



BOROUGH OF HIGHLANDS
COUNTY OF MONMOUTH

RESOLUTION 19-081

RESOLUTION INTRODUCING HIGHLANDS BUSINESS IMPROVEMENT DISTRICT BUDGET FOR THE YEAR 2019 AND SETTING OF A PUBLIC HEARING DATE WHEREIN THE AFORESAID BUDGET WILL BE CONSIDERED FOR FINAL ADOPTION

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 2019 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 hereby introduces the aforesaid budget of the Highlands Business Partnership for the year 2019 and sets a public hearing date of March 20, 2019 at 8:00 p.m.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the Borough of Highlands that the governing body hereby introduces the annual budget for the Highlands Business Partnership which is annexed hereto, and sets a public hearing date of March 20, 2019 at 8:00 p.m. wherein the aforesaid budget will be considered for final adoption.

BE IT FURTHER RESOLVED, that the Borough Clerk is hereby authorized to advertise and publish the aforesaid annual budget for the Highlands Business Partnership for the year 2019 in accordance with the requirements set forth in N.J.S.A. 40:56-84

HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
Highlands Business Partnership
January 1, 2019– December 31, 2019

COMMERCIAL DISTRICT PROGRAM BUDGET	2019 EXPENSE
Visual Improvement.....	\$15,000.00
<input type="checkbox"/> Beautification & Public Space	
<input type="checkbox"/> Maintenance	
<input type="checkbox"/> Holiday & Seasonal	
 Special Events Expenses.....	 \$75,000.00
<input type="checkbox"/> Production Costs for Annual Event Calendar; i.e. stage, electric, propane, entertainment, sanitation, supplies	
 Marketing & Communications.....	 \$25,000.00
<input type="checkbox"/> Online Advertising Campaigns	
<input type="checkbox"/> County & State Tourism Ads	
<input type="checkbox"/> Social Media Ads	
<input type="checkbox"/> Visitor Guide Updates, Design & Printing	
<input type="checkbox"/> Miscellaneous Print Advertising & Rack Cards	
<input type="checkbox"/> Maintain Website & Database & Graphic Ad Design	
 Economic Development.....	 \$15,000.00
• Business Grants	
 Administrative Budget	
Staff Payroll, Workers, Interns.....	\$60,000.00
 Miscellaneous.....	 \$20,000.00
<input type="checkbox"/> Legal Fees	
<input type="checkbox"/> Audit, Accounting, Tax Returns	
<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

**HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
Highlands Business Partnership
January 1, 2019– December 31, 2019**

**COMMERCIAL DISTRICT
PROGRAM BUDGET**

**2019
Income**

Special Events Income (before expenses)\$105,000.00

- Vendor, Raffle, Social Affairs Income

Marketing & Grant Income.....\$ 32,000.00

- Sponsorship Income (approx. \$15k)
- Grant Income (\$16,250)
- Barter Goods & Services (approx. \$15k)

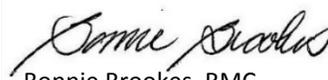
TOTAL Income\$137,000.00

TOTAL ASSESSMENT INCOME REQUIRED TO OPERATE - \$73,000.00

Motion to Approve Resolution 19-081:

	INTROUCED	SECONDED	AYE	NAY	ABSTAIN	ABSENT
BRASWELL					X	
BROULLON		X	X			
MAZZOLA				X		
RYAN			X			
O'NEIL	X		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 February 20, 2019. WITNESS my hand this 26th day of February 2019.



Bonnie Brookes, RMC
Municipal Clerk

