



2023 BUDGET PRESENTATION

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Consultant

Budget Breakdown: Strategy in Action

BUDGET ALLOCATIONS

Total Budget: \$297,542.72

Income:

SID Assessment: \$243,542.72

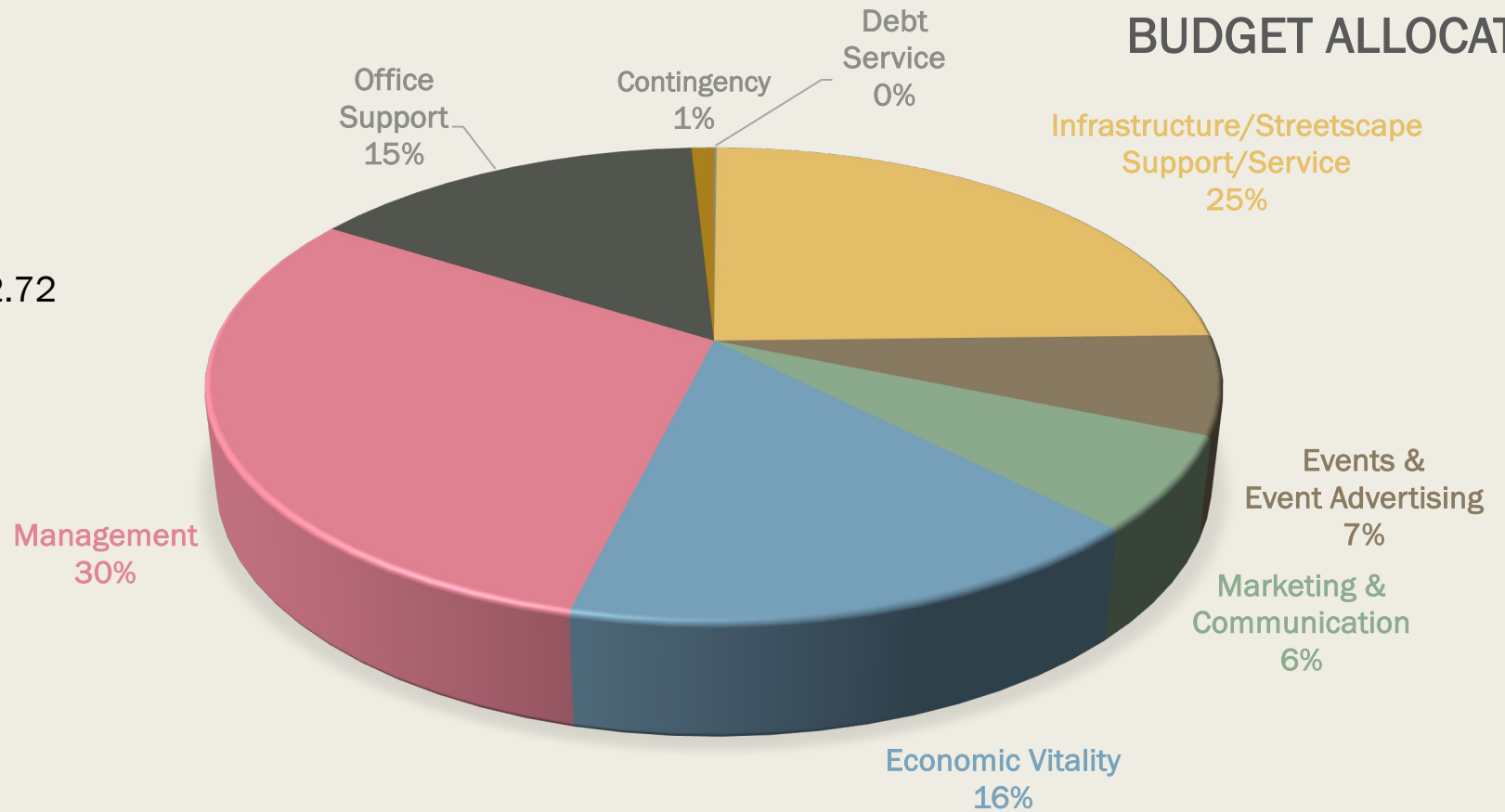
Donations: \$10,000

Fundraising: \$10,000

Grants: \$14,000

Carry-over:

Operating: \$20,000



Debt Service:

Total Debt Service	\$ 0
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I  BEING
DEBT
FREE

LANDSCAPE SUPPORT & SERVICE

Landscape/Streetscape Support & Service	
Sweeping/Cleaning, Prep for special projects, Flag Installation	\$ 48,000.00
Snow removal (borough service)	
Watering (borough service)	
/Labor for Flower Pot Installations/Removal	\$ 16,000.00
Downtown Decorations/Flags/Bracket	\$ 9,000.00
Directional/Parking Signage/Wayfinding	
Total Landscape Support & Service	\$ 73,000.00





EVENTS & EVENT ADVERTISING

Events and Event Advertising	
Battles of Bound Brook	
Riverfest	
Street Fair	
Farmers Market	
Curb Appeal Car Club	
Movie Nights	
Total Events & Event Advertising	\$ 20,000.00



Media Buys/Advertising	\$	10,000.00
Video Work		
Website	\$	1,500.00
Graphic Design	\$	5,000.00
Printing	\$	2,500.00
Constant Contact/CRM System		
General Communication: PR, Marketing,	\$	19,000.00

MARKETING & COMMUNICATION:
EXTENDING THE EXPERIENCE TO THE DIGITAL WORLD



Annual Report to Council/ Annual Report for Print	\$ 1,500.00
Annual Meeting	
Merchant Seminars/Networking/ Business Awards/Grand Openings	
Outreach/tradeshows/Print Material	
Data Collection (pedestrian counters, census subscriptions,)	\$ 5,000.00
Strategic Planning	
Grant Programs, Contesting, Direct business support	
Professional Consultants (retail, marketing etc.)	\$ 31,500.00
Additional Professional Services	\$ 10,000.00
Total Economic Vitality	\$ 48,000.00

ECONOMIC VITALITY: PLANNING/BUSINESS SUPPORT



Management:
More than just
staffing

Executive Director	\$ 72,500.00
Programming Coordinator	
Health Insurance (ED)	\$ 8,000.00
Health Insurance (PC)	
urances (General, Board, & Workers Comp)	\$ 4,500.00
Payroll Taxes	\$ 5,000.00
Total Management Fees	\$ 90,000.00

Office Support & Contingency



Rent	\$	12,000.00
Phone/Internet/Wifi		
Utilities	\$	5,500.00
Dues & Subscriptions		
Accounting/Audit Fees	\$	8,000.00
Office Supplies/Equipment	\$	3,000.00
Legal Advertising		
Professional Development (Staff and Board)	\$	10,500.00
Admin	\$	6,000.00
Total Office Support	\$	45,000.00
Misc/Contingency	\$	2,542.72



■ Questions