

R-15-44
RESOLUTION APPROVING THE ADOPTION OF THE 2015
HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
District Management Corporation
Highlands Business Partnership
January 1, 2015– December 31, 2015

COMMERCIAL DISTRICT PROGRAM BUDGET	2015 EXPENSE
Visual Improvement.....	25,000.00
<input type="checkbox"/> Beautification	
<input type="checkbox"/> Maintenance	
<input type="checkbox"/> Holiday & Seasonal	
<input type="checkbox"/> Street Banners	
Special Events Calendar.....	\$50,000.00
<input type="checkbox"/> Creation of events	
Marketing & Communications.....	\$25,000.00
<input type="checkbox"/> Social Media Ad campaigns	
<input type="checkbox"/> Tourism Advertising	
<input type="checkbox"/> Public Relations	
<input type="checkbox"/> Image Building & Graphic Design	
<input type="checkbox"/> Visitor Guide 2014-2015	
<input type="checkbox"/> Audio & Video Media	
<input type="checkbox"/> Maintain Website & Database	
Economic Development.....	\$20,000.00
• Business Recruitment/Retention & Redevelopment	
Administrative Budget	
Personnel.....	\$30,000.00
Miscellaneous.....	\$10,000.00
<input type="checkbox"/> Legal	
<input type="checkbox"/> Audit	
<input type="checkbox"/> Insurance	
<input type="checkbox"/> Office Supplies	
<input type="checkbox"/> Utilities – Telephone, fax & electric	
<input type="checkbox"/> License & fees	

TOTAL Expenses.....\$160,000.00

**HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
 District Management Corporation
 Highlands Business Partnership
 January 1, 2015 – December 31, 2015**

**COMMERCIAL DISTRICT
 PROGRAM BUDGET**

**2015
 Income**

Special Events Income.....\$85,000.00

- Vendor Fees Income
- Event Income (Social Affairs & Raffle Permit income)

Marketing & Communications.....\$15,000.00

- Sponsorship Income
- Barter Goods & Services (approx. \$12k)

TOTAL Income\$100,000.00

TOTAL ASSESSMENT INCOME REQUIRED TO OPERATE - \$60,000.00

	INTRODUCED	SECONDED	AYE	NAY	ABSTAIN	ABSENT
CARD			x			
KANE	x		x			
REDMOND		x	x			
RYAN			x			
NOLAN						
ON CONSENT AGENDA			YES	x	NO	

Date: January 21, 2015

Carolyn Cummins, Borough Clerk