

Mayor Nolan offered the following Resolution and moved on the introduction of the HBP 2013 Budget and set a public hearing date of February 20, 2012 at 8:00 P.M. Public hearing to be held at the Highlands Elementary School located at 360 Navesink Ave, Highlands, NJ 07732. Notice of Public Hearing is authorized.

R-12-41
RESOLUTION APPROVING THE
HIGHLANDS BUSINESS PARTNERSHIP
2013 BUDGET

WHEREAS, the Governing Body of the Borough of Highlands hereby introduces the following Highlands Business Partnerships 2013 Budget:

HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
District Management Corporation
Highlands Business Partnership
January 1, 2013– December 31, 2013

COMMERCIAL DISTRICT PROGRAM BUDGET	2012 EXPENSE
Visual Improvement.....	20,000.00
<input type="checkbox"/> Beautification	
<input type="checkbox"/> Maintenance	
<input type="checkbox"/> Holiday & Seasonal	
<input type="checkbox"/> Street Banners	
Special Events Calendar.....	\$50,000.00
<input type="checkbox"/> Creation of events	
Marketing & Communications.....	\$20,000.00
<input type="checkbox"/> Ad campaigns	
<input type="checkbox"/> Tourism	
<input type="checkbox"/> Public Relations	
<input type="checkbox"/> Image Building	
<input type="checkbox"/> Visitor Guide 2012-2013 – Flood Damage	
<input type="checkbox"/> Audio & Video Media	
<input type="checkbox"/> Maintain Website & Database & Graphic Ad Design.....	\$10,000.00
Economic Development.....	\$15,000.00
• Business Recruitment/Retention & Redevelopment	

Administrative Budget

Personnel.....\$25,000.00

Miscellaneous.....\$10,000.00

☐ Legal

☐ Audit

☐ Insurance

☐ Office Supplies

☐ Utilities – Telephone, fax & electric

☐ License & fees

TOTAL Expenses.....\$150,000.00

HIGHLANDS BUSINESS IMPROVEMENT DISTRICT

District Management Corporation

Highlands Business Partnership

January 1, 2013 – December 31, 2013

**COMMERCIAL DISTRICT
PROGRAM BUDGET**

**2013
Income**

Special Events Income.....\$85,000.00

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

Marketing & Communications.....\$15,000.00

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

TOTAL Income\$100,000.00

TOTAL ASSESSMENT INCOME REQUIRED TO OPERATE - \$50,000.00

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

ROLL CALL:

AYES: Ms. Ryan, Mr. Redmond, Mr. Francy, Ms. Kane, Mayor Nolan

NAYES: None

ABSENT: None

ABSTAIN: None

DATE: January 16, 2013

Carolyn Cummins, Borough Clerk

I hereby certify this to be a true copy of Resolution R-13-41 adopted by the Governing Body of the Borough of Highlands at a meeting held on January 16, 2013.

Borough Clerk/Deputy Clerk