

Downtown Raleigh Alliance
Budget Year Jul 2021-Jun 2022

	FY22 BUDGET
INCOME	
Property Assessment	\$ 1,189,270.00
Fee for Service	655,465.00
Parking Contract	488,015.00
Chamber of Commerce	25,000.00
Economic Development	108,450.00
RCV Admin Fees	34,000.00
SBA Loan Income - PPP	149,160.00
Crisis Funding	-
Grant Income	-
Deferred Membership	13,350.00
Restaurant Week & Dine-Out DT	-
First Friday	375.00
Conference Rm Naming	14,285.00
Art & Special Events Income	10,500.00
Other / Interest Income	1,050.00
Appropriation of Prior Net Assets	323,538.80
Total INCOME	\$ 2,579,299.80
EXPENSES	
Goal 1: Service and Engagement	
Personnel & Benefits	\$ 274,667.38
Stakeholder Engagement Meetings	2,500.00
Truck Costs (Insurance, Fuel, Maint.)	2,773.00
Ambassador Program	811,436.04
Ambassador Office & Variable Costs	40,042.10
Building Parking	150.00
CRM	11,376.00
Communications	7,910.00
Total Engagement	\$ 1,150,854.52
Goal 2: Storefront Development	
Personnel & Benefits	\$ 341,174.89
Marketing and Video Production	68,500.00
Prospect Development	2,000.00
Dues and Data Fees	8,337.25
Website - Hosting, updates, and maintenance	8,850.00
Website Development	5,000.00
Retail Grants	50,000.00
Revitalization Grants	-
Dine-Out DT	19,800.00
Pedestrian Counters	2,520.00
State of Downtown Report	16,600.00
Retail Workshops	1,000.00
MWBE Program Implementation	25,000.00
Pop-up Activations	-
COVID-Related Supplies Costs	-
Economic Development Vision & Strategy	20,000.00
Total Economic Development	\$ 568,782.14

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Goal 3: Balanced Activation	
Personnel & Benefits	\$ 115,121.36
First Friday	14,800.00
Small scale activations	31,000.00
Modular Wayfinding	1,000.00
Activations Collateral	-
Moore Square Market (Farmers Mkt)	17,000.00
Total Balanced Activation	\$ 178,921.36
Goal 4: Connectivity	
Personnel & Benefits	\$ 143,116.80
Beautification Initiatives + Public Art	30,000.00
Impact Partner Grants	-
Mobility Accessibility Advocacy and Outreach	1,000.00
Community Meetings - Accessibility and Mobility	-
Total Connectivity	\$ 174,116.80
Goal 5: Advocacy and Sustainability	
Personnel & Benefits	\$ 189,466.66
Investor & Friends Case Statement Packets	-
Informational Collateral	-
Stakeholder Meetings	-
Investor Development	2,657.75
Board Orientation Luncheon	250.00
State of Downtown Event	50,000.00
Total Advocacy and Sustainability	\$ 242,374.41
Fixed Costs, Overhead and Investments	
Office Space	\$ 131,324.00
Storage Rental	715.00
Meeting/Breakroom Supplies	4,228.00
General Office Supplies	2,725.00
Accounting/Audit	7,500.00
HR & Professional Fees	14,000.00
Insurance	8,000.00
Equipment/Purchase/Lease	9,400.00
Depreciation	23,758.57
Telephone/Fax/Email	10,500.00
Dues/Subscriptions/Publication	3,000.00
Interest Expense	-
Postage	200.00
Professional Development	20,000.00
Bank / Merchant Charges (Admin Fees)	2,900.00
Fund Reserve Contribution	21,000.00
Contingency	5,000.00
Total Overhead	\$ 264,250.57
TOTAL EXPENSES	\$ 2,579,299.80
Profit / (Loss)	\$ -