

Long Beach Merchants Association Budget

Including Creative District

	EXPENSES		INCOME	
	Year 1	Ongoing	Year 1	Ongoing
CREATIVE DISTRICT				
Direct Expenses				
Staff	\$6,000	\$6,000		
Marketing & promotional materials	\$18,000	\$5,500		
Signage	\$8,000	\$1,000		
District events	\$2,500	\$2,500		
10% contingency	\$3,450	\$1,500		
Income				
ArtsWA			\$10,000	
City of Long Beach Lodging Tax			\$10,000	\$5,000
Pacific County Lodging Tax			\$8,000	\$5,000
Donations			\$2,000	\$1,000
Events vendor fees & sponsorships			\$3,000	\$3,000
In-kind			\$5,000	\$5,000
Office space				
Use of computers, copier, laminator				
TOTALS	\$37,950	\$16,500	\$38,000	\$19,000

	2024 LBMA	
	EXPENSES	INCOME
FESTIVALS		
Razor Clam Festival	\$41,903	\$59,922
Sandsations	\$24,082	\$31,074
Music in the Park	\$10,400	\$11,000
Holidays at the Beach	\$2,119	\$113
VISITOR CENTER		
Visitor Center	\$74,703	\$54,229
Payroll	\$45,374	
Trolley	\$5,478	\$6,457
Charm Trail	\$6,816	\$16,142
LBMA	\$34,763	\$32,634
2024 LBMA TOTALS	\$200,265	\$211,571
Including Creative District ongoing	\$216,765	\$230,571