

Budget Memo  
Project Management Budget  
2007/2008



Union Park Phase I Budget  
May 2007

**NEWLAND COMMUNITIES LAS VEGAS OFFICE SALARIES**

POSITIONS	ALLOCATION	FY 2008			
		3Q07	4Q07	1Q08	2Q08
VP, Development Director	80%	✓	✓	✓	✓
Office Manager	90%	✓	✓	✓	✓
Sr. Project Manager	100%	✓	✓	✓	✓
Project Manager	90%	✓	✓	✓	✓
Receptionist / Secretary	80%	✓	✓	✓	✓
Asst. Project Manager, Civil	100%	✓	✓	✓	✓
Asst. Project Manager, Design	80%	✓	✓	✓	✓
Analyst	100%	✓	✓	✓	✓
VP, Senior Project Manager	80%	✓	✓	✓	✓
Marketing Director	100%	✓	✓	✓	✓
VP, Operations	80%	✓	✓	✓	✓
A/P / Contracts Administrator	90%	✓	✓	✓	✓
<b>Total LV OFFICE BURDENED SALARIES WITH ALLOCATION</b>		<b>300,036</b>	<b>377,609</b>	<b>377,609</b>	<b>377,609</b>

**NEWLAND COMMUNITIES REGIONAL OFFICE ALLOCATION**

Salary Allocation	Hours / Quarter	Rate Incldg Burden	3Q07	4Q07	1Q08	2Q08
Alper A. (Finance)	30	89	2,655	2,655	2,655	2,655
Doug H. (Legal)	30	148	4,440	4,440	4,440	4,440
Chris S. (Accounting)	30	71	2,124	2,124	2,124	2,124
Yasmine E. (Accounting)	26	47	1,180	1,180	1,180	1,180
Leslie S. (Contracts)	60	45	2,700	2,700	2,700	2,700
Lyndsey P. (AP / AR)	30	30	885	885	885	885
<b>Total</b>			<b>13,984</b>	<b>13,984</b>	<b>13,984</b>	<b>13,984</b>
<b>Travel Expenses</b>	<b># of Trips</b>	<b>\$ / Trip</b>				
Doug H. (Legal)	1	500	500	500	500	500
Alper A. (Finance)	1	500	500	500	500	500
Chris/Yasmine (Accounting)	1	500	500	500	500	500
<b>Total</b>			<b>1,500</b>	<b>1,500</b>	<b>1,500</b>	<b>1,500</b>
<b>TOTAL REGIONAL SALARIES &amp; TRAVEL</b>			<b>15,484</b>	<b>15,484</b>	<b>15,484</b>	<b>15,484</b>

**NEWLAND COMMUNITIES LAS VEGAS OFFICE G&A**

Description	Annual		3Q07	4Q07	1Q08	2Q08
	Expenses	Allocation				
Continuing Education	10,000	80%	2,000	2,000	2,000	2,000
Meals - Internal Meetings	2,500	80%	500	500	500	500
Relations & Welfare - Employee	1,500	80%	300	300	300	300
Functions - Employee	1,300	80%	260	260	260	260
Prof. Fees, Dues, & Meetings	4,650	80%	930	930	930	930
Rent - Office (Current)	103,239	80%	20,648	20,648	20,648	20,648
Rent - Office (Expansion)	5,500	80%	1,100	1,100	1,100	1,100
FF&E Rental & Lease	12,000	80%	2,400	2,400	2,400	2,400
FF&E Purchase	12,600	80%	2,500	2,500	2,500	2,500
Office Supplies	4,500	80%	900	900	900	900
Kitchen Supplies	2,600	80%	520	520	520	520
Telephone - Utilities	9,750	80%	1,950	1,950	1,950	1,950
Internet Service - Utilities	1,440	80%	288	288	288	288
Cell Phone - Utilities	7,250	80%	1,450	1,450	1,450	1,450
Printing	19,500	80%	3,900	3,900	3,900	3,900
Express Mail & Delivery	6,800	80%	1,360	1,360	1,360	1,360
Postage	2,000	80%	400	400	400	400
Periodicals, & Subscriptions	975	80%	195	195	195	195
Desktop Software-IS	1,250	80%	250	250	250	250
Business Permit or License	300	80%	60	60	60	60
Miscellaneous Expense	2,500	80%	500	500	500	500
Business Meals - T & E	2,500	80%	500	500	500	500
Travel & Lodging - T & E	25,000	80%	5,000	5,000	5,000	5,000
<b>TOTAL LV OFFICE G&amp;A</b>	<b>239,554</b>		<b>47,911</b>	<b>47,911</b>	<b>47,911</b>	<b>47,911</b>
<b>TOTAL PROJECT MANAGEMENT EXPENSES</b>			<b>363,431</b>	<b>441,004</b>	<b>441,004</b>	<b>441,004</b>

**Budget Memo**  
 Legal / Operations Maintenance Budget 2007/2008



**Union Park**  
**Other Costs Budget Detail**  
**May, 2007**  
 (Amounts in Thousands)

**Legal**

- ENA & DDA Negotiation
- Logo Registration
- CC&R Work
- Symphony Park
- Park District (Includes Walker & Atty.)

