

Mr. O'Neil offered a motion and moved on the adoption of the following Resolution:

R-11-73
RESOLUTION APPROVING THE ADOPTION OF THE
HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
District Management Corporation
Highlands Business Partnership
January 1, 2011– December 31, 2011 Budget
(12 months)

COMMERCIAL DISTRICT PROGRAM BUDGET	2011 EXPENSE
Visual Improvement.....	5,000.00
<input type="checkbox"/> Beautification	
<input type="checkbox"/> Maintenance	
<input type="checkbox"/> Design	
<input type="checkbox"/> Holiday & Seasonal	
<input type="checkbox"/> Street Banners	
Special Events Calendar.....	45,000.00
<input type="checkbox"/> Creation of events	
Marketing & Communications.....	15,000.00
<input type="checkbox"/> Ad campaigns	
<input type="checkbox"/> Tourism	
<input type="checkbox"/> Public Relations	
<input type="checkbox"/> Image Building	
<input type="checkbox"/> Publish Visitor Guide	
<input type="checkbox"/> Maintain and expand website	
<input type="checkbox"/> Videos/Commercials	
Economic Development.....	10,000.00
• Business Recruitment/Retention & Redevelopment	
Administrative Budget	
Personnel.....	15,000.00
Miscellaneous	10,000.00
<input type="checkbox"/> Legal	
<input type="checkbox"/> Audit	

- Insurance
- Supplies

TOTAL Expenses\$100,000.00

**HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
 District Management Corporation
 Highlands Business Partnership
 January 1, 2011 – December 31, 2011
 (12 months)**

**COMMERCIAL DISTRICT
 PROGRAM BUDGET**

**2011
 Income**

Special Events Income.....70,000.00
 • Vendor Fees

Marketing & Communications.....10,000.00
 • Sponsorship Income
 • Barter Goods & Services (approx. \$12k)

TOTAL Income\$80,000.00

TOTAL ASSESSMENT INCOME REQUIRED TO OPERATE - \$20,000.00

Seconded by Mr. Connelly and adopted on the following roll call vote:

ROLL CALL:

AYES: Mr. Connelly, Mr. O'Neil, Mr. Francy

NAYES: None

ASENT: Ms. Kane, Mayor Nolan

ABSTAIN: None

DATE: March 2, 2011

Carolyn Cummins, Borough Clerk

Introduction: February 2, 2011

Publication: February 12, 2011, Asbury Park Press

P.H. Date: March 2, 2011

Adoption: March 2, 2011

I hereby certify this to be a true copy of the HBP 2011 Budget adopted by the Governing Body of the Borough of Highlands at its meeting held on 2nd day of March 2011.

Borough Clerk/Deputy Clerk