

December 15, 2020



Downtown West Orange Alliance
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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 vs Actual

REVENUE	Projected 2021	Actual
SID Assessments	\$ 133,000.00	\$ 133,616.35
Township Contribution Cash	\$ 40,809.00	\$ 40,809.00
Township Contribution In-Kind	\$ 28,000.00	\$ 28,000.00
Funds Carried Forward	\$ 20,000.00	\$ 23,200.00
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	\$ 225,625.35
Township Contribution In-Kind	\$ (28,000.00)	\$ (28,000.00)
Total Revenue without In-Kind	\$ 240,000.00	\$ 197,625.35
EXPENSES	Projected 2021	
Total Office Operations	\$ 102,000.00	\$ 66,350.00
Total In Kind	\$ 28,000.00	\$ 28,000.00
Economic Development	\$ 3,000.00	\$ -
Insurance & Professional Services	\$ 5,000.00	\$ 4,425.00
Marketing & Promotions	\$ 60,000.00	\$ 36,180.00
Organization	\$ 6,600.00	\$ 1,250.00
Visual Improvement	\$ 63,400.00	\$ 66,220.00
Total Expenses	\$ 268,000.00	\$ 202,425.00
<i>In-Kind</i>	\$ (28,000.00)	\$ (28,000.00)
Total Expenses	\$ 240,000.00	\$ 174,425.00
proof	\$ 197,625.00	
	\$ (174,425.00)	
	\$ 23,200.00	Carry to 2021

Downtown WO Alliance

2021 Budget Narrative

Revenue

This year's cash budget totals \$268,000 and provides for an efficient and effective year full of planning, promotion and organization. The revenue contained in this budget is derived from a combination of Special Improvement Assessments, Township of West Orange Contributions, Fundraising Efforts and Surplus from the 2020. Many of the projects and programs we had planned for this past year were not able to be completed. We are hopeful 2021 will be an exciting year.

The assessment portion of this budget totals \$133,000.00¹ utilizing a 3- tier system as sanctioned by ordinance². The tiers are based on the type and location of the commercial properties within the downtown corridor. There is a total of 180 properties³ that provide commercial space for over 300 businesses. These businesses consist of Restaurants, Retail Stores, Personal and Professional Service companies.

This year's income is broken out into the following categories; Township contribution of Cash and In-Kind⁴ Services, Fundraising efforts generated from the Mayors 5K Run (5K), Street Fair (SF) and funds carried from the previous year⁵.

Assessment Income	\$ 133,000.00
Township Contribution Cash	\$ 40,809.00
Township Contribution In-Kind	\$ 28,000.00
Prior Year Surplus	\$ 20,000.00
Fundraising 5K Run	\$ 11,000.00
Fundraising Efforts SF, Idol & HOH	\$ 35,191.00
TOTAL	\$ 268,000.00

Expenses

1. Total Administration & Office Operations

Expenses relating to the **Township's contribution** include; rent, utilities, telephone, postage, printing, supplies and financial 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

¹ Estimated assessment amount as of December 2020

² Ordinance # 1534-98

³ Block & Lots adjustments

⁴ In-kind = \$28,000 for office space and supplies

⁵ Surplus = Estimated funds remaining at the end of 2020

Total Administration & Office Operations \$ 130,000.00.

The administrative and office operation line item includes \$28,000 of In-Kind expenses received from the Township. The other expenses relating to Administration and Office Operations include Executive Director salary, payroll fees and taxes, office equipment and supplies. We continue to look for an additional administration staffer as the environment allows. We have continued to utilize the software program; Member 365 (M365) which is a sophisticated membership management tool. The streamlining benefit of M365 cannot be overemphasized and has provided a better organizational tool for managing the database of business and property owners.

Administrative Expense

Executive Director	\$ 60,000.00
Administrative Assistant (estimated)	\$ 25,000.00
Payroll Fees	\$ 1,000.00
Employer Payroll Taxes	\$ 8,300.00
Sub-Total Admin Expense	\$ 94,300.00

Office Expenses

Directors Cell Phone	\$ 600.00
Annual Report fees	\$ 100.00
Office Equipment & Software	\$ 1,500.00
Office Software	\$ 1,740.00
Printing (Letterhead & Brochures)	\$ 500.00
Supplies & Board Mtg Exp	\$ 3,260.00
Sub-Total Office Expenses	\$ 7,700.00
In-kind	\$ 28,000.00
Total Administrative & Office	\$102,000.00

Review

Total Administrative	\$ 94,300.00
Total Office Expense	\$ 7,700.00
In-Kind Support	\$ 28,000.00
Total Office	\$ 130,000.00

2. Economic Revitalization (ER) \$3,000.00

Monies budgeted for ER will continue to provide for business retention and recruitment. This year the ER team will take a more personal approach to meeting with our stakeholders. The team has identified key property owners and locations within the SID Corridor and will concentrate efforts on creating more retail ready store fronts and properties. The ER Team will continue to create an environment for recruiting and retaining business within the downtown corridor.

