



**SPECIAL IMPROVEMENT DISTRICT  
2024 BUDGET PRESENTATION**

**PRESENTED 6.11.24**



## OUR MISSION

TO HELP MORRISTOWN ACHIEVE ITS  
FULL POTENTIAL AS A PREMIER  
COMMUNITY IN WHICH TO LIVE, WORK,  
PLAY, SHOP, AND DO BUSINESS.





## 2024 OPPORTUNITIES - KEY ALLOCATIONS

- **RESERVE ALLOCATION**
  - Tax Appeal and Operating Reserve Funding
- **CAPITAL EXPENDITURES**
  - Decorative Lighting, Signage/Flag Hardware and Site Improvements
- **DEFERRED MAINTENANCE**
  - General and Landscape
- **INSTITUTIONAL CAPACITY BUILDING**
  - Salaries and Retirement
- **NEW RESOURCES**
  - Development Collateral Materials, Technology and Data





## BUDGET BREAKDOWN: INVESTING IN MORRISTOWN

**TOTAL PROPOSED BUDGET: \$2,094,655**

### INCOME

❑ **SID ASSESSMENT: \$1,404,633**

❑ **OTHER REVENUE: \$690,022 [CONTRIBUTED: \$52,500; EARNED: \$566,600; OTHER: \$70,922]**

### PROPOSED APPROPRIATIONS

■ **32% MARKETING & PROMOTION: \$676,200**

■ **32% OPERATING/COMPENSATION GENERAL & ADMINISTRATIVE: \$668,810**

■ **14% RESERVE: \$300,000**

■ **11% CAPITAL EXPENDITURES: \$231,000**

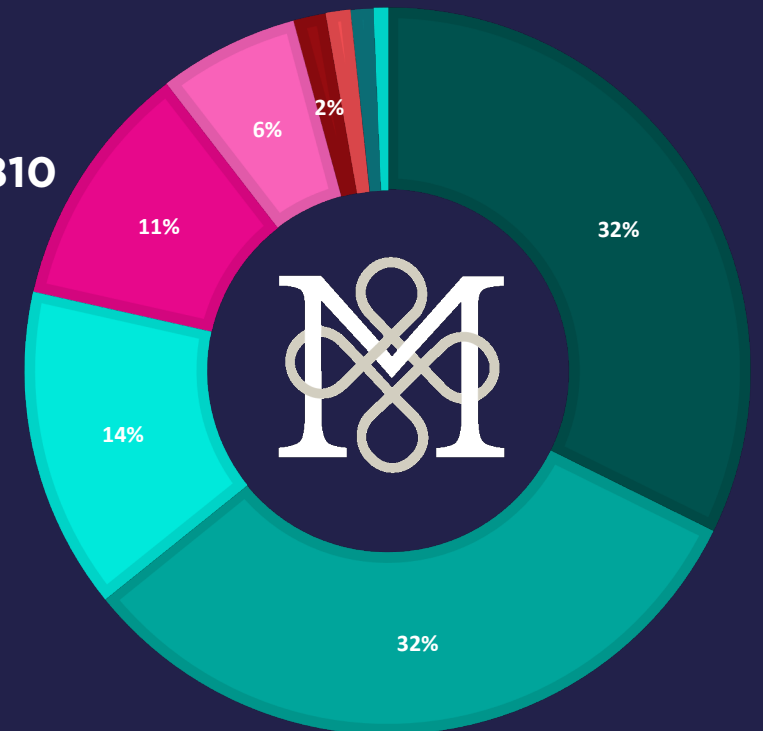
■ **6% BUILT ENVIRONMENT: \$131,250**

■ **1% FINANCIAL STRATEGY & BUSINESS DEVELOPMENT: \$29,925**

■ **1% PUBLIC AFFAIRS & ADVOCACY: \$23,100**

■ **1% BUSINESS SECTOR ENGAGEMENT: \$21,000**

■ **1% DEBT SERVICE: \$13,333**



# MORRISTOWN PARTNERSHIP

## BUDGET BREAKDOWN: CATEGORY HIGHLIGHTS



### Capital Expenditures

- Decorative Lighting
- Banner/Flag Systems
- Site Improvements
- +\$150,000 Investment



