

APPENDIX C: WRCRF 2026 BUDGET

Account Codes	Account Description	Account Line Items	2026 WRCRF MAINSTREET	2025 TOTALS
Revenue				
Operational Support				
357.000	Borough of West Reading	Borough of West Reading (WRCRF)for general operations)	\$ 42,000	\$ 42,000
389.100	Bus Shelter	Bus Shelter Lease (OAKTREE)	\$ 3,000	\$ 3,000
341.100	Interest	Miscellaneous Interest Income	\$ 150	\$ 150
	Total Operational Support		\$ 45,150	\$ 47,150
Building 20/22 N. 6th Avenue				
382.000	20/22 Nth 6th Ave	General	\$ 0	\$ 0
382.001	20/22 Nth 6th Ave	Rental Income 1st Flr	\$ 20,400	\$ 18,000
382.001	20/22 Nth 6th Ave	Rental Income 2nd Flr 2B	\$ 5,400	\$ 4,800
	Total Building		\$ 25,800	\$ 22,800
Grants & Fundraising Income				
359.000	Fundraising (Unrestricted)	Corporate Campaign	\$ 0	\$ 0
359.001	Wyomissing Foundation (Restricted)	Bike Racks	\$ 13,710	\$ 0
359.005	Henry Jansssen Foundation (Restricted)	Murals (Carry Over)	\$ 10,000	\$ 10,000
359.006	General Donations	General Donations	\$ 0	\$ 0
	Total Grants		\$ 23,710	\$ 10,000
Business Committee				
359.022	Art on the Avenue	Exhibition Fees	\$ 85,000	\$ 50,000
359.025	Art on the Avenue	Event Sponsorship	\$ 15,000	\$ 15,000
	Total Art on the Avenue		\$ 100,000	\$ 65,000
359.041	Fall Festival on the Avenue	Sponsorship	\$ 15,000	\$ 15,000
359.043	Fall Festival on the Avenue	Exhibitor Fees	\$ 85,000	\$ 50,000
	Total Fall Festival on the Avenue		\$ 100,000	\$ 65,000
359.050	Ice and Spice	Vendor Fees	\$ 2,875	
	Total Ice and Spice		\$ 2,875	
359.500	Craft Pretzel & Beer	General	\$ 0	\$ 0
359.501	Craft Pretzel & Beer	Beer Tasting Tickets	\$ 18,000	\$ 15,000
359.502	Craft Pretzel & Beer	Sponsorship	\$ 10,000	\$ 10,000
359.505	Craft Pretzel & Beer	Beer Returns		
359.604	Craft Pretzel & Beer	Exhibitors Stripe transfer	\$ 30,000	\$ 6,000

	Total Craft Pretzel & Beer		\$ 58,000	\$ 31,000
359.300	Second Friday on Penn	General	\$ 4,000	\$ 9,000
	Total Second Friday on Penn		\$ 4,000	\$ 0
359.901	Total Chili Fest	Ticket Sales	\$ 3,000	\$ 3,000
	Total Chili Fest		\$ 3,000	\$ 2,400
359.810	Promotions & Marketing	General Fund	\$ 5,000	
	Total Promotions & Marketing General Fund		\$ 5,000	
	TOTAL Business Committee		\$ 272,875	\$ 173,400
Total Revenue			\$ 367,535	\$ 243,350

Expenses

Building 20/22 Nth 6th Avenue

410.003	Tompkins Bank	Mortgage Interest Only	\$ 6000	\$ 6000
410.002	Met Ed	Electric	\$ 3000	\$ 3000
410.002	Comcast	Internet/Phone	\$ 3000	\$ 3000
410.002	UGI South	Gas	\$ 850	\$ 850
410.002	Borough of West Reading	Water	\$ 1200	\$ 1200
401.200	Goodville MutualCasualty Company	Insurance	\$ 1900	\$ 1700
410.002	Building Maintenance	Repairs and Renovations	\$ 3200	\$ 3200
410.002	Real Estate Taxes	Berks	\$ 7100	\$ 7100
410.002	Building	Rental Expenses		
	Total Building Costs		\$ 26250	\$ 26050

Grants & Fundraising Expenses

571.004	Wyomissing Foundation (Restricted)	Penn Ave Planters	\$ 0	\$ 0
573.014	Janssen Foundation (Restricted)	Murals (Carry Over)	\$ 10000	\$ 10000
	Total Grants & Fundraising		\$ 10,000	\$ 10,000

Business Promotion Committee

935.000	Art on the Avenue	General	\$ 400	\$ 400
935.127	Art on the Avenue	Advertising (Misc.)	\$ 3000	
935.008	Art on the Avenue	Printing and Paper Supplies	\$ 500	\$ 500
935.014	Art on the Avenue	Entertainment - Musicians	\$ 5000	\$ 5000
935.015	Art on the Avenue	Entertainment - Stage Rentals	\$ 500	\$ 300
935.017	Art on the Avenue	Entertainment - Sound Equipment Rentals	\$ 2000	\$ 2000
935.019	Art on the Avenue	Public Art	\$ 0	\$ 0
935.022	Art on the Avenue	Event Insurance	\$ 2200	\$ 2000
935.026	Art on the Avenue	Portable Toilet Rentals	\$ 800	\$ 800
935.030	Art on the Avenue	Signage	\$ 0	\$ 0

