

# DowntownFreehold.com Budget

## 7/1/21-6/30/22

<b>7/1/21-6/30/22 revenue (Potential)</b>	<b>Cash</b>	<b>Barter</b>	<b>Total</b>
<b>TOTAL Sponsorship revenue (Potential)</b>	\$ 89,000.00	\$ 45,000.00	\$ 134,000.00
<b>TOTAL Levy revenue</b>	\$ 275,000.00	\$ -	\$ 275,000.00
<b>TOTAL Event revenue</b>	\$ 17,000.00	\$ -	\$ 17,000.00
<b>2020-2021 Carry Forward</b>	\$ 20,102.00	\$ -	\$ 20,102.00
<b>TOTAL revenue (Potential)</b>	<b>\$ 401,102.00</b>	<b>\$ 45,000.00</b>	<b>\$ 446,102.00</b>
<b>7/1/21-6/30/22 Expenses (Potential)</b>	<b>Cash</b>	<b>Barter</b>	<b>Total</b>
<b>EVENTS</b>	\$ 92,700.00	\$ 17,000.00	\$ 109,700.00
<b>MEMBER SERVICES</b>	\$ 181,602.00	\$ 28,000.00	\$ 209,602.00
<b>IMPROVEMENTS</b>	\$ 120,300.00	\$ -	\$ 120,300.00
<b>DONATIONS TO LOCAL EVENTS</b>	\$ 6,500.00	\$ -	\$ 6,500.00
<b>TOTAL EXPENSES</b>	<b>\$ 401,102.00</b>	<b>\$ 45,000.00</b>	<b>\$ 446,102.00</b>

## 7/1/21-6/30/22 DTF Revenue

### DowntownFreehold.com proposed 7/1/21-6/30/22 revenue

Name	Cash	Barter	Total
<b>Sponsorship Income (Potential)</b>			
Nestle	\$ 8,000.00	\$ -	\$ 8,000.00
Freehold Savings Bank	\$ 5,000.00	\$ -	\$ 5,000.00
JCP&L	\$ 1,000.00		\$ 1,000.00
Abel HR	\$ 1,500.00		\$ 1,500.00
OceanFirst Bank	\$ 8,500.00	\$ 1,500.00	\$ 10,000.00
VNA Nursing	\$ 1,000.00		\$ 1,000.00
REMAX	\$ 1,500.00		\$ 1,500.00
Amazing Escape Room	\$ 2,000.00		\$ 2,000.00
Robert Olkowitz	\$ 5,000.00	\$ -	\$ 5,000.00
The Earle Companies	\$ 6,000.00	\$ -	\$ 6,000.00
El Meson	\$ 1,000.00	\$ -	\$ 1,000.00
Immediate Appliance	\$ 2,500.00	\$ -	\$ 2,500.00
CentraState Healthcare	\$ 10,000.00	\$ -	\$ 10,000.00
iPlay America	\$ 2,500.00	\$ 2,500.00	\$ 5,000.00
PepsiCo	\$ 2,500.00	\$ -	\$ 2,500.00
Ray Catena	\$ 10,000.00	\$ -	\$ 10,000.00
Shawell Hansen	\$ 2,500.00	\$ -	\$ 2,500.00
Caré 360	\$ -	\$ 1,500.00	\$ 1,500.00
Metropolitan Café	\$ 3,500.00	\$ 1,500.00	\$ 5,000.00
Court Jester	\$ 3,500.00	\$ 1,500.00	\$ 5,000.00
Federici's Family Restaurant	\$ 5,000.00	\$ -	\$ 5,000.00
Farmers Insurance	\$ 500.00	\$ -	\$ 500.00
Higgins Memorial Home	\$ 1,000.00	\$ -	\$ 1,000.00
Potential New sponsorships	\$ 5,000.00		\$ 5,000.00
American Hotel	\$ -	\$ 10,000.00	\$ 10,000.00
News Transcript	\$ -	\$ 10,000.00	\$ 10,000.00
Shore Luxury Limo	\$ -	\$ 10,000.00	\$ 10,000.00
Stefanos	\$ -	\$ 1,500.00	\$ 1,500.00
Hegerty & Scalia Services	\$ -	\$ 5,000.00	\$ 5,000.00
<b>TOTAL Sponsorship revenue(Potential)</b>	<b>\$ 89,000.00</b>	<b>\$ 45,000.00</b>	<b>\$ 134,000.00</b>
<b>Levy revenue</b>			
Freehold Borough	\$ 275,000.00		\$ 275,000.00
<b>TOTAL Levy revenue</b>	<b>\$ 275,000.00</b>		<b>\$ 275,000.00</b>