### Built Environment

- Deferred Maintenance
- Landscape
- General
- +\$75,000 Investment

CAPITAL EXPENDITURES	
Decorative Lighting - Purchase	100,000
Site Improvements	50,000
Signage/Flag Hardware Expenses	70,000
Contingency 5%	11,000
<b>Subtotal Capital Expenses</b>	<b>231,000</b>

BUILT ENVIRONMENT	
Decorative Lighting - Maintenance	50,000
General Maintenance	25,000
Landscape Maintenance	50,000
Contingency 5%	6,250
<b>Subtotal Built Environment Expenses</b>	<b>131,250</b>

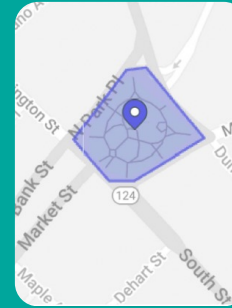
# MORRISTOWN PARTNERSHIP

## BUDGET BREAKDOWN: CATEGORY HIGHLIGHTS



### Business Sector Engagement

- Annual Meeting of Membership
- Business Networking Events
- +\$15,000 Investment



### Financial Strategy & Business Development

- Placer.ai Analytics
- Reporting
- +\$25,000 Investment

BUSINESS SECTOR ENGAGEMENT	
Business Collateral Materials + Advertising	5,000
Conferences + Education + Events	15,000
Contingency 5%	1,000
<b>Subtotal Business Sector Engagement Expenses</b>	<b>21,000</b>

FINANCIAL STRATEGY & BUSINESS DEVELOPMENT	
Development Collateral Materials + Advertising	5,000
Development Technology + Data	20,000
Development Events	1,000
Development Other	2,500
Contingency 5%	1,425
<b>Subtotal Financial Strategy &amp; Business Development Expenses</b>	<b>29,925</b>

# MORRISTOWN PARTNERSHIP

## BUDGET BREAKDOWN: CATEGORY HIGHLIGHTS



### Marketing & Promotion

- MCEDC Alliance Media Partnership
- Community Events
- Content & Website Enhancements
- +\$20,000 Investment



### Public Affairs & Advocacy

- SID Assessment Amendments
- Community & Industry Participation
- Decrease related to legal expenses

MARKETING & PROMOTION	
Event Staff	16,000
Morristown Restaurant Week	3,000
Morristown Farmers Market	15,000
Morristown Festival on the Green	235,000
Christmas Festival at the Morristown Green	57,000
Holiday Décor	120,000
Niche Event Support	5,000
Graphic Design + Content Creation	17,500
Mailings + Collateral	12,500
Special Advertising Sections	35,500
General Advertising	15,000
Website Upgrades & Maintenance	15,000
Gift Certificate Production	2,500
Gift Certificate Promotional Program	20,000
Gift Certificate Reimbursements	75,000
Contingency 5%	32,200
<b>Subtotal Marketing &amp; Promotion Expenses</b>	<b>676,200</b>

PUBLIC AFFAIRS & ADVOCACY	
Sponsorships/Journal Advertising	1,000
Community Event Participation	3,500
Advocacy	15,000
Memberships	2,500
Contingency 5%	1,100
<b>Subtotal Public Affairs &amp; Advocacy</b>	<b>23,100</b>

# MORRISTOWN PARTNERSHIP

## BUDGET BREAKDOWN: CATEGORY HIGHLIGHTS

### Compensation



- Competitive Benefits Packages
- Capacity Building Initiatives
- +\$112,000 Investment



