



BOROUGH OF HIGHLANDS
COUNTY OF MONMOUTH

RESOLUTION 17-060

RESOLUTION ADOPTING HIGHLANDS BUSINESS PARTNERSHIP BUDGET FOR THE YEAR 2017

WHEREAS, in accordance with Chapter 17-6 of the Borough Code, the nonprofit corporation, Highlands Business Partnership, Inc., is designated as the District Management Corporation for the Business Improvement District; and

WHEREAS, Chapter 17-8 of the Borough Code sets forth that the District Management Corporation shall submit no later than December 1 of each year a detailed annual budget for the following year for approval by the Mayor and Council; and

WHEREAS, Chapter 17-8 of the Borough Code also sets forth that the aforesaid budget shall be proposed and adopted by the Borough on or before April 1st of each year in accordance with the procedures set forth in N.J.S.A. 40:56-84; and

WHEREAS, the Highlands Business Partnership has submitted its annual budget for the year 2017 for approval by the Mayor and Council, a copy of which is annexed hereto; and

WHEREAS, in accordance with the procedures set forth in N.J.S.A. 40:56-84, the governing body introduced the aforesaid budget of the Highlands Business Partnership for the year 2017, at its meeting on January 18, 2017 by way of Resolution 17-040, and set a public hearing date of February 15, 2017 at 8:00p.m.; and

WHEREAS, a public hearing having been held in accordance with the procedures set forth in N.J.S.A. 40:56-84 and all of the requirements attendant thereto having been met.

NOW, THEREFORE, BE IT RESOLVED by the Mayor & Council of the Borough of Highlands that the governing body hereby adopts the annual budget for the Highlands Business Partnership for the year 2017 which is annexed hereto.

After a public hearing the following motion was made:

Motion: Approve Resolution 17-060, **Moved** by Mayor O'Neil; **Seconded** by Councilmember Wells

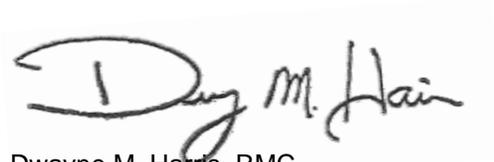
Vote: Motion carried by roll call vote (**summary:** Yes = 4; No = 0; Abstain = 1).

Yes: Councilmember Broullon, Councilmember D'Arrigo, Councilmember Wells, Mayor O'Neil

No:

Abstain: Councilmember Card,

I, Dwayne M, Harris, Acting Municipal Clerk of the Borough of Highlands, in the County of Monmouth, State of New Jersey, hereby certify this to be a true copy of the action of the Governing Body, at its Regular Meeting, held February 15, 2017. WITNESS my hand this 16th day of February 2017.

A handwritten signature in black ink that reads "Dwayne M. Harris". The signature is written in a cursive style with a large, looped initial "D".

Dwayne M. Harris, RMC
Acting Municipal Clerk

**HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
District Management Corporation
Highlands Business Partnership
January 1, 2017– December 31, 2017**

COMMERCIAL DISTRICT PROGRAM BUDGET	2017 EXPENSE
Visual Improvement.....	\$20,000.00
• Beautification	
• Maintenance	
• Holiday & Seasonal	
• Street Banners	
Special Events Calendar.....	\$60,000.00
• Creation of events	
Marketing & Communications.....	\$25,000.00
• Ad campaigns – online, newspaper, magazine, shows	
• Tourism	
• Public Relations	
• Image Building	
• Visitor Guide	
• Audio & Video Media	
• Maintain Website & Database & Graphic Ad Design	
Economic Development.....	\$15,000.00
• Business Recruitment/Retention & Redevelopment	
Administrative Budget	
Personnel.....	\$40,000.00
Miscellaneous.....	\$10,000.00
• Legal and Audit	
• Insurance	
• Office Supplies	
• Utilities – Telephone, fax & electric	
• License & fees	
TOTAL Expenses.....	\$170,000.00

**HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
District Management Corporation
Highlands Business Partnership
January 1, 2017 – December 31, 2017**

**COMMERCIAL DISTRICT
PROGRAM BUDGET**

**2017
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 - \$70,000.00