

**DOWNTOWN WEST ORANGE ALLIANCE
2014 BUDGET**

<u>REVENUE</u>	Amount
SID Assessments	\$105,000.00
Township Contribution Cash	\$40,809.00
Township Contribution In-Kind	\$28,000.00
2013 Fund Balance Carried Forward	\$35,091.00
Mayors 5K Run	\$9,500.00
Farmers Market	\$1,500.00
Interest Income	\$100.00
Total Revenue	\$220,000.00
<u>EXPENSES</u>	
Administrative:	
Executive Director	\$55,000.00
Payroll Fees	\$1,000.00
Employer Taxes	\$5,038.00
Total Administrative	\$61,038.00
Office Operations	
Director's Expenses (Cell phone & Brd Mtg Exp	\$809.00
Annual Report Fees & Bank Fees	\$50.00
Equipment- Copier Machine	\$1,500.00
Printing	\$750.00
Supplies	\$250.00
Total Office Operations	\$3,359.00
Total Administrative & Office Operations	\$64,397.00
<i>Rent/In Kind</i>	<i>\$12,000.00</i>
<i>Utilities/In Kind</i>	<i>\$1,800.00</i>
<i>Telephone/In Kind</i>	<i>\$3,500.00</i>
<i>General Office/In Kind</i>	<i>\$6,500.00</i>
<i>Postage/In Kind</i>	<i>\$4,200.00</i>
Total In-kind	\$28,000.00
Total Administrative & Office Operations	\$92,397.00
Insurance & Professional Services	
Directors & Officers	\$1,200.00
Disability/Workman's Comp	\$1,000.00
Accountant/Auditor	\$5,800.00
Legal Fees	\$5,000.00
Total Insurance & Professional Services	\$13,000.00
Economic Development	
Business Retention	\$15,000.00
Total Economic Development	\$15,000.00

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Marketing & Promotions	
Chamber of Commerce Networking event	\$250.00
Downtown Holiday Open House	\$3,000.00
Downtown Music Festival	\$3,000.00
Edison Day Festival	\$2,500.00
Farmers Market/Halloween	\$4,000.00
Newsletter &	\$3,000.00
Spring Street Fair	\$500.00
TV Show	\$2,000.00
Website Branding, Design & Hosting	\$600.00
WO Outlook	\$1,500.00
WO Vip Card/Shop WO Card	\$1,000.00
Other	\$1,000.00
Total Marketing & Promotions	\$22,350.00
Visual Improvement	
Banners/New Brand Logo	\$5,203.00
Façade Grant Program	\$20,000.00
Holiday Decorations	\$7,500.00
Landscaping, Planters, Garbage Receptacles	\$15,000.00
Maintenance Worker	\$20,000.00
Bulb Icon Campaign/Mini Museum	\$5,000.00
Total Visual Improvement	\$72,703.00
Organization	
Community Events- OSPAC, WOCC	\$150.00
Donations/St. Patrick's Day Parade	\$300.00
Dues & Subscriptions	\$600.00
Main Street New Jersey/National Conference	\$2,500.00
Membership Drive Brochure	\$500.00
Trade Shows/Seminars	\$500.00
Total Organization	\$4,550.00
Total Expenses	\$220,000.00
<i>In-Kind</i>	<i>\$(28,000.00)</i>
	\$192,000.00

Karen J. Carnevale, R.M.C.

Susan McCartney
Council President

Introduced: December 3, 2013

Adoption: January 14, 2014

DOWNTOWN WEST ORANGE ALLIANCE 2009 RECOMMENDED BUDGET

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