

**Downtown Raleigh Alliance**  
**Fiscal Year 2018-2019**  
**Approved Budget**

<b>INCOME</b>	<b>Amount</b>
Property Assessment	<b>\$1,072,015.00</b>
Fee for Service	<b>671,464.00</b>
Parking Contract	488,014.00
Chamber of Commerce	25,000.00
Economic Development	108,450.00
RCV Admin Fees	50,000.00
Miscellaneous/Interest	0.00
Corporate Sponsorships	<b>342,500.00</b>
Investors/Friends	250,000.00
Deferred Membership	50,000.00
Annual Meeting / State of Downtown Ticket Sales	0.00
Restaurant Week	22,500.00
First Friday	20,000.00
Conference Rm Naming	<b>14,285.00</b>
Other / Interest Income	<b>500.00</b>
<b>Total INCOME</b>	<b>\$2,100,764.00</b>
<b>EXPENSES</b>	
<b>Goal 1: Service and Engagement</b>	
Personnel & Benefits	246,000.00
Stakeholder Engagement Meetings, Mixers & Events	3,000.00
Truck Costs (Insurance, Fuel, Maint.)	2,000.00
Ambassador Program	610,000.00
Ambassador Office & Variable Costs	44,000.00
Building Parking	400.00
CRM	6,000.00
Public Relations	7,500.00
Communications	6,000.00
Total Engagement	<b>\$924,900.00</b>
<b>Goal 2: Storefront Development</b>	
Personnel & Benefits	\$242,500.00
Retail Marketing & Promotional Videos	30,000.00
Prospect Development	1,500.00
Dues and Data Fees	5,000.00
Website - Hosting, updates, and maintenance	5,000.00
Website Development	20,000.00
Retail Grants	30,000.00
Restaurant Week	8,750.00
Pedestrian Counters	15,000.00
State of Downtown Report	0.00

Retail Workshops		1,500.00
	Total Economic Development	<u>\$359,250.00</u>
<b>Goal 3: Balanced Activation</b>		
Personnel & Benefits		\$190,000.00
First Friday		5,000.00
Small Scale Activations		5,000.00
Modular Wayfinding		5,000.00
	Total Balanced Activation	<u>\$205,000.00</u>
<b>Goal 4: Connectivity</b>		
Personnel & Benefits		\$109,640.00
Beautification Initiatives		\$5,000.00
Mobility Advocacy and Outreach		\$2,500.00
Community Meetings - Accessibility and Mobility		1,000.00
	Total Connectivity	<u>\$118,140.00</u>
<b>Goal 5: Advocacy and Sustainability</b>		
Personnel & Benefits		\$210,325.00
Investor & Friends Case Statement Packets		\$1,000.00
DRA Informational Collateral		\$2,500.00
Stakeholder Meetings		\$1,200.00
Investor Development		1,200.00
Board Orientation Luncheon		150.00
Annual Meeting/State of Downtown Event		0.00
	Total Advocacy and Sustainability	<u>\$216,375.00</u>
<b>Fixed Costs, Overhead and Investments</b>		
Office Space		\$126,500.00
Storage Rental		660.00
Meeting/Breakroom Supplies		3,750.00
General Office Supplies		3,000.00
Accounting/Audit		8,000.00
Professional/HR Fees		2,400.00
Insurance		7,500.00
Equipment/Purchase/Lease		15,000.00
Depreciation		18,339.00
Telephone/Fax/Email		12,000.00
Dues/Subscriptions/Publication		11,250.00
Postage		1,000.00
Professional Development		25,000.00
Bank / Merchant Charges (Admin Fees)		6,700.00
Fund Reserve Contribution		21,000.00
Contingency		15,000.00
	Total Overhead	<u>\$277,099.00</u>
<b>TOTAL EXPENSES</b>		<u><b>2,100,764.00</b></u>
	<b>Profit / (Loss)</b>	<b>\$0.00</b>