

HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
District Management Corporation
Highlands Business Partnership
January 1, 2012– December 31, 2012

COMMERCIAL DISTRICT PROGRAM BUDGET	2012 EXPENSE
Visual Improvement.....	15,000.00
• Beautification	
• Maintenance	
• Holiday & Seasonal	
• Street Banners	
Special Events Calendar.....	\$45,000.00
• Creation of events	
Marketing & Communications.....	\$20,000.00
• Ad campaigns	
• Tourism	
• Public Relations	
• Image Building	
• Publish and print 25,000 copies of a 2012 -2013 Visitor Guide	
• Maintain and expand website	
• Audio & Video Media	
Economic Development.....	\$5000.00
• Business Recruitment/Retention & Redevelopment	
Administrative Budget	
Personnel.....	15,000.00
Miscellaneous.....	10,000.00
• Legal	
• Audit	
• Insurance	
• Office Supplies	
• Utilities – Telephone, fax & electric	
• License & fees	
TOTAL Expenses.....	\$110,000.00

**HIGHLANDS BUSINESS IMPROVEMENT DISTRICT
District Management Corporation
Highlands Business Partnership
January 1, 2012 – December 31, 2012**

**COMMERCIAL DISTRICT
PROGRAM BUDGET**

**2012
Income**

Special Events Income	70,000.00
• Vendor Fees Income	
• Event Income (Social Affairs & Raffle Permit income)	
Marketing & Communications	5,000.00
• Sponsorship Income	
• Barter Goods & Services (approx. \$12k)	
TOTAL Income	\$75,000.00

TOTAL ASSESSMENT INCOME REQUIRED TO OPERATE - \$35,000.00