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.

ectfully 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 plated 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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	2017 SID	2017	2017 RENTAL	2017 SAVINGS	2017 TENANT	2017 UEZ	
OPERATING INCOME	ASSESSMENT	FUNDRAISING	INCOME	ACCOUNT	REIMBURSE	FUNDS	2017 TOTA
Special Improvement Assessment	\$51,700.00						\$51,700
undraising, Sponsorships, Special Event, Grant Income tental income		\$45,000.00	\$19,200.00				\$45,000
avings account			\$10,200.00	\$134,285.70			\$134,285
JEZ funds						\$125,000.00	\$125,000
otal Budget	\$51,700.00	\$45,000.00	\$19,200.00	\$134,285.70	\$0.00	\$125,000.00	\$375,188
	2016 SID	2016	2016 RENTAL	2016 SAVINGS	2016 TENANT	2016 UEZ	
OPERATING EXPENSES	ASSESSMENT	FUNDRAISING	INCOME	ACCOUNT	REIMBURSE	FUNDS	2016 TOTA
Salary - Executive Director	\$51,700.00					\$23,700.00	\$75,400
Salary - Maintenance Man (Part time)						\$15,600.00	\$15,600
alart - Seasonal Maintenance Man (Part time)						\$10,000.00	\$10,000
Salary - Assoc. Director/Business Develop. (Part time) Salary - Administrative Assistant (Part time)						\$19,500.00 \$19,500.00	\$19,50
Salary - Administrative Assistant (Part time)						\$7,800.00	\$19,50
otal Salaries	\$51,700.00	\$0.00	\$0.00	\$0.00	\$0.00	\$96,100.00	\$147,80
and Security							
social Security						\$9,163.60	\$9,16
otal Social Security						\$9,163.60	\$9,16
1edicare						CO 140 10	CO 14
fotal Medicare						\$2,143.10 \$2,143.10	\$2,143 \$2,143
				18 A Strength			
Pension							
Pension Total Pension						\$7,970.00 \$7,970.00	\$7,97 \$7,97
						ar,970.00	\$1,97
ringe Benefits							
otal Fringe Benefits	\$0.00				and the second second	\$0.00	\$
otal Administrative Expenses	\$51,700.00	\$0.00	\$0.00	\$0.00	\$0.00	\$115,376.70	\$167,07
	\$01,100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$115,570.70	\$107,07
Occupancy Expenses			10				
Property taxes			\$11,028.00	\$1,709.00			\$12,73
Sewer		-		\$500.00 \$900.00			\$500
lectric				\$9,000.00			\$9,00
Gas				\$2,000.00			\$2,000
Property maintenance				\$2,000.00			\$2,000
Property management			\$0.00 \$11,028.00	\$0.00 \$16,109.00	\$0.00		\$27,13
			\$11,020.00	\$10,105.00	\$0.00		\$27,10
oan Repayment - Restaurant Row							
			40.470.00				
Bakery expansion			\$8,172.00 \$8,172.00				\$8,172 \$8,172
Bakery expansion Total Loan Repayment			\$8,172.00 \$8,172.00				\$8,172 \$8,172
Bakery expansion Total Loan Repayment Professional Services				50.000.00			\$8,172
Bakery expansion Total Loan Repayment Professional Services Insurance				\$9,000.00		\$1.059.30	\$8,172 \$9,000
Bakery expansion Fotal Loan Repayment Professional Services Insurance egal				\$9,000.00 \$4,440.70		\$1,059.30 \$2,700.00	\$8,172 \$9,000 \$5,500
Bakery expansion Total Loan Repayment Professional Services Insurance egal audit Graphic Design				\$4,440.70 \$5,000.00		and the second se	\$9,000 \$5,500 \$2,700 \$5,000
