

**ORD 2021-14**

**AN ORDINANCE TO APPROVE AND ADOPT THE 2022 BUDGET FOR THE  
HACKETTSTOWN BUSINESS IMPROVEMENT DISTRICT, INC.**

**WHEREAS**, the Hackettstown Business Improvement District, Inc., has submitted the attached budget for the year 2022; and

**WHEREAS**, N.J.S.A. 40:56-84 requires the approval of the special improvement district by the Town governing body; and

**WHEREAS**, the ordinance creating the special improvement district requires, in paragraph 6, the approval of the annual budget by the Town governing body.

**NOW, THEREFORE, BE IT ORDAINED** by the Mayor and Common Council of the Town of Hackettstown, in the County of Warren and State of New Jersey, as follows:

**Section One:** The attached 2022 budget of \$324,270 of the Hackettstown Business Improvement District is approved.

**Section Two:** The Ordinance of the Town of Hackettstown entitled "An Ordinance to Approve and Adopt the 2022 Budget for the Hackettstown Business Improvement District, Inc." is supplemented and amended to approve the attached tier system for the district. All Tier I properties will be charged at .152 of the assessed value of records as of August 1, 2021, all Tier II properties will be charged at .1198 of the assessed value of records as of August 1, 2021, all Tier III properties will be charged \$4,575.00 annually and all Tier IV properties will be charged \$8,668.00 annually.

**Section Three:** The Town Clerk is directed to post a copy of this Ordinance on the bulletin board of the Municipal Building.

**Section Four:** A copy of the line by line Budget is available in the office of the Town Clerk on weekdays from 9:00 A.M. to 5:00 P.M.

**Section Five:** Adoption of this Ordinance shall require approval by a majority of the full membership of the governing body.

**Section Six:** This Ordinance shall take effect upon the publication of notice of final adoption as provided by law.

## **NOTICE**

Notice is hereby given that the aforesaid ordinance was introduced at a regular meeting of the Common Council of the Town of Hackettstown, New Jersey, held on November 8, 2021, and that at a regular meeting of the same, to be held on December 9, 2021 at the Municipal Building, 215 Stiger Street, Hackettstown, New Jersey, at the hour of 7:00 p.m., the said Common Council will conduct a public hearing and will consider the final passage of said ordinance.