## 7/1/21-6/30/22 DTF Expenses

<b>Staff</b>			
Event Coordinator	\$	50,000.00	
Event Coordinator, Comp., SS, etc.	\$	5,000.00	
Business Advocate	\$	70,000.00	
Interns	\$	2,500.00	
<b>Office</b>			
Rent & utilities	\$	26,502.00	
TV/PH/Internet	\$	2,100.00	
Paper, ink, pens, etc.	\$	750.00	
Other	\$	1,000.00	
Postage	\$	500.00	
Sandwich Board co-pay; 2 @\$750 each	\$	1,250.00	
Other Banner hangings	\$	1,000.00	
Business Development Packages	\$	500.00	
Fundraising Packets	\$	500.00	
Donor promotion costs Flags, Plaques, etc.	\$	750.00	
Bank Fees- Amboy/Freehold Bank/Ocean First	\$	500.00	
Business Expenses	\$	1,000.00	
Dues	\$	850.00	
Credit Card Charges	\$	500.00	
Loan Interest	\$	500.00	
Conferences	\$	500.00	
Insurance	\$	5,100.00	
Travel	\$	300.00	
Accounting	\$	2,400.00	
Auditing	\$	2,500.00	
Legal Services	\$	-	
Reserve	\$	-	
Board Meeting other at Hotel	In-kind	\$	3,000.00
Event Staff Food @ Stefanos	In-kind	\$	1,500.00
Gift Certificates iPlay America	In-kind	\$	2,500.00
Gift Certificates Metro	In-kind	\$	1,500.00
Gift Certificates Jester	In-kind	\$	1,500.00
Gift Certificates 360	In-kind	\$	1,500.00
Bank Fees Ocean First	In-kind	\$	1,500.00
<b>District Advertising throughout year</b>			
New Transcript/Centraljersey.com	In-kind	\$	10,000.00
Hergity & Scalia Services Billboard	In-kind	\$	5,000.00
<b>Downtown Guide</b>			
Printing	\$	500.00	
<b>WebSite/App</b>			
Maintenance	\$	1,200.00	
Hosting, email, etc.	\$	1,200.00	
App Management	\$	1,250.00	
<b>Video Production</b>			
Shoots and Editing	\$	950.00	
	\$	181,602.00	\$ 28,000.00 \$ 209,602.00

## 7/1/21-6/30/22 DTF Expenses

DowntownFreehold.com proposed 7/1/21-6/30/22 Expenses			
TYPE	Cash Costs	Barter Cost	TOTAL COST
<b>EVENTS</b>			
<b>Irish Week (2022)</b>			
Printing	\$ 1,000.00		
Event Staff Parade	\$ 1,000.00		
Event Staff Flavor of Freehold	\$ 200.00		
New Banner	\$ 1,250.00		
Banner hanging	\$ 250.00		
Bagpipers	\$ 1,000.00		
<b>United for Improvement Food Truck Fest (2022)</b>			
Event Staff	\$ 500.00		
Printing	\$ 750.00		
<b>Gazebo Concerts (2021)</b>			
22 concerts @ \$100	\$ 2,200.00		
Event Staff	\$ 275.00		
<b>Courtyard Concerts</b>			
10 concerts @ \$150	\$ 1,500.00		
Event Staff	\$ 250.00		
<b>Gazebo Sunday Jazz (FBAC PAYS BANDS) (2021)</b>			
Event Staff; 12 nights	\$ 500.00		
Printing	\$ 550.00		
<b>Thursdays Rock! Concerts (2021)</b>			
Sound; \$500 x 12	\$ 6,000.00		
Bands;	\$ 20,000.00		
Printing	\$ 1,500.00		
Event Staff	\$ 5,500.00		
Banner hanging	\$ 250.00		
Other	\$ 500.00		
<b>Freehold Family Movie Nights (2021)</b>			
Sound, \$125 x 10	\$ 1,250.00		
Event Staff	\$ 2,500.00		
Banner	\$ 1,250.00		
Printing	\$ 500.00		
Banner hanging	\$ 250.00		
Other	\$ 300.00		
<b>Open Space Pace (2021)</b>			
Event Staff	\$ 300.00		
Sound	\$ 150.00		
<b>African Arts Festival (2021)</b>			
Event Staff	\$ 150.00		
<b>Latino Festival (2021)</b>			
Event Staff	\$ 150.00		
<b>Senior Day (2021)</b>			
Event Staff	\$ 100.00		
<b>Fall Concert Series (2021)</b>			
Sound, \$500 x 6	\$ 3,000.00		