

Downtown Raleigh Alliance
Budget Year Jul 2019-Jun 2020

**FY20
Budget**

INCOME

Property Assessment	\$1,115,481.00
Fee for Service	\$665,964.00
Parking Contract	\$488,014.00
Chamber of Commerce	\$25,000.00
Economic Development	\$118,950.00
RCV Admin Fees	\$34,000.00
Deferred Membership	\$20,000.00
Corporate Sponsorships	\$338,450.00
Investors/Friends	\$220,000
State of Downtown	\$78,000.00
Restaurant Week	\$8,000.00
Farmers Market	\$17,000.00
First Friday	\$15,450.00
Conference Rm Naming	\$14,285.00
Art & Special Events Income	\$13,000.00
Other / Interest Income	\$1,400.00

TOTAL INCOME	<u><u>\$2,168,580.00</u></u>
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EXPENSES

Goal 1: Service and Engagement

Personnel & Benefits	\$241,219.41
Stakeholder Engagement Meetings	\$2,500.00
Truck Costs (Insurance, Fuel, Maint.)	\$2,200.00
Ambassador Program	\$632,392.00
Ambassador Office & Variable Costs	\$42,000.00
Building Parking	\$250.00
CRM	\$8,568.00
Public Relations	\$0.00
Communications	\$5,000.00
Special Projects	\$5,000.00
Total Engagement	<u><u>\$939,129.41</u></u>

Goal 2: Storefront Development

Personnel & Benefits	\$239,220.19
Marketing and Video Production	\$17,000.00
Prospect Development	\$1,500.00
Dues and Data Fees	\$3,000.00
Website - Hosting, updates, and maintenance	\$7,000.00
Website Development	\$0.00
Retail Grants	\$30,000.00
Restaurant Week	\$8,000.00
Pedestrian Counters	\$2,520.00
State of Downtown Report	\$10,000.00
Retail Workshops	\$750.00
MWBE Program Implementation	15,000.00
Economic Development Vision & Strategy	25,000.00
Total Economic Development	<u><u>\$358,990.19</u></u>

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Goal 3: Balanced Activation

Personnel & Benefits	\$148,431.85
First Friday	\$10,000.00
Small scale activations	\$10,067.23
Modular Wayfinding	\$1,000.00
Activations Collateral	\$2,500.00
Farmers Market	\$23,000.00
Total Balanced Activation	\$194,999.08

Goal 4: Connectivity

Personnel & Benefits	\$93,731.00
Public Art + Beautification Initiatives	\$18,000.00
Mobility Accessibility Advocacy and Outreach	\$2,000.00
Community Meetings - Accessibility and Mobility	\$500.00
Total Connectivity	\$114,231.00

Goal 5: Advocacy and Sustainability

Personnel & Benefits	\$210,262.55
Investor & Friends Case Statement Packets	\$1,000.00
Informational Collateral	\$500.00
Stakeholder Meetings	\$1,500.00
Investor Development	\$6,000.00
Board Orientation Luncheon	\$250.00
Annual Meeting/State of Downtown Event	\$50,000.00
Total Advocacy and Sustainability	\$269,512.55

Fixed Costs, Overhead and Investments

Office Space	\$134,968.76
Storage Rental	\$674.01
Meeting/Breakroom Supplies	\$4,500.00
General Office Supplies	\$3,000.00
Accounting/Audit	\$8,000.00
Professional/HR Fees	\$17,125.00
Insurance	\$6,000.00
Equipment/Purchase/Lease	\$13,500.00
Depreciation	\$21,550.00
Telephone/Fax/Email	\$11,000.00
Dues/Subscriptions/Publication	\$6,750.00
Postage	\$1,150.00
Professional Development	\$25,000.00
Bank / Merchant Charges (Admin Fees)	\$7,500.00
Fund Reserve Contribution	\$21,000.00
Contingency	\$10,000.00
Total Overhead	\$291,717.77

TOTAL EXPENSES

\$2,168,580.00

Profit / (Loss)

\$0.00