

2012 RDP Budget

Rutherford Downtown Partnership Proposed 2012 Operating Budget

	BUDGET 2011	ACTUAL 2011	PROPOSED BUDGET 2012
<u>REVENUE</u>			
Business License Fees	\$ 40,000		\$40,000
Previous Years Business Lic. Fees Rec'd in 2011		\$9,900	
2011 Business License Fees		\$28,550	
Assessments	\$ 130,000		\$138,000
2010 Assessments rec'd in 2011		\$33,923	
2011 Assessments received in 2011 (\$138,579 billed)		\$118,887	
Interest Income		\$41	
Events	\$ 18,000		\$16,000
Taste of Rutherford		\$6,660	
Dining Under the Stars		\$0	
Labor Day Street Fair*		\$0	
Holiday Festival		\$2,525	
Farmers Market	\$ 5,000	\$7,000	\$7,000
Farmers Market USDA grant 2009 final payment		\$11,803	
Lamppost Plaques	<u>\$ 5,000</u>	<u>\$0</u>	<u>\$4,000</u>
Total Revenue	\$198,000	\$219,289	\$205,000
<u>EXPENDITURES</u>			
<u>Membership Services</u>			
Marketing			
a. General/RDP	\$ 12,000		\$8,000
Business Directory		\$1,773	
General Marketing Expenses		\$3,306	
Holiday Decorations		\$1,621	
b. Events	\$ 29,000		\$28,800
Taste of Rutherford		\$12,050	
Dining Under the Stars		\$9,690	
Labor Day Street Fair		\$21 *	
Holiday Festival		\$10,452	
Membership Shredding Services		\$576	
c. Farmers' Market	\$ 4,000	\$5,924	\$5,000
d. Shop Rutherford Gift Certificate Stimulus	\$ 3,500	\$3,997	
Maintenance	\$ 22,000		\$6,000
Keep Rutherford Clean Day		\$840	
Street Cleaning/Bobby Souza		\$4,937	
Tree Flower Pits/Streetscape Improvements		\$0 **	\$10,000
<u>Façade and Sign Improvement</u>			
Facades and Signs	\$ 10,000	\$6,759	\$1,000
Architectural Review/Rick Gooding	\$ 2,000	\$2,700	\$1,000
Business Recruitment	\$ 1,000	\$400	\$1,000
Membership Mailings	<u>\$ 1,500</u>	<u>\$2,067</u>	<u>\$2,000</u>
Total Membership Services	\$85,000	\$67,111	\$62,800
<u>General and Administrative</u>			
Salaries and Taxes	\$ 91,200		\$91,200
RDP Manager		\$67,737	
RDP PT Admin Assistant		\$12,296 #	
RDP PT Bookkeeper		\$0	\$5,000
Payroll Expenses	\$ 7,000		
Payroll Fed/St Taxes		\$4,465	\$5,000
Payroll Processing		\$827	\$1,000
	<u>\$98,200</u>	<u>\$85,325</u>	<u>\$102,200</u>
Administrative			
Audit	\$ 5,000	\$15,000 ***	\$4,000
Insurance	\$ 2,500	\$2,500	\$3,500
Conferences and Meetings and Travel Expenses	\$ 800	\$1,334	\$800

Membership Fees		\$1,840	\$1,500
Office Supplies	<u>\$ 6,500</u>	<u>\$4,717</u>	<u>\$4,000</u>
Total Administrative	<u>\$14,800</u>	<u>\$25,392</u>	<u>\$14,800</u>
Rent and Moving Costs ****			
Rent		\$ 16,200	
Utilities		\$ 2,500	
Communications		\$ 3,000	
Moving Expenses		\$ 1,000	
New space set up, furniture, photocopier, fax, phones		\$ 1,000	
Stationary & Re-Printing Materials		<u>\$ 1,500</u>	
Total Rent and Moving Costs			<u>\$25,200</u>
Total Expenditures	\$198,000	\$177,827	\$205,000

Notes:

* Labor Day Street Fair is an event that the RDP manages for the Borough, but all profits to date have stayed with the Borough.

