

BOROUGH OF RED BANK

COUNTY OF MONMOUTH

RESOLUTION NO. 11-67

**RESOLUTION APPROVING THE 2011
BUDGET OF THE SPECIAL IMPROVEMENT
DISTRICT OF THE BOROUGH OF RED BANK**

Ms. Lee offered the following resolution and moved its adoption:

WHEREAS, the Board of Directors of the Red Bank Special Improvement District, Inc. (t/a Red Bank RiverCenter), a non-profit corporation designated by ordinance as the management corporation for the Red Bank Special Improvement District has submitted to the Mayor and Council a budget report and a request to adopt a 2011 budget for the Special Improvement District; and

WHEREAS, the proposed budget contributes to the goals and objectives of the Special Improvement District including the improvement of the business environment within the District and the goal to take advantage of development opportunities that will provide benefits to the businesses, consumers and employees including the expansion of marketing efforts and the provision of ambient events such as Street Life and Holiday Harmonies, all as more fully set forth in the budget report approved by the RiverCenter Board of Directors on March 7, 2011 and on file in the office of the Borough Clerk; and

WHEREAS, the proposed 2011 Special Improvement District budget is in the total amount of \$512,120.00, all of which will be raised by tax assessment of the District which assessment is preliminarily estimated to result in a Special Improvement District assessment tax rate of approximately 10.0 cents per hundred dollars of assessed value for those properties located on Broad Street (SID-2); a tax rate of approximately 13.5 cents per hundred dollars of assessed value for those properties located on Monmouth Street (SID-3); a tax rate of approximately 13.5 cents per hundred dollars of assessed value for those properties located on the corner of Broad and Monmouth Street (SID-4); a tax rate of approximately 9.5 cents per hundred dollars of assessed value for those properties located in (SID-5); and a tax rate of approximately 10.0 cents per hundred dollars of assessed value for the remaining properties (SID-1) within the Special Improvement District.

NOW THEREFORE, BE IT RESOLVED by the Mayor and Council of the Borough of Red Bank that the 2011 Budget for the Special Improvement District, as hereinafter set forth, is approved on introduction and that a public hearing, at which time all interested persons may be heard, shall be held on April 26, 2011 at 6:30 p.m. in the Municipal Building, 90 Monmouth Street, Red Bank, NJ.

BE IT FURTHER RESOLVED that the Clerk publish a notice of the proposed meeting in an approved local publication no later than one week before the meeting and that she display such notice in a conspicuous place in the Borough Hall.

BE IT FURTHER RESOLVED that the Clerk forward a certified true copy of this Resolution to the Board of Directors of the Red Bank Special Improvements District, Inc. (t/a Red Bank RiverCenter), 46 English Plaza, Suite 6, Red Bank, New Jersey 07701.

Seconded by Mr. Murphy and adopted on roll call by the following vote:

	Yes	No	Abstain	Absent
Ms. Lewis	(x)	()	()	()
Mr. Zipprich	(x)	()	()	()
Mr. DuPont	(x)	()	()	()
Ms. Horgan	()	()	()	(x)
Ms. Lee	(x)	()	()	()
Mr. Murphy	(x)	()	()	()

Dated: March 30, 2011

Red Bank RiverCenter
March 8, 2011

	2011 Budget
Administrative & Overhead	\$244,390.53
Monmouth St. Streetscape Debt Service	\$32,194.47
Total Events	\$5,000.00
Holiday Events	
Concert & Santa Express	\$9,500.00
Holiday Advertising	\$6,500.00
Horse & Wagon	\$6,700.00
Holiday Harmonies	\$3,000.00
Gingerbread Walk	\$1,000.00
Subtotal All Events	\$26,700.00
Business Recruitment & Retention/Marketing	
Red Hot Comm. Pub. (Creative & Design)	\$12,000.00
Gift Cheques/Gift Cards	\$6,000.00
Marketing/Advertising and Collateral Materials:	\$30,335.00
ICSC, other shows, recruitment & travel	\$4,500.00
Website (redesign, domain name, hosting, updates)	\$5,000.00
Visitors Center (recruitment & marketing, kiosk, video,	\$50,000.00
Subtotal Recruitment & Marketing	\$107,835.00
Capital Projects	
Horticulture project (pots, plants, watering)	\$15,000.00
Sidewalk Maintenance	\$24,000.00
Benches (staining & repairs)	\$5,000.00
Holiday Decorations (purchase, repair install, remove)	\$48,000.00
Subtotal Capital Projects	\$92,000.00
Outreach & Communications	
Annual Meeting	\$1,000.00
Community Outreach	\$3,000.00
Subtotal Outreach & Communications	\$4,000.00
Totals	\$512,120.00