### Operating & Debt Service

- Contributions to Reserve
- One DCA Loan remaining 2030
- +\$300,000 Investment

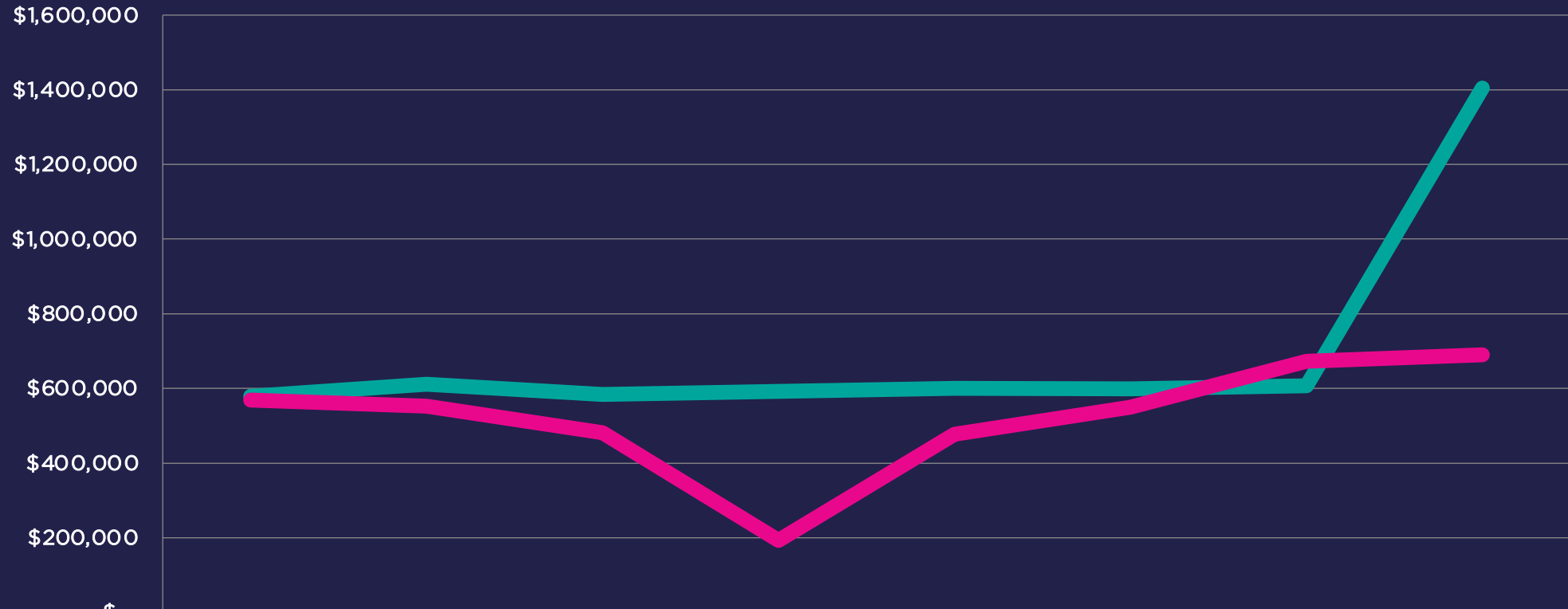
COMPENSATION	
Salaries	345,200
Payroll Expenses	33,000
Retirement Matching Funds & Administration	15,000
Health & Dental Insurance	48,000
Non Salary Contingency 5%	4,800
<b>Subtotal Compensation</b>	<b>446,000</b>

OPERATING GENERAL & ADMINISTRATIVE	
Fiscal Manager	15,000
Office Expenses (Rent, Utilities, etc.)	106,000
Office Equipment	10,000
Insurance (Personal & Commercial)	38,000
Insurance (Other)	2,700
Audit (Including Annual Report)	17,000
Legal	10,000
Interest Expense (LOC)	13,500
Contribution to Tax Appeal Reserve	200,000
Contribution to Operations Reserve	100,000
Contingency 5%	10,610
<b>Subtotal Operating General &amp; Administrative</b>	<b>522,810</b>
DEBT SERVICE	
Dept. of Community Affairs Loan Repayment (2030)	13,333
<b>Subtotal Debt Expenses</b>	<b>13,333</b>



# MORRISTOWN PARTNERSHIP

## REVENUE TRENDS (ASSESSMENTS V. FUNDRAISING)



	2017	2018	2019	2020	2021	2022	2023 Unaudited	2024 Proposed
Assessment	\$578,976	\$611,519	\$583,941	\$591,532	\$599,711	\$599,571	\$606,751	\$1,404,633
Fundraising / Other	\$568,440	\$552,947	\$481,043	\$192,898	\$476,881	\$549,444	\$672,352	\$690,022



## 2023 / 2024 SID PROPERTY VALUES\*

- **PROPERTIES: 395**
  - List of properties provided annually by Tax Assessor [S11]
- **67% ASSESSMENT: \$1,404,632.53**
  - **SID Rate: .105%**
    - “Tenth and a half percent”
  - **Rate per \$100 of assessed valuation: 0.105**
- **33% OTHER CONTRIBUTED & EARNED REVENUE**

