

**HACKENSACK MSBA  
2020 PROPOSED BUDGET ADJUSTED FOR COVID 19**

LINE ITEMS	SID BUDGET 2019	COVID 2020			
<b>REVENUE:</b>					
Revenue by Special Assessment	\$463,291.00	\$ 463,291.00			
Program ads					
<b>TOTAL REVENUE</b>	<b>\$463,291.00</b>	<b>\$ 463,291.00</b>			
Carry Over From 2018 (1)		\$ 120,000.00			
Carry Over From 2019 (1)		\$ 100,000.00			
<b>Adjusted Gross Revenue Projected</b>		<b>\$ 683,291.00</b>			
<b>EXPENSES:</b>					
<b>VISUAL IMPROVEMENT</b>					
Clean and Green Program	\$90,000.00	\$ 90,000.00			
Façade Grant Program		\$ -			
Signage Grant Program	\$10,000.00				
Parking Lot program	\$7,200.00	Cancel Lease			
Way Finding Signage	\$10,000.00	\$ 10,000.00			
<b>Program Maintenance</b>					
DCA Loan Annual Payback	\$10,000.00	\$ 10,000.00			
Streetscape Improvements	\$10,000.00				
Strategic Retail Strategy Planning	\$60,000.00	\$ 20,000.00			
<b>Section Subtotals</b>	<b>\$197,200.00</b>	<b>\$ 130,000.00</b>			
<b>MARKETING</b>					
<b>PUBLIC RELATIONS</b>					
Marketing/ PR	\$25,000.00	\$ -			
Newsletter/Mailings	\$1,000.00				
Web Page Maintenance	\$15,000.00	\$ 7,500.00			
<b>COVID Response Initiatives</b>					
Support Open Restaurants		\$ 20,000.00			
Recovery Marketing Program		\$ 170,000.00			
Open Business Awareness		\$ 15,000.00			
COVID Contingency		\$ 55,000.00			
<b>Advertising/Marketing/ Social Media</b>	<b>\$15,000.00</b>	<b>\$ 10,000.00</b>			
Brochure Revisions/Additions					

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LINE ITEMS	SID BUDGET 2019	COVID 2020			
Co-Op Advertising Program	\$2,500.00	\$ -			
Creative Placemaking	\$15,000.00	\$ -			
HACPAC SUPPORT	\$30,000.00	\$ -			
<b>Special Events</b>					
Annual Street Festival; the Holiday					
Tree Lighting; Business Expo	\$5,000.00	\$ 5,000.00			
Branding /"Sack" campaign	\$40,000.00	\$ -			
Pac The House					
Special Events Contingency		\$ 20,000.00			
<b>Banner Program</b>	\$15,000.00	\$ -			
<b>Holiday Decorations</b>	\$5,000.00	\$ 1,000.00			
<b>Public Relations</b>	\$20,000.00	\$ 20,000.00			
<b>Education &amp; Research Initiatives</b>	\$10,000.00	\$ -			
<b>Professional Consultant Fee</b>	\$9,600.00				
<b>Section Subtotals</b>	<b>\$208,100.00</b>	<b>\$ 323,500.00</b>			
<b>ADMINISTRATION:</b>					
Rent	\$7,000.00	\$7,000.00			
Search/Plan/Design Vision Center		\$36,500.00			
Utilities	\$1,800.00	\$1,800.00			
Telephone/Internet/Email					
Insurance	\$7,200.00	\$7,200.00			
CPA Fees	\$20,000.00	\$20,000.00			
Legal Fees	\$1,000.00	\$1,000.00			
Office Supplies/Compute/Printer/Copies	\$3,500.00	\$3,500.00			
Dues & Subscriptions	\$800.00	\$800.00			
Conference & Workshops	\$1,500.00	\$1,500.00			
Miscellaneous Expenses					
Executive Director	\$75,000.00	\$ 75,000.00			
P/T Administrative Assistant					
Program Manager					
Payroll Taxes	\$8,000.00	\$8,000.00			
Employee Benefits		\$2,000.00			
Payroll Processing	\$2,000.00	\$2,500.00			
Filing Fees					
Donations	\$5,000.00				
<b>Section Subtotals</b>	<b>\$132,800.00</b>	<b>\$166,800.00</b>			
<b>Contingency</b>	\$60,494.77	\$ 62,991.00			
<b>Section Subtotals</b>	<b>\$60,494.77</b>	<b>\$ 62,991.00</b>			
		\$ -			
<b>TOTAL AVAILABLE FOR 2020</b>	<b>\$598,594.77</b>	<b>\$ 683,291.00</b>			

(1) These funds were not spent in 2018-2019 on planned and budgeted events due to delays in the two-way conversion, the sewer upgrades, other construction and utility work along Main St. However given the challenges of COVID-19, these funds will be used to aid in the recovery of Main St, which is critical to our mission.