WILLIAM W. KUSTER, JR. Town  
Clerk/Administrator

## Hackettstown Business Improvement District 2022 Budget Proposal

|                                                    | 2022 Budget<br>Proposal | 2022 Subtotals | Jan - Sept 2021<br>Actuals | 2021 Budget | 2020 F/Y Actuals | 2020 Budget |
|----------------------------------------------------|-------------------------|----------------|----------------------------|-------------|------------------|-------------|
| Income                                             |                         |                |                            |             |                  |             |
| 4000 - Assessments (Net)                           | 205,000.00              |                | 175,247.79                 | 205,000.00  | 199,546.68       | 205,000.00  |
| 4003 - Checking Acct Interest                      | 20.00                   |                | 12.45                      | 20.00       | 12.41            | 20.00       |
| 4300 - Donation                                    |                         |                | 0.00                       | 500.00      | 29,077.00        | 130.00      |
| 42034 - St Pats Vendors                            |                         | 0.00           |                            |             |                  |             |
| 42035 - St Patricks Day Bartender                  |                         | 1,500.00       |                            |             |                  |             |
| 4203 - St Patricks Day Parade                      |                         | 15,000.00      |                            |             |                  |             |
| 42032 - St Pats Reception                          |                         | 5,000.00       |                            |             |                  |             |
| Total 4203 - St Patricks Day Parade                | 21,500.00               |                | 0.00                       | 21,500.00   | 6,972.00         | 22,500.00   |
| 4202 - Hometown Holiday                            | 6,500.00                |                | 2,500.00                   | 5,000.00    | 1,000.00         | 6,500.00    |
| 4104 - BID Bucks                                   | 250.00                  |                | 100.00                     | 250.00      | 180.00           | 250.00      |
| 4102 - Maintenance-Clean Communities               | 3,500.00                |                | 3,500.00                   | 3,500.00    | 0.00             | 3,500.00    |
| 4400 - Grants                                      | 7,500.00                |                | 28,000.00                  | 5,000.00    | 1,000.00         | 0.00        |
| 4002 - Prior Years Uncollected                     | 5,000.00                |                | 8,618.23                   | 4,000.00    | 3,344.82         | 5,000.00    |
| 4213 - Oktoberfest                                 | 10,000.00               |                | 2,000.00                   | 7,500.00    | 0.00             | 10,000.00   |
| 4209 - Spring Festival                             | 48,000.00               |                | 0.00                       | 43,000.00   | 3,075.00         | 50,000.00   |
| 4105 - Autumn Lamplight Dinner                     | 0.00                    |                | 0.00                       | 9,000.00    | 0.00             | 9,500.00    |
| 4205 - Street Fair                                 | 3,000.00                |                | 0.00                       | 3,000.00    | 700.00           | 4,000.00    |
| 4212 - Maifest                                     | 5,000.00                |                | 0.00                       | 5,000.00    | 0.00             | 5,000.00    |
| 4500 - Outdoor Dining Tent                         | 0.00                    |                | 0.00                       | 0.00        | 4,000.00         | 0.00        |
| 4600 - Late Night Thursday Sponsorship             | 2,500.00                |                | 400.00                     | 4,000.00    | 0.00             | 0.00        |
| 7213 - Summer Lawn Movie                           | 1,500.00                |                | 0.00                       | 1,500.00    | 0.00             | 0.00        |
| Winterfest                                         | 5,000.00                |                | 0.00                       | 5,000.00    | 0.00             | 0.00        |
| Total Income                                       | 324,270.00              |                | 220,378.47                 | 322,770.00  | 248,887.91       | 321,400.00  |
| Expenses                                           |                         |                |                            |             |                  |             |
| Police Coverage, Security & Tra                    | 10,000.00               |                | 7,200.00                   |             | 600.00           |             |
| Repairs & Maintenance/Snow Removal                 | 5,000.00                |                | 11,808.75                  |             |                  |             |
| NJ State Filing Fees                               | 170.00                  |                | 0.00                       | 170.00      | 55.60            | 170.00      |
| Consultant                                         | 0.00                    |                | 0.00                       | 0.00        | 25,987.55        | 0.00        |
| Postage                                            | 350.00                  |                | 0.00                       | 350.00      | 148.75           | 350.00      |
| Subcontractor                                      |                         |                |                            |             | 4,689.46         |             |
| Website Management                                 | 500.00                  |                |                            | 500.00      | 1,097.69         | 467.00      |
| Meeting & Conferences                              | 500.00                  |                | 130.94                     |             |                  |             |
| Miscellaneous Expenses                             | 750.00                  |                | 474.77                     |             | 95.90            |             |
