

REVENUE	2015
SID Assessments	\$ 104,644.55
Township Contribution Cash	\$ 40,809.00
Township Contribution In-Kind	\$ 28,000.00
2013 Fund Balance Carried Forward	\$ 34,946.45
Mayors 5K Run	\$ 10,000.00
Farmers Market	\$ 1,500.00
Interest Income	\$ 100.00
Total Revenue	\$ 220,000.00
EXPENSES	
Administrative	
Executive Director	\$ 55,000.00
Staff Support (Intern)	\$ 1,000.00
Payroll Fees	\$ 1,100.00
Employer Taxes	\$ 5,300.00
Total Administrative	\$ 62,400.00
Office Operations	
Director's Expenses (Cell Phone & Brd Mtg Exp)	\$ 500.00
Annual Report Fees & Bank Fees	\$ 60.00
Office Equipment	\$ 1,500.00
Printing	\$ 750.00
Supplies	\$ 250.00
Total Office Operations	\$ 3,060.00
Total Administrative & Office Operations	\$ 65,460.00
<i>Rent/In Kind</i>	\$ 12,000.00
<i>Utilities/In Kind</i>	\$ 1,800.00

Telephone/In Kind	\$ 3,500.00
General Office/In Kind	\$ 6,500.00
Postage/In Kind	\$ 4,200.00
Total In-kind	\$ 28,000.00
Total Admin. & Office Oper. & In Kind	\$ 93,460.00
Insurance & Professional Services	
Directors & Officers	\$ 1,325.00
Disability/Workman's Comp	\$ 800.00
Accountant/Auditor	\$ 5,900.00
Legal Fees	\$ 500.00
Total Insurance & Professional Services	\$ 8,525.00
Economic Development	
Business Retention	\$ 15,000.00
Total Economic Development	\$ 15,000.00
Marketing & Promotions	
Downtown Holiday Open House	\$ 3,000.00
Edison Day Festival	\$ 6,000.00
Farmers Market/Halloween	\$ 6,000.00
Newsletter & Business Promo's	\$ 4,215.00
TV Show Set & Production	\$ 1,500.00
Website Branding, Design & Hosting	\$ 600.00
WO Outlook, WOChronicle, TAP	\$ 1,500.00
Shop WO Card	\$ 1,000.00
Total Marketing & Promotions	\$ 23,815.00
Visual Improvement	
Banners/New Brand Logo	\$

	5,000.00
Façade Grant Program	\$ 20,000.00
Holiday Decorations	\$ 10,200.00
Landscaping, Planters, Garbage Receptacles	\$ 15,000.00
Maintenance Worker	\$ 20,000.00
Bulb Icon Campaign/Mini Museum	\$ 4,000.00
Total Visual Improvement	\$ 74,200.00
Organization	
Community Events- OSPAC, WOCC	\$ 100.00
Donations/St. Patrick's Day Parade	\$ 300.00
Dues & Subscriptions	\$ 600.00
Main Street New Jersey/National Conference	\$ 2,500.00
Membership Drive Brochure	\$ 500.00
Trade Shows/Seminars	\$ 1,000.00
Total Organization	\$ 5,000.00
Total Expenses	\$ 220,000.00
<i>In-Kind</i>	\$ (28,000.00)
Total Estimated Budget	\$192,000.00