

Mayor Nolan offered the following Resolution and moved on the adoption of budget:

**R-12-29**  
**RESOLUTION APPROVING**  
**HIGHLANDS BUSINESS IMPROVEMENT DISTRICT BUDGET**  
**District Management Corporation**  
**Highlands Business Partnership**  
**January 1, 2012– December 31, 2012**

<b>COMMERCIAL DISTRICT PROGRAM BUDGET</b>	<b>2012 EXPENSE</b>
<b>Visual Improvement.....</b>	<b>15,000.00</b>
<input type="checkbox"/> Beautification	
<input type="checkbox"/> Maintenance	
<input type="checkbox"/> Holiday & Seasonal	
<input type="checkbox"/> Street Banners	
<b>Special Events Calendar.....</b>	<b>\$45,000.00</b>
<input type="checkbox"/> Creation of events	
<b>Marketing &amp; Communications.....</b>	<b>\$20,000.00</b>
<input type="checkbox"/> Ad campaigns	
<input type="checkbox"/> Tourism	
<input type="checkbox"/> Public Relations	
<input type="checkbox"/> Image Building	
<input type="checkbox"/> Publish and print 25,000 copies of a 2012 -2013 Visitor Guide	
<input type="checkbox"/> Maintain and expand website	
<input type="checkbox"/> Audio & Video Media	
<b>Economic Development.....</b>	<b>\$5000.00</b>
• Business Recruitment/Retention & Redevelopment	
<b>Administrative Budget</b>	
<b>Personnel.....</b>	<b>15,000.00</b>
<b>Miscellaneous.....</b>	<b>10,000.00</b>
<input type="checkbox"/> Legal	
<input type="checkbox"/> Audit	
<input type="checkbox"/> Insurance	
<input type="checkbox"/> Office Supplies	

- ☐ Utilities – Telephone, fax & electric
- ☐ License & fees

**TOTAL Expenses.....\$110,000.00**

**HIGHLANDS BUSINESS IMPROVEMENT DISTRICT  
District Management Corporation  
Highlands Business Partnership  
January 1, 2012 – December 31, 2012**

**COMMERCIAL DISTRICT  
PROGRAM BUDGET**

**2012  
Income**

**Special Events Income.....70,000.00**

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

**Marketing & Communications.....5,000.00**

- Sponsorship Income
- Barter Goods & Services (approx. \$12k)

**TOTAL Income .....\$75,000.00**

**TOTAL ASSESSMENT INCOME REQUIRED TO OPERATE - \$35,000.00**

Seconded by Ms. Kane and Adopted on the following roll call vote:

ROLL CALL:

AYES: Mr. Redmond, Mr. O'Neil, Mr. Francy, Ms. Kane, Mayor Nolan

NAYES: None

ABSENT: None

ABSTAIN: None

DATE: January 18, 2012

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Carolyn Cummins, Borough Clerk

Introduction: December 7, 2011

Publication: December 16, 2012, Two River Times

Public Hearing: January 18, 2012

Adoption: January 18, 2012

**I hereby certify this to be a true copy of Resolution R-12-29 adopted by the Governing Body of the Borough of Highlands on January 18, 2012.**

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**Borough Clerk/Deputy Clerk**