

**HIGHLANDS BUSINESS IMPROVEMENT DISTRICT**  
**District Management Corporation**  
**Highlands Business Partnership**  
**January 1, 2009– December 31, 2009**  
**(12 months)**

<b>COMMERCIAL DISTRICT PROGRAM BUDGET</b>	<b>Proposed EXPENSES</b>	<b>Amended</b>
<b>Visual Improvement.....</b>	<b>30,000</b>	<b>13,000</b>
• Street Banners		
<b>Special Events Calendar.....</b>	<b>25,000</b>	<b>15,000</b>
• Promotion/creation of events		
<b>Marketing &amp; Communications.....</b>	<b>25,000</b>	<b>25,000</b>
• Ad campaigns/Sponsorship Sales		
• Public Relations		
• Image Building		
• Publish Visitor Guide		
• Maintain and expand website		
• Videos/Commercials		
<b>Economic Development.....</b>	<b>40,000</b>	<b>5,000</b>
• Business Recruitment/Retention & Redevelopment		
<b>Administrative Budget</b>		
<b>Administration.....</b>		<b>30,000.00</b>
<b>Miscellaneous .....</b>		<b>15,000.00</b>
• Legal		
• Audit		
• Insurance		
• Supplies		
• Phone/Fax		
• Outstanding Invoices Payable		<b>9,112.00</b>
<b>TOTAL Expenses .....</b>	<b>\$165,000</b>	<b>\$112,112.00</b>

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<b>COMMERCIAL DISTRICT PROGRAM BUDGET</b>	<b>2009 Proposed Income</b>	<b>Amended</b>
<b>Special Events Income.....</b>	<b>\$60,000</b>	<b>50,000.00</b>
• Vendor Fees		
<b>Marketing &amp; Communications.....</b>	<b>\$10,000</b>	<b>5,000.00</b>
• Sponsorship Income		
• Barter Goods & Services (approx. \$12k)		
<b>TOTAL Income .....</b>		<b>\$55,000.00</b>
 <b>TOTAL ASSESSMENT INCOME REQUIRED TO OPERATE - \$57,000.00</b>		