935.049	Art on the Avenue	Bus Stop Posters	\$ 125	\$ 450
935.027	Art on the Avenue	Entertainment Booking Manager	\$ 850	\$ 850
935.126	Art on the Avenue	Borough Services	\$ 15000	\$ 0
935.051	Art on the Avenue	Trash Dumpster	\$ 1500	\$ 0
	Total Art on the Avenue		\$ 31875	\$ 12300
945.000	Fall Festival	General	\$ 500	\$ 500
945.001	Fall Festival	Advertising Regional	\$ 3,500	\$ 3,500
945.009	Fall Festival	Printing and Paper Supplies	\$ 500	\$ 500
945.011	Fall Festival	Liquor Permit	\$ 0	\$ 0
945.012	Fall Festival	Insurance	\$ 2,000	\$ 2,000
945.013	Fall Festival	Portable Toilet Rentals	\$ 1,500	\$ 800
945.014	Fall Festival	Decorations	\$ 0	\$ 0
945.018	Fall Festival	Promotional Material	\$ 500	\$ 500
945.019	Fall Festival	Entertainment - Musicians	\$ 5,000	\$ 5,000
945.020	Fall Festival	Entertainment - Stage Rentals	\$ 500	\$ 500
945.021	Fall Festival	& Tent Rentals	\$ 0	\$ 0
945.023	Fall Festival	Equipment Rental & Sound	\$ 2,000	\$ 2,000
945.022	Fall Festival	Booking Manager	\$ 500	\$ 500
945.024	Fall Festival	Posters	\$ 100	\$ 100
945.050	Fall Festival	Bus Stop Posters	\$ 125	\$ 450
945.151	Fall Festival	Borough Services	\$ 15,000	\$ 0
945.054	Fall Festival	Trash Dumpster	\$ 1,500	\$ 0
	Total Fall Festival		\$ 33,225	\$ 16,350
991.000	Craft Pretzel & Beer	General	\$ 500	\$ 5000
991.001	Craft Pretzel & Beer	Beer & Spirits	\$ 4500	\$ 4500
991.002	Craft Pretzel & Beer	Advertising & Marketing	\$ 3500	\$ 3500
991.003	Craft Pretzel & Beer	Rentals	\$ 2000	\$ 2000
991.004	Craft Pretzel & Beer	Entertainment	\$ 1500	\$ 1500
991.005	Craft Pretzel & Beer	Event Insurance	\$ 2000	\$ 2000
991.006	Craft Pretzel & Beer	Posters	\$ 100	\$ 100
991.010	Craft Pretzel & Beer	Bus Stop Posters	\$ 150	\$ 150
991.013	Craft Pretzel & Beer	Borough Services	\$ 10000	\$ 1100
991.014	Craft Pretzel & Beer	Trash Dumpster	\$ 1500	\$ 0
991.015	Craft Pretzel & Beer	Portable Toilet Rentals	\$ 800	\$ 800
	Total Craft Pretzel & Beer		\$ 26550	\$ 19850
955.005	Second Friday on Penn	General	\$ 1000	\$ 250
955.006	Second Friday on Penn	Entertainment	\$ 2400	\$ 2400
955.007	Second Friday on Penn	Advertising	\$ 500	\$ 500
955.009	Second Friday on Penn	Signage	\$ 1300	\$ 300
	Total Second Friday on Penn		\$ 5200	\$ 3450
951.000	Small Business Saturday	General Fund	\$ 1500	\$ 1500
951.010	Small Business Saturday	Small Games of Chance	\$ 125	

	Total Small Business Saturday		\$ 1625	\$ 1500
935.100	Chil Fest	Promotions and marketing	\$ 150	\$ 150
	Total Chili Fest		\$ 150	\$ 650
975.001	Ice and Spice	Entertainment	\$ 400	\$ 400
975.002	Ice and Spice	Box Truck Rental	\$ 200	\$ 400
975.003	Ice and Spice	Hotel	\$ 300	
	Total Ice and Spice		\$ 900	
922.002	Visit West Reading Website (BA)	Sponsorship Solicitation		
922.004	Visit West Reading Website (BA)	Maintenance	\$ 2000	\$ 2000
922.005	Visit West Reading Website (BA)	Development	\$ 0	\$ 0
922.006	Visit West Reading Website (BA)	Design	\$ 1000	\$ 1000
	Total Visit West Reading Website (BA)		\$ 3,000	\$ 3,000
926.000	Advertising (BA)	General	\$ 1000	\$ 5000
	Total Advertising (BA)		\$ 1000	5000.000
937.001	Independent Contractor Wages	Event Coordinator	\$ 8500	\$ 7000
937.003	Independent Contractor Wages	Social Media Coordinator	\$ 15000	\$ 12000
	Total Independent Contractor wages		\$ 23500	\$ 19000
960.001	Farmers Market	Farmers Market Manager	\$ 3000	\$ 3000
	Total Farmers Market		\$ 3000	\$ 3000
975.000	Promotions & Marketing	General Fund (P&M Misc.)	\$ 5000	
975.101	Promotions & Marketing	Indie Week	\$ 3000	
975.301	Promotions & Marketing	Local Love	\$ 2000	
	Total Promotions & Marketing		\$ 10000	
988.000	Group Miscellaneous	General	\$ 500	
988.002	Group Miscellaneous	ZOOM	\$ 170	
988.005	Group Miscellaneous	WRCRF Merchandise	0	
	Total Group Miscellaneous		\$ 670	
	TOTAL Business Promotion		\$ 142695	\$ 86100
Salaries/Wages				
401.000	Salaries/Wages	Executive Director	\$ 59,513	\$ 53,432
406.030	Salaries/Wages	Bookkeeper	\$ 19,307	\$ 18,657
	Total Salaries and Wages		\$ 78,820	\$ 72,089

