



Padmaja Rao, CPA, CMFO
Chief Financial Officer
Director of Finance
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Memorandum

To: Timothy F. Stafford, Esq., Acting Township Manager
From: Padmaja Rao, CFO
Date: 4/12/21
Re: BID Budget

Please find enclosed 2021 Business Improvement District Budget approved by the Board and members of the Business Improvement District.

This Budget needs to be presented to the Township Governing Body for their approval before the BID Tax rate is struck.

The process necessary to approve the BID budget is the same as the regular municipal budget.

The budget shall be introduced, approved, amended and adopted by resolution passed by not less than the majority of the full membership of the governing body.

Approval shall constitute the first reading, which may be by title. Upon approval of the budget by the governing body, it shall fix the time and place for the holding of the public hearing on the budget.

The budget shall be advertised after approval. The advertisement shall set forth the date, the time and place of the hearing. It shall be published in the newspaper at least 10 days prior to the date fixed for public hearing. No budget shall be adopted until a public hearing is held. The hearing shall be held not less than 28 days after the approval of the budget.

TOWNSHIP OF MONTCLAIR

RESOLUTION AUTHORIZING INTRODUCTION AND APPROVAL OF THE 2021
BUDGET FOR THE MONTCLAIR CENTER BUSINESS IMPROVEMENT DISTRICT

WHEREAS, the Township of Montclair has received a proposed budget for the year 2021 from the Montclair Center Business Improvement District; and

WHEREAS, N.J.S.A. 40:56-84 and Montclair Code Section 293-3 provide that said budget be introduced and approved by the governing body and that the budget thereafter be advertised, and a public hearing held with regard to same, prior to adoption; now therefore

BE IT RESOLVED by the Council of the Township of Montclair, in the County of Essex, that the 2021 Business Improvement District Budget setting the assessment at **\$665,760** was received from the Montclair Center Business Improvement District and is hereby introduced and approved subject to final adoption in accordance with law upon the holding of a public hearing to take place at **7:00 P.M. on May 4, 2021; and**

BE IT FURTHER RESOLVED that the Township Clerk shall publish a copy of the approved budget in the official newspaper no later than **April 22, 2021** and said publication shall include the date, time and place for the public hearing as set forth above.

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

MEMO

TO: EDC, MAYOR, TOWN COUNCIL, TOWN MANAGEMENT

FROM: JASON GLEASON, EXECUTIVE DIRECTOR

DATE: MARCH 17, 2020

RE: FY21 BUDGET

The proposed budget variance for 2021 is an accurate reflection of current BID goals and needs. It is also thanks to the foresight of prior leadership to grow our reserve funds, that we are able to increase our budget for this important year of pivot, recovery and growth.

Key points of the proposed variance are:

- An increase of the landscape budget of \$15,000 for additional plantings and maintenance throughout the district.
- An additional \$36,000 added to the marketing budget will allow for a more robust marketing strategy, additional ad purchases, and an expansion of services as directed by the current Board leadership.
- A decrease of \$6,500 in the events line. As the pandemic is still with us, events have become a lesser priority. Furthermore, as the organization grows, the BID is moving away from a Main Street model of events management into an economic development organization. To further this, the BID's future model of events is to partner with existing, accomplished local arts organization and incorporating them further into the downtown calendar, allowing the BID to work smarter and not harder.

These changes are made possible by using **\$93,450** of capital reserve funds. By reappropriating these rainy-day funds for this crucial year, the BID will be able to increase services and not raise the assessment on our stakeholders. This will allow the BID to better serve, advocate and support our members without any additional costs to them. This year's assessment total to be approved by council is **\$665,760**.

MONTCLAIR CENTER BID
2021 BUDGET
 (Board Approved)

	2021 Budget
Revenue	
BID Assessment	\$ 665,760
Contributions/Grants/Program Service Revenue	\$ 15,000
Subleases	\$ 9,600
Interest Income	\$ 500
Total Revenue	\$ 690,860
 Quality of Life	
BID Vehicle Maint. & Expenses	5,000
Sidewalk Sweeper Maintenance & Insurance	5,000
Equipment/Supplies	8,000
Total Quality of Life	18,000.00
Visual Improvements	
Holiday Décor	10,000
Public Art & Placemaking	15,000
Beautification and Landscaping	15,000
Total Visual Improvements	40,000
Advertising/PR/Marketing	
Advertising & Digital	\$ 54,000
Graphic Design	\$ 7,000
Web Hosting	\$ 1,000
Total Advertising/PR/Marketing	62,000
Business Development & Retention	
New Business Information	\$ -
Professional Education & Constituent Support	\$ 15,000
Total Advertising/PR/Marketing	15,000
Events & Programs	
Music Programs	\$ 10,000
Business Support Programs	\$ 5,000
Additional Event Expenses	
Municipal Expenses	\$ 5,000

Operating Expenses	\$ 13,750
Affiliate Events*	\$ 5,000
Total Events	<u>38,750</u>

Office

Rent (Office & Storage)	\$ 44,760
Insurance	\$ 20,000
Accounting	\$ 12,000
Audit Services	\$ 7,000
Legal Fees	\$ 2,500
Phone & Internet	\$ 4,000
Contingency & Misc	\$ 5,000
Utilities	\$ 4,500
Conferences, Meals, and Meetings	\$ 10,000
Office Supplies	\$ 3,000
Computer and Software	\$ 6,000
Copying & Printing	\$ 3,500
Postage	\$ 300
Total Office	<u>122,560</u>

Office Payroll, Taxes & Fringe

Ambassador Program	\$ 150,000
Executive Director	100,000
Program Staff	134,000
Incentives	15,000
Payroll Taxes & Fee	42,000
Health Insurance	17,000
Total Admin Payroll & Payroll Taxes	<u>\$ 458,000</u>

Strategic Initiatives **\$ 10,000**

Total Operating Expenses **\$ 764,310**

Capital Reserves **\$ 20,000**

Total Operating Expenses and Reserve Transfers **\$ 784,310**

Previously Accrued Capital Reserves **\$ 93,450**

Excess Revenue over expenses and transfers

\$ -