

Downtown Mobile Alliance, Inc.
FY 2012-2013
Budget

Income

Downtown Leadership Circle	\$15,000
3 @ \$5000	
Downtown Leadership Council	\$25,000
8 @ \$2500	
DMA Small []Business Membership	\$27,000
Businesses under \$1.5 million in annual revenue – 30 @ \$500	
Businesses under \$750,000 annual revenue – 48 @ \$250	
Non-Profit Membership	\$5,000
20 @ \$250	
Mayor’s Breakfast	\$8,000
Research Trip	\$5,000
Interest Income	\$2,200
LoDa Guide Advertising	\$10,000
GoZone Fees	\$49,500

Total Income **\$146,700**

Expenses

Retail Incentives Program	\$30,000
Grant to the Urban Emporium	
Marketing	\$22,000
Sponsorship of Key Events, Electronic Marketing, Paid Advertising	
Programming	\$21,500
Mayor’s Breakfast, Research Trip	
Membership	\$2,000
“Breakfast Briefings” for Members, “Familiarization” events for members and employees, New Business Recruitment	
Publications and Communications	\$11,500
LoDa Guide, Member Communications	
Contract with DMDMC for Office, Supplies, Labor Services	\$22,000
Professional Services	\$32,740
Accounting and Legal	
Miscellaneous Office Supplies & Equipment	\$1,300

Total Expenses **\$143,040**