

RESOLUTION NO. 2024- 588

A RESOLUTION APPROVING THE BUDGET OF THE  
VINELAND DOWNTOWN IMPROVEMENT DISTRICT FOR  
CALENDAR YEAR 2025.

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 2025, 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 Vineland Revolving Loan funds, in the amount of \$100,000.00, 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 13, 2025; 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 28, 2025, at 5:30 p.m., at which time and place objections to said Vineland Downtown Improvement District Budget for Calendar Year 2025 may be presented by taxpayers or other interested persons.

Adopted: December 23, 2024

\_\_\_\_\_  
President of Council eaa

ATTEST:

\_\_\_\_\_  
Deputy City Clerk rgf



December 17, 2024

TO THE MAYOR AND COUNCIL  
OF THE CITY OF VINELAND

RE: Vineland Downtown Improvement District  
Calendar Year 2025 Budget

Dear Mayor and Members of Council:

Enclosed is the proposed budget for the Vineland Downtown Improvement District for Calendar Year 2025 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 2025 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.  
Business Administrator

/wr  
Encls.  
cc: Susan Baldosaro

Approved:

Mayor

12/13/2024  
Date



VDID/MAIN STREET VINELAND  
2025 DOWNTOWN IMPROVEMENT DISTRICT PLAN

In addition to using the Main Street approach and the redevelopment plan, the VDID/Main Street Vineland plans to continue to work toward the following goals in 2025. In addition, the VDID will be the coordinating non-profit to administer the Neighborhood Preservation Grant on behalf of the City of Vineland.

DESIGN:

1. Beautification and Enhancement - On-going beautification of the designated downtown area, through regular clean-up and planting days; public art creation by partnering with local arts-related agencies.
2. Design Standards – review and revise, as appropriate, Design Standards for Main Street District area and encourage conformity to such.
3. Signage funding - Use opportunities through the NPP Grant to establish a sign grant program for downtown businesses.
4. Urban Canvases on The Ave – work with community partners to create additional murals in our downtown district. We currently have funding to complete additional murals or other approved public art projects in 2025.
5. Public Safety – Work with Vineland Police Department and any other appropriate agencies or organizations to increase safety in the downtown and mitigate negative perceptions about the safety of downtown. Working with Mayor’s committee to address homelessness problems in downtown district.
6. General - Any other projects or initiatives the VDID/Main Street Vineland Board of Directors deems necessary for the continued revitalization of downtown.

ECONOMIC VITALITY:

1. Branding – continue enhancing the new branding for The Ave through further enhancements of our website, social media, signage and printed materials.
2. Business Recruitment and Strengthening – Developing business recruitment materials and packages to incorporate branding. Work to create a targeted list of types of businesses that we want to recruit to our downtown. Develop a plan and strategy with economic incentives to recruit, attract and develop new businesses in the vacancies on Landis Avenue. Work with downtown merchants to help them compete more effectively with the growing presence of “big boxes” and the internet through offering retail-oriented classes and the publication of a quarterly downtown business newsletter.
3. Marketing/Advertising - Develop a sustained market niche targeting campaign for the downtown area, to help bring attention to local merchants and attract new businesses. Continue very successful “Feet On The Ave” marketing promotion as well as the “Ave Bucks” promotion both funded through NPP Grant.
4. Merchant Meet & Greets – continue to support networking and increase communications with merchants.
5. Business training – Continue to offer specific business training that meets the needs of existing merchants. Most trainings now take place online.
6. Field Trips – Take field trips when appropriate to other area downtowns/Main Street’s to learn of their successes and challenges in order to better develop our own plans.



7. **Downtown Housing** – work closely with the administration to develop programs to attract better housing options in downtown including second and third floor living options as well as a downtown housing development project.
8. **Continue promotion efforts** for the initiative “Work On The Ave” in an effort to recruit more people to work in the Main Street Vineland district in offices, retail, and restaurants.
9. **General** - Any other projects or initiatives the VDID/Main Street Vineland Board of Directors deems necessary for the continued revitalization of downtown

#### **ORGANIZATION:**

1. **Information Dissemination** – Spreading the word about the efforts of VDID/Main Street Vineland and our volunteers through the creation of collateral materials, newsletter and the drafting and disseminating of a broad array of such as press releases and regular columns.
2. **Outside Funding** – Diversifying VDID/Main Street Vineland funding through grant research and drafting, generating earned revenue through special events, and organizing fundraising events and opportunities throughout the year. Develop sponsorship levels and aggressively seek to increase sponsorship funding.
3. **Volunteers** – Increasing and strengthening the volunteer base through recruitment, training and recognition programs. Involve all segments of our community.
4. **Provide updated information** to our property owners and businesses by way of grants, loans, and any other assistance that may be offered by the City, State or Federal Government as well as the private sector.
5. **General** - Any other projects or initiatives the VDID/Main Street Vineland Board of Directors deems necessary for the continued revitalization of downtown.

