

**CITIZENS' SQUARE  
ACCT. 01-8103**

The Farmers' Market at Citizens' Square was established by the Town of Rocky Mount in 1998. Since that time, the square has proven to have various degrees of success in serving as a place for special events and to house a place for local farmers and crafters to sell their homegrown produce and wares. The Square has proven to be a cornerstone in the redevelopment of the central business district and will grow into even more of a community focal point as programs continue to be developed to better market its potential. The Community Development Department is responsible for the promotion of the Farmers' Market.

**Budget Detail:**

**1001 - Wages - Full Time** - 0.0% of all Public Works labor and fringes are budgeted for miscellaneous groundskeeping, custodial, and maintenance services. Should a full-time custodial position ever be allocated, this person could provide a better job to clean the facility daily and make sure things are in order prior to special events. Actual time spent at the Farmers' Market by the Public Works Department is charged here.

**3000 – Contractual Services** – Contract with Goodwill Industries to provide custodial and grounds keeping services. Also costs for pest control. A full-time custodian would eliminate the custodial contracted cost. The Retail Merchants' Association is overseeing the administration of the Farmers' Market this year for a contracted rate of \$500 per month.

**3600 - Advertising** - Promotional posters, newspaper and print advertisement, radio spots to promote special events.

**5900 – Special Events/Promotions** – Direct costs for any special event at the Farmers' Market. Examples of costs would be musician fees, food, and prizes.

**New Needs/Requests:**

No specific special requests for FY 2010.

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	FY 04 Actual	FY 05 Actual	FY 06 Actual	FY 07 Actual	FY 08 Actual	FY 09 Budget	FY 09 Estimated	FY 10 Proposed	Increase/ (Decrease)
1001 Wages - Full Time	1,157	486	1,109	1,621	588	2,747	627	0	(2,747)
1002 Wages - Part Time	0	0	0	0	0	0	0	0	0
1003 Wages - Overtime	4	0	0	0	0	0	0	0	0
2001 FICA	89	37	85	124	45	210	48	0	(210)
2002 Retirement/Life Insurance	203	85	202	241	109	483	110	0	(483)
2003 Deferred Comp Match	0	0	0	0	0	0	0	0	0
2005 Medical/Dental Insurance	38	0	38	211	325	640	93	0	(640)
2011 Workers Compensation Insurance	0	0	0	0	0	150	0	0	(150)
3000 Contractual Services	2,912	2,895	1,724	3,737	1,632	2,740	3,681	7,450	4,710
3300 Repairs and Maintenance	425	239	248	196	463	500	411	500	0
3600 Advertising	4,629	4,383	2,145	1,750	2,062	18,500	17,000	3,500	(15,000)
3700 Printing & Binding	0	0	0	240	0	0	0	0	0
4400 Permits, Licenses and Fees	40	40	0	326	40	50	40	40	(10)
5100 Utilities	1,168	960	964	1,107	826	950	1,578	1,150	200
5200 Communications	401	435	524	116	280	0	0	0	0
5500 Travel & Training	0	0	0	0	0	0	0	0	0
5800 Miscellaneous	0	1,278	102	0	0	0	0	0	0
5900 Special Events/Promotions	0	0	11,499	275	0	3,500	1,500	1,500	(2,000)
6003 Agricultural Supplies	48	0	0	0	0	50	0	0	(50)
6005 Janitorial Supplies	503	563	115	672	929	600	1,165	1,000	400
6014 Chemicals and Materials	0	0	0	0	0	0	0	0	0
6015 Merchandise for Resale	0	0	0	0	0	0	0	0	0
7000 Materials and Supplies	431	219	488	1,330	219	350	905	350	0
7001 Capital Outlay	0	0	0	0	0	0	0	0	0
7002 Furniture & Fixtures	0	0	0	632	0	0	593	0	0
8000 Equipment Rental	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>12,048</b>	<b>11,619</b>	<b>19,242</b>	<b>12,578</b>	<b>7,518</b>	<b>31,470</b>	<b>27,750</b>	<b>15,490</b>	<b>(15,980)</b>

-50.78%