

DWOA Proposed Budget 2022

<u>REVENUE</u>	<u>Projected 2022</u>	<u>Actual</u>	Projected 2021
SID Assessments	\$ 133,000.00	\$ 133,070.22	\$ 133,000.00
Township Contribution Cash	\$ 65,809.00	\$ 40,809.00	\$ 40,809.00
Township Contribution In-Kind	\$ 28,000.00	\$ 28,000.00	\$ 28,000.00
Funds Carried Forward from Previous year	\$ 17,000.00	\$ 17,000.00	\$ 20,000.00
Fundraising Income Mayors 5K Run	\$ 5,000.00	\$ 2,621.40	\$ 11,000.00
Fundraising Income (Street Fair & Sponsors)	\$ 37,091.00	\$ -	\$ 35,191.00
Interest Income	\$ 100.00	\$ 75.02	
Total Revenue	\$ 286,000.00	\$ 221,575.64	\$ 268,000.00
<u>EXPENSES</u>			
Administrative			
Executive Director Salary	\$ 60,000.00	\$ 60,000.00	\$ 60,000.00
Administrative Assistant	\$ 25,000.00	\$ -	\$ 25,000.00
Payroll Fees	\$ 1,000.00	\$ 979.48	\$ 1,000.00
Employer Payroll Taxes	\$ 8,300.00	\$ 4,841.85	\$ 8,300.00
Total Administrative	\$ 94,300.00	\$ 65,821.33	\$ 94,300.00
Office Operations			
Director's Expenses (Cell Phone)	\$ 600.00	\$ 600.00	\$ 600.00
Annual Report Fees & Bank Fees	\$ 100.00	\$ 60.50	\$ 100.00
Office Equipment (Copier, Furniture & Computer)	\$ 1,500.00	\$ 752.81	\$ 1,500.00
Office Software (Member 365 & adobe)	\$ 2,500.00	\$ 2,701.00	\$ 1,740.00
Printing	\$ 250.00	\$ 130.00	\$ 500.00
Supplies & Brd Mtg Exp	\$ 2,750.00	\$ 1,350.00	\$ 3,260.00
Total Office Operations	\$ 7,700.00	\$ 5,594.31	\$ 7,700.00
Total Administrative & Office Operations	\$ 102,000.00	\$ 71,415.64	\$ 102,000.00
<i>Rent/In Kind</i>	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00
<i>Utilities/In Kind</i>	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00
<i>Telephone/In Kind</i>	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00
<i>General Office/In Kind</i>	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00
<i>Postage/In Kind</i>	\$ 4,200.00	\$ 4,200.00	\$ 4,200.00
Total In-kind	\$ 28,000.00	\$ 28,000.00	\$ 28,000.00
Total Admin. & Office Oper. & In-Kind	\$ 130,000.00	\$ 99,415.64	\$ 130,000.00
Economic Development			
Business Retention	\$ 3,000.00	\$ -	\$ 3,000.00
Total Economic Development	\$ 3,000.00	\$ -	\$ 3,000.00
Insurance & Professional Services			
Directors & Officers	\$ 1,500.00	\$ 1,428.73	\$ 1,500.00

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Disability/Workman's Comp	\$ 500.00	\$ 377.00	\$ 500.00
Accountant/Auditor	\$ 3,000.00	\$ 2,500.00	\$ 3,000.00
Total Insurance & Professional Services	\$ 5,000.00	\$ 4,305.73	\$ 5,000.00
Marketing & Promotions			
Tourism Grant Match	\$ 4,062.50	\$ -	
Marketing & Promotion	\$ 32,400.00	\$ 32,000.00	
Joseph Fagan	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00
Mobile Ap (TV Show)	\$ 3,000.00	\$ 6,825.00	\$ 2,600.00
Website Branding, Design/Hosting & M365	\$ 3,000.00	\$ 2,750.00	\$ 3,950.00
All Promotional Events	\$ 16,787.50		
Downtown Holiday Open House		\$ 8,800.00	\$ 6,750.00
Edison Day Street Festival/ downtown Thurs		\$ 27,000.00	\$ 10,000.00
Social Media Bus Promo/Newsletter		\$ 845.00	\$ 7,000.00
WO Chronicle, TAP & Other Print		\$ 650.00	\$ 500.00
Shop WO Card		\$ -	\$ 2,350.00
Business Support & Restaurant Promo		\$ -	\$ 2,500.00
5K Run		\$ 4,500.00	\$ 3,000.00
Other Promotion items		\$ 5,040.00	\$ 3,350.00
Total Marketing & Promotions	\$ 77,250.00	\$ 74,410.00	\$ 60,000.00
Organization			
Community Events- OSPAC, WOCC	\$ 100.00	\$ 100.00	\$ 100.00
Dues & Subscriptions	\$ 1,000.00	\$ 850.00	\$ 1,000.00
Main Street New Jersey/National Conference	\$ 5,000.00	\$ 425.00	\$ 5,000.00
Membership Drive	\$ -	\$ -	\$ -
Trade Shows/Seminars	\$ 500.00	\$ 450.00	\$ 500.00
Total Organization	\$ 6,600.00	\$ 1,825.00	\$ 6,600.00
Visual Improvement			
Banners - Spring & Bulb Branding	\$ 1,500.00	\$ 1,450.00	\$ 2,500.00
Design Improvements/Website Redesign	\$ 3,650.00	\$ 450.00	\$ 3,000.00
Capital Expense	\$ 5,000.00	\$ 640.00	\$ 3,000.00
Façade Grant Program	\$ 20,000.00	\$ 14,000.00	\$ 20,000.00
Holiday Decorations	\$ 13,000.00	\$ 12,200.00	\$ 9,900.00
Landscaping, Planters, Garbage Receptacles	\$ 6,000.00	\$ 4,931.00	\$ 15,000.00
Maintenance Worker	\$ 15,000.00	\$ 14,450.00	\$ 10,000.00
Total Visual Improvement	\$ 64,150.00	\$ 48,121.00	\$ 63,400.00
Total Expenses	\$ 286,000.00	\$ 228,077.37	\$ 268,000.00
<i>In-Kind</i>	\$ (28,000.00)	\$ (28,000.00)	\$ (28,000.00)
Total Estimated Budget	\$ 258,000.00	\$ 200,077.37	\$ 240,000.00