



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 18, 2021

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

Re: Downtown West Orange Alliance 2022 Proposed Budget

Dear Ms. Carnevale,

Attached please find The Downtown West Orange Alliance's (DWOA) 2022 proposed budget that we would like to present on 1st reading at the Nov. 23rd 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 to be scheduled in January.

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, Chairman DWOA

**Downtown West Orange Alliance 2022
Proposed Budget**

Below, please find the Downtown West Orange Alliance Special Improvement District's Budget for 2022. A budget hearing will be held during the regularly scheduled council meeting in January of 2022. This Budget will be heard on 1st reading on November 23, 2021 during the council meeting. Please email Downtown@WestOrange.org for more information or questions. Thank You.		
REVENUE	Projected 2022	
SID Assessments	\$ 133,000.00	
Township Contribution Cash	\$ 65,809.00	
Township Contribution In-Kind	\$ 28,000.00	
Funds Carried Forward	\$ 17,000.00	
Mayors 5K Run	\$ 5,000.00	
Fundraising (Promotional Events)	\$ 9,091.00	
Interest Income	\$ 100.00	
Total Revenue	\$ 258,000.00	
Township Contribution In-Kind	\$ (28,000.00)	
Total Revenue without In-Kind	\$ 230,000.00	
EXPENSES	Projected 2022	
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	\$ 77,250.00	
Organization	\$ 6,600.00	
Visual Improvement	\$ 64,150.00	
Total Expenses	\$ 286,000.00	
In-Kind	\$ (28,000.00)	
Total Expenses	\$ 258,000.00	