

DOWNTOWN WEST ORANGE ALLIANCE  
2011 BUDGET

|                                                     |                     |                   |  |
|-----------------------------------------------------|---------------------|-------------------|--|
|                                                     |                     | 292-10            |  |
|                                                     |                     | November 23, 2010 |  |
| <b><u>REVENUE</u></b>                               | <b>2011</b>         |                   |  |
| SID Assessments                                     | \$105,000.00        |                   |  |
| Township Contribution                               | \$68,809.00         |                   |  |
| Cash                                                |                     |                   |  |
| In-Kind                                             |                     |                   |  |
| Startup Capital                                     | \$50,000.00         |                   |  |
| Other Income                                        | \$2,800.00          |                   |  |
|                                                     |                     |                   |  |
| <b>Total Revenue</b>                                | <b>\$226,609.00</b> |                   |  |
|                                                     |                     |                   |  |
|                                                     |                     |                   |  |
|                                                     |                     |                   |  |
| <b><u>EXPENSES</u></b>                              |                     |                   |  |
|                                                     |                     |                   |  |
| <b>Administrative:</b>                              |                     |                   |  |
| Executive Director                                  | \$61,267.00         |                   |  |
| Administrative Assistant                            | \$0.00              |                   |  |
| Medical Benefits                                    | \$0.00              |                   |  |
| Payroll Fees                                        | \$940.00            |                   |  |
| Employer Taxes                                      | \$5,620.00          |                   |  |
| <b>Total Administrative</b>                         | <b>\$67,827.00</b>  |                   |  |
|                                                     |                     |                   |  |
| <b>Office Operations</b>                            |                     |                   |  |
| <i>Rent/In Kind</i>                                 | <i>\$12,000.00</i>  |                   |  |
| <i>Utilities/In Kind</i>                            | <i>\$1,800.00</i>   |                   |  |
| <i>Telephone/In Kind</i>                            | <i>\$3,500.00</i>   |                   |  |
| <i>Director's Expenses/In Kind</i>                  | <i>\$0.00</i>       |                   |  |
| <i>General Office/In Kind</i>                       | <i>\$6,500.00</i>   |                   |  |
| <i>Postage/In Kind</i>                              | <i>\$4,200.00</i>   |                   |  |
| Supplies/Equipment                                  | \$500.00            |                   |  |
| Printing                                            | \$491.00            |                   |  |
| Annual Report Fees                                  | \$25.00             |                   |  |
| Director's Expenses                                 | \$0,809.00          |                   |  |
| <b>Total Office Operations</b>                      | <b>\$29,825.00</b>  |                   |  |
|                                                     |                     |                   |  |
| <b>Total Administrative &amp; Office Operations</b> | <b>\$97,652.00</b>  |                   |  |
|                                                     |                     |                   |  |
| <b>Insurance &amp; Professional Services</b>        |                     |                   |  |
| Directors & Officers                                | \$1,070.00          |                   |  |
| Disability/Workman's Comp                           | \$500.00            |                   |  |
| Accountant/Auditor                                  | \$5,000.00          |                   |  |
|                                                     |                     |                   |  |
| <b>Total Insurance &amp; Professional Services</b>  | <b>\$6,570.00</b>   |                   |  |
|                                                     |                     |                   |  |
| <b>Economic Development</b>                         |                     |                   |  |
| Business Recruitment/Retention                      | \$2,500.00          |                   |  |

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|                                              |                     |                                     |  |
|----------------------------------------------|---------------------|-------------------------------------|--|
| Recruitment Brochure                         | \$1,108.00          |                                     |  |
| Business Directory                           | \$500.00            |                                     |  |
|                                              |                     |                                     |  |
| <b>Total Economic Development</b>            | <b>\$4,108.00</b>   |                                     |  |
|                                              |                     |                                     |  |
| <b>Marketing &amp; Promotions</b>            |                     |                                     |  |
| Farmers Market/Halloween                     | \$4,000.00          |                                     |  |
| Downtown Blues Festival                      | \$2,000.00          |                                     |  |
| Downtown Holiday Open House                  | \$3,000.00          |                                     |  |
| WOvip Card                                   | \$800.00            |                                     |  |
| Spring Street Fair                           | \$500.00            |                                     |  |
| Website Hosting & Design                     | \$215.00            |                                     |  |
| Newsletter & WO Outlook                      | \$3,000.00          |                                     |  |
|                                              |                     |                                     |  |
| <b>Total Marketing &amp; Promotions</b>      | <b>\$13,515.00</b>  |                                     |  |
|                                              |                     |                                     |  |
| <b>Visual Improvement</b>                    |                     |                                     |  |
| Capital Improvements                         | \$14,914.00         |                                     |  |
| Banners                                      | \$4,000.00          |                                     |  |
| Holiday Decorations                          | \$15,500.00         |                                     |  |
| Landscaping, Planters, Garbage Receptacles   | \$20,300.00         |                                     |  |
| Maintenance Worker                           | \$20,000.00         |                                     |  |
| Façade Grant Program                         | \$24,000.00         |                                     |  |
|                                              |                     |                                     |  |
| <b>Total Visual Improvement</b>              | <b>\$98,714.00</b>  |                                     |  |
|                                              |                     |                                     |  |
| <b>Organization</b>                          |                     |                                     |  |
| Membership Drive                             | \$3,500.00          |                                     |  |
| Donations/St. Patrick's Day Parade           | \$300.00            |                                     |  |
| Main Street New Jersey/National Conference   | \$1,000.00          |                                     |  |
| Community Events- OSPAC, WOCC                | \$150.00            |                                     |  |
| Trade Shows/Seminars                         | \$500.00            |                                     |  |
| Dues & Subscriptions                         | \$600.00            |                                     |  |
|                                              |                     |                                     |  |
| <b>Total Organization</b>                    | <b>\$6,050.00</b>   |                                     |  |
|                                              |                     |                                     |  |
|                                              |                     |                                     |  |
| <b>Total Expenses</b>                        | <b>\$226,609.00</b> |                                     |  |
|                                              |                     |                                     |  |
|                                              |                     |                                     |  |
|                                              |                     |                                     |  |
| Sal M. Anderton, Council President           |                     | Karen J. Carnevale, Municipal Clerk |  |
| Approved on First Reading: November 23, 2010 |                     |                                     |  |
|                                              |                     |                                     |  |
| Approved on Second Reading:                  |                     |                                     |  |

## DOWNTOWN WEST ORANGE ALLIANCE 2009 RECOMMENDED BUDGET

[illegible]

DOWNTOWN WEST ORANGE ALLIANCE  
2009 RECOMMENDED BUDGET

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