

Maplewood Village Alliance  
2017 Proposed Budget  
2/4/2017

| Expenses                                     | 2016 Budget         | 2016 Actual         | Variance             | 2017 Proposed Budget | Revenue                                  | 2016 Budget         | 2016 Actual         | Variance           | 2017 Proposed Budget |
|--|---------------------|---------------------|----------------------|----------------------|--|---------------------|---------------------|--------------------|----------------------|
| <b>ADMINISTRATIVE</b>                        |                     |                     |                      |                      |  |                     |                     |                    |                      |
| Village Manager                              | \$ 25,500.00        | \$ 25,500.00        | \$ -                 | \$ 25,500.00         | Township Assessment Revenue <sup>1</sup> | \$ 51,077.00        | \$ 51,076.88        | \$ (0.12)          | \$ 54,943.00         |
| Accountant                                   | \$ 500.00           | \$ 500.00           | \$ -                 | \$ 500.00            | Carry Forward <sup>3</sup>               |                     |                     |                    | \$ 2,422.00          |
| Insurance                                    | \$ 2,800.00         | \$ 2,082.22         | \$ (717.78)          | \$ 2,800.00          |  |                     |                     |                    |                      |
| Office Supplies                              | \$ 400.00           | \$ 171.44           | \$ (228.56)          | \$ 400.00            |  |                     |                     |                    |                      |
| Phone  | \$ 180.00           | \$ 179.40           | \$ (0.60)            | \$ 180.00            |  |                     |                     |                    |                      |
| Postage                                      | \$ 100.00           | \$ 71.50            | \$ (28.50)           | \$ 100.00            |  |                     |                     |                    |                      |
| Dues/Fees/Permits/Taxes                      | \$ 220.00           | \$ 194.64           | \$ (25.36)           | \$ 220.00            |  |                     |                     |                    |                      |
| <b>Total Administrative</b>                  | <b>\$ 29,700.00</b> | <b>\$ 28,699.20</b> | <b>\$ (1,000.80)</b> | <b>\$ 29,700.00</b>  |  |                     |                     |                    |                      |
| <b>DESIGN/STREETSCAPE</b>                    |                     |                     |                      |                      | <b>DESIGN/STREETSCAPE</b>                |                     |                     |                    |                      |
| Landscaping & Beautification                 | \$ 2,000.00         | \$ 3,800.00         | \$ 1,800.00          | \$ 5,865.00          | Township Contribution SLA-Landscaping    | \$ 1,500.00         | \$ 1,500.00         | \$ -               | \$ 1,500.00          |
| Contractor Cleaning                          | \$ 12,000.00        | \$ 12,000.00        | \$ -                 | \$ 12,000.00         | Township Contribution SLA-Cleaning Svcs  | \$ 12,000.00        | \$ 12,000.00        | \$ -               | \$ 12,000.00         |
| Façade Renovation Grants                     | \$ 5,000.00         | \$ 4,540.58         | \$ (459.42)          | \$ 5,000.00          |  |                     |                     |                    |                      |
| Street Furniture Benches                     | \$ 3,625.00         | \$ 4,594.64         | \$ 969.64            | \$ 1,250.00          | Street Furniture Benches                 | \$ -                | \$ 1,250.00         | \$ 1,250.00        | \$ 1,250.00          |
| <b>Total Design/Streetscape</b>              | <b>\$ 22,625.00</b> | <b>\$ 24,935.22</b> | <b>\$ 2,310.22</b>   | <b>\$ 24,115.00</b>  |  |                     |                     |                    |                      |
| <b>MARKETING</b>                             |                     |                     |                      |                      | <b>EVENTS &amp; PROMOTIONS</b>           |                     |                     |                    |                      |
| Eblasts (Constant Contact)                   | \$ 730.00           | \$ 324.00           | \$ (406.00)          | \$ 750.00            | Total non-Dickens event sponsorships     | \$ 7,000.00         | \$ 7,156.55         | \$ 156.55          | \$ 8,250.00          |
| Shop Locally/Destination Maplewood           | \$ 2,000.00         | \$ 3,120.00         | \$ 1,120.00          | \$ 3,800.00          | <b>DICKENS VILLAGE</b>                   |                     |                     |                    |                      |
| Website Design Updates & Maintenance         | \$ 2,200.00         | \$ 1,934.00         | \$ (266.00)          | \$ 2,200.00          | Sponsorships & Donations                 | \$ 6,000.00         | \$ 14,648.00        | \$ 8,648.00        | \$ 7,500.00          |
