

Downtown Raleigh Alliance
Fiscal Year 2017-2018
Approved Budget

	AMOUNT
INCOME	
Property Assessment	\$1,068,852
Fee for Service	671,464
Member Dues	115,000
Corporate Sponsorships	318,000
Other	1,500
Total INCOME	\$2,174,816
 EXPENSES	
Clean & Safe Program	
Clean Program	\$0
Safe Program	633,000
Office & Variable Costs	43,000
Total Clean & Safe Program	\$676,000
 Economic Development	
Personnel & Benefits	\$180,803
Prospect Development	2,000
Dues and Data	7,000
Retail Grant	30,000
Restaurant Week	8,400
Shop Downtown	0
First Friday	7,150
Raleigh Mix	500
State of Downtown Report	8,500
Total Economic Development	\$244,353
 Marketing & Communications	
Personnel & Benefits	\$163,169
Branding & Advertising	8,500
Strategic Plan	11,500
R-Line Promotion	5,000
DRA Website	8,000
Total Marketing & Comm.	\$196,169

	<u>AMOUNT</u>
Events	
Personnel & Benefits	\$113,433
Contracted Support	10,000
Annual Mtg	70,000
State of Downtown	22,000
Ladies Luncheon	5,500
Total Events	<u>\$220,933</u>
Member Development	
Personnel & Benefits	\$46,756
Second Tuesday	1,500
Business Development	1,400
Administrative Fees	7,500
Total Special Events	<u>\$57,156</u>
Management	
Personnel & Benefits	<u>\$432,869</u>
Overhead	
Office Space	\$104,000
Storage Rental	\$6,000
Office Up-fit	\$74,000
Supplies	6,000
Accounting/Audit	10,850
Professional Fees	15,000
	30,000
Insurance	8,800
Equipment/Purchase/Lease	25,000
Depreciation	26,285
Telephone/Fax/Email	15,850
Dues/Subscriptions/Publication	4,200
Postage	1,500
Professional Development	15,000
Bank / Merchant Charges	1,300
Total Overhead	<u>\$343,785</u>
TOTAL EXPENSES	<u>\$2,171,265</u>
<i>Profit / (Loss)</i>	<i>\$3,551</i>