R-15-44 RESOLUTOIN APPROVING THE ADOPTION OF THE 2015 HIGHLANDS BUSINESS IMPROVEMENT DISTRICT District Management Corporation Highlands Business Partnership January 1, 2015– December 31, 2015		
COMMERCIAL DISTRICT PROGRAM BUDGET	2015 EXPENSE	
Visual Improvement Beautification Maintenance Holiday & Seasonal Street Banners	25,000.00	
Special Events Calendar Creation of events	\$50,000.00	
Marketing & Communications Social Media Ad campaigns Tourism Advertising Public Relations Image Building & Graphic Design Visitor Guide 2014-2015 Audio & Video Media Maintain Website & Database	\$25,000.00	
Economic Development • Business Recruitment/Retention & Redeve		
Administrative Budget Personnel	\$30,000.00	
Miscellaneous. Legal Audit Insurance Office Supplies Utilities – Telephone, fax & electric License & fees	\$10,000.00	

TOTAL Expenses\$	5160,000.00
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HIGHLANDS BUSINESS IMPROVEMENT DISTRICT District Management Corporation Highlands Business Partnership January 1, 2015 – December 31, 2015

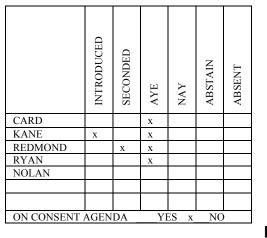
COMMERCIAL DISTRICT PROGRAM BUDGET

2015 Income

Special Events Income	\$85,000.00
Vendor Fees Income	
 Event Income (Social Affairs & Raffle Permit income 	

- Marketing & Communications.....\$15,000.00
 - Sponsorship Income
 - Barter Goods & Services (approx. \$12k)
- TOTAL Income\$100,000.00

TOTAL ASSESSMENT INCOME REQUIRED TO OPERATE - \$60,000.00



Date:

January 21, 2015

Carolyn Cummins, Borough Clerk