

Highlands Business Improvement District
 District Management Corporation
 Highlands Business Partnership, Inc.
 January 1, 2009–December 31, 2009
 (12 Months)

2009 District Program Budget

Visual Improvement.....\$13,000

- Street Banner Project

2009 Special Events Calendar.....\$15,000

(Approved by Governing Body 12/ /08)

Marketing & Communications.....\$25,000

- Ad campaigns/Sponsorship Sales
- Public Relations/Image Building
- Create and Publish Visitor Guide
- Maintain /Expand Website
- Videos/Commercials

Economic Development.....\$5,000

- Smart Growth - Business Recruitment/Retention
 (Supporting Monmouth County Bayshore Strategic Plan)

Administration

- **DMC Administration\$30,000**
- **Legal, Certified Audit, Insurance
 Phone/Fax.....\$15,000**
- **Outstanding Payable.....\$9,112**

Total 2009 Program Budget.....	\$112,112.
Total 2009 Anticipated Cash Income.....	\$ 55,000.
(Vendor Fees, Sponsorship Income)	
Total 2009 Anticipated Barter Goods & Services.....	\$ 12,000.
Total 2009 Assessment Income Required to Operate.....	\$ 57,000.