

RESOLUTION NO. 2016-422

A RESOLUTION APPROVING THE BUDGET OF THE
VINELAND DOWNTOWN IMPROVEMENT DISTRICT
FOR CALENDAR YEAR 2017.

BE IT RESOLVED that the statement of revenues and appropriations annexed hereto and made a part hereof, constituting the Vineland Downtown Improvement District Budget for Calendar Year 2017, be and the same is hereby approved by the City Council of the City of Vineland; and

BE IT FURTHER RESOLVED that the use of Second Generation UEZ funds, in the amount of \$125,000.00, in support of said budget is hereby approved; and

BE IT FURTHER RESOLVED that said Budget be published in the Daily Journal in the issue of January 10, 2017; and

BE IT FURTHER RESOLVED that a hearing on the Budget shall be held at City Council Chambers, City Hall, Seventh and Wood Streets, on January 24, 2017, at 6:00 p.m., at which time and place objections to said Vineland Downtown Improvement District Budget for Calendar Year 2017 may be presented by taxpayers or other interested persons.

Adopted:

President of Council

ATTEST:

City Clerk



December 22, 2016

TO THE MAYOR AND COUNCIL
OF THE CITY OF VINELAND

RE: Vineland Downtown Improvement District
Calendar Year 2017 Budget

Dear Mayor and Members of Council:

Enclosed is the proposed budget for the Vineland Downtown Improvement District for Calendar Year 2017 as approved by the VDID Board of Directors.

Also enclosed is a copy of the report of the VDID which explains how the budget contributes to the goals and objectives for the special improvement district, as required by N.J.S.A. 40:56-84, a copy of which is attached. This statute sets forth the procedure for adoption of the special improvement district budget by the governing body.

A resolution to approve the Calendar Year 2017 VDID Budget and to schedule a public hearing on the budget is submitted to you for your consideration.

Should you have any questions concerning this matter, please do not hesitate to contact this office.

Respectfully submitted,

Robert E. Dickenson, Jr.
Assistant Business Administrator

/wr

Encls.

cc: Susan Baldosaro

Approved:

Mayor

Date



VINELAND DOWNTOWN IMPROVEMENT DISTRICT

2017 BUDGET CALENDAR

Submission of Budget to Mayor and City Council	December 22, 2016
Introduction and Approval of Budget by City Council	December 27, 2016
Public Advertisement (At least 10 days prior to hearing)	January 10, 2017
Posting of copy of Budget on City Hall Official Bulletin Board (At least one week before public hearing)*	January 10, 2017
Public Hearing (Not less than 28 days after approval of budget)	January 24, 2017
Amendments and Public Hearings, if required [See NJSA 40:56-84(g)]	
Adoption after Public Hearing is closed	January 24, 2017
Public Hearing and Resolution approving assessment roll for District	January 24, 2017

* Copy must be made available to each person requesting same during the week before the hearing.

2017 VDID Initiatives:

Organization Team:

- (1) Volunteer recruitment and training
- (2) Develop tasks that include all volunteers and roll MAB into
- (3) Fundraising / Sponsorship
 - a. Seek sponsorships for all events
 - b. Develop fundraising ideas
 - i. Taste of Vineland
 - ii. Other major fundraiser
- (4) Grants – seek more grant opportunities

Promotions Team:

- (1) Confirm 2017 events calendar
- (2) Continue Partnerships with
 - a. Health Department (Fourth Friday's and other events)
 - b. Cultural and Heritage Foundation (grants for events)
 - c. Vineland Chamber of Commerce (Cash assaults, ribbon cuttings, trainings, etc)
 - d. Vineland Historic Society (cross promotions)
 - e. Vineland Board of Education (Scarecrow contest, Christmas Tree contest, etc)
 - f. Environmental Commission
- (3) Work on current events and new ones that have been created (see events schedule)
- (4) Create more 'mini events'

Design Team:

- (1) Outdoor dining grant (committed funds from savings account for grant)
- (2) Find way to fund a signage grant
- (3) Tree plantings – planted 13 trees in fall, need 500 in downtown, major initiative for spring
- (4) Sidewalk sweeper – need dumpster
- (5) Banners – create new banners with new branding
- (6) Signage – Eastern and Western gateway – new branding
- (7) Lighting – explore more alley lighting, LED upgrades to lighting
- (8) Tactical urbanism – more creative uses of space
- (9) Code enforcement issues

- (10) Trash issues – apartments, businesses, trash pickup/ dumpsters
- (11) Mini parks – reactivation, develop NW mini park and adjacent space owned by City of Vineland to be better utilized.

