

EXPERIENCE PRINCETON
Budget FY 2025-2026
July 1, 2025 to June 30, 2026

Revenue

SID Contribution	\$	446,322
Investment Income		2,700
Contributions		<u>12,500</u>
Total Revenue	\$	461,522

Expenses

Program Services

Ordinance updates	40,000
Transportation options	10,000

Economic Development Total **50,000**

Seasonal and holiday campaigns	10,000
Shop local and gift card promotion	25,000
Restaurant Week	20,000
Brand and market neighborhoods	40,000
Meetups and connections	15,000
250th anniversary	<u>7,500</u>

Marketing/Events Total **117,500**

Storefront improvement	10,000
Seasonal planting program	10,000
Banner program	12,000
Holiday decorations	23,068
Dohm Alley	<u>7,910</u>

Streetscape Total **62,978**

Total Program Expenses **\$ 230,478**

General and Administrative

Salary	\$	120,950
Payroll tax expense		13,695
Contract Services (Accounting, Audit, Grant Writing)		19,000
Office		1,500
Rent		23,976
Utilities		896
Travel and Meetings		5,400
Board Development		2,205
Insurance		2,300
Dues and Membership & Licenses		1,500
Software and apps		1,950
Printing and Photocopying		250
Shipping & Postage		250
Bank fees and service charges		250
Contingency (3% of total rev)		<u>13,846</u>

Total General and Administrative **\$ 207,968**

Total Expenses	\$	438,446
Addition to Reserve (5% of total rev)	\$	23,076
Total Expenses + Reserve Addition	\$	461,522
Budget Surplus / Deficit	\$	0

Operating Budget Additions with Grants

Revenue – Grants

Main Street New Jersey Grant		\$150,000
Total Grant Revenue	\$	150,000

Expenses – Grants

Program Services

Economic Development

Econ Dev Consultant		75,000
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Streetscape - Plantings and Public Art

Landscaping / Planting		30,000
Wayfinding		20,000

Marketing/Events

250 th anniversary		12,500
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Administration

Technology Upgrades / Placer.ai		12,500
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Total Program Expenses from Grants	\$	150,000
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Grant Surplus / Deficit	\$	0
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