

BOROUGH OF RED BANK
COUNTY OF MONMOUTH
RESOLUTION NO. 11-87

**A RESOLUTION ADOPTING 2011 BUDGET
OF THE SPECIAL IMPROVEMENT DISTRICT**

Mr. DuPont offered the following resolution and moved its adoption:

WHEREAS, the Mayor and Council of the Borough of Red Bank have previously introduced and approved a proposed 2011 budget of the Special Improvement District of the Borough of Red Bank; and

WHEREAS, after due advertisement and notice a public hearing was held on April 26, 2011 on said budget and all persons having an interest therein were given an opportunity to be heard; and

WHEREAS, a complete copy of the approved budget, as advertised, was posted by the Borough of Red Bank; and

WHEREAS, copies of such budget were available to each and every person requesting the same during the public hearing and at least one week prior to the date of the public hearing; and

WHEREAS, by reason of the foregoing, the resolution concerning the budget has been read at this meeting by its title only; and

WHEREAS, the Governing Body of the Borough of Red Bank after considering the comments made at the public hearing, is of the opinion that the 2011 budget for the Special Improvement District in the total amount of \$512,120.00 pursuant to law of assessments for a Special Improvement District for the year 2011 should be adopted.

NOW, THEREFORE, BE IT RESOLVED by Governing Body of the Borough of Red Bank that the 2011 budget for the Special Improvement District in the total amount of \$512,120.00 pursuant to law of assessments for a Special Improvement District for the year 2011, be and the same is hereby adopted.

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 Improvement District, Inc. (t/a Red Bank River Center); to the Tax Assessor; to the Tax Collector; and to the Chief Financial Officer.

Seconded by Mr. Zipprich 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: April 26, 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 |