



Downtown West Orange Alliance
66 Main Street, West Orange, NJ 07052
Office: 973.325.4109
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www.DowntownWO.com

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

November 5, 2020

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

Re: Downtown West Orange Alliance 2021 Proposed Budget

Dear Ms. Carnevale,

Attached please find The Downtown West Orange Alliance's (DWOA) 2021 Proposed Budget that we would like to present on 1st reading at the Nov. 10th council meeting. Please forward to the township council and appropriate administration.

The DWOA board would like to present a short presentation on Second Reading regarding this budget at the Council meeting scheduled for Dec. 15th.

Thank you for your assistance in this matter.

Best Regards,

Meg Brill **Executive Director**
P: 973-325-4109
Email: Downtown@WestOrange.org

CC: Ronald Raymond, Chair DWOA

Downtown West Orange Alliance
2021
Proposed Budget

REVENUE	Projected 2021
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