

HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
District Management Corporation
Highlands Business Partnership
January 1, 2011– December 31, 2011
(12 months)

COMMERCIAL DISTRICT PROGRAM BUDGET	2011 EXPENSES
Visual Improvement.....	5,000.00
• Beautification	
• Maintenance	
• Design	
• Holiday & Seasonal	
• Street Banners	
Special Events Calendar.....	45,000.00
• Creation of events	
Marketing & Communications.....	15,000.00
• Ad campaigns	
• Tourism	
• Public Relations	
• Image Building	
• Publish Visitor Guide	
• Maintain and expand website	
• Videos/Commercials	
Economic Development.....	10,000.00
• Business Recruitment/Retention & Redevelopment	
Administrative Budget	
Personnel.....	15,000.00
Miscellaneous	10,000.00
• Legal	
• Audit	
• Insurance	
• Supplies	
TOTAL Expenses	\$100,000.00

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**COMMERCIAL DISTRICT
PROGRAM BUDGET**

**2011
Income**

Special Events Income.....75,000.00
• Vendor Fees

Marketing & Communications.....5,000.00
• Sponsorship Income
• Barter Goods & Services (approx. \$12k)

TOTAL Income\$80,000.00

TOTAL ASSESSMENT INCOME REQUIRED TO OPERATE - \$20,000.00