| Supplies                                           | 200.00                  |                | 20.26                      |             |                  |             |
| Licenses & Permits                                 | 1,500.00                |                | 187.00                     |             | 133.00           |             |
| Bank/Finance Charges                               | 0.00                    |                | 35.00                      | 0.00        | 94.03            |             |
| 5007 - BID BUCK                                    | 200.00                  |                | 200.00                     |             | 322.00           |             |
| 5101 - Planter Program                             |                         |                |                            |             |                  |             |
| 51012 - Hanging baskets                            |                         | 4,000.00       |                            |             |                  |             |
| 51011 - Flower Pots                                |                         | 3,500.00       |                            |             |                  |             |
| 5101 - Planter Program - Other                     |                         |                |                            |             |                  |             |
| Total 5101 - Planter Program                       | 7,500.00                |                | 4,063.00                   | 6,500.00    | 2,764.07         | 4,000.00    |
| 5104 - Misc - Maintenance                          | 1,000.00                |                | 116.42                     | 1,000.00    | 444.09           | 1,000.00    |
| 5105 - Misc Office Exp                             | 2,500.00                |                | 1,496.18                   | 2,500.00    | 4,256.61         | 2,000.00    |
| 6000 - Payroll Expenses                            |                         |                |                            |             |                  |             |
| 60001 - PT Administrative Assistant                |                         | 29,900.00      | 4,827.63                   | 20,000.00   | 10,362.63        | 26,000.00   |
| 60002 - Maintenance Labor                          |                         | 9,200.00       | 6,473.40                   | 10,000.00   | 3,686.65         | 10,000.00   |
| 60003 - Flower Program                             |                         | 3,000.00       | 1,666.00                   | 5,000.00    | 1,959.25         | 5,000.00    |
| 60004 - Executive Director                         |                         | 71,760.00      | 32,386.02                  | 75,000.00   | 56,435.54        | 75,000.00   |
| Grant Writer (new, need to assign #)               |                         | 5,000.00       | 0.00                       | 8,000.00    | 3,195.00         | 8,000.00    |
| Social Media (new, need to assign #)               |                         | 0.00           | 0.00                       | 8,000.00    | 2,728.41         | 8,000.00    |
| 60005 - Health Care                                |                         | 7,000.00       | 3,749.94                   | 5,000.00    | 3,333.28         | 5,000.00    |
| 6000 - Payroll Expenses - Other                    |                         |                |                            |             |                  |             |
| Total 6000 - Payroll Expenses                      | 125,860.00              |                |                            |             |                  |             |
| 6001 - Payroll Taxes BID                           | 9,640.00                |                | 14,861.12                  | 12,000.00   | 20,979.11        | 12,000.00   |
| 6005 - Accountant                                  | 6,000.00                |                | 4,000.00                   | 9,000.00    | 5,305.60         | 3,500.00    |
| 6004 - Travel Expenses                             | 1,500.00                |                | 0.00                       | 500.00      | 0.00             | 750.00      |
| 6006 - Office Utilities                            | 2,000.00                |                | 1,166.42                   | 1,600.00    | 2,109.17         | 1,600.00    |
| 6007 - Office Rent                                 | 14,400.00               |                | 10,800.00                  | 14,400.00   | 14,400.00        | 14,400.00   |
| 6008 - Payroll Fees                                | 2,000.00                |                | 734.31                     | 2,000.00    | 7,115.84         | 1,700.00    |
| 6010 - Education - Seminars                        | 3,547.50                |                | 0.00                       | 100.00      | 0.00             | 100.00      |
| 7100 - Autumn Lamplight Dinner Exp                 | 0.00                    |                | 946.39                     | 7,000.00    | 0.00             | 7,000.00    |
| 7202 - Hometown Holiday Exp                        | 6,500.00                |                | 400.00                     | 6,500.00    | 1,777.36         | 7,000.00    |
| 7204 - Concert Series Exp                          | 1,500.00                |                | 0.00                       | 0.00        | 0.00             | 3,000.00    |
| 7209 - Spring Festival Carnival Exp                | 28,000.00               |                | 700.00                     | 28,000.00   | 525.00           | 26,000.00   |
| Winterfest (new, need to assign #)                 | 5,000.00                |                | 0.00                       | 5,000.00    | 0.00             | 0.00        |
| Valentines Day Sweet Deals (new, need to assign #) | 500.00                  |                |                            |             |                  |             |
| Easter Scavenger Hunt (new, need to assign #)      | 500.00                  |                |                            |             |                  |             |
| 7210 - Oktoberfest EXP                             | 10,000.00               |                | 200.00                     | 10,000.00   | 0.00             | 10,000.00   |
