

First-year Smart Growth Tulsa Budget Forecast

Draft for 2017 Calendar Year

Gross Revenue		\$160,000.00
Administration		
Executive Director (salary & benefits based on \$40K annual salary)	\$50,000.00	
Administrative Assistant (salary & benefits based upon \$25K salary)	\$31,250.00	
Total Administrative Costs		\$81,250.00
Advertising		
Design, Art, Production, Printing, Web Development, Logo design, Branding	\$5,500.00	
Social Media consulting services	\$1,500.00	
Media Ads (Internet, Direct Mail, Mags, Newspapers)	\$8,000.00	
Promotional Materials (T-shirts, hats, pens, business cards & stationary)	\$2,250.00	
Total Advertising Expense		\$17,250.00
Auto expenses (\$100 monthly allowance)		\$1,200.00
Continuing Education Expenses		
Seminars, Classes, and Forum registrations	\$600.00	
Books, On-line courses	\$300.00	
Total Continuing Education Expense		\$900.00
Digital Equipment & Software for producing media content (one time expense)		\$4,500.00
Event Planning & Production		
Venue rental and supplies	\$2,000.00	
Professional event planning consulting services	\$2,500.00	
Catering (food & beverage)	\$3,000.00	
Marketing & Communications	\$1,500.00	
Total Event Planning & Production		\$9,000.00
Insurance (General Liability, Errors & Omissions)		\$3,600.00
Licenses, Fees, Dues & Subscriptions		
Annual memberships to affiliate organizations	\$750.00	
Internet service, QuikBooks, Office 365, Mail Chimp	\$2,250.00	
TulsaWorld, The Frontier, Doman Hosting and Registrations	\$800.00	
Total Licenses, Fees, Dues & Subscriptions		\$3,800.00
Meals & Entertainment - Lobbying, Media and Business lunches		\$2,500.00

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Office Expense

Rent	\$6,000.00	
Office Supplies & Equipment (first year start-up) computer, scanner, software	\$1,750.00	
Postage, Delivery, Copies, Forms, Misc expenses	\$1,200.00	
Utilities and phone	\$2,500.00	
Total Office Expense		\$11,450.00

Professional fees (Legal and Accounting) \$3,000.00

Repairs & maintenance \$500.00

Reserve for unexpected opportunities and expenses \$5,000.00

Travel Expenses

Transportation (airfare, ride share, auto rental, parking)	\$3,000.00	
Lodging & Food	\$3,000.00	
Registration fees	\$1,500.00	
Total Travel Expense		\$7,500.00

Total Operating Expenses \$151,450.00

Net Operating Income (Carry Forward) \$8,550.00