



BOROUGH OF HIGHLANDS
COUNTY OF MONMOUTH

RESOLUTION 18-076

RESOLUTION ADOPTING HIGHLANDS BUSINESS PARTNERSHIP BUDGET FOR THE YEAR 2018

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 2018 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 2018, at its meeting on February 21, 2018 by way of Resolution 18-052, and set a public hearing date of March 21, 2018 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 and Council of the Borough of Highlands that the governing body hereby adopts the annual budget for the Highlands Business Partnership for the year 2018 which is annexed hereto.

MOTION to approve R-18-076:

	INTROUCED	SECONDED	AYE	NAY	ABSTAIN	ABSENT
BRASWELL					X	
BROULLON	X		X			
D'ARRIGO				X		
RYAN		X	X			
O'NEIL			X			

I, Bonnie Brookes, 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 Council Meeting, held March 21st 2018. WITNESS my hand this 22nd day of March 2018.

Bonnie Brookes, RMC
Municipal Clerk

HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
District Management Corporation
Highlands Business Partnership
January 1, 2018– December 31, 2018

COMMERCIAL DISTRICT PROGRAM BUDGET	2018 EXPENSE
Visual Improvement.....	\$20,000.00
<input type="checkbox"/> Beautification	
<input type="checkbox"/> Maintenance	
<input type="checkbox"/> Holiday & Seasonal	
 Special Events Calendar.....	 \$75,000.00
<input type="checkbox"/> Creation of 15 Annual Events	
 Marketing & Communications.....	 \$25,000.00
<input type="checkbox"/> Online Advertising Campaigns	
<input type="checkbox"/> County Tourism Ad	
<input type="checkbox"/> Social Media Ads	
<input type="checkbox"/> Visitor Guide Reprint	
<input type="checkbox"/> Miscellaneous Print Advertising – Journals, Newspaper, Magazine	
<input type="checkbox"/> Maintain Website & Database & Graphic Ad Design	
 Economic Development.....	 \$10,000.00
• Business Recruitment/Retention & Redevelopment	
 Administrative Budget	
Personnel.....	\$60,000.00
Miscellaneous.....	\$20,000.00
<input type="checkbox"/> Legal and Audit	
<input type="checkbox"/> Insurance (JIF & D&O)	
<input type="checkbox"/> Office Supplies	
<input type="checkbox"/> Utilities – Telephone, fax & electric	
<input type="checkbox"/> Dues, Subscriptions, Filing Fees	
 TOTAL Expenses.....	 \$210,000.00

**COMMERCIAL DISTRICT
PROGRAM BUDGET**

**2018
Income**

Special Events Income.....\$100,000.00

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

Marketing & Communications.....\$40,000.00

- Sponsorship Income
- Barter Goods & Services (approx. \$15k)
- Grant Income (\$20,000)

TOTAL Income\$140,000.00

TOTAL ASSESSMENT INCOME REQUIRED TO OPERATE - \$70,000.00