

**HIGHLANDS BUSINESS IMPROVEMENT DISTRICT**  
**Highlands Business Partnership, Inc.**  
**January 1, 2004 – December 31, 2004**  
**Budget**

<b>PROGRAM BUDGET</b>	<b>EXPENSES</b>
<b>Visual Improvement</b>	<b>9,000.00</b>
<ul style="list-style-type: none"> <li>• Parking/Beautification</li> <li>• Maintenance</li> <li>• Design</li> </ul>	
<b>Marketing/Advertising Committee</b>	
<ul style="list-style-type: none"> <li>• Image/customer building ad campaigns (Destination Highlands</li> </ul>	<b>10,000.00</b>
<b>Special Events &amp; Marketing</b>	<b>30,000.00</b>
<ul style="list-style-type: none"> <li>• Event Calendar Creation &amp; Management</li> <li>• Sponsorship Sales</li> </ul>	
<b>Website Design &amp; Marketing Materials</b>	<b>5,500.00</b>
<ul style="list-style-type: none"> <li>• Creation of Visitor Guides, Maps, Brochures &amp; Coupons</li> <li>• Maintain Website including updates, modifications, postings etc.</li> </ul>	
<b>Economic Development</b>	
<ul style="list-style-type: none"> <li>• Business Recruitment/Retention Program</li> <li>• Create a Vision for waterfront redevelopment plan using re-development tools from Office of State Planning.</li> </ul>	<b>10,000.00</b>
<b>ADMINISTRATIVE BUDGET</b>	
Administration	<b>18,000.00</b>
Legal	<b>1,500.00</b>
Audit	<b>2,500.00</b>
Insurance/Supplies	<b>2,622.61</b>
	<hr/> <b>TOTAL \$89,122.61</b>

The fiscal year of the District and the management corporation is Dec 31. Ordinance # 0-99-06 The budget shall be processed and adopted by the Borough on or before April 1<sup>st</sup> of each year in accordance with the procedures set forth in N.J.S.A. 40:56-84. Budget to be submitted after approval at HBP BOD January Meeting.