**Total**

TOTAL	FISCAL YEAR 2008			
	3Q07	4Q07	1Q08	2Q08
80	20	20	20	20
15	10	5	0	0
40	20	20	0	0
15	5	5	5	0
45	10	10	10	15
<b>195</b>	<b>65</b>	<b>60</b>	<b>35</b>	<b>35</b>
<b>40</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>

**Operations & Maintenance**

**Budget Memo**  
Marketing Budget 2007/2008

Union Park	3RD QUARTER '07			4TH QUARTER '07			1ST QUARTER '08			2ND QUARTER '08			TOTAL BUDGET	% OF BUDGET
	July	August	September	October	November	December	January	February	March	April	May	June		
<b>CATEGORIES</b>														
<b>Signage</b>	0.00	0.00	0.00	0.00	30,000.00	0.00	0.00	0.00	0.00	0.00	20,000.00	0.00	50,000.00	6.42%
on-site marketing signs	0.00	0.00	0.00	0.00	30,000.00	0.00	0.00	0.00	0.00	0.00	20,000.00	0.00	50,000.00	
													0.00	
<b>Retainer/Program Management</b>	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	7,500.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	117,500.00	15.08%
Advertising Retainer	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	2,500.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	57,500.00	
Public Relations Retainer	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	60,000.00	
													0.00	
<b>Media Placement</b>	0.00	0.00	59,000.00	59,000.00	0.00	0.00	10,000.00	10,000.00	10,000.00	25,000.00	24,000.00	0.00	207,000.00	26.56%
Newspaper	0.00	0.00	20,000.00	20,000.00	0.00	0.00	5,000.00	5,000.00	5,000.00	0.00	20,000.00	0.00	75,000.00	
Magazine	0.00	0.00	14,000.00	14,000.00	0.00	0.00	5,000.00	5,000.00	5,000.00	0.00	14,000.00	0.00	57,000.00	
TV	0.00	0.00	25,000.00	25,000.00	0.00	0.00	0.00	0.00	0.00	25,000.00	0.00	0.00	75,000.00	
													0.00	
<b>Print/Production</b>	60,750.00	11,000.00	14,800.00	0.00	2,000.00	10,000.00	10,000.00	0.00	0.00	24,000.00	7,900.00	0.00	140,350.00	18.01%
Annual Master Plan Campaign	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00	0.00	0.00	0.00	0.00	0.00	10,000.00	
Marketing Brochure (update)	0.00	6,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00	0.00	0.00	10,000.00	
Marketing Folder (global holder)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Marketing Inserts (on-going and updated)	0.00	5,000.00	0.00	0.00	0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00	
Printing of Marketing Brochure/Folder/Inserts	0.00	0.00	12,000.00	0.00	2,000.00	5,000.00	0.00	0.00	0.00	0.00	5,000.00	0.00	24,000.00	
Video/Commercial Storyboard/Commercial	60,750.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	60,750.00	
Eblast ad announcing new website	0.00	0.00	2,800.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,800.00	0.00	5,600.00	
Retail Apparel Design and Production	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00	0.00	0.00	20,000.00	
													0.00	
<b>Website Maintenance and Updating</b>	100.00	0.00	0.00	3,000.00	0.00	100.00	3,000.00	10.00	0.00	1,000.00	1.00	100.00	4,300.00	0.55%
Updating	0.00	0.00	0.00	3,000.00	0.00	0.00	0.00	0.00	0.00	1,000.00	0.00	0.00	4,000.00	
Maintenance	100.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00	100.00	300.00	
													0.00	
<b>Public Relations</b>	250.00	250.00	10,250.00	2,750.00	5,250.00	250.00	2,750.00	12,750.00	250.00	2,750.00	2,500.00	250.00	40,250.00	5.16%
Power Point Support	0.00	0.00	0.00	0.00	5,000.00	0.00	0.00	2,500.00	0.00	0.00	0.00	0.00	7,500.00	
Table Purchase Key Fundraisers (Newland)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Press Kit Update	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	2,500.00	250.00	5,250.00	
Press Kit Print	0.00	0.00	0.00	2,500.00	0.00	0.00	2,500.00	0.00	0.00	2,500.00	0.00	0.00	7,500.00	
Stakeholder Updates/Persentations	0.00	0.00	10,000.00	0.00	0.00	0.00	0.00	10,000.00	0.00	0.00	0.00	0.00	20,000.00	
													0.00	
<b>Special Events</b>	0.00	0.00	35,000.00	25,000.00	0.00	0.00	25,000.00	0.00	55,000.00	0.00	0.00	0.00	200,000.00	25.66%
Union Park VIP Event	0.00	0.00	0.00	25,000.00	0.00	0.00	0.00	0.00	55,000.00	0.00	0.00	0.00	80,000.00	
Other Event Sponsorships	0.00	0.00	35,000.00	0.00	0.00	0.00	25,000.00	0.00	0.00	0.00	0.00	0.00	60,000.00	
SWAG				10,000.00									10,000.00	
ISSC											25,000.00		25,000.00	
ULI				25,000.00									25,000.00	
													0.00	
<b>Photography</b>	0.00	5,000.00	0.00	0.00	0.00	0.00	10.00	0.00	5,000.00	0.00	0.00	0.00	10,000.00	1.28%
Stock Photography & PR Photography	0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00	0.00	0.00	0.00	10,000.00	
													0.00	
<b>Contingency</b>	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.00	0.00	0.00	10,000.00	1.28%
Contingency	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00	
													0.00	
<b>TOTAL MONTHLY BUDGET</b>	81,100	26,250	129,050	117,250	47,250	17,850	57,750	32,750	80,250	62,750	86,800	10,350		
<b>TOTAL 20007/08 ANNUAL BUDGET</b>													779,400.00	100.00%