

DWOA Proposed Budget 2018

REVENUE	Projected 2018	Actual 2017	Budget 2017
SID Assessments	\$ 98,000.00	\$ 96,893.38	\$ 104,500.00
Township Contribution Cash	\$ 40,809.00	\$ 40,809.00	\$ 40,809.00
Township Contribution In-Kind	\$ 28,000.00	\$ 28,000.00	\$ 28,000.00
Funds Carried Forward from Previous year	\$ 32,665.18	\$ 21,631.68	\$ 21,631.68
Mayors 5K Run	\$ 14,500.00	\$ 11,000.00	\$ 14,500.00
Other Fundraising	\$ 12,925.82	\$ -	\$ -
Street Fair Income	\$ 8,000.00	\$ 9,872.00	\$ 8,000.00
Interest Income	\$ 100.00	\$ 337.00	\$ 75.00
Fund Balance	\$ -	\$ 17,484.32	\$ 17,484.32
Total Revenue	\$ 235,000.00	\$ 226,027.38	\$ 235,000.00
EXPENSES			
Administrative			
Executive Director	\$ 45,000.00	\$ 45,121.59	\$ 45,000.00
Employee Taxes	\$ 15,000.00	\$ 14,269.00	\$ 15,000.00
Staff Support (Intern)	\$ 2,000.00	\$ 300.00	\$ 2,000.00
Payroll Fees	\$ 1,000.00	\$ 873.00	\$ 1,000.00
Employer Taxes	\$ 5,300.00	\$ 4,680.00	\$ 5,300.00
Total Administrative	\$ 68,300.00	\$ 65,243.59	\$ 68,300.00
Office Operations			
Director's Expenses (Cell Phone)	\$ 500.00	\$ 480.00	\$ 500.00
Annual Report Fees & Bank Fees	\$ 100.00	\$ 86.00	\$ 100.00
Office Equipment Copier & Computer	\$ 1,000.00	\$ 1,970.00	\$ 2,000.00
Office Software Member 365	\$ 1,740.00	\$ 2,100.00	
Printing	\$ 500.00	\$ 500.00	\$ 700.00
Supplies & Brd Mtg Exp	\$ 300.00	\$ 616.00	\$ 210.00
Total Office Operations	\$ 4,140.00	\$ 5,752.00	\$ 3,510.00
Total Administrative & Office Operations	\$ 72,440.00	\$ 70,995.59	\$ 71,810.00
<i>Rent/In Kind</i>	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00
<i>Utilities/In Kind</i>	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00
<i>Telephone/In Kind</i>	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00
<i>General Office/In Kind</i>	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00
<i>Postage/In Kind</i>	\$ 4,200.00	\$ 4,200.00	\$ 4,200.00
Total In-kind	\$ 28,000.00	\$ 28,000.00	\$ 28,000.00
Total Admin. & Office Oper. & In Kind	\$ 100,440.00	\$ 98,995.59	\$ 99,810.00
Economic Development			
Business Retention	\$ 3,000.00	\$ -	\$ 6,000.00
Total Economic Development	\$ 3,000.00	\$ -	\$ 6,000.00

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Insurance & Professional Services			
Directors & Officers	\$ 1,500.00	\$ 1,436.00	\$ 1,500.00
Disability/Workman's Comp	\$ 500.00	\$ 360.00	\$ 500.00
Accountant/Auditor	\$ 3,000.00	\$ 2,000.00	\$ 3,000.00
Legal Fees	\$ -	\$ -	\$ 500.00
Total Insurance & Professional Services	\$ 5,000.00	\$ 3,796.00	\$ 5,500.00
Marketing & Promotions			
Joseph Fagan	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00
TV Show Set & Production	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
Downtown Holiday Open House	\$ 3,750.00	\$ 3,750.00	\$ 4,000.00
Edison Day Street Festival	\$ 7,460.00	\$ 13,867.66	\$ 8,000.00
Farmers Market/Halloween/Other		\$ -	\$ -
Social Media Bus Promo/Newsletter	\$ 1,500.00	\$ 1,500.00	\$ 7,000.00
Website Branding, Design & Hosting	\$ 600.00	\$ 600.00	\$ 1,000.00
WO Chronicle, TAP & Other Print	\$ 300.00	\$ 300.00	\$ 2,000.00
Shop WO Card	\$ 2,350.00	\$ 880.00	\$ 2,500.00
Other Promotion	\$ 24,000.00	\$ 5,537.05	\$ 6,000.00
Total Marketing & Promotions	\$ 59,460.00	\$ 45,934.71	\$ 50,000.00
Organization			
Community Events- OSPAC, WOCC	\$ 100.00	\$ 75.00	\$ 100.00
Donations	\$ -	\$ -	\$ 190.00
Dues & Subscriptions	\$ 1,000.00	\$ 858.52	\$ 400.00
Main Street New Jersey/National Conference	\$ 3,000.00	\$ 4,531.00	\$ 3,000.00
Membership Drive	\$ -	\$ -	\$ -
Trade Shows/Seminars	\$ 500.00	\$ 145.00	\$ 1,000.00
Total Organization	\$ 4,600.00	\$ 5,609.52	\$ 4,690.00
Visual Improvement			
Banners - Spring & Bulb Branding	\$ 2,500.00	\$ 3,720.00	\$ 5,000.00
Design Improvements	\$ 3,000.00	\$ 6,235.00	\$ 3,000.00
Capital Expense	\$ 3,000.00	\$ -	\$ 1,000.00
Façade Grant Program	\$ 20,000.00	\$ 9,300.00	\$ 20,000.00
Holiday Decorations	\$ 9,000.00	\$ 9,940.00	\$ 10,000.00
Landscaping, Planters, Garbage Receptacles	\$ 15,000.00	\$ 15,804.00	\$ 15,000.00
Maintenance Worker	\$ 10,000.00	\$ 3,000.00	\$ 15,000.00
Total Visual Improvement	\$ 62,500.00	\$ 47,999.00	\$ 69,000.00
Total Expenses	\$ 235,000.00	\$ 202,334.82	\$ 235,000.00
<i>In-Kind</i>	\$ (28,000.00)	\$ (28,000.00)	\$ (28,000.00)
Total Estimated Budget	\$ 207,000.00	\$ 174,334.82	\$ 207,000.00