SID Ratable	Class	2023	2024	\$ Change	% Change
Vacant Land	1	\$ 518,000	\$ 1,113,200	\$ 595,200	115%
Residential	2	\$ 1,388,300	\$ 2,902,400	\$ 1,514,100	109%
Commercial	4A	\$ 567,809,500	\$ 1,327,228,700	\$ 759,419,200	134%
Industrial	4B	\$ 826,600	\$ 2,515,400	\$ 1,688,800	204%
Apartment	4C	\$ 25,104,300	\$ 73,165,900	\$ 48,061,600	191%
		\$ 595,646,700	\$ 1,406,925,600	\$ 811,278,900	136%

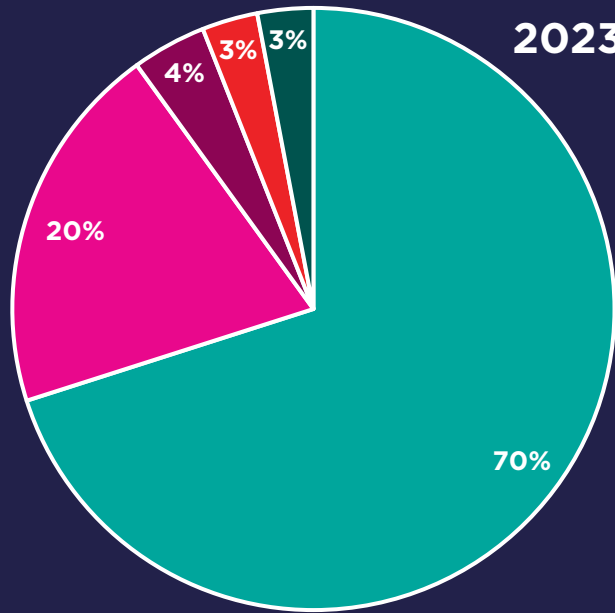
**NET TAXABLE VALUE x SID RATE (x DESIGNATED PRORATE, IF APPLICABLE) = ANNUAL SID PAYMENT**

**EXAMPLE: The average property valued at 3.5M would pay \$3,675 annually (or \$918.75 quarterly).  
 [Land Value: \$1M] + [Improvement Value: \$2.5M] = [Net Taxable Value: \$3,500,000]  
 3,500,000 x .00105 = \$ 3,675**

\*Town of Morristown, Tax Assessors 2024 Data (Not Prorated)

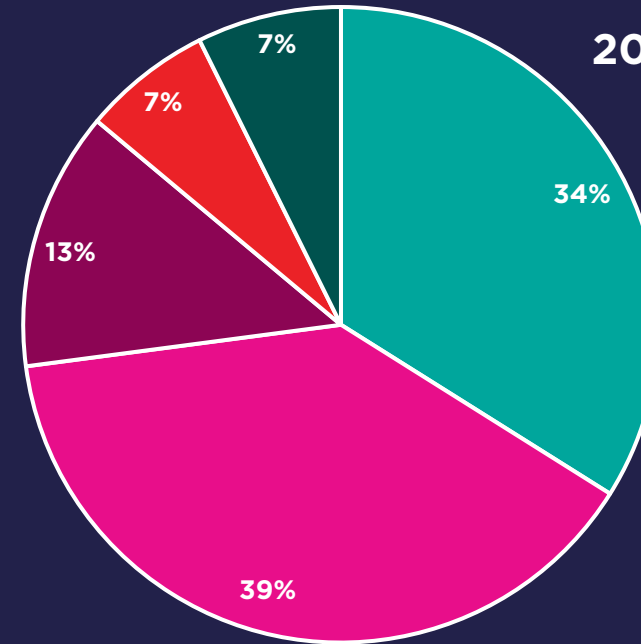
# MORRISTOWN PARTNERSHIP

## 2023 / 2024 SID BILLING ESTIMATION RANGES



2023 SID Payment Range [401]

- < \$1,000: 70% [281]
- \$1,001 - \$2,500: 20% [80]
- \$2,501 - \$5,000: 4% [16]
- \$5,001 - \$10,000: 3% [12]
- > \$10,001: 3% [12]



2024 SID Payment Range [395]

- < \$1,000: 34% [134]
- \$1,001 - \$2,500: 39% [154]
- \$2,501 - \$5,000: 13% [52]
- \$5,001 - \$10,000: 7% [26]
- > \$10,001: 7% [29]

