



*Invest in Our Vision*

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**Morristown Partners, Inc.  
Special Improvement District  
Introduced Budget 2022**

**EXPENSES**

**GENERAL OPERATING**

Administration Executive Staff	\$ 113,000.00
Administration Staff	\$ 15,000.00
Payroll Expenses	\$ 24,000.00
Office Expenses	\$ 100,000.00
Office Equipment	\$ 11,500.00
Insurance (Personal & Commercial)	\$ 33,500.00
Insurance (Health)	\$ 35,600.00
Insurance (Other)	\$ 1,700.00
Dental Reimbursement	\$ 3,000.00
Audit (Including Annual Report)	\$ 18,000.00
Legal	\$ 5,000.00
Interest on Loan/ Miscellaneous	\$ 6,000.00
	<u>\$ 366,300.00</u>

**FINANCE**

Fundraising Coordinator	\$ 90,000.00
Fundraising Events	\$ 500.00
Fundraising Collateral	\$ 1,000.00
Fundraising Other	\$ 500.00
	<u>\$ 92,000.00</u>

**MARKETING**

Graphic Design + Content Creation	\$ 7,000.00
Mailings + Collateral	\$ 5,000.00
Special Advertising Sections	\$ 34,600.00
Gift Certificate Production	\$ 2,000.00
General Advertising	\$ 11,000.00
Website Upgrades & Maintenance	\$ 11,000.00
Gift Certificate Reimbursements	\$ 65,000.00
Miscellaneous	\$ 500.00
	<u>\$ 136,100.00</u>

**PROMOTIONS**

Program Coordinator	\$ 48,000.00
Event Staff	\$ 16,300.00
Morristown Restaurant Week	\$ 3,000.00
Farmers Market	\$ 9,000.00
Festival on the Green	\$ 213,000.00
Christmas Festival	\$ 40,000.00
Holiday Décor	\$ 85,000.00
Niche Event Support	\$ 2,500.00
Gift Greenback Program	\$ 20,000.00
	<u>\$ 436,800.00</u>

**SAFE AND CLEAN**

Landscape Maintenance	\$ 25,000.00
Banners/Flags	\$ 3,000.00
Miscellaneous	\$ 1,500.00
	<u>\$ 29,500.00</u>

**STREETSCAPE**

Dept. of Community Affairs Loan Repayment (2022)	\$ 33,333.00
Dept. of Community Affairs Loan Repayment (2032)	\$ 13,333.00
Decorative Lighting - Purchase	\$ 44,000.00
Decorative Lighting - Maintenance	\$ 20,000.00
General Maintenance	\$ 1,000.00
	<u>\$ 111,667.00</u>

**EXPENSES CONTINUED**

**COMMUNITY/GOVERNMENT RELATIONS**

Sponsorships/Journal Advertising	\$ 1,000.00
Community Event Participation	\$ 1,500.00
Advocacy	\$ 6,775.00
Memberships	\$ 1,350.00
	<u>\$ 10,625.00</u>

**BUSINESS RECRUITMENT/RETENTION**

Collateral Materials + Advertising	\$ 1,000.00
Conferences + Education	\$ 500.00
Miscellaneous	\$ 500.00
	<u>\$ 2,000.00</u>

**EXPENSE SUMMARY**

<b>GENERAL OPERATING</b>	\$ 366,300.00
<b>FINANCE</b>	\$ 92,000.00
<b>MARKETING</b>	\$ 136,100.00
<b>PROMOTIONS</b>	\$ 436,800.00
<b>SAFE AND CLEAN</b>	\$ 29,500.00
<b>STREETSCAPE</b>	\$ 111,667.00
<b>COMMUNITY/GOVERNMENT RELATIONS</b>	\$ 10,625.00
<b>BUSINESS RECRUITMENT/RETENTION</b>	\$ 2,000.00
<b>TOTAL EXPENSES</b>	<u>\$1,184,992.00</u>

**REVENUE**

<b>2022 ASSESSMENT</b>	\$ 595,652.00
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**CASH BALANCE**

As of January 1, 2022	\$ 18,340.00
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**MISCELLANEOUS INCOME**

Insurance Reimbursement/Claims	\$ 20,000.00
Adopt-A-Light Sales	\$ 6,000.00
Morristown Engineering Lighting Fixture Contribution	\$ 42,000.00

**PROMOTIONAL EVENTS & FUNDRAISING**

Restaurant Week Sponsorships	\$ 15,000.00
Restaurant Week Participation Fees	\$ 1,500.00
Farmers Market Sponsorships	\$ 15,000.00
Farmers Market Participation Fees	\$ 29,000.00
Festival on the Green Sponsorships	\$ 120,000.00
Festival on the Green Participation Fees	\$ 80,000.00
Festival on the Green On-Site Revenue	\$ 25,000.00
Christmas Festival Sponsorships	\$ 75,000.00
Christmas Festival On-Site Revenue	\$ 9,500.00
Annual Appeal	\$ 9,500.00
Downtown Guide Ad Sales	\$ 15,000.00
Special Advertising Sections	\$ 25,000.00
Gift Certificate Sales	\$ 80,000.00
B2B Events	\$ 2,500.00
Miscellaneous / Sales	\$ 1,000.00
<b>TOTAL REVENUE</b>	<u>\$1,184,992.00</u>