Bakery expansion Total Loan Repayment Professional Services nsurance egal sudit Graphic Design Public Relations				\$4,440.70 \$5,000.00 \$6,000.00		and the second se	\$9,000 \$5,500 \$2,700 \$5,000 \$5,000 \$6,000
lakery expansion total Loan Repayment trofessional Services asurance egal udit braphic Design tublic Relations tocial Media Coordinator	\$0.00			\$4,440.70 \$5,000.00 \$6,000.00 \$3,000.00		\$2,700.00	\$8,17 \$9,00 \$5,50 \$2,70 \$5,00 \$6,00 \$3,00
lakery expansion total Loan Repayment trofessional Services asurance egal udit braphic Design tublic Relations tocial Media Coordinator	\$0.00			\$4,440.70 \$5,000.00 \$6,000.00		and the second se	\$8,17 \$9,000 \$5,500 \$2,700 \$5,000 \$6,000 \$3,000
Bakery expansion Total Loan Repayment Professional Services Insurance egal Audit Sraphic Design Tublic Relations Social Media Coordinator Total Professional Services Operating Expenses	\$0.00			\$4,440.70 \$5,000.00 \$6,000.00 \$3,000.00 \$27,440.70		\$2,700.00	\$9,00 \$5,50 \$2,70 \$5,00 \$6,00 \$3,00 \$31,20
lakery expansion total Loan Repayment rofessional Services isurance egal udit sraphic Design tublic Relations social Media Coordinator total Professional Services perating Expenses ank Fees	\$0.00			\$4,440.70 \$5,000.00 \$6,000.00 \$3,000.00		\$2,700.00 \$3,759.30	\$8,17 \$9,000 \$5,500 \$2,700 \$5,000 \$6,000 \$3,000 \$31,200 \$31,200 \$1100
Iakery expansion total Loan Repayment Inofessional Services Insurance egal udit Graphic Design Tublic Relations Iocial Media Coordinator Iocial Media Coordinator Iocial Media Coordinator Iocial Media Services Ioperating Expenses ank Fees Iomputer software	\$0.00			\$4,440.70 \$5,000.00 \$6,000.00 \$3,000.00 \$27,440.70		\$2,700.00	\$8,17 \$9,00 \$5,50 \$2,70 \$5,00 \$6,00 \$3,00 \$31,20 \$10 \$255
Iakery expansion total Loan Repayment Irofessional Services Insurance egal udit Graphic Design Tublic Relations tocial Media Coordinator otal Professional Services Operating Expenses Tank Fees Tomputer software Office equipment/furniture Office equipment repair	\$0.00			\$4,440.70 \$5,000.00 \$6,000.00 \$3,000.00 \$27,440.70 \$100.00		\$2,700.00 \$3,759.30	\$8,17 \$9,00 \$5,50 \$5,00 \$6,00 \$3,00 \$31,20 \$10 \$25 \$1,40
akery expansion otal-Loan Repayment rofessional Services Isurance egal udit traphic Design ublic Relations ocial Media Coordinator otal Professional Services Iperating Expenses ank Fees omputer software Iffice equipment/furniture Iffice supplies	\$0.00			\$4,440.70 \$5,000.00 \$3,000.00 \$27,440.70 \$100.00 \$1,400.00 \$500.00 \$3,500.00		\$2,700.00 \$3,759.30	\$8,17 \$9,00 \$5,50 \$2,70 \$5,00 \$6,00 \$3,00 \$31,20 \$31,20 \$1,40 \$25 \$1,40 \$50 \$3,50
akery expansion otal-Loan Repayment rofessional Services surance egal udit iraphic Design ublic Relations ocial Media Coordinator otal Professional Services perating Expenses ank Fees omputer software iffice equipment/furniture iffice equipment repair iffice supplies elephone/fax	\$0.00			\$4,440.70 \$5,000.00 \$6,000.00 \$3,000.00 \$27,440.70 \$100.00 \$1,400.00 \$500.00 \$3,500.00 \$3,200.00		\$2,700.00 \$3,759.30	\$8,17 \$9,00 \$5,50 \$2,70 \$5,00 \$6,00 \$3,00 \$31,20 \$110 \$25 \$1,40 \$50 \$3,50 \$3,50 \$3,20