| <b>Total Marketing</b>                       | <b>\$ 4,930.00</b>  | <b>\$ 5,378.00</b>  | <b>\$ 448.00</b>     | <b>\$ 6,750.00</b>   | Prior Year                               | \$ 3,000.00         | \$ 853.11           | \$ (2,146.89)      | \$ 2,000.00          |
| <b>EVENTS &amp; PROMOTIONS (non Dickens)</b> |                     |                     |                      |                      | <b>MISCELLANEOUS</b>                     |                     |                     |                    |                      |
| Total MVA Event Expenses                     | \$ 4,000.00         | \$ 4,000.00         | \$ -                 | \$ 4,000.00          | Halloween Parade - Chamber               | \$ 122.00           | \$ 175.00           | \$ 53.00           | \$ 100.00            |
| Total Merchant Event Expenses                | \$ 7,000.00         | \$ 5,167.35         | \$ (1,832.65)        | \$ 7,000.00          | Misc. Expenses - Other                   | \$ 200.00           | \$ 190.00           | \$ (10.00)         | \$ 200.00            |
| <b>Total Events &amp; Promos</b>             | <b>\$ 11,000.00</b> | <b>\$ 9,167.35</b>  | <b>\$ (1,832.65)</b> | <b>\$ 11,000.00</b>  | <b>Total Miscellaneous Expenses</b>      | <b>\$ 322.00</b>    | <b>\$ 365.00</b>    | <b>\$ 43.00</b>    | <b>\$ 300.00</b>     |
| <b>DICKENS VILLAGE</b>                       |                     |                     |                      |                      | <b>Total Revenue<sup>1</sup></b>         |                     |                     |                    |                      |
| Dickens Village MVA Expenses                 | \$ 4,000.00         | \$ 4,000.00         | \$ -                 | \$ 4,000.00          |  | <b>\$ 80,577.00</b> | <b>\$ 88,484.54</b> | <b>\$ 7,907.54</b> | <b>\$ 89,865.00</b>  |
| Dickens Village Sponsor Expenses             | \$ 7,000.00         | \$ 5,254.07         | \$ (1,745.93)        | \$ 3,500.00          | PO Construction Promos                   |                     |                     |                    |                      |
| Dickens Prior Year Expenses                  | \$ -                | \$ 7,264.09         | \$ 7,264.09          | \$ 3,500.00          | Township Contribution <sup>2</sup>       | \$ -                | \$ 3,776.67         |                    | 17,000.00            |
| Dickens Village - (A/P)                      | \$ 1,000.00         | \$ 1,000.00         | \$ -                 | \$ 7,000.00          | <b>Total</b>                             | <b>\$ -</b>         | <b>\$ 92,261.21</b> |                    | <b>\$ 106,865.00</b> |
| <b>Total Dickens</b>                         | <b>\$ 12,000.00</b> | <b>\$ 17,518.16</b> | <b>\$ 5,518.16</b>   | <b>\$ 18,000.00</b>  |  |                     |                     |                    |                      |
| <b>MISCELLANEOUS</b>                         |                     |                     |                      |                      |  |                     |                     |                    |                      |
| Halloween Parade - Chamber                   | \$ 122.00           | \$ 175.00           | \$ 53.00             | \$ 100.00            |  |                     |                     |                    |                      |
| Misc. Expenses - Other                       | \$ 200.00           | \$ 190.00           | \$ (10.00)           | \$ 200.00            |  |                     |                     |                    |                      |
| <b>Total Miscellaneous Expenses</b>          | <b>\$ 322.00</b>    | <b>\$ 365.00</b>    | <b>\$ 43.00</b>      | <b>\$ 300.00</b>     |  |                     |                     |                    |                      |
| <b>Total Expenses<sup>1</sup></b>            | <b>\$ 80,577.00</b> | <b>\$ 86,062.93</b> | <b>\$ 5,485.93</b>   | <b>\$ 89,865.00</b>  | <b>Total Revenue<sup>1</sup></b>         | <b>\$ 80,577.00</b> | <b>\$ 88,484.54</b> | <b>\$ 7,907.54</b> | <b>\$ 89,865.00</b>  |
| PO Construction Promos <sup>2</sup>          | \$ -                | \$ 7,051.69         |                      | 17,000.00            |  |                     |                     |                    |                      |
| <b>Total</b>                                 | <b>\$ -</b>         | <b>\$ 93,114.62</b> |                      | <b>\$ 106,865.00</b> | <b>Total</b>                             | <b>\$ -</b>         | <b>\$ 92,261.21</b> |                    | <b>\$ 106,865.00</b> |

1: \$3,866.00 Increase In 2017 Budget is due to expected revenue from anticipated Clarus assessment: \$16,960 (expected tax on land for 1st half 2017) X 0.114 (2016 SID rate) X 2 = \$3,866

2: Post Office Construction Supplementary Funds: 2017 Budget totals do not include the special funds earmarked for Post Office construction promotions and related costs. To date, approximately \$7051.69 of the budget \$25,000 has been spent. We intend to carryforward the remaining balance into 2017.

3: \$2,421.61 Carry Forward will be applied to Dickens Village A/P