

**HIGHLANDS BUSINESS IMPROVEMENT DISTRICT**  
**District Management Corporation**  
**Highlands Business Partnership**  
**January 1, 2008– December 31, 2008**  
**(12 months)**

<b>COMMERCIAL DISTRICT PROGRAM BUDGET</b>	<b>2008 EXPENSES</b>
---	--------------------------

<b>Visual Improvement.....</b>	<b>30,000.00</b>
--------------------------------	------------------

- Beautification
- Maintenance
- Design
- Holiday & Seasonal
- Street Banners

<b>Special Events Committee.....</b>	<b>30,000.00</b>
--------------------------------------	------------------

- Promotion/creation of events

<b>Marketing &amp; Communications.....</b>	<b>30,000.00</b>
--	------------------

- Ad campaigns/Sponsorship Sales
- Public Relations
- Image Building
- Publish Visitor Guide
- Maintain and expand website
- Videos/Commercials

<b>Economic Development.....</b>	<b>40,000.00</b>
----------------------------------	------------------

- Business Recruitment/Retention & Redevelopment
- Water Taxi service

**Administrative Budget**

Administration.....	25,000.00
---------------------	-----------

Miscellaneous .....	10,000.00
---------------------	-----------

- Legal
- Audit
- Insurance
- Supplies

<b>TOTAL Expenses .....</b>	<b>\$165,000.00</b>
-----------------------------	---------------------

**HIGHLANDS BUSINESS IMPROVEMENT DISTRICT**  
**District Management Corporation**  
**Highlands Business Partnership**  
**January 1, 2008 – December 31, 2008**  
**(12 months)**

<b>COMMERCIAL DISTRICT PROGRAM BUDGET</b>	<b>2008 Income</b>
<b>Special Events Income</b> .....	<b>57,500.00</b>
• Vendor Fees	
<b>Marketing &amp; Communications</b> .....	<b>10,000.00</b>
• Sponsorship Income	
• Barter Goods & Services (approx. \$12k)	
<b>Economic Development</b> .....	<b>2,500.00</b>
• Water Taxi service	
<b>TOTAL Income</b> .....	<b>\$70,000.00</b>
 <b>TOTAL ASSESSMENT INCOME REQUIRED TO OPERATE</b>	 <b>- \$95,000.00</b>