lakery expansion total Loan Repayment rofessional Services issurance egal udit sraphic Design tublic Relations total Refations total Arofessional Services Perating Expenses tank Fees tomputer software office equipment/furniture office equipment repair office supplies elephone/fax tostage	\$0.00			\$4,440.70 \$5,000.00 \$3,000.00 \$27,440.70 \$100.00 \$1,400.00 \$1,400.00 \$3,500.00 \$3,500.00 \$3,200.00		\$2,700.00 \$3,759.30	\$8,17 \$9,00 \$5,50 \$2,70 \$5,00 \$6,00 \$3,00 \$31,20 \$11,00 \$2,50 \$1,40 \$500 \$3,500 \$3,200 \$2,000
Iakery expansion Total Loan Repayment Total Loan Repayment Tofessional Services Total Loan Repayment Total Loan Repayment Total Loan Repayment Total Services Total Repairs Total Repair	\$0.00			\$4,440.70 \$5,000.00 \$6,000.00 \$3,000.00 \$27,440.70 \$100.00 \$100.00 \$500.00 \$3,500.00 \$3,200.00 \$1,200.00 \$1,200.00		\$2,700.00 \$3,759.30	\$8,17 \$9,00 \$5,50 \$5,00 \$5,00 \$6,00 \$3,00 \$31,20 \$140 \$255 \$1,40 \$500 \$3,500 \$3,200 \$3,200 \$1,200
lakery expansion total Loan Repayment rofessional Services Isurance egal udit traphic Design tubic Relations tocial Media Coordinator otal Professional Services Operating Expenses ank Fees tomputer software fifice equipment/furniture fifice equipment repair office supplies elephone/fax ostage tues/subscriptions rofessional development ravel and conferences	\$0.00			\$4,440.70 \$5,000.00 \$6,000.00 \$3,000.00 \$27,440.70 \$100.00 \$1,400.00 \$500.00 \$3,500.00 \$3,500.00 \$3,500.00 \$1,200.00 \$1,200.00 \$5,00.00 \$6,000.00 \$1,200.00 \$1,200.00 \$2,000.00 \$1,200.00 \$3,500.00 \$1,2		\$2,700.00 \$3,759.30	\$8,17 \$9,00 \$5,50 \$5,00 \$6,00 \$3,00 \$31,20 \$110 \$255 \$1,40 \$3,50 \$3,200 \$3,200 \$1,20 \$1,20 \$7,000
akery expansion otal-Loan Repayment rofessional Services surance egal udit traphic Design ublic Relations ocial Media Coordinator ocial Professional Services perating Expenses ank Fees omputer software Iffice equipment/furniture Iffice supplies elephone/fax ostage ues/subscriptions rofessional development ravel and conferences emporary office/maintenance help	\$0.00		\$8,172.00	\$4,440.70 \$5,000.00 \$6,000.00 \$3,000.00 \$27,440.70 \$100.00 \$1,400.00 \$3,500.00 \$3,500.00 \$3,200.00 \$1,200.00 \$5,00.00 \$5,00.00 \$2,000.00 \$2,		\$2,700.00 \$3,759.30 \$250.00 \$664.00	\$8,17 \$9,00 \$5,50 \$2,70 \$5,00 \$6,00 \$3,00 \$31,20 \$11,00 \$51,400 \$550 \$3,500 \$3,500 \$3,200 \$3,200 \$3,200 \$1,200 \$5,200 \$7,000 \$2,0000 \$2,000 \$2,000 \$2,0000 \$2,0000 \$2,0000 \$2,000 \$2,0000 \$2,00
