

**Red Bank RiverCenter**  
**March 16, 2012**

**2012 Budget**

<b>Administrative &amp; Overhead</b>	<b>\$253,153.00</b>
<b>Monmouth St. Streetscape Debt Service</b>	<b>\$32,195.00</b>
<b>Events</b>	
Annual Sidewalk Sale	\$4,000.00
Holiday Event Advertising	\$8,000.00
Town Lighting	\$10,000.00
Horse & Wagon	\$7,000.00
Pictures with Santa	\$100.00
Holiday Harmonies	\$4,000.00
Gingerbread Walk	\$1,000.00
<b>Subtotal All Events</b>	<b>\$34,100.00</b>
<b>Marketing &amp; Recruitment</b>	
Marketing/Advertising	\$44,222.00
ICSC; Business Recruitment Materials	\$4,950.00
Visitors Center	\$50,000.00
<b>Subtotal Recruitment &amp; Marketing</b>	<b>\$99,172.00</b>
<b>Capital Improvements</b>	
Horticulture project (pots, plants, watering)	\$15,000.00
Sidewalk Maintenance	\$17,000.00
Benches (staining & repairs)	\$5,000.00
Holiday Decorations (purchase, repair install, remove)	\$52,000.00
<b>Subtotal Capital Projects</b>	<b>\$89,000.00</b>
<b>Outreach &amp; Communications</b>	
Annual Meeting	\$1,500.00
Community Outreach	\$3,000.00
<b>Subtotal Outreach &amp; Communications</b>	<b>\$4,500.00</b>
<b>Totals</b>	<b>\$512,120.00</b>