| 7211 - Maifest Exp                                 | 5,000.00                |                | 0.00                       | 5,000.00    | 0.00             | 5,000.00    |
| 7212 - Late Night Thursdays/Farmers Mkt            |                         |                |                            |             |                  |             |
| 72121 - Marketing - LNT                            |                         | 800.00         | 938.10                     | 800.00      | 2,200.00         | 0.00        |
| 72122 - Bands - LNT                                |                         | 3,200.00       | 1,550.00                   | 3,200.00    | 2,835.00         | 0.00        |
| 72123 - Misc - LNT                                 |                         | 900.00         |                            |             | 56.34            | 0.00        |
| Total 7212 - Late Night Thursdays/Farm Mkt         | 4,900.00                |                |                            |             |                  |             |
| 7213 - Summer Lawn Movies                          |                         |                |                            |             |                  |             |
| 72131 - Licensing - SLM                            |                         | 950.00         | 885.00                     | 950.00      | 905.00           | 0.00        |
| 72132 - Marketing - SLM                            |                         | 500.00         | 239.81                     | 500.00      | 568.99           | 0.00        |
| 72133 - Misc - SLM                                 |                         | 50.00          | 13.97                      | 50.00       | 0.00             | 0.00        |
| 7213 - Summer Lawn Movies - Other                  |                         |                | 14.90                      |             | 0.00             | 0.00        |
| Total 7213 - Summer Lawn Movies                    | 1,500.00                |                | 0.00                       | 0.00        | 4,129.49         | 0.00        |
| 7214 - Outdoor Dining Tent                         | 0.00                    |                | 0.00                       | 0.00        | 4,129.49         | 0.00        |
| 7208 - Decorations Holiday EXP                     | 7,500.00                |                | 7,300.00                   | 6,000.00    | 5,025.00         | 6,000.00    |
| 7207 - Misc Events Exp                             | 700.00                  |                | 1,432.09                   | 1,000.00    | 3,668.77         | 2,000.00    |
| 7203 - St Patricks Day Parade Exp                  | 20,000.00               |                | 617.36                     | 21,300.00   | 8,276.23         | 18,800.00   |
| 6009 - Phone & Internet Expenses                   |                         |                |                            |             |                  |             |
| 60091 - Internet                                   |                         | 1,000.00       | 642.40                     | 1,000.00    | 760.08           | 1,000.00    |
| 60092 - Cell Phone                                 |                         | 600.00         | 450.00                     | 600.00      | 550.00           | 600.00      |
| 60093 - Office Phone                               |                         | 400.00         | 282.17                     | 400.00      | 527.73           | 400.00      |
| Total 6009 - Phone & Internet Expenses             | 2,000.00                |                |                            |             |                  |             |
| 6003 - Association Dues                            | 2,500.00                |                | 250.00                     | 2,500.00    | 425.00           | 2,500.00    |
| 6002 - Insurance                                   |                         |                |                            |             |                  |             |
| 60022 - INS Commercial Pkg                         |                         | 5,520.00       | 4,987.00                   | 5,520.00    | 5,024.58         | 4,800.00    |
| 60023 - INS D & O                                  |                         | 1,380.00       | 2,425.28                   | 1,380.00    | 1,003.60         | 1,200.00    |
| 60021 - INS Workers Com                            |                         | 1,380.00       | 291.00                     | 1,380.00    | 896.00           | 1,200.00    |
| Total 6002 - Insurance                             | 8,280.00                |                |                            |             |                  | 0.00        |
| 5009 - Marketing - Misc                            | 0.00                    |                | 499.01                     | 0.00        |                  | 0.00        |
| 5008 - Business Recruitment                        | 4,000.00                |                | 92.84                      |             | 28.52            | 4,000.00    |
| 5000 - Advertising/ Marketing                      |                         |                |                            |             |                  |             |
| 5001 - Digital-on-line                             |                         | 5,000.00       | 682.37                     | 5,000.00    | 2,003.00         | 18,000.00   |
| 5003 - Radio                                       |                         | 11,500.00      | 6,400.00                   | 10,000.00   | 2,300.00         | 12,000.00   |
| 5005 - Print                                       |                         | 3,772.50       |                            | 3,772.50    | 1,225.00         | 5,000.00    |
| 5000 - Advertising/ Marketing - Other              |                         | 500.00         | 626.89                     |             | 600.00           | 4,800.00    |
| Total 5000 - Advertising/ Marketing                | 20,772.50               |                |                            |             |                  |             |
| Total Expense                                      | 324,270.00              |                | 139,287.72                 | 307,972.50  | 217,879.98       | 319,337.00  |
| Net Income                                         | 0.00                    |                | 81,090.75                  | 14,797.50   | 31,007.93        | 2,063.00    |

