

**Downtown Raleigh Alliance**  
**Fiscal Year 2016-2017**  
**Approved Budget**

	<b>AMOUNT</b>
<b>INCOME</b>	
Property Assessment	\$1,122,199
Fee for Service	657,250
Member Dues	115,000
Corporate Sponsorships	244,024
Other	1,500
<b>Total INCOME</b>	<b>\$2,139,973</b>
 <b>EXPENSES</b>	
<b>Clean &amp; Safe Program</b>	
Clean Program	\$67,000
Safe Program	620,000
Office & Variable Costs	49,030
<b>Total Clean &amp; Safe Program</b>	<b>\$736,030</b>
 <b>Economic Development</b>	
Personnel & Benefits	\$153,927
Prospect Development	10,000
Retail Grant	30,000
Restaurant Week	11,400
Shop Downtown	15,000
First Friday	8,000
Raleigh Mix	1,000
State of Downtown Report	5,000
<b>Total Economic Development</b>	<b>\$234,327</b>
 <b>Marketing &amp; Communications</b>	
Personnel & Benefits	\$158,539
Branding & Advertising	40,000
R-Line Promotion	5,000
DRA Website	8,000
<b>Total Marketing &amp; Comm.</b>	<b>\$211,539</b>

	<u>AMOUNT</u>
<b>Events</b>	
Personnel & Benefits	\$119,643
Contracted Support	17,000
Annual Mtg	95,000
State of Downtown	20,900
Ladies Luncheon	5,000
Total Events	<u>\$257,543</u>
<b>Member Development</b>	
Personnel & Benefits	\$49,241
Second Tuesday	3,000
Business Development	1,400
Administrative Fees	5,900
Total Special Events	<u>\$59,541</u>
<b>Management</b>	
Personnel & Benefits	<u>\$455,105</u>
<b>Overhead</b>	
Office Space	\$54,700
Supplies	6,500
Accounting/Audit	10,500
Professional Fees	15,038
Insurance	8,800
Equipment/Purchase/Lease	16,000
Depreciation	22,000
Telephone/Fax/Email	15,850
Dues/Subscriptions/Publication	4,200
Postage	1,000
Professional Development	30,000
Bank / Merchant Charges	1,300
Total Overhead	<u>\$185,888</u>
<b>TOTAL EXPENSES</b>	<b><u><u>\$2,139,973</u></u></b>
<i>Profit / (Loss)</i>	<b><i>\$0</i></b>