akery expansion otal Loan Repayment rofessional Services usurance ggal udit raphic Design ublic Relations ocial Media Coordinator ocial Professional Services perating Expenses ank Fees ompuler software ffice equipment/furniture ffice supplies elephone/fax ostage ues/subscriptions rofessional development ravel and conferences emporary office/maintenance help	\$0.00			\$4,440.70 \$5,000.00 \$6,000.00 \$3,000.00 \$27,440.70 \$100.00 \$1,400.00 \$500.00 \$3,500.00 \$3,500.00 \$3,500.00 \$1,200.00 \$1,200.00 \$5,00.00 \$6,000.00 \$1,200.00 \$1,200.00 \$2,000.00 \$1,200.00 \$3,500.00 \$1,2		\$2,700.00 \$3,759.30 \$250.00	\$8,17 \$9,00 \$5,50 \$2,70 \$5,00 \$3,00 \$31,20 \$11,00 \$50 \$3,50 \$3,50 \$3,50 \$3,20 \$3,200 \$1,20 \$1,20 \$7,00 \$2,000
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akery expansion otal Loan Repayment rofessional Services isurance agal udit raphic Design ublic Relations ocial Media Coordinator otal Professional Services perating Expenses ank Fees omputer software ffice equipment/furniture ffice equipment/repair ffice supplies elephone/fax ostage ues/subscriptions rofessional development ravel and conferences emporary office/maintenance help otal Operating Expenses asign Team conomic Restructuring Committee rganization Team romotions Team	\$0.00	\$5,500.00 \$5,500.00 \$15,000.00	\$8,172.00	\$4,440.70 \$5,000.00 \$3,000.00 \$3,000.00 \$27,440.70 \$100.00 \$1,400.00 \$3,500.00 \$3,500.00 \$3,200.00 \$3,200.00 \$2,000.00 \$1,200.00 \$6,336.00 \$2,0736.00		\$2,700.00 \$3,759.30 \$250.00 \$664.00	\$8,17 \$9,00 \$5,50 \$2,70 \$5,00 \$3,00 \$31,20 \$31,20 \$10 \$33,50 \$33,50 \$33,50 \$33,20 \$33,50 \$33,20 \$33,50 \$33,20 \$33,50 \$33,20 \$33,20 \$33,20 \$33,20 \$33,20 \$33,20 \$33,20 \$33,20 \$33,20 \$33,20 \$33,20 \$33,20 \$33,20 \$33,50 \$33,20 \$33,50 \$35,50 \$35,50 \$35,50 \$35,50 \$35,50 \$35,50 \$35,50 \$35,50 \$35,50 \$35,50 \$35,50 \$35,50 \$35,50 \$35,50 \$35,50 \$35,50 \$35,500\$\$35,500\$\$35,500\$\$35,500\$\$35,500\$\$35,500\$\$35,500\$\$35,500\$\$35,500\$\$35,500\$\$35,500\$\$35,500\$\$35,500\$\$\$35,500\$\$\$35,500\$\$\$35,500\$\$\$35,500\$\$\$55,500\$\$\$\$55,500\$\$\$\$55,500\$\$\$\$\$55,500\$\$\$\$\$\$55,500\$\$\$\$\$\$\$\$
akery expansion otal-Loan Repayment rofessional Services issurance egal udit iraphic Design ublic Relations ocial Media Coordinator otal Professional Services perating Expenses ank Fees omputer software ffice equipment/furniture ffice supplies elephone/fax ostage ues/subscriptions rofessional development ravel and conferences emporary office/maintenance help otal Operating Expenses alcollar equipment repair fice supplies elephone/fax ostage ues/subscriptions rofessional development ravel and conferences emporary office/maintenance help otal Operating Expenses liscellaneous Adv, and Mktg. expenses esign Team conomic Restructuring Committee rganization Team romotions Team illennial Advisory Team	\$0.00	\$5,500.00 \$5,500.00	\$8,172.00	\$4,440,70 \$5,000,00 \$6,000,00 \$3,000,00 \$27,440,70 \$100,00 \$1,400,00 \$3,500,00 \$3,500,00 \$3,500,00 \$3,200,00 \$1,200,00 \$6,336,00 \$2,000,00 \$10,000,00 \$10,000,00 \$10,000,00		\$2,700.00 \$3,759.30 \$250.00 \$664.00	\$8,17 \$9,00 \$5,50 \$2,70 \$5,00 \$3,00 \$31,20 \$10 \$259 \$1,40 \$500 \$3,500 \$3,200 \$3,200 \$3,200 \$3,200 \$3,200 \$3,200 \$3,200 \$3,200 \$1,200 \$5,000 \$2,000 \$2,000 \$2,000 \$2,500 \$2,5,500 \$3,5,500 \$3,5,500 \$3,5,500 \$3,5,500 \$3,5,500 \$3,5,500 \$3,5,500 \$3,5,500 \$3,5,500 \$3,500 \$3,500 \$3,500 \$2,700 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$3,500 \$3,000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,00000 \$2,00000 \$2,00000 \$2,0000000000
