

DWOA Proposed Budget 2018

REVENUE	Projected 2019	283-18
SID Assessments	\$ 101,000.00	
Township Contribution Cash	\$ 40,809.00	
Township Contribution In-Kind	\$ 28,000.00	
Funds Carried Forward from Previous year	\$ 20,000.00	
Fundraising Income (5K, StreetFair Sponsors)	\$ 48,091.00	
Interest Income	\$ 100.00	
Total Revenue	\$ 238,000.00	
EXPENSES		
Administrative		
Executive Director	\$ 45,000.00	
Employee Taxes	\$ 15,000.00	
Staff Support (Intern)	\$ 2,000.00	
Payroll Fees	\$ 1,000.00	
Employer Taxes	\$ 5,300.00	
Total Administrative	\$ 68,300.00	
Office Operations		
Director's Expenses (Cell Phone)	\$ 500.00	
Annual Report Fees & Bank Fees	\$ 100.00	
Office Equipment Copier & Computer	\$ 1,000.00	
Office Software Member 365	\$ 1,740.00	
Printing	\$ 500.00	
Supplies & Brd Mtg Exp	\$ 3,300.00	
Total Office Operations	\$ 7,140.00	
Total Administrative & Office Operations	\$ 75,440.00	
<i>Rent/In Kind</i>	\$ 12,000.00	
<i>Utilities/In Kind</i>	\$ 1,800.00	
<i>Telephone/In Kind</i>	\$ 3,500.00	
<i>General Office/In Kind</i>	\$ 6,500.00	
<i>Postage/In Kind</i>	\$ 4,200.00	
Total In-kind	\$ 28,000.00	
Total Admin. & Office Oper. & In Kind	\$ 103,440.00	
Economic Development		
Business Retention	\$ 3,000.00	
Total Economic Development	\$ 3,000.00	
Insurance & Professional Services		
Directors & Officers	\$ 1,500.00	
Disability/Workman's Comp	\$ 500.00	

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Accountant/Auditor	\$ 3,000.00	
Total Insurance & Professional Services	\$ 5,000.00	
Marketing & Promotions		
Joseph Fagan	\$ 18,000.00	
TV Show Set & Production	\$ 1,500.00	
Downtown Holiday Open House	\$ 5,750.00	
Edison Day Street Festival	\$ 10,000.00	
Social Media Bus Promo/Newsletter	\$ 6,000.00	
Website Branding, Design & Hosting & M365	\$ 3,550.00	
WO Chronicle, TAP & Other Print	\$ 500.00	
Shop WO Card	\$ 2,350.00	
Other Promotion (Rest Week, Idol& Harvest Fest)	\$ 9,810.00	
Total Marketing & Promotions	\$ 57,460.00	
Organization		
Community Events- OSPAC, WOCC	\$ 100.00	
Dues & Subscriptions	\$ 1,000.00	
Main Street New Jersey/National Conference	\$ 5,000.00	
Trade Shows/Seminars	\$ 500.00	
Total Organization	\$ 6,600.00	
Visual Improvement		
Banners - Spring & Bulb Branding	\$ 2,500.00	
Design Improvements	\$ 3,000.00	
Capital Expense	\$ 3,000.00	
Façade Grant Program	\$ 20,000.00	
Holiday Decorations	\$ 9,000.00	
Landscaping, Planters, Garbage Receptacles	\$ 15,000.00	
Maintenance Worker	\$ 10,000.00	
Total Visual Improvement	\$ 62,500.00	
Total Expenses	\$ 238,000.00	
<i>In-Kind</i>	\$ (28,000.00)	
Total Estimated Budget	\$ 210,000.00	