

Downtown WO Alliance

2017

Budget Narrative

Revenue

This year's recommended budget totals \$235,000. The revenue contained in this budget is derived from a combination of Special Improvement Assessments, Township of West Orange Contributions, Fundraising Efforts, Surplus from the 2016 budget and utilization of Fund Balance monies.

The assessment portion of this budget totals \$104,500.00¹ and utilizing a 3 tier system as authorized by the ordinance². The tiers are based on the type of commercial properties located in the downtown corridor. There are a total of 182 properties that provide commercial space for over 300 businesses. These businesses consist of Restaurants, Retail Stores, Personal and Professional Services Companies.

This year's income is broken out into the following categories; Township contribution of Cash and In-Kind³ Services, Fundraising efforts generated from the Mayors 5K Run (5K), Street Fair (SF) & Interest income and Surplus & Reserve⁴.

Assessment Income	\$104,500.00
Township Contribution - Cash	\$40,809.00
Township Contribution– In-Kind	\$28,000.00
Prior Year Surplus/fundraising	\$20,898.97
Fundraising Efforts SF5K others	\$22,500.00
Reserve Funds	\$18,217.03
Interest Income	\$75.00
TOTAL	\$235,000.00

¹ Estimated assessment amount as of October of 2016

² Ordinance # 1534-98

³ In-kind = \$28,000 for office space and supplies

⁴ Surplus & Reserve – Funds remaining at the end of 2016

Expenses

1. Total Administration & Office Operations

Expenses relating to the Township's contribution include; rent, utilities, telephone, postage, printing, supplies and monetary contribution towards the overall budget. The Special Improvement District (SID) office is located in Township Hall.

Cash Contribution	\$40,809.00
In-Kind office expenses	\$28,000.00
Total Twp Contribution	\$68,809.00

Total Administration & Office Operations \$ 99,810.00.

This sum includes \$28,000 in In-Kind expenses received from the Township. The expenses relating to Administration and Office Operations include Executive Directors salary, payroll fees and taxes, office equipment and supplies. A specific breakdown is as follows:

Executive Director	\$60,000.00
Payroll Fees & Taxes	\$6,300.00
Print, Supplies & Equip.	\$3,510.00
Intern Staff	\$2,000.00
Sub-Total	\$71,810.00
In-kind	\$28,000.00
Total Office Operations	\$99,810.00

2. Economic Revitalization (ER) \$6,000.00

Main Street NJ has renamed this category from its previous name Economic Redevelopment. Monies budgeted for ER will continue to provide for business retention and recruitment. The ER team will continue to work with realtors and locals to identify and recruit & retain business for the downtown corridor.

3. Professional Services & Insurance \$5,500.00

The Downtown WO Alliance will distribute funds for Professional Services that include; Directors & Officers Insurance, Worker's Compensation Insurance, Accounting Services for total budgeted amount of \$5,500.00.

D&O Insurance	\$1,500.00
Worker's Compensation	\$500.00
Accounting	\$3,000.00
Legal	\$500.00
Total	\$5,500.00

4. Marketing & Promotions \$50,000.00

This budget amount has been increased from last year. The Alliance will continue to support the production of Discovery WO - the TV show and our engagement with Joe Fagan, Township Historian. The remaining monies in this category will support several special events that draw people into the downtown corridor. Some of the special events include our annual street Fair & Edison Day celebration, The Mayors 5K Run, Small Business Saturday, Restaurant Week and the Holiday Open House.

Joseph Fagan	\$ 18,000.00
Downtown Holiday Open House	\$ 4,000.00
Edison Day Street Festival	\$ 8,000.00
Newsletter & Business Promo's	\$ 7,000.00
TV Show Set & Production	\$ 1,500.00
Website Branding, Design & Hosting	\$ 1,000.00
WO Chronicle, TAP & other Print	\$ 2,000.00
Shop WO Card	\$ 2,500.00
Other Promotion	\$ 6,000.00

5. Visual Improvement \$69,000.00

Visual design is an important area and one of the most important factors people notice when they enter our downtown. Working with our newly created design team; many residents and business owners are meeting on a regular basis to create programs that support visual improvements downtown. This line item will fund more way finding signs and more “welcome to WO signs”. In addition the holiday decorations and the façade grant reimbursement programs remain in place. The DWOA continues to support maintenance and clean-up of the downtown corridor. Landscaping and beautification of the planters continue to be a priority for the downtown alliance. Specific support for this category is as follows;

Banners	\$5,000.00
Façade Grant Program	\$20,000.00
Holiday Decorations	\$10,000.00
Landscaping/Streetscape	\$15,000.00
Maintenance Worker/Supplies	\$15,000.00
Capital Expense & Signage	\$4,000.00
TOTAL	\$69,000.00

6. Organization \$4,690.00

The Organization category provides for the basic structure for the Alliance and allows for the many committees to work together. This line item allows the DWOA to promote our programs as well as the creation for sponsorship opportunities. It is important for the Alliance to have positive relationships with local organizations and groups such as The Chamber of Commerce, Public Relations Commission & the Rotary Club. It is a goal of the Alliance to attend meetings and continue to be a working partner with other organizations. In addition the Alliance will participate in all training and resources the Main Street NJ organization has to offer and continue the next phase of our strategic plan.

Community Events- OSPAC, WOCC	\$	100.00
Donations/St. Patrick's Day Parade	\$	190.00
Dues & Subscriptions	\$	400.00
Main St. NJ -National Conference	\$	3,000.00
Trade Shows/Seminars	\$	1,000.00
Total Organization	\$	4,690.00

In summary The Downtown Alliance board is committed to promoting and supporting the business' and property owners along the Main Street Corridor. We will remain steadfast in evaluating every program we support and each dime we spend to assure there's a benefit to our business and property owners as well as for our community as a whole.

Allocation Summary REVENUE

Assessment Income	\$104,500.00
Township Contribution - Cash	\$40,809.00
Township Contribution – In Kind	\$28,000.00
Prior Year Surplus/fundraising	\$20,898.97
Fundraising Efforts SF 5K others	\$22,500.00
Reserve Funds	\$18,217.03
Interest Income	\$75
TOTAL	\$235,000.00

EXPENSES	
1. Administration & Office Operations	\$99,810.00
2. Economic Development	\$6,000.00
3. Insurance & Professional Services	\$5,500.00
4. Marketing * Promotion	\$50,000.00
5. Organization	\$4,690.00
6. Visual Improvement	\$69,000.00
Total Expenses	\$235,000.00
In-Kind	(\$28,000.00)
	\$207,000.00

Total Proposed 2017 budget remains the same as 2016 for a total of \$207,000.00