

HBA 2020 Budget

Categories	Amounts	% of Budget	Comments
INCOME			
SID Assessments	\$1,325,000.00		Schedule A via assessment formulas
Sponsorships			From Events or other
Other Income / In-Kind			Potential donations
Grants			
Line of Credit			
Total Income	\$1,325,000.00	100.00%	

EXPENSES

CAPITAL / VISUAL

Placemaking / Plantings / Seasonal Decorations	\$320,000.00		Arts, street furniture, Place Making, inventory, Seasonal Décorations
Supplemental Cleaning	\$150,000.00		Streets and around Transportation Centers
Management	\$53,000.00		between all, auditor recommendation
Sub total	\$523,000.00	39.00%	

BUSINESS ATTRACTION

			Retention & Events
RMA	\$75,000.00		Retail Market Analysis
One Stop Shop/Retail Promotions	\$79,000.00		Tool kit + flyers + support/ Retail programs
Major Events/Existing/New	\$100,000.00		Holiday, seasonal, retail participation policy
Management	\$29,000.00		between all auditor recommendation
Sub total	\$283,000.00	21.00%	

MARKETING

Web / Public Relations/ Newsletters/Meetings	\$42,000.00		Social Media, City connection with Branding
Branding /Adv./ Marketing - Media	\$300,000.00		Marketing Firm, PR, Adv
Data	\$30,000.00		Business Reply Mailer, Surveys
Management	\$42,000.00		between all auditor recommendation
Sub Total	\$414,000.00	31.00%	

ADMINISTRATION

Accounting	\$5,000.00		Audit
Insurance	\$3,000.00		D & O + Liability

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Rent	\$24,000.00	
Internet/phone	\$2,500.00	
Postage, Printing	\$500.00	
Uncollected Reserve	\$39,000.00	<i>Apprx. 3% of assessment</i>
Supplies	\$4,000.00	
Office Equipment	\$4,500.00	
Misc	\$6,000.00	
Dues & Subs	\$1,500.00	
Legal Services	\$4,000.00	
Management / Staffing	\$11,000.00	<i>between all auditor recommendation</i>
Sub Total	\$105,000.00	8.00%
		<i>Mngmt/Staffing = \$135k</i>
TOTAL EXPENSES	\$1,325,000.00	