

Avondale Estates Downtown Development Authority 2018 Budget

EVENTS & PROGRAMMING *

<i>CPP (Events)</i>	4,000	
<i>RAD (Rail Arts District)</i>	5,000	
<i>Av Est Farmers Market</i>	5,500	
<i>Shakespeare in Av Est</i>	5,500	
<i>Avondale MayHam</i>	4,000	
<i>ElvisFest in Avondale</i>	6,000	
<i>Southern Surf StompFest</i>	2,000	
<i>Wine Stroll</i>	3,200	
<i>A Tudor Christmas</i>	5,000	
<i>ArtLot</i>	19,000	
<i>Art Walk</i>	30,000	
<i>Other Ongoing Programming</i>	6,000	95,200

MARKETING & BRANDING

<i>Website</i>	2,600
<i>Logo Design, Style guide w/colors & fonts</i>	600
<i>Photography</i>	700
<i>Social Media</i>	1,600
<i>Banners</i>	8,900
<i>Signage</i>	3,900

<i>Misc Mkt/brand</i>	4,500	22,800
Business Recruitment / Support		
Market Studies & Target List of Businesses	2,500	
Network Owners & Tenants	1,400	
Recruit Prospects	3,000	
AEBA Guidance/Assist	3,700	
Package for Prospects	600	11,200
REAL ESTATE		
Strategic Direction on Development	21,010	
Developer Packet	4,500	
Misc 2	3,500	29,010
LEGAL/ADMIN		
Counsel	20,000	
Copy/Print	500	
Staff Travel	1,000	
Office	4,800	
Training tuition	-	
Training Travel	1,500	
Main Street	1,000	
Misc 1	1,000	29,800
Remaining 2017 IGA Spend***	-	-
Grand Total		100,010

* These amounts, historically funded at some level directly from the city, include budgeted dollars for contracted assistance from an events coordinator. These specific events and amounts are NOT commitments, rather placeholder estimates - actual amounts funded and specific events are subject to applications and votes.

- ** This total includes, across categories, budgeted dollars for contracted assistance from an economic development coordinator
- *** Through the 2017 IGA with the BOMC, the DDA received funding that was not all spent before the IGA expired. Expenses approved under the IGA while still active in 2017, but not yet incurred are reported here in 2018 financial reports as they are incurred

