

**Borough of Highlands
Public Notice
NOTICE OF Highlands Business Partnership
2016 Budget**

The Highlands Business Partnership 2016 Budget Resolution published here with was introduced and passed upon first reading at a meeting of the governing body of the Borough of Highlands, in the County of Monmouth, State of New Jersey, on January 20, 2016. It will be further considered for final passage and adoption, after public hearing thereon, at a meeting of the governing body to be held at the Robert D. Wilson Memorial Community Center located at 22 Snug Harbor Avenue, Highlands, NJ on February 17, 2016 at 8:00 clock PM. Copies of Budget are available at no cost during regular business hours, at the Clerk's office for the members of the general public who shall request the same. The Clerk's office is located at 42 Shore Drive, Highlands, NJ 07732.

**R-16-37
RESOLUTION APPROVING INTRODUCTION OF THE HBP 2016
BUDGET AND
HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
District Management Corporation
Highlands Business Partnership
January 1, 2016– December 31, 2016**

COMMERCIAL DISTRICT PROGRAM BUDGET EXPENSE **2016**

Visual Improvement.....	\$20,000.00
<input type="checkbox"/> Beautification	
<input type="checkbox"/> Maintenance	
<input type="checkbox"/> Holiday & Seasonal	
<input type="checkbox"/> Street Banners	
Special Events Calendar.....	
\$50,000.00	
<input type="checkbox"/> Creation of events	
Marketing & Communications.....	\$25,000.00
<input type="checkbox"/> Ad campaigns – online, newspaper, magazine, shows	

- Tourism
- Public Relations
- Image Building
- Visitor Guide
- Audio & Video Media
- Maintain Website & Database & Graphic Ad Design

Economic

Development.....\$15,000.00

- Business Recruitment/Retention & Redevelopment

Administrative Budget

Personnel.....\$40,000.00

Miscellaneous.....\$10,000.00

- Legal and Audit
- Insurance
- Office Supplies
- Utilities – Telephone, fax & electric
- License & fees

TOTAL

Expenses.....\$160,000.00

HIGHLANDS BUSINESS IMPROVEMENT DISTRICT

District Management Corporation

Highlands Business Partnership

January 1, 2016 – December 31, 2016

**COMMERCIAL DISTRICT
PROGRAM BUDGET
Income**

2016

Special Events

Income.....\$80,000.00

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

Marketing &

Communications.....\$10,000.00

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

TOTAL Income

.....\$90,000.00

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

**CAROLYN CUMMINS
Borough Clerk**