

Ms. Kane offered the following Resolution and setting of a public hearing date of January 18, 2011 at 8:00 P.M. and authorized its publication according to law:

R-11-225
HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
District Management Corporation
Highlands Business Partnership
January 1, 2012– December 31, 2012

COMMERCIAL DISTRICT PROGRAM BUDGET	2012 EXPENSE
Visual Improvement.....	15,000.00
<input type="checkbox"/> Beautification	
<input type="checkbox"/> Maintenance	
<input type="checkbox"/> Holiday & Seasonal	
<input type="checkbox"/> Street Banners	
Special Events Calendar.....	\$45,000.00
<input type="checkbox"/> Creation of events	
Marketing & Communications.....	\$20,000.00
<input type="checkbox"/> Ad campaigns	
<input type="checkbox"/> Tourism	
<input type="checkbox"/> Public Relations	
<input type="checkbox"/> Image Building	
<input type="checkbox"/> Publish and print 25,000 copies of a 2012 -2013 Visitor Guide	
<input type="checkbox"/> Maintain and expand website	
<input type="checkbox"/> Audio & Video Media	
Economic Development.....	\$5000.00
• Business Recruitment/Retention & Redevelopment	
Administrative Budget	
Personnel.....	15,000.00
Miscellaneous.....	10,000.00
<input type="checkbox"/> Legal	
<input type="checkbox"/> Audit	
<input type="checkbox"/> Insurance	
<input type="checkbox"/> Office Supplies	

- Utilities – Telephone, fax & electric
- License & fees

TOTAL Expenses.....\$110,000.00

**HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
District Management Corporation
Highlands Business Partnership
January 1, 2012 – December 31, 2012**

**COMMERCIAL DISTRICT
PROGRAM BUDGET**

**2012
Income**

Special Events Income.....70,000.00

- Vendor Fees Income
- Event Income (Social Affairs & Raffle Permit income)

Marketing & Communications.....5,000.00

- Sponsorship Income
- Barter Goods & Services (approx. \$12k)

TOTAL Income\$75,000.00

TOTAL ASSESSMENT INCOME REQUIRED TO OPERATE - \$35,000.00

Seconded by Mayor Nolan and introduced on the following roll call vote:

ROLL CALL:

AYES: Mr. Redmond, Mr. Francy, Ms. Kane, Mayor Nolan

NAYES: None

ABSENT: Mr. O'Neil

ABSTAIN: None

DATE: December 7, 2011

Carolyn Cummins, Borough Clerk

I hereby certify this to be a true copy of Resolution R-11-225 adopted by the Governing Body of the Borough of Highlands on December 7, 2011.

Borough Clerk/Deputy Clerk