Economic Vitality:

- (1) Broker Tours
- (2) Merchant Meet & Greets
- (3) Merchant trainings
- (4) Business recruitment
- (5) Form more partnerships
 - a. LAEDA
 - b. Chamber of Commerce
 - c. SCORE
- (6) Second & Third floor housing
- (7) Housing development
- (8) Piazza Development

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VINELAND DOWNTOWN IMPROVEMENT DISTRICT/MAIN STREET VINELAND

OPERATING INCOME	2017 SID ASSESSMENT	2017 FUNDRAISING	2017 RENTAL INCOME	2017 SAVINGS ACCOUNT	2017 TENANT REIMBURSE	2017 UEZ FUNDS	2017 TOTAL
Special Improvement Assessment	\$51,700.00						\$51,700.00
Fundraising, Sponsorships, Special Event, Grant Income		\$45,000.00					\$45,000.00
Rental income			\$19,200.00				\$19,200.00
Savings account				\$134,285.70			\$134,285.70
UEZ funds						\$125,000.00	\$125,000.00
Total Budget	\$51,700.00	\$45,000.00	\$19,200.00	\$134,285.70	\$0.00	\$125,000.00	\$375,185.70
OPERATING EXPENSES	2016 SID ASSESSMENT	2016 FUNDRAISING	2016 RENTAL INCOME	2016 SAVINGS ACCOUNT	2016 TENANT REIMBURSE	2016 UEZ FUNDS	2016 TOTAL
Administrative Expenses							
Salary - Executive Director	\$51,700.00					\$23,700.00	\$75,400.00
Salary - Maintenance Man (Part time)						\$15,600.00	\$15,600.00
Salart - Seasonal Maintenance Man (Part time)						\$10,000.00	\$10,000.00
Salary - Assoc. Director/Business Develop. (Part time)						\$19,500.00	\$19,500.00
Salary - Administrative Assistant (Part time)						\$19,500.00	\$19,500.00
Salary - Grant writer						\$7,800.00	\$7,800.00
Total Salaries	\$51,700.00	\$0.00	\$0.00	\$0.00	\$0.00	\$96,100.00	\$147,800.00
Social Security							
Social Security						\$9,163.60	\$9,163.60
Total Social Security						\$9,163.60	\$9,163.60
Medicare							
Medicare						\$2,143.10	\$2,143.10
Total Medicare						\$2,143.10	\$2,143.10
Pension							
Pension						\$7,970.00	\$7,970.00
Total Pension						\$7,970.00	\$7,970.00
Fringe Benefits							
Total Fringe Benefits	\$0.00					\$0.00	\$0.00
Total Administrative Expenses	\$51,700.00	\$0.00	\$0.00	\$0.00	\$0.00	\$115,376.70	\$167,076.70
Occupancy Expenses							
Property taxes			\$11,028.00	\$1,709.00			\$12,737.00
Water				\$500.00			\$500.00
Sewer				\$900.00			\$900.00
Electric				\$9,000.00			\$9,000.00
Gas				\$2,000.00			\$2,000.00
Property maintenance				\$2,000.00			\$2,000.00
Property management			\$0.00	\$0.00			\$0.00
Total Occupancy Expenses			\$11,028.00	\$16,109.00	\$0.00		\$27,137.00
Loan Repayment - Restaurant Row							
Bakery expansion			\$8,172.00				\$8,172.00
Total Loan Repayment			\$8,172.00				\$8,172.00
Professional Services							
Insurance				\$9,000.00			\$9,000.00
Legal				\$4,440.70		\$1,059.30	\$5,500.00
Audit						\$2,700.00	\$2,700.00
Graphic Design				\$5,000.00			\$5,000.00
Public Relations				\$6,000.00			\$6,000.00
Social Media Coordinator				\$3,000.00			\$3,000.00
Total Professional Services	\$0.00			\$27,440.70		\$3,759.30	\$31,200.00
Operating Expenses							
Bank Fees				\$100.00			\$100.00
Computer software						\$250.00	\$250.00
Office equipment/furniture				\$1,400.00			\$1,400.00
Office equipment repair				\$500.00			\$500.00
Office supplies				\$3,500.00			\$3,500.00
Telephone/fax				\$3,200.00			\$3,200.00
Postage				\$2,000.00			\$2,000.00
Dues/subscriptions				\$1,200.00			\$1,200.00
Professional development				\$500.00			\$500.00
Travel and conferences				\$6,336.00		\$664.00	\$7,000.00
Temporary office/maintenance help				\$2,000.00			\$2,000.00
Total Operating Expenses			\$0.00	\$20,736.00		\$914.00	\$21,650.00
Advertising/Marketing/Team Expenses							
Miscellaneous Adv. and Mktg. expenses				\$10,000.00			\$10,000.00
Design Team		\$15,500.00					\$15,500.00
Economic Restructuring Committee		\$5,500.00					\$5,500.00
Organization Team		\$5,500.00					\$5,500.00
Promotions Team		\$15,000.00		\$10,000.00			\$25,000.00
Millennial Advisory Team		\$3,500.00					\$3,500.00
Downtown Improvement Investment Projects				\$50,000.00			\$50,000.00
Total Advertising/Marketing Expenses		\$45,000.00		\$70,000.00		\$0.00	\$115,000.00
Maintenance Expenses							
Gas/oil						\$700.00	\$700.00
Miscellaneous reimbursements						\$2,000.00	\$2,000.00
Miscellaneous maintenance expenses						\$2,250.00	\$2,250.00
Total Maintenance Expenses						\$4,950.00	\$4,950.00
GRAND TOTALS	\$51,700.00	\$45,000.00	\$19,200.00	\$134,285.70	\$0.00	\$125,000.00	\$375,185.70

RECEIVED
 DEC 20 2016
 CITY OF VINELAND
 BUSINESS ADMIN.