Payroll Taxes and Expense				
400.192	Payroll Taxes	FICA Social Security Taxes	\$ 4887	\$ 5200
400.193	Payroll Taxes	FICA Medicare Taxes	\$ 1143	\$ 1220
400.194	Payroll Taxes	PA Unemployment	\$ 1119	\$ 430
400.195	Payroll Taxes	Federal Unemployment	\$ 473	\$ 130
	Total Payroll Tax and Expense		\$ 7,622	\$ 6,980

Insurance				
400.196	Insurance	Health/Life Insurance	\$ 0	\$ 0
400.198	Insurance	Workers Compensation	\$ 700	\$ 630
400.197	Insurance	Business Owners	\$ 0	\$ 0
400.199	Insurance	Directors and Officers	\$ 1,280	\$ 1,280
	Total Insurance		\$ 1,980	\$ 1,910

Supplies and Materials				
400.205	Supplies and Materials	Office Equipment	\$ 500	\$ 500
400.210	Supplies and Materials	Office Supplies	\$ 1,000	\$ 1,000
400.213	Supplies and Materials	Supplies	\$ 2,400	\$ 2,400
400.215	Supplies and Materials	Postage	\$ 200	\$ 200
	Total Supplies and Materials		\$ 4,100	\$ 4,100

Operational Support				
	Total Operation Support		\$ 0	\$ 0

Professional Services				
400.311	Professional Services	Accounting and Audit	\$ 9,000	\$ 7,665
400.313	Professional Services	Payroll	\$ 2,300	\$ 2,200
400.314	Professional Services	Legal Fees	\$ 2,000	\$ 2,000
	Total Professional Services		\$ 13,300	\$ 11,865

Communication				
400.329	Communication	Website	\$ 291	\$ 291
	Total Communication		\$ 291	\$ 291

Transportation				
400.331	Transportation	Travel Expense	\$ 1,500	\$ 1,500
400.338	Transportation	Lodging	\$ 1,800	\$ 1,800
400.339	Transportation	Food	\$ 400	\$ 400
	Total Transportation		\$ 3,700	\$ 3,700

Advertising				
400.344	Advertising	Legal	\$ 0	\$ 0
	Total Advertising		\$ 0	\$ 0

Computer Repair and Maintenance				
400.374	Computer Repair and Maintenance	Computer Repair	\$ 1,000	\$ 1,000

400.375	Computer Repair and Maintenance	Copier Maintenance	\$ 2,200	\$ 2,200
	Total Repair and Maintenance		\$ 3,200	\$ 3,200
Dues, Subscriptions and Memberships				
400.421	Dues, Subscriptions and Memberships	PDC	\$ 1000	\$ 1000
400.425	Dues, Subscriptions and Memberships	Pennsylvania - Nonprofit	\$ 250	\$ 250
400.426	Dues, Subscriptions and Memberships	Bureau	\$ 700	\$ 700
400.427	Dues, Subscriptions and Memberships	Other	\$ 3500	\$ 3500
420.000	Dues, Subscriptions and Memberships	Main Street Membership	\$ 375	\$ 375
	Memberships		\$ 5,825	\$ 5,825
Training				
400.417	Training	Conferences	0	0
400.418	Training	Management Training	\$ 1500	\$ 1500
400.419	Training	Other	\$ 1500	\$ 1500
	Total Training		\$ 3000	\$ 3000
Total Expenses			\$ 300,783	\$ 235,110
	CARRY OVER			
	WRCRF General Fund			(\$5,104.79)
	WRCRF General Fund Restricted			\$74,072.53

	WRCRF Property Fund			\$8,562.75
	Promotion & Marketing Fund			\$90,528.97
	Customer Bank 6 MO. CD			\$50,000.00
	Investment Account MPB 3.MO.CD			\$28,456.81
	Investment Account MPB 6.MO.CD			\$28,430.93
	Investment Account MPB 12.MO.CD			\$28,205.34
	TOTAL BALANCE			\$303,152.54