

**2024 BIA Budget**

	<b>2024 BIA</b>
<b>Personnel</b>	<b>\$525,000</b>
<b>Professional Fees</b>	<b>\$25,000</b>
<b>Operations/Meetings</b>	<b>\$73,250</b>
<b>Business Development</b>	<b>\$36,020</b>
<i>BIA Inspiration Fund</i>	\$15,000
<i>Recruiting</i>	\$10,000
<i>Networking Events</i>	\$5,000
<i>Creative Economy</i>	\$5,000
<i>PBID</i>	\$1,020
<b>Communications/PR/Marketing</b>	<b>\$97,730</b>
<i>Brand Update</i>	\$10,000
<i>Trail to Treasure</i>	\$5,000
<i>Web</i>	\$5,000
<i>Advertising - Summer Campaign</i>	\$5,000
<i>Advertising - Holiday Campaign</i>	\$5,000
<i>PR - Lifestyle</i>	\$30,000
<i>Map and Guide</i>	\$15,000
<i>Holiday Market</i>	\$15,000
<i>Social Media</i>	\$4,000
<i>Other subscription services</i>	\$3,730
<b>Public Realm</b>	<b>\$113,000</b>
<i>Internship Program</i>	\$10,000
<i>Flower Baskets</i>	\$35,000
<i>Bike Racks</i>	\$3,000
<i>Lamppost banners</i>	\$10,000
<i>Parks and Gateways</i>	\$5,000
<i>NEPSQ</i>	\$5,000
<i>Pioneer Park</i>	\$5,000
<i>Holiday</i>	\$40,000
<b>Safety and Civility</b>	<b>\$30,000</b>
<i>Safety Programming</i>	\$30,000
<i>Subtotal</i>	<b>\$900,000</b>
<i>Management Fee</i>	\$135,000
<b>Total</b>	<b>\$1,035,000</b>