## Assessment Rate Calculations

### 2022 Budget Rate Calculations

|          | # of Propertie | Gross RE Value        | Rate          | * Flat Fee | Assessment amount |
|----------|----------------|-----------------------|---------------|------------|-------------------|
| Tier I   | 88             | 43,869,900.00         | 0.00152       |            | 66,682.25         |
| Tier II  | 165            | 92,816,350.00         | 0.001198      |            | 111,193.99        |
| Tier III | 7              | 38,084,900.00         |               | 4,575.00   | \$32,025.00       |
| Tier IV  | 1              | 25,000,000.00         |               | 8,668.00   | \$8,668.00        |
|          |                | <u>199,771,150.00</u> |               |            |                   |
|          |                |                       | Gross Revenue |            | 218,569.24        |
|          |                |                       | Uncollected   |            | <u>8,618.23</u>   |
|          |                |                       | Net Revenue   |            | 209,951.01        |

Savings account 9/30/2021 \$5,041.83

Real Estate Values as per Tax Assessor Report dated 8/30/21

### 2021 Budget Rate Calculations

|          | # of Properti | Gross RE Value          | Rate          | * Flat fee  | Assessment amount |
|----------|---------------|-------------------------|---------------|-------------|-------------------|
| Tier 1   | 88            | \$43,882,200.00         | 0.00152       |             | \$66,700.94       |
| Tier II  | 159           | \$86,134,350.00         | 0.001198      |             | \$103,188.95      |
| Tier III | 7             | \$38,084,900.00         |               | \$ 4,575.00 | \$32,025.00       |
| Tier IV  | 1             | \$25,000,000.00         |               | \$ 8,668.00 | \$8,668.00        |
|          |               | <u>\$193,101,450.00</u> |               |             |                   |
|          |               |                         | Gross Revenue |             | \$210,582.90      |
|          |               |                         | Uncollected   |             | <u>\$5,070.21</u> |
|          |               |                         | Net Revenue   |             | \$205,512.69      |

Savings account 9/30/2020 \$ 5,037.63

Real Estate Values as per Tax Assessor Report dated 10/1/21

### 2020 Budget Rate Calculations

|          | # of Properti | Gross RE Value          | Rate          | * Flat fee  | Assessment amount |
|----------|---------------|-------------------------|---------------|-------------|-------------------|
| Tier 1   | 88            | \$43,780,800.00         | 0.00152       |             | \$66,546.82       |
| Tier II  | 160           | \$85,835,050.00         | 0.001198      |             | \$102,830.39      |
| Tier III | 7             | \$38,084,900.00         |               | \$ 4,575.00 | \$32,025.00       |
| Tier IV  | 1             | \$25,000,000.00         |               | \$ 8,668.00 | \$8,668.00        |
|          |               | <u>\$192,700,750.00</u> |               |             |                   |
|          |               |                         | Gross Revenue |             | \$210,070.21      |
|          |               |                         | Uncollected   |             | <u>\$5,070.21</u> |
|          |               |                         | Net Revenue   |             | \$205,000.00      |

Savings account 10/4/2020 \$ 5,040.80

Real Estate Values as per Tax Assessor Report dated 8/13/2019