#### **PROMOTION:**

1. **Festivals/Special Events** – Bringing more residents and visitors to the downtown area through organizing, advertising and executing a small number of special and retail events throughout the year. Support large events on the Avenue such as the Cruise Down Memory Lane and the Christmas Parade.
2. **Micro events** – continue to support and expand successful micro events such as Dine on the Ave, Scarecrow Decorating and Pumpkin Patch Event, 5k Run The Ave.
3. **General** – Any other projects or initiatives the VDID/Main Street Vineland Board of Directors deems necessary for the continued revitalization of downtown.

#### **OTHER:**

1. **Continued execution** of all programs of NJDCA Transformation Grant of \$150,000.
2. **Execute on MSNJ and National Main Street’s Transformation Strategies** being developed from visit in October 2024.
3. **Continue regular walks** throughout the downtown areas.
4. **Find ways to utilize** the new “Walk The Ave” walking trail to promote our businesses and healthy living.
5. **Continue to foster excellent relations** with city, county, state and federal levels of government
6. **Continue to work and develop cooperative partnerships** with other community and civic organizations.
7. **Continue to employ the four-point Main Street approach** to revitalization.

8. Continue to work closely with the city's Department of Economic Development to help develop revitalization projects, and to help attract new businesses.
9. Any other projects or initiatives that are necessary for the continued revitalization of the downtown area.
10. Continue to work on administering all the programs of the NPP Grant.

**ANTICIPATED FUNDING FOR DOWNTOWN:**

Special Improvement District assessment  
Urban Enterprise Zone  
Strategic fundraising campaign  
Neighborhood Preservation Grant  
In-kind donations  
Other Grants  
Revenue from downtown events  
Individual and corporate sponsorships for special events  
Rental income from leased properties

**VDID Board of Directors 2025 (as of this submission, all board members who have terms expiring on 12/31/24 are expected to be re-appointed for another 3-year term).**

Brian Lankin – Chair (term expires 12/31/24)  
Dennis Ingraldi – Secretary (12/31/23)  
Paul Spinelli – City Council Liaison (12/31/24)  
Macleod Carre 12/31/23)  
Lizzy Kennedy – Treasurer (12/21/22)  
Richard Dixon (12/31/23)  
Robin Adams (12/31/24)  
Vanessa Sosa (12/31/24)  
Justin White (12/31/24)

**VDID Staff**

Russell J. Swanson – Executive Director  
Robin Barbetti - Consultant  
Maintenance / Service Worker / Ambassador (Part-time)





VINELAND DOWNTOWN IMPROVEMENT DISTRICT

2025 BUDGET CALENDAR

Submission of Budget to Mayor and City Council	December 17, 2024
Introduction and Approval of Budget by City Council	December 23, 2024
Public Advertisement (At least 10 days prior to hearing)	January 13, 2025
Posting of copy of Budget on City Hall Official Bulletin Board (At least one week before public hearing)*	January 13, 2025
Public Hearing (Not less than 28 days after approval of budget)	January 28, 2025
Amendments and Public Hearings, if required [See NJSA 40:56-84(g)]	
Adoption after Public Hearing is closed	January 28, 2025
Public Hearing and Resolution approving assessment roll for District	January 28, 2025