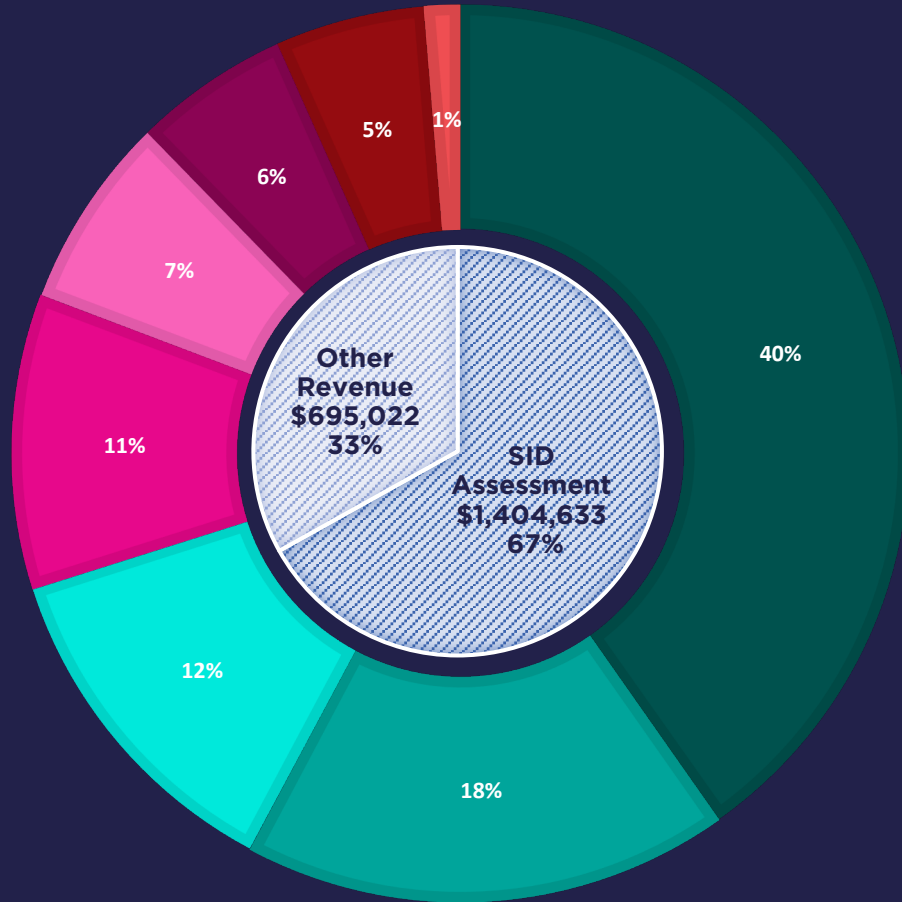
**Average commercial property value in SID 2024: \$3,561,836.96 [2023: \$1,512,638.65]**

**Average annual SID contribution 2024: \$3,556.03 [2023: \$1,484.62]**

\*Town of Morristown, Tax Assessors 2024 Data (Prorated)

