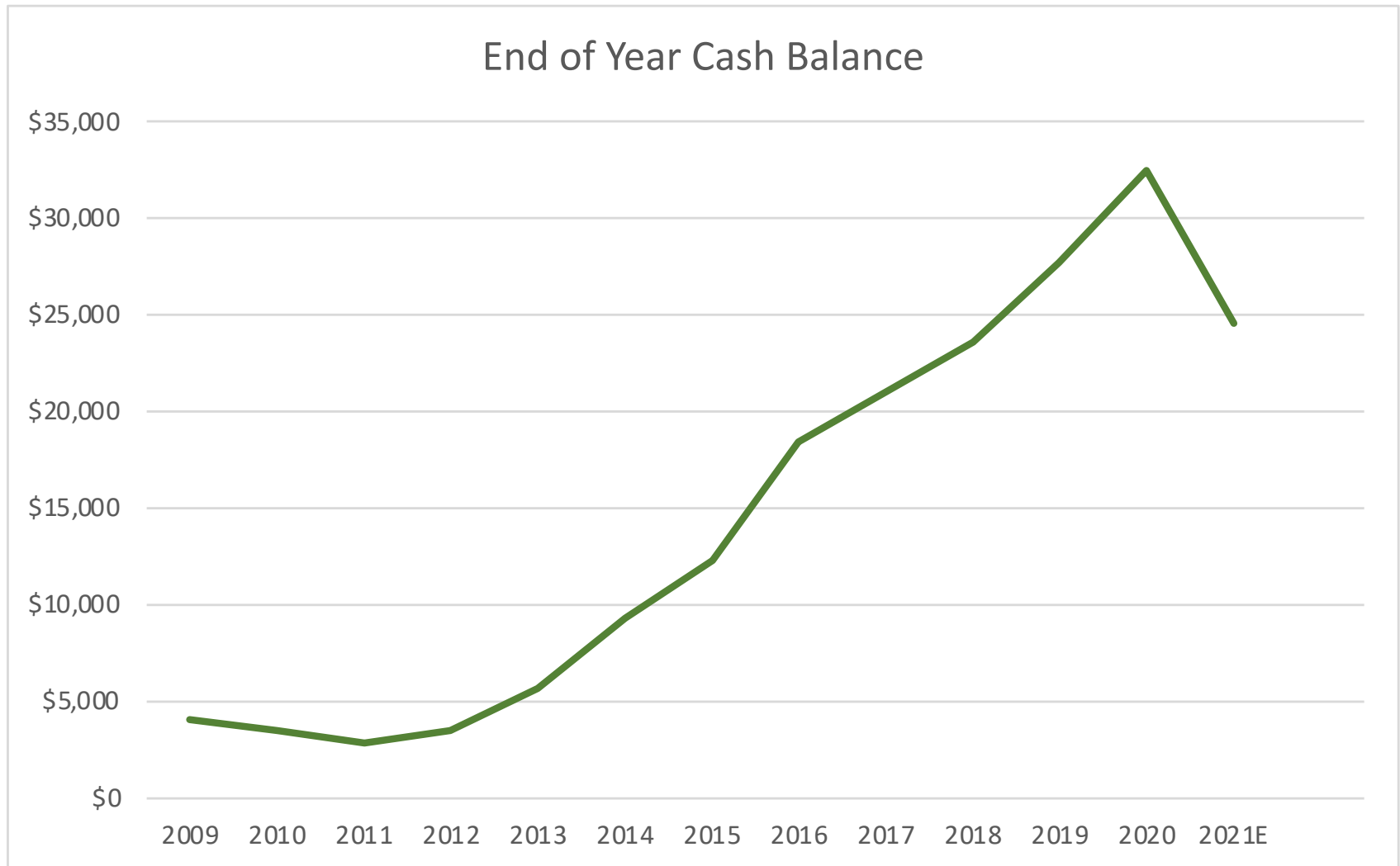
# Revenue and Expenses

- After running large surpluses in the last few years, SHNA running large deficit in 2021 to fund sign-toppers and benches. Expected to run small deficits in future years as spending increases



# Cash Balance Over Time

- Cash balance built up over last 8 years, allowing for larger expenditures in 2021 and going forward



# SHNA Budget

- Going forward, Association plans to set a budget for year based on expected dues and advertising profits (revenue less expenses) from newsletter
  - We believe advertising revenue will continue to decline
- Given high cash balance, Association is comfortable spending more than it takes in for the next few years,
  - Aim to keep reserves above a certain level to allow for future big expenditures (Example: 100-year anniversary gazebo)
- Agree on approximate expenditure for scheduled events and items, categorized by area (Social, Environment, Safety, and Information/History)
- **Allocate a pool of money for “ad hoc” events that are:**
  - **Neighbor driven**
  - **Money requested ahead of time and used in ways that are appropriate for neighborhood funds**
  - **Inclusive for all of Sunset Hills**

# SHNA 2022 Draft Budget

	Category					
	Social	Environment	Information & History	Safety	Other	Total
<b>Total Budget</b>	\$4,500	\$1,500	\$3,500	\$200	\$200	\$9,900
<b>Total Scheduled Budget</b>	\$2,650	\$480	\$3,200	\$200	\$200	\$6,730
<b>Ad Hoc Event Budget</b>	\$1,850	\$1,020	\$300	\$0	\$0	\$3,170