

DWOA Proposed Budget Long Version  
2026

| <b>REVENUE</b>                                       | <b>Projected 2026</b> | <b>Actual</b>        | <b>Budget 2025</b>   |
|------------------------------------------------------|-----------------------|----------------------|----------------------|
| SID Assessments                                      | \$ 150,000.00         | \$ 130,661.40        | \$ 135,000.00        |
| Township Contribution Cash                           | \$ 67,809.00          | \$ 67,809.00         | \$ 65,809.00         |
| Township Contribution In-Kind                        | \$ 28,000.00          | \$ 28,000.00         | \$ 28,000.00         |
| Prior year Surplus                                   | \$ 5,000.00           | \$ 15,000.00         | \$ 5,000.00          |
| Fundraising Income Fall Event                        | \$ 5,000.00           | \$ -                 | \$ 5,000.00          |
| Fundraising Efforts all other events                 | \$ 20,000.00          | \$ 25,100.00         | \$ 30,000.00         |
| Transformation Strategie MSNJ                        | \$ 72,189.00          | \$ 72,189.00         |                      |
| Interest Income                                      | \$ 300.00             | \$ 600.00            | \$ 100.00            |
| <b>Total Revenue</b>                                 | <b>\$ 348,298.00</b>  | <b>\$ 339,359.40</b> | <b>\$ 268,909.00</b> |
| <b>EXPENSES</b>                                      |                       |                      |                      |
| <b>Administrative</b>                                |                       |                      |                      |
| Executive Director Salary                            | \$ 66,950.00          | \$ 60,000.00         | \$ 65,000.00         |
| Executive Director Health Ins Payment                | \$ 5,000.00           | \$ 5,000.00          | \$ 5,000.00          |
| Administrative Assistant                             | \$ 30,900.00          | \$ 30,000.00         | \$ 30,000.00         |
| Payroll Fees                                         | \$ 1,250.00           | \$ 1,126.00          | \$ 1,000.00          |
| Employer Payroll Taxes                               | \$ 9,000.00           | \$ 7,957.50          | \$ 10,000.00         |
| Office Operations                                    | \$ 6,000.00           | \$ 8,812.00          | \$ 6,000.00          |
| <b>Total Administrative</b>                          | <b>\$ 119,100.00</b>  | <b>\$ 112,895.50</b> | <b>\$ 117,000.00</b> |
|                                                      |                       |                      |                      |
| <i>Rent/In Kind</i>                                  | <i>\$ 12,000.00</i>   | <i>\$ 12,000.00</i>  | <i>\$ 12,000.00</i>  |
| <i>Utilities/In Kind</i>                             | <i>\$ 1,800.00</i>    | <i>\$ 1,800.00</i>   | <i>\$ 1,800.00</i>   |
| <i>Telephone/In Kind</i>                             | <i>\$ 3,500.00</i>    | <i>\$ 3,500.00</i>   | <i>\$ 3,500.00</i>   |
| <i>General Office/In Kind</i>                        | <i>\$ 6,500.00</i>    | <i>\$ 6,500.00</i>   | <i>\$ 6,500.00</i>   |
| <i>Postage/In Kind</i>                               | <i>\$ 4,200.00</i>    | <i>\$ 4,200.00</i>   | <i>\$ 4,200.00</i>   |
| <b>Total In-kind</b>                                 | <b>\$ 28,000.00</b>   | <b>\$ 28,000.00</b>  | <b>\$ 28,000.00</b>  |
|                                                      |                       |                      |                      |
| <b>Total Admin. &amp; Office Oper. &amp; In-Kind</b> | <b>\$ 147,100.00</b>  | <b>\$ 140,895.50</b> | <b>\$ 145,000.00</b> |
|                                                      |                       |                      |                      |
| <b>Economic Development</b>                          |                       |                      |                      |
| Business Retention                                   | \$ 4,000.00           | \$ 295.00            | \$ 3,909.00          |
| <b>Total Economic Development</b>                    | <b>\$ 4,000.00</b>    | <b>\$ 295.00</b>     | <b>\$ 3,909.00</b>   |
|                                                      |                       |                      |                      |
| <b>Insurance &amp; Professional Services</b>         |                       |                      |                      |
| Directors & Officers                                 | \$ 1,850.00           | \$ 1,125.37          | \$ 1,500.00          |
| Disability/Workman's Comp                            | \$ 550.00             | \$ 557.00            | \$ 500.00            |
| Accountant/Auditor                                   | \$ 13,000.00          | \$ 12,500.00         | \$ 3,000.00          |
| <b>Total Insurance &amp; Professional Services</b>   | <b>\$ 15,400.00</b>   | <b>\$ 14,182.37</b>  | <b>\$ 5,000.00</b>   |

