

**DOWNTOWN WEST ORANGE ALLIANCE
2011 BUDGET**

314-10

December 14, 2010

<u>REVENUE</u>	2011
SID Assessments	\$105,000.00
Township Contribution	\$68,809.00
Cash	
In-Kind	
Startup Capital	\$50,000.00
Other Income	\$2,800.00
Total Revenue	\$226,609.00
<u>EXPENSES</u>	
Administrative:	
Executive Director	\$59,483.00
Administrative Assistant	\$0.00
Medical Benefits	\$0.00
Payroll Fees	\$910.00
Employer Taxes	\$5,450.00
Total Administrative	\$65,843.00
Office Operations	
Rent/In Kind	\$12,000.00
Utilities/In Kind	\$1,800.00
Telephone/In Kind	\$3,500.00
Director's Expenses/In Kind	\$0.00
General Office/In Kind	\$6,500.00
Postage/In Kind	\$4,200.00
Supplies/Equipment	\$500.00
Printing	\$491.00
Annual Report Fees	\$25.00
Director's Expenses	\$809.00
Total Office Operations	\$29,825.00
Total Administrative & Office Operations	\$95,668.00
Insurance & Professional Services	
Directors & Officers	\$1,070.00
Disability/Workman's Comp	\$500.00
Accountant/Auditor	\$5,000.00
Total Insurance & Professional Services	\$6,570.00
Economic Development	
Business Recruitment/Retention	\$2,500.00
Recruitment Brochure	\$1,108.00
Business Directory	\$500.00

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Total Economic Development	\$4,108.00
Marketing & Promotions	
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
Total Marketing & Promotions	\$13,515.00
Visual Improvement	
Capital Improvements	\$16,898.00
Banners	\$4,000.00
Holiday Decorations	\$15,500.00
Landscaping, Planters, Garbage Receptacles	\$20,300.00
Maintenance Worker	\$20,000.00
Facade Grant Program	\$24,000.00
Total Visual Improvement	\$100,698.00
Organization	
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
Total Organization	\$6,050.00
Total Expenses	<u>\$226,609.00</u>

Karen J. Carnevale, RMC

Sal M. Anderton, Council President

Adopted: December 14, 2010