

Downtown Raleigh Alliance  
Budget Year Jul 2020-Jun 2021

**FY21  
Budget**

**INCOME**

Property Assessment	<b>\$1,180,000</b>
Fee for Service	<b>655,965.00</b>
Parking Contract	488,015.00
Chamber of Commerce	25,000.00
Economic Development	108,950.00
RCV Admin Fees	34,000.00
Crisis Funding	<b>300,000.00</b>
Deferred Membership	<b>7,600.00</b>
Corporate Sponsorships	<b>185,000.00</b>
Investors/Friends	182,000.00
Farmers Market	3,000.00
Conference Rm Naming	<b>14,285.00</b>
Art & Special Events Income	<b>1,000.00</b>
Other / Interest Income	<b>1,400.00</b>
Carryforward	<b>329,000.00</b>
<b>TOTAL INCOME</b>	<b><u><u>\$2,674,250.00</u></u></b>

**EXPENSES**

**Goal 1: Service and Engagement**

Personnel & Benefits	\$226,042.50
Stakeholder Engagement Meetings	2,500.00
Truck Costs (Insurance, Fuel, Maint.)	2,200.00
Ambassador Program	806,805.72
Ambassador Office & Variable Costs	37,463.00
Building Parking	150.00
CRM	7,968.00
Communications	44,000.00
Total Engagement	<b><u><u>\$1,127,129.22</u></u></b>

**Goal 2: Storefront Development**

Personnel & Benefits	\$232,415.94
Marketing and Video Production	186,500.00
Prospect Development	2,500.00
Dues and Data Fees	3,000.00
Website - Hosting, updates, and maintenance	7,000.00
Website Development	5,000.00
Retail Grants	30,000.00
Revitalization Grants	125,000.00
Restaurant Week	8,000.00
Pedestrian Counters	2,520.00
State of Downtown Report	35,000.00
Retail Workshops	1,000.00
MWBE Program Implementation	45,000.00
Pop-up Activations	15,000.00
COVID-related supplies costs	14,000.00
Economic Development Vision & Strategy	25,000.00
Total Economic Development	<b><u><u>\$736,935.94</u></u></b>

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**Goal 3: Balanced Activation**

Personnel & Benefits	\$97,189.84
First Friday	18,000.00
Small scale activations	8,000.00
Modular Wayfinding	1,000.00
Activations Collateral	2,000.00
Farmers Market	10,000.00
Total Balanced Activation	\$136,189.84

**Goal 4: Connectivity**

Personnel & Benefits	\$126,076.24
Public Art + Beautification Initiatives	55,000.00
Mobility Accessibility Advocacy and Outreach	3,000.00
Total Connectivity	\$184,076.24

**Goal 5: Advocacy and Sustainability**

Personnel & Benefits	\$171,856.78
Investor & Friends Case Statement Packets	1,000.00
Informational Collateral	500.00
Stakeholder Meetings	1,500.00
Investor Development	1,000.00
Board Orientation Luncheon	250.00
Annual Meeting/State of Downtown Event	25,000.00
Total Advocacy and Sustainability	\$201,106.78

**Fixed Costs, Overhead and Investments**

Office Space	\$134,968.76
Storage Rental	674.00
Meeting/Breakroom Supplies	5,750.00
General Office Supplies	3,000.00
Accounting/Audit	11,000.00
Professional/HR Fees	18,092.28
Insurance	7,600.00
Equipment/Purchase/Lease	8,500.00
Interest Expense	528.83
Depreciation	38,448.11
Telephone/Fax/Email	11,000.00
Dues/Subscriptions/Publication	6,000.00
Postage	250.00
Professional Development	12,000.00
Bank / Merchant Charges (Admin Fees)	5,000.00
Fund Reserve Contribution	21,000.00
Contingency	5,000.00
Total Overhead	\$288,811.98

**TOTAL EXPENSES**

**\$2,674,250.00**

***Profit / (Loss)***

**\$0.00**