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|                                         | 2026 Proposed        | Actual               | 2025 Budget          |
|-----------------------------------------|----------------------|----------------------|----------------------|
| <b>Marketing &amp; Promotions</b>       |                      |                      |                      |
| Marketing Vendor/Visit WO Campaign      | \$ 14,000.00         | \$ 8,394.49          | \$ 15,000.00         |
| Mobile Ap                               | \$ 5,000.00          | \$ 2,000.00          | \$ 3,000.00          |
| Website Design/Hosting & MS Office      | \$ 6,000.00          | \$ 6,912.00          | \$ 3,000.00          |
| Street Fair                             | \$ 19,500.00         | \$ 16,691.51         | \$ 19,500.00         |
| Downtown Thursday                       | \$ 8,948.00          | \$ 7,142.25          |                      |
| Holiday Open House                      | \$ 6,000.00          | \$ 6,388.00          | \$ 6,000.00          |
| Social Media Bus Promo/Newsletter       | \$ 7,600.00          | \$ 2,612.98          | \$ 7,600.00          |
| WO Chronicle, TAP & Other Print         | \$ 1,000.00          | \$ 925.00            | \$ 1,000.00          |
| Shop WO Card                            | \$ -                 | \$ -                 | \$ -                 |
| Business Support & Restaurant Promo     | \$ 2,650.00          | \$ 981.61            | \$ 2,650.00          |
| Fall Fundraiser Event                   | \$ 3,000.00          | \$ -                 | \$ 5,000.00          |
| Other Promotion Items                   | \$ 1,500.00          | \$ 435.00            | \$ 1,500.00          |
| <b>Total Marketing &amp; Promotions</b> | <b>\$ 75,198.00</b>  | <b>\$ 52,482.84</b>  | <b>\$ 64,250.00</b>  |
|                                         |                      |                      |                      |
| <b>Organization</b>                     |                      |                      |                      |
| Community Events- OSPAC, WOCC           | \$ 100.00            | \$ 100.00            | \$ 100.00            |
| Dues & Subscriptions                    | \$ 1,000.00          | \$ 749.50            | \$ 1,000.00          |
| Main Street NJ/National Conference      | \$ 5,000.00          | \$ 3,702.42          | \$ 5,000.00          |
| Trade Shows/Seminars                    | \$ 500.00            | \$ 694.00            | \$ 500.00            |
| <b>Total Organization</b>               | <b>\$ 6,600.00</b>   | <b>\$ 5,245.92</b>   | <b>\$ 6,600.00</b>   |
|                                         |                      |                      |                      |
| <b>Visual Improvement</b>               |                      |                      |                      |
| Banners - Spring & Hometown Heros       | \$ 5,000.00          | \$ 7,373.68          | \$ 3,100.00          |
| Design Improvements/Signs               | \$ 5,000.00          | \$ 28,987.00         | \$ 1,000.00          |
| Capital Expense                         | \$ 15,000.00         | \$ 17,462.70         | \$ 3,338.00          |
| Façade Grant Program                    | \$ 20,000.00         | \$ 17,775.00         | \$ 10,000.00         |
| Holiday Decorations                     | \$ 19,500.00         | \$ 18,716.78         | \$ 16,712.00         |
| Landscaping, Planters, Garbage          | \$ 10,500.00         | \$ 46,874.86         | \$ 10,000.00         |
| Litter Patrol                           | \$ 25,000.00         | \$ 20,600.00         | \$ 20,000.00         |
| <b>Total Visual Improvement</b>         | <b>\$ 100,000.00</b> | <b>\$ 157,790.02</b> | <b>\$ 64,150.00</b>  |
|                                         |                      |                      |                      |
| <b>Total Expenses</b>                   | <b>\$ 348,298.00</b> | <b>\$ 370,891.65</b> | <b>\$ 288,909.00</b> |
| <i>In-Kind</i>                          | \$ (28,000.00)       | \$ (28,000.00)       | \$ (28,000.00)       |
| <b>Total Estimated Budget</b>           | <b>\$ 320,298.00</b> | <b>\$ 342,891.65</b> | <b>\$ 260,909.00</b> |