# MORRISTOWN PARTNERSHIP

## ANTICIPATED NON-ASSESSMENT REVENUE SOURCES 2024

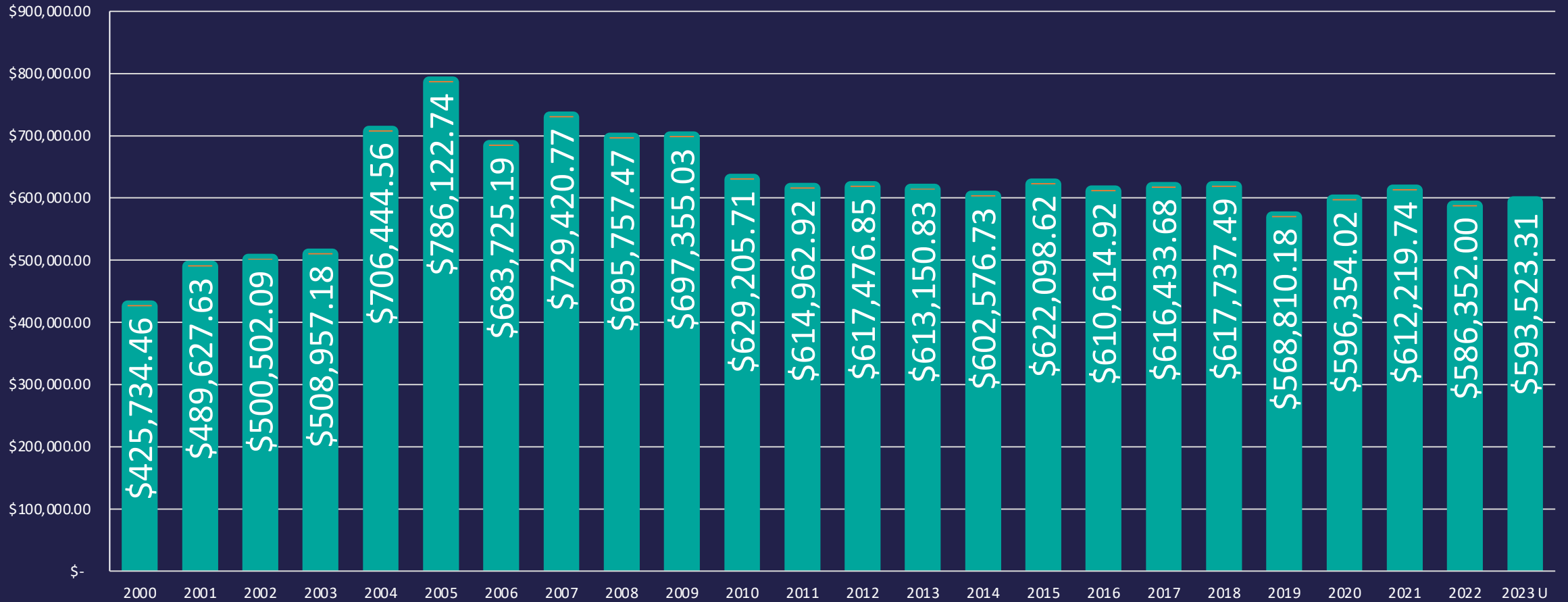


- 40% EVENT SPONSORSHIPS: \$277,500
- 18% EVENT PARTICIPATION: \$121,250
- 12% GIFT CERTIFICATE SALES: \$85,000
- 11% STREETScape CONTRIBUTIONS/CLAIMS: \$73,500
- 7% SALES & ADVERTISING: \$47,850
- 6% INDIVIDUAL GIVING: \$39,000
- 5% EVENT ON-SITE REVENUE: \$37,000
- 1% RESERVE (CASH BALANCE): \$8,922

