



Downtown West Orange Alliance

66 Main Street, West Orange, NJ 07052

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www.DowntownWO.com

THE VALLEY • SAINT MARK'S • TORY CORNER • EAGLE ROCK

November 17, 2022

Karen Carnevale
Municipal Clerk TWP of West Orange
66 Main Street
West Orange, NJ. 07052

Re: Downtown West Orange Alliance 2023 Proposed Budget

Dear Ms. Carnevale,

Attached please find The Downtown West Orange Alliance's (DWOA) 2022 proposed budget that we would like to present on 1st reading at the Nov. 22, 2022, council meeting. Please forward to the township council and appropriate administration.

The DWOA board would like to present a short presentation on Second Reading regarding this budget at the Council meeting on December 20th.

Thank you for your assistance in this matter.

Best Regards,

Meg Brill **Executive Director**

P: 973-325-4109

Email: Downtown@WestOrange.org

Downtown West Orange Alliance 2023
Proposed Budget

REVENUE	Projected 2023	
SID Assessments	\$ 133,000.00	
Township Contribution Cash	\$ 65,809.00	
Township Contribution In-Kind	\$ 28,000.00	
Funds Carried Forward	\$ 5,000.00	
Mayors 5K Run	\$ 5,000.00	
Fundraising (Promotional Events)	\$ 29,091.00	
Additional Support Twp from West Orange	\$ 20,000.00	
Interest Income	\$ 100.00	
Total Revenue	\$ 286,000.00	
Township Contribution In-Kind	\$ (28,000.00)	
Total Revenue without In-Kind	\$ 258,000.00	
EXPENSES	Projected 2023	
Total Office Operations	\$ 102,000.00	
Total In Kind	\$ 28,000.00	
Economic Development	\$ 3,000.00	
Insurance & Professional Services	\$ 5,000.00	
Marketing & Promotions	\$ 77,250.00	
Organization	\$ 6,600.00	
Visual Improvement	\$ 64,150.00	
Total Expenses	\$ 286,000.00	
<i>In-Kind</i>	\$ (28,000.00)	
Total Expenses	\$ 258,000.00	