3. Professional Services & Insurance \$5,000.00

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 \$5,000.00.

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

4. Marketing & Promotions \$60,000.00

The Alliance will continue to support the production of Discovery WO - the TV show and our engagement with Joe Fagan, Township Historian, and township public information officer. We are continuing to pursue our Restaurant Critic Review and use it as a tool to advertise the businesses with-in the corridor. We will continue to manage several promotional events and fundraisers that have become very popular over the years. These include but are not limited to West Orange Street Fair, West Orange Idol, Downtown Thursday events, Harvest Festival and the annual Holiday Open House. The remaining monies in this category will support The Mayors 5K and other special events with the goal of bringing people into the downtown corridor. Below please find a breakdown of these expenses. As face to face interaction has been limited we continue to utilize Facebook, Instagram & other technology resources to promote the downtown corridor.

Joseph Fagan	\$ 18,000.00
TV Show Production	\$ 2,600.00
Downtown Holiday Open House	\$ 6,750.00
Edison Day Street Festival	\$ 10,000.00
Social Media & Newsletter	\$ 7,000.00
Website Branding Design & M365	\$ 3,950.00
Print Media	\$ 500.00
Shop WO Card	\$ 2,350.00
Business of the Month	\$ 2,500.00
West Orange Idol	\$ 3,000.00
Restaurant Week & Downtown Thursdays	\$ 3,350.00
Total Marketing & Promotions	\$ 60,000.00

5. Organization \$6,600.00

The Organization category provides for the basic structure of the Alliance and allows for the many committees to work together. This line item permits the DWOA to promote our programs as well as the creation for sponsorship opportunities we need for fundraising. It is important for the Alliance to have positive relationships with local organizations and groups such as The Chamber of Commerce, Friends of Edison, Friends of the Public Library, Public Relations Commission, the Rotary Club and many others. 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 National Main Street organization & downtown NJ have to offer and continue the next phase of our strategic plan.

Community Events- OSPAC, WOCC	\$ 100.00
Dues & Subscriptions	\$ 1,000.00
Main St. NJ -National Conference	\$ 5,000.00
Trade Shows/Seminars	\$ 500.00
Total Organization	\$ 6,600.00

6. Visual Improvement \$63,400.00

We have dedicated a lot of resources to the design committee over the years. We have made significant improvements to signs, awnings and store fronts. New Design chairperson, Elmina Zisa has assembled a great team of talented individuals that continue to work with our stakeholders to improve the image of the downtown corridor. This line item will fund more way finding signs, the holiday decorations and the popular façade grant reimbursement programs. The DWOA continues to support maintenance and clean-up of the downtown corridor. New the year is a part time litter control person. Landscaping and beautification of the planters continue to be a priority for the downtown alliance. Specific support for this category is as follows;

Banners	\$ 2,500.00
Design Improvements	\$ 3,000.00
Capital Expense & Signage	\$ 3,000.00
Façade Grant Program	\$ 20,000.00
Holiday Decorations	\$ 9,900.00
Landscaping/Streetscape	\$ 15,000.00
Maintenance Worker/Supplies	\$ 10,000.00
TOTAL	\$63,400.00

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 every dollar we spend to assure there's a financial benefit to our business and property owners as well as for the community where we live and work.

Allocation Summary

Revenue	
Assessment Income	\$ 133,000.00
Township Contribution - Cash	\$ 40,809.00
Township Contribution – In Kind	\$ 28,000.00
Prior Year Surplus	\$ 20,000.00
Fundraising Effort Mayors 5K Run	\$ 11,000.00
Fundraising Effort SF, idol, & HOH	\$ 35,191.00
TOTAL Revenue	\$ 268,000.00

EXPENSES	
1. Admin & Office Operations	\$ 130,000.00
2. Economic Development	\$ 3,000.00
3. Ins. & Professional Services	\$ 5,000.00
4. Marketing & Promotion	\$ 60,000.00
5. Organization	\$ 6,600.00
6. Visual Improvement	\$ 63,400.00
Total Expenses	\$ 268,000.00
In-Kind office Operations	(\$ 28,000.00)
TOTAL Cash Budget	\$ 240,000.00

In Summary, this year's total proposed cash budget is \$240,000.00. I respectfully request that you vote YES on this year's budget and fully support the work of the DWOA. Thank you for your attention to this matter.

Megan Bull