

**DRAFT Budget - Durham Sports Commission
Estimated Annual Budget Once Fully Staffed**

		Direct Expenses DCVB	In-Kind Expenses DCVB	City, County, Foundation, Private Sector Sponsorships	TOTAL
WorkForce \$171,175 31.5%	Staff (2 employees)	\$120,000			\$120,000
	Benefits				41,053
	Medical	18,677			
	Dental/Life/LTD/STD	2,000			
	Retirement	14,856			
	Wellness	1,000			
	Health Savings Account	2,000			
	Parking	1,920			
	Stipend for cell phone	600			
	Taxes				10,122

Support Services

\$77,643 14.3%	Office Space				8,400
	Director's office		3,600		
	Sports Services Coordinator		1,800		
	5% of common areas (shared space including conference rooms, breakroom, reception, copiers, storage, library, etc.)		3,000		
	Office Materials/Supplies/Postage				6,650
	Accounting and Finance				7,000
	Accounting services including accounts payable, accounts receivable, bank reconciliation and payroll processing)		5,500		
	Audit (of DCVB funds with cost accounting for DSC)		500		
	Audit (of City and County Funds for Sponsorships, Underwriting)	1,000			
	Technology and Equipment				16,905
	Computer	2,000			
	Software, licensing, etc.	4,000	\$2,500		
	Managed Services (IT support)	4,500			
	Database services		2,500		
	Server Lease		500		
	Postal Equipment Lease		330		
	Printer Leases		575		
	Administrative Assistance (shared)			\$9,688	9,688
	Transportation				2,000
	Use of DCVB Van			1,000	
	Mileage Reimbursement	1,000			
	Oversight/Management (CEO/COO)			\$20,625	20,625
	Training and Human Resources				6,375
Training - General			500		
Training - NASC Market Segment Meeting	1,500				
Human Resources Services			\$4,375		

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Marketing & Promotion

\$118,945

21.9%

	Direct Expenses DCVB	In-Kind Expenses DCVB	City, County, Foundation, Private Sector Sponsorships	TOTAL
Marketing				73,100
Website Portal	10,000			
Collateral	7,000			
Bid Books	2,000			
Photography	5,000			
Photography Services (outsourced)	4,000			
Photography Services (in-house staff)		3,325		
Content Management and Writing Services		6,275		
Graphic Design and Publication Services		13,375		
Public Relations and Social Media Services		14,250		
Research and Measurement Services		7,875		
Sales				24,545
NASC Symposium	5,000			
TEAMS	6,000			
Connect Sports Marketplace	5,000			
Entertainment Buy-in (at shows)	2,500			
Local meetings	4,000			
Membership - NASC	795			
Membership - NC Sports	750			
Apparel	500			
Group Sales and Services Support (shared) - lead development and distribution, tradeshow resources, etc.		\$15,000		15,000
Visitor Services Support (Wayfinder Volunteers, VIC Reception)		\$6,300		6,300

Sponsorship and Underwriting*

\$175,000

32.2%

Durham County			\$90,000	90,000
City of Durham			\$65,000	65,000
Foundation and Local Business Sponsorship			\$20,000	20,000

Direct Expenses	\$244,370
Indirect (In-Kind) Expenses	\$123,393
Sponsorships	\$175,000
TOTAL	\$542,763

*City and County funding is based on a percentage of growth in occupancy tax receipts. The amount will fluctuate through the 3 year period. This is an estimate in year one. Business sponsorships will also vary by year depending on the events that will be hosted.