



BOROUGH OF HIGHLANDS
COUNTY OF MONMOUTH

RESOLUTION 19-138

RESOLUTION ADOPTING HIGHLANDS BUSINESS PARTNERSHIP BUDGET FOR THE YEAR 2019

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, an initial budget and amended budget for the District Management Corporation were introduced, but failed adoption on March 20, 2019; and

WHEREAS, Ordinance O-19-08, duly adopted April 17, 2019, extended the deadline for adoption of the District Management Corporation's budget for the year 2019 until May 1, 2019; and

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

WHEREAS, Ordinance O-19-06, duly adopted March 20, 2019, amended the expiration date of the Business Improvement District to the end of the third quarter, September 30, 2019; and

WHEREAS, as a result of the aforesaid amended expiration date of the Business Improvement District, the annual budget was revised which reduced the assessment income provided by the Borough by 25% to \$54,750; and

WHEREAS, in accordance with the procedures set forth in N.J.S.A. 40:56-84, the governing body introduced the aforesaid revised budget of the Highlands Business Partnership for the year 2019, at its meeting on April 3, 2019 by way of Resolution 19-113, and set a public hearing date of May 1, 2019 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 amended annual budget for the Highlands Business Partnership for the year 2019 which is annexed hereto.

**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

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

Motion to Approve Resolution 19-138:

	INTRODUCED	SECONDED	AYE	NAY	ABSTAIN	ABSENT
BRASWELL					X	
BROULLON	X		X			
MAZZOLA				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 May 1, 2019. WITNESS my hand this 1st day of May 2019.



Bonnie Brookes, RMC
Municipal Clerk