**Tree pit plantings did not happen in 2011 due to time delays in receiving RDP revenues from the Borough.

For 2012 the inclusion of expenses for rent and moving costs, at the Borough's request, requires a cut in the service of planting district the tree pit areas in our district which had formerly been maintained by the Borough.

The Part Time Assistant was only employed for 7.5 months of 2011. The position is currently being refilled for 2012.

***This amount represents payment for 3 years of audits to new auditor, \$13,500 of which was budgeted for over the last three years, but not paid to the previous auditor.

****The RDP has been asked to vacate the free space in the Borough Hall that it has occupied since its creation. as a result location expenses must be added to the 2012 budget.

2012 Goals and Objectives for the Rutherford Downtown Partnership

Moving Into 2012 –

Throughout 2011 the RDP worked to: maintain the look of the district, help member businesses with the appearance of their business exteriors, and promote the district as a whole. Economic conditions continued to present challenges throughout the region, yet two indicators point to the relative health of the Rutherford Downtown business district. These indicators include a wave of new businesses that have recently rented vacant space, and the fact that very few businesses have closed their doors or moved out of the district during the year.

The RDP goal for 2012 is simple - to raise the profile of the Rutherford Downtown Improvement District as a premier shopping and business destination. Specific plans for 2012 are aimed at making the Rutherford's Downtown the best it can be through:

Member Services –

a) Marketing

In 2012 the RDP will be involved with the encouragement of local area residents to shop locally and to support our businesses. Included in these efforts will be:

- The distribution of a new version of the **Business Directory**.
- Continued promotion of the **Shop Rutherford Gift Certificates**.
- Hosting of downtown **events** to bring customers to our downtown and into our downtown businesses. These include:
 - **The Taste of Rutherford,**
 - **The Farmers' Market** (Wednesdays and Saturdays),
 - **Dining Under the Stars,**
 - **Labor Day Street Fair,**
 - **The Holiday Festival, and**
 - **a new FITNESS FESTIVAL**
- Continued media opportunities such as the quarterly interviews on **Comcast's Local Edition TV Show**, for the promotion of the downtown district.
- Expanded efforts to communicate to members and area residents by means of **email**, our new **web site**, and other **social media** tools.

The RDP will also continue to refer prospective business owners to the landlords that have appropriate rental spaces, maintain our **inventory of local available commercial space**, and help all prospective new businesses to feel welcome in our business district.

b) Downtown Maintenance

The RDP will in 2012 augment the maintenance of the downtown district by:

- Providing for **weekend sidewalk sweeping services**.
- Pay for **tree pit flower plantings** in the spring/summer.
- Maintaining regular **communications with the Borough and the Borough's Department of Public Works** to resolve problems as they arise.
- Expand efforts such as the Fall 2011 cooperation between The RDP, The DoJo, local paint suppliers, and local residents to **clean up and paint the stairwell of the Kip Parking Garage**.
- Hosting the **Keep Rutherford Clean Day** in the Spring,
- Purchase the **Holiday decorations** that make the district look its best during the last two months of the year.

c) Streetscape

The 2012 budget will once again allow for \$10,000 for **sign and awning or façade grants**. It also provides for \$1,000 to provide **architectural support** to the RDP for projects that involve detailed façade changes. This enables project applicants and their contractors to discuss their ideas in a timely manner with an expert in the field, thereby speeding up the approval process, and assisting applicants in their understanding of the requirements of the Streetscape Guidelines and the local Zoning Code.

As a means of raising additional funding for the downtown, the RDP will continue its sale of bronze commemorative plaques to be mounted on our district's light poles, which began in 2010. This fundraising effort will supplement the RDP's revenues, and the ability to do more for the downtown without impacting the membership at large.

d) Other Member Services

The RDP in 2012 will also:

- Arrange for paper shredding services for use by members.
- Provide liaison services to help RDP business owners and landlords to find the right person in the Borough government to talk to about their issues.

General Administration

The RDP staff includes a full time manager and part-time assistant, who implement the RDP goals and objectives. RDP office work is directed toward administration of the Streetscape applications, liaison between businesses and the local government, marketing functions, outside sponsorship recruitment for events, membership mailings, business retention, attraction and welcoming activities, as well as other services as needs arise.