



BOROUGH OF HIGHLANDS  
COUNTY OF MONMOUTH

## RESOLUTION 19-113

### 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 1<sup>st</sup> of each year in accordance with the procedures set forth in N.J.S.A. 40:56-84; and

**WHEREAS**, Ordinance O-19-08 which is being introduced simultaneously with this Resolution, if adopted, will extend the deadline for adoption of the District Management Corporation's budget in the year 2019 until May 1<sup>st</sup>.

**WHEREAS**, the Highlands Business Partnership has submitted its annual budget for the year 2019 for approval by the Mayor and Council; and

**WHEREAS**, Ordinance O-19-06, was adopted on March 20, 2019 which amended the Business Improvement District's expiration date to the end of the third quarter, on September 30, 2019; and

**WHEREAS**, in light of the aforesaid amendment contained in Ordinance O-19-06, the budget that was submitted by the Highlands Business Partnership has been reduced by 25% to reflect a total assessment income of \$54,750; 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 May 1, 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 May 1, 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.

**Motion** to Approve Resolution 19-113:

	INTRODUCED	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 April 3, 2019. WITNESS my hand this 3<sup>rd</sup> day of April 2019.

  
 Bonnie Brookes, RMC  
 Municipal Clerk

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

<b>COMMERCIAL DISTRICT PROGRAM BUDGET</b>	<b>2019 EXPENSE</b>
<b>Visual Improvement.....</b>	<b>\$15,000.00</b>
<input type="checkbox"/> Beautification & Public Space	
<input type="checkbox"/> Maintenance	
<input type="checkbox"/> Holiday & Seasonal	
 <b>Special Events Expenses.....</b>	 <b>\$75,000.00</b>
<input type="checkbox"/> Production Costs for Annual Event Calendar; i.e. stage, electric, propane, entertainment, sanitation, supplies	
 <b>Marketing &amp; Communications.....</b>	 <b>\$25,000.00</b>
<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	
 <b>Economic Development.....</b>	 <b>\$15,000.00</b>
• Business Grants	
 <b>Administrative Budget</b>	
<b>Staff Payroll, Workers, Interns.....</b>	<b>\$60,000.00</b>
<b>Miscellaneous.....</b>	<b>\$20,000.00</b>
<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	
 <b>TOTAL Expenses.....</b>	 <b>\$210,000.00</b>

**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**

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**TOTAL ASSESSMENT INCOME ALLOWED PURSUANT TO  
AMENDED BID EXPIRATION DATE OF 9/30/2019 ..... \$54,750.00**