

**BOROUGH OF HIGHLANDS PUBLIC NOTICE  
HIGHLANDS BUSINESS PARTNERSHIP 2011 BUDGET**

Notice is hereby given that the Highlands Business Partnerships 2011 budget listed below passed introduction by the Governing Body of the Borough of Highlands on February 2, 2011. A public hearing on the Highlands Business Partnership 2011 Budget will be held at the Municipal Building located at 171 Bay Avenue, Highlands, NJ 07732 on February 16, 2011 at 8:00 p.m. At that time objections to the Highlands Business Partnerships 2011 Budget may be presented by tax payers or other interested persons. Copies of the Budget are available in the office of the Borough Clerk, Carolyn Cummins at the Municipal Building during the hours of 8:30 a.m. and 4:30 p.m.

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

<b>COMMERCIAL DISTRICT PROGRAM BUDGET</b>	<b>2011 EXPENSE</b>
<b>Visual Improvement.....</b>	<b>5,000.00</b>
• Beautification	
• Maintenance	
• Design	
• Holiday & Seasonal	
• Street Banners	
<b>Special Events Calendar.....</b>	<b>45,000.00</b>
• Creation of events	
<b>Marketing &amp; Communications.....</b>	<b>15,000.00</b>
• Ad campaigns	
• Tourism	
• Public Relations	
• Image Building	
• Publish Visitor Guide	
• Maintain and expand website	
• Videos/Commercials	
<b>Economic Development.....</b>	<b>10,000.00</b>
• Business Recruitment/Retention & Redevelopment	
<b>Administrative Budget</b>	
<b>Personnel.....</b>	<b>15,000.00</b>
<b>Miscellaneous .....</b>	<b>10,000.00</b>
• Legal	
• Audit	
• Insurance	
• Supplies	
<b>TOTAL Expenses .....</b>	<b>\$100,000.00</b>

**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**

Carolyn Cummins  
Borough Clerk