

2012 Belmar Business Partnership Proposed Budget

2012 Income

Assessment	\$ 135,000
Sponsorship & other	\$ 7,000
Surplus from 2011	\$ 33,000
Total Income	\$ 175,000

2012 Expense

Management/Organization	\$ 24,338
Branding/Marketing	\$ 39,888
Business Development	\$ 57,888
Visual Improvement	\$ 52,887
Total Expenses	\$ 175,000

Management

Strategies and Tactics	Tot Mgt (Inc Alloc.)	2012
Provide Experienced Management Support		
Executive Director	\$ 36,400	See Below. These expenses allocated to each committee
Staff	\$ 17,541	
Seasonal Shuttle	\$ 6,600	
Computer/Printer/Software	\$ 500	
Phone/web package	\$ 1,860	
Rent	\$ 7,200	
Supplies	\$ 700	
Postage	\$ 250	
Printing/Copying	\$ 500	
Management Expenses for Allocation as follows: Management, 25%; Branding and Marketing, 25%; Visual Improvement 25%; Business Development, 25%	\$ 71,551	
Management Support (25%)*		\$ 17,888
Provide Required Support Functions		
Audit	\$ 4,500	\$ 4,500
Legal	\$ 1,000	\$ 1,000
Insurance/Workers Comp	\$ 1,200	\$ 950
Totals	\$ 78,251	\$ 24,338

BRANDING/MARKETING

Strategies and Tactics

2012

Reinforce a Belmar brand

Create and execute Belmar brand plan	-
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Spread a consistent marketing message efficiently

Work cooperatively with other Belmar marketing entities	-
Develop and execute a web presence strategy (i.e. unique site, shared site, mobile site, mobile letter that promotes retail, dining, and lodging- in conjunction with Chamber	\$ 9,000
Develop and execute plan for promotional	-
Develop a co-op advertising plan	\$ 1,000
Retain PR agency for regular PR	\$ 3,000

Conduct promotions to drive retail, dining, and

Map/shopping guide	
Increase value of street and plaza events	
Two retail promotions per year (Feb., Dec)	\$ 5,000
Sidewalk sale (Sept)	\$ 2,000

Take advantage of existing events to optimize them for business development

Be backs (offers to encourage return visits)	-
Beachfront retail promotion (coupon book)	-
Presence at events	\$ 1,000

Ensure targeting of promotions

Collect data from customers and analyze available data on customers	-
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Optimize beach shuttle as a platform for promoting retail sales and dining

\$ 1,000

Develop TV and film production relationships in order to encourage use of Belmar as location-benefit is both revenue from productions and

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Subtotal

\$ 22,000

Management Support (25%)*

\$ 17,888

Total**\$ 39,888**

BUSINESS DEVELOPMENT

Strategies and Tactics

2012

Train Belmar businesses as to best practices in order to improve their businesses, tie in with Pride Program

Plan training sessions	\$ 2,000
Regular business email newsletter	\$ 250

Fine tune the market, plug gaps

Analysis, Develop business inventory, Business type wish list, Develop recruitment strategy	-
Recruitment materials and promotion	\$ 3,000

Encourage investment in commercial real estate

Loan assistance through relationships with local banks	-
Inducements/incentives (work with Borough to provide tax abatements for improvements)	-
List properties available on web	-
Façade grants @ 5,000	\$ 15,000
Fit out grants @ 3,000	\$ 6,000

Work with borough and county governments to encourage optimum business atmosphere

Grants from outside	-
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Establish a parking improvement strategy

Consultant study	\$ 13,750
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Subtotal \$ 40,000

Management Support (25%) \$ 17,888

Totals \$ 57,888

VISUAL IMPROVEMENT

Strategies and Tactics	2012
Provide a welcoming appearance in commercial areas	
Plantings in beds and hanging baskets on poles	\$ 2,000
Work with former Mayor's Beautification Committee to add benches and bicycle racks on Main St.	
Enhance a walkable environment	
Contributing to improvement of pedestrian crossings	\$ 5,000
Welcome signs at primary entry points	\$ 5,000
Obtain NJTPA Walkable Communities Workshop	
Facilitate our guests being able to connect between activity nodes	
You Are Here signs	\$ 4,000
Wayfinding signs	\$ 5,500
Encourage attractive appearance of businesses	
Belmar Pride program	\$ 3,500
Support seasonal promotions	
Holiday decorations	\$ 10,000
Total	\$ 35,000
Management Support 25% *	\$ 17,887
Total	\$ 52,887