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



VINELAND DOWNTOWN IMPROVEMENT DISTRICT/MAIN STREET VINELAND

OPERATING INCOME	2025 SID ASSESSMENT	2025 FUNDRAISING	2025 RENTAL INCOME	2025 SAVINGS ACCOUNT	2025 UEZ FUNDS	2025 NPP Grant	2025 TOTAL
Special Improvement Assessment	\$51,980.00						\$51,980.00
Fundraising, Sponsorships, Grant Income		\$25,000.00					\$25,000.00
Rental income			\$26,400.00				\$26,400.00
Savings account				\$38,186.00			\$38,186.00
UEZ funds					\$100,000.00		\$100,000.00
Neighborhood Preservation Grant						\$125,000.00	\$125,000.00
<b>Total Budget</b>	<b>\$51,980.00</b>	<b>\$25,000.00</b>	<b>\$26,400.00</b>	<b>\$38,186.00</b>	<b>\$100,000.00</b>	<b>\$125,000.00</b>	<b>\$366,566.00</b>
OPERATING EXPENSES	2025 SID ASSESSMENT	2025 FUNDRAISING	2025 RENTAL INCOME	2025 SAVINGS ACCOUNT	2025 UEZ FUNDS		2025 TOTAL
<b>Administrative Expenses</b>							
Executive Director	\$51,980.00				\$32,229.00		\$84,209.00
Maintenance Man (Part time)					\$17,328.00		\$17,328.00
Seasonal Maintenance Man (Part time)					\$0.00		\$0.00
Assoc. Director/Business Develop. (Part time)							\$0.00
NPP Neighborhood Liason						\$13,214.00	\$13,214.00
<b>Total Salaries</b>	<b>\$51,980.00</b>				<b>\$49,557.00</b>	<b>\$13,214.00</b>	<b>\$114,751.00</b>
<b>Social Security</b>							
Social Security					\$ 7,768.00	\$ 1,011.00	\$ 8,779.00
<b>Total Social Security</b>					<b>\$7,768.00</b>	<b>\$ 1,011.00</b>	<b>\$8,779.00</b>
<b>Pension</b>							
Pension/Healthcare					\$3,047.00	\$5,575.00	\$8,622.00
<b>Total Pension</b>					<b>\$3,047.00</b>	<b>\$5,575.00</b>	<b>\$8,622.00</b>
<b>Fringe Benefits</b>							
<b>Total Fringe Benefits</b>					<b>\$10,815.00</b>	<b>\$6,586.00</b>	<b>\$17,401.00</b>
<b>Total Administrative Expenses</b>	<b>\$51,980.00</b>				<b>\$60,372.00</b>	<b>\$19,800.00</b>	<b>\$132,152.00</b>
<b>Occupancy Expenses</b>							
Property taxes			\$9,000.00				\$9,000.00
Water			\$300.00				\$300.00
Sewer			\$1,100.00				\$1,100.00
Electric			\$5,645.00				\$5,645.00
Gas			\$2,000.00				\$2,000.00
Property maintenance			\$200.00	\$1,414.00			\$1,614.00
<b>Total Occupancy Expenses</b>			<b>\$18,245.00</b>	<b>\$1,414.00</b>			<b>\$19,659.00</b>
<b>Professional Services</b>							
Insurance			\$7,961.00	\$0.00	\$1,839.00		\$9,800.00
Legal				\$4,000.00	\$0.00		\$4,000.00
Audit				\$2,478.00	\$647.00		\$3,125.00
Public Relations				\$6,000.00			\$6,000.00
Consultants					\$33,800.00	\$8,700.00	\$42,500.00
<b>Total Professional Services</b>			<b>\$7,961.00</b>	<b>\$12,478.00</b>	<b>\$36,286.00</b>	<b>\$8,700.00</b>	<b>\$65,425.00</b>
<b>Operating Expenses</b>							
Bank Fees				\$100.00			\$100.00
Computer software				\$250.00			\$250.00
Office equipment/furniture/repair				\$500.00			\$500.00
Office supplies				\$626.00	\$2,642.00		\$3,268.00
Telephone/fax				\$3,200.00			\$3,200.00
Postage				\$1,500.00			\$1,500.00
Dues/subscriptions				\$1,200.00			\$1,200.00
Conferences/T&E				\$3,805.00			\$3,805.00
Professional development				\$500.00			\$500.00
<b>Total Operating Expenses</b>				<b>\$11,681.00</b>	<b>\$2,642.00</b>		<b>\$14,323.00</b>
<b>Advertising/Marketing/Team Expenses</b>							
Design Team				\$5,000.00			\$5,000.00
Economic Restructuring Committee				\$3,500.00			\$3,500.00
Organization Team		\$5,000.00					\$5,000.00
Promotions Team		\$20,000.00					\$20,000.00
Millennial Advisory Team				\$0.00			\$0.00
NPP Programming & Admin Expense						\$96,500.00	\$96,500.00
<b>Total Advertising/Marketing Expenses</b>		<b>\$25,000.00</b>		<b>\$8,500.00</b>		<b>\$96,500.00</b>	<b>\$130,000.00</b>
<b>Maintenance Expenses</b>							
Gas/oil				\$0.00	\$700.00		\$700.00
Miscellaneous reimbursements				\$750.00			\$750.00
Miscellaneous maintenance expenses			\$194.00	\$556.00			\$750.00
<b>Total Maintenance Expenses</b>			<b>\$194.00</b>	<b>\$1,306.00</b>	<b>\$700.00</b>		<b>\$2,200.00</b>
<b>GRAND TOTALS</b>	<b>\$51,980.00</b>	<b>\$25,000.00</b>	<b>\$26,400.00</b>	<b>\$35,379.00</b>	<b>\$100,000.00</b>	<b>\$125,000.00</b>	<b>\$363,759.00</b>