**67% SID ASSESSMENT: \$1,404,633**  
**33% OTHER REVENUE SOURCES: \$695,022**



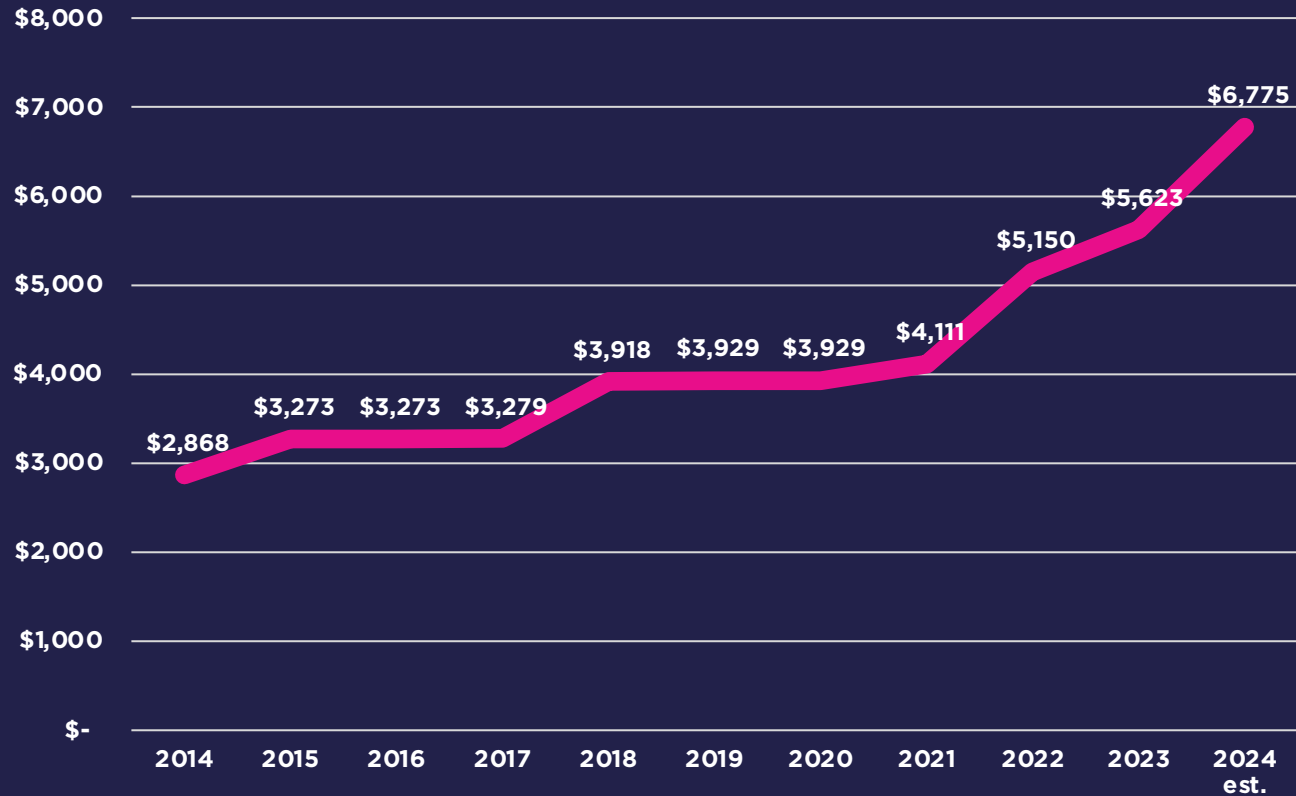
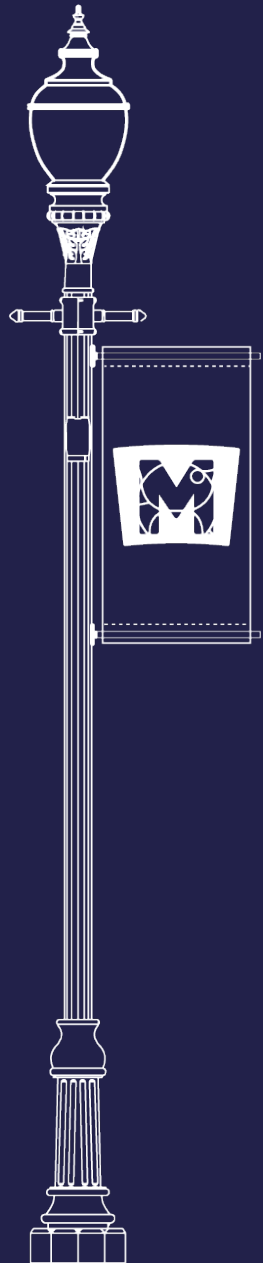
## SID RECEIVABLES\*



\*Data sourced from Morrystown Partnership's quarterly reports using QuickBooks, available from 2000 to present.

# MORRISTOWN PARTNERSHIP

## INFLATION: THE COST OF A LIGHT POLE



**COST OF MATERIALS INCREASED BY 136% OVER THE PAST DECADE**



\*Data obtained from invoices documenting purchases and distributor estimates.



## WHAT'S NEXT?

- **Amend the SID ordinance and member properties list**
  - Process initiated in 2023
- **Establish an annual meeting for SID membership**
- **Establish tax appeal and operating reserve policies**
- **Align future budget allocations with established committees and strategic goals**



**[MORRISTOWN-NJ.ORG/SURVEYS](https://www.morristown-nj.org/surveys)**



## 2024 BUDGET DEVELOPMENT / STRATEGIC PLANNING TIMELINE



The 2024 budget aligns with the initial spending plan established through meetings on additional assessments and the reevaluation process. Categories have been revised to align with board committees, aiding future spending plans to meet organizational goals.





## MEET YOUR PARTNERS: BOARD OF TRUSTEES

Ryan Dawson, President – Weichert Realtors

Jeff Rawding, Vice President – F.J. Rawding AIA

Kim Ryan, Treasurer – Lakeland Bank

John Walsh, Secretary – The Wealth Advisory Group

Jeff Babcock – Hyatt Regency Morristown

Nestor Bedoya – Chef Fredy's Table

Bill Braunschweiger – Braunschweiger Jewelers

Leia Gaccione – South + Pine American Eatery

Ori Kasneci – Pomodoro Ristorante & Pizzeria

Michelle Mongey – Mongey Management Co.

Joseph Loboza Jr. – Property Owner

Robert Nish – Nish & Nish LLC Attorneys

Biagio Scotto – Villa Restaurant Group

Mark