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akery expansion otal-Loan Repayment rofessional Services surrance egal udit rraphic Design ublic Relations ocial Media Coordinator otal Professional Services perating Expenses ank Fees omputer software effice equipment/furniture effice equipment/furniture effice equipment repair elephone/fax ostage ues/subscriptions rofessional development ravel and conferences emporary office/maintenance help otal Operating Expenses devertising/Marketing/Team Expenses esign Team conomic Restructuring Committee rganization Team idential Advisory Team owntown Improvement Investment Projects	\$0.00	\$5,500.00 \$5,500.00 \$15,000.00	\$8,172.00	\$4,440,70 \$5,000,00 \$6,000,00 \$3,000,00 \$27,440,70 \$100,00 \$1,400,00 \$3,500,00 \$3,500,00 \$3,500,00 \$3,200,00 \$1,200,00 \$6,336,00 \$2,000,00 \$10,000,00 \$10,000,00 \$10,000,00		\$2,700.00 \$3,759.30 \$250.00 \$664.00	\$8,17 \$9,00 \$5,50 \$2,70 \$5,00 \$3,00 \$3,00 \$31,20 \$10 \$255 \$1,40 \$550 \$3,20 \$2,00 \$3,200 \$3,200 \$3,200 \$3,200 \$3,200 \$2,000 \$1,200 \$2,000 \$3,000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,00000 \$2,0000 \$2,00000 \$2,00000 \$2,0000 \$2,00000000 \$2,0000000000
Bakery expansion Total Loan Repayment Total Loan Repayment Professional Services Insurance egal egal dudit Graphic Design Tublic Relations Gotal Professional Services Departing Expenses Earch Fees Computer software Diffice equipment/furniture Diffice equipment/furniture Diffice equipment/furniture Diffice equipment repair Earch Subscriptions Trofessional development Travel and conferences emporary office/maintenance help Total Operating Expenses Earch Sets Computer Software Diffice equipment Travel and conferences Earch Sets Earch Se	\$0.00	\$5,500.00 \$5,500.00 \$15,000.00 \$3,500.00	\$8,172.00	\$4,440,70 \$5,000,00 \$6,000,00 \$3,000,00 \$27,440,70 \$100,00 \$1,400,00 \$3,500,00 \$3,500,00 \$1,200,00 \$4,360,00 \$2,000,00 \$1,200,00 \$10,000,00 \$10,000,00 \$10,000,00 \$550,000,00		\$2,700.00 \$3,759.30 \$250.00 \$664.00 \$914.00 \$914.00 \$914.00	\$8,17 \$9,00 \$5,50 \$2,70 \$5,00 \$3,00 \$31,20 \$10 \$259 \$1,40 \$500 \$3,500 \$3,200 \$3,200 \$3,200 \$3,200 \$3,200 \$3,200 \$3,200 \$3,200 \$1,200 \$5,000 \$2,000 \$2,000 \$2,000 \$2,500 \$2,5,500 \$3,5,500 \$3,5,500 \$3,5,500 \$3,5,500 \$3,5,500 \$3,5,500 \$3,5,500 \$3,5,500 \$3,5,500 \$3,500 \$3,500 \$3,500 \$2,700 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$2,000 \$3,500 \$3,000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,0000 \$2,00000 \$2,00000 \$2,00000 \$2,0000000000
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