



Downtown West Orange Alliance

66 Main Street, West Orange, NJ 07052

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www.DowntownWO.com

THE VALLEY • SAINT MARK'S • TORY CORNER • EAGLE ROCK

November 20, 2019

Karen Carnevale
Municipal Clerk TWP of West Orange
66 Main Street
West Orange, NJ. 07052

Re: Downtown West Orange Alliance 2020 Proposed Budget

Dear Ms. Carnevale,

Attached please find The Downtown West Orange Alliance's (DWOA) 2020 Proposed Budget that will be presented on 1st reading at the Nov. 26th council meeting. Please forward to the township council and appropriate administration.

The DWOA board will present a short presentation regarding the 2019 accomplishments and the plans we have for 2020 at the Council meeting scheduled for Dec. 17th.

Thank you for your assistance in this matter.

Best Regards,

John McElroy,
Chairman, Board of Trustees
P: 973-325-7898
Email: john@selecttowing.com

Megan Brill
Executive Director
P: 973-325-4109
Email: downtown@westorange.org

**Downtown West Orange Alliance
2020
Proposed Budget**

REVENUE	Projected 2020
SID Assessments	\$ 133,000.00
Township Contribution Cash	\$ 40,809.00
Township Contribution In-Kind	\$ 28,000.00
Funds Carried Forward	\$ 20,000.00
Mayors 5K Run to Break the Silence	\$ 11,000.00
Fundraising (Promotional Events)	\$ 35,191.00
Interest Income	\$ -
Reserve Funds	\$ -
Total Revenue	\$ 268,000.00
Township Contribution In-Kind	\$ (28,000.00)
Total Revenue without In-Kind	\$ 240,000.00
EXPENSES	Projected 2020
Total Office Operations	\$ 102,000.00
Total In Kind	\$ 28,000.00
Economic Development	\$ 3,000.00
Insurance & Professional Services	\$ 5,000.00
Marketing & Promotions	\$ 60,000.00
Organization	\$ 6,600.00
Visual Improvement	\$ 63,400.00
Total Expenses	\$ 268,000.00
<i>In-Kind</i>	\$ (28,000.00)
Total Expenses	\$ 240,000.00