

Downtown Dollars Plan FY 2025-2026

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|-------------------------|-------------|
| Portal Balance 7/1/2025 | \$35,012.65 |
|-------------------------|-------------|

2025-2026 Budgeted Deposit Amounts

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|-----------------------|-----------|
| Arts, Beats, Eats | \$52,000 |
| Moms, Dads, and Grads | \$55,000 |
| Holiday BOGO Event | \$105,000 |
| TOTAL BUDGETED | \$212,000 |

Arts, Beats, Eats

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|-------------------|------------|---|
| ABE 2025 | \$83,400 | Giveaway of 4,000 eGifts valuing \$20 each. Cards will be active until September 30, 2025 to ensure retailers can receive them all month. |
| Gift Value | \$80,000 | |
| Fees (3%) | \$2,400 | |
| Fees (4000*0.25) | \$1,000 | |
| Remaining Account | \$3,612.65 | Utilize \$31,400 from existing account funds. |

Holiday BOGO Event 2025

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|----------------------|-----------|--|
| Deposit | \$105,000 | Match one gift value per person in the values of \$25, \$50, and \$100. Utilizing budgeted funds for deposit, plus the leftover funds from restocking gifts given at ABE 2025. |
| ABE Leftover | TBD | |
| Fees (TBD by Volume) | TBD | |

Moms, Dads, and Grad BOGO Event 2026

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|----------------------|----------|---|
| Deposit | \$55,000 | Match one gift value per person in the values of \$25, \$50, and \$100. Utilizing budgeted funds for deposit, plus the leftover funds from restocking gifts given for Holiday BOGO. |
| Holiday Leftover | TBD | |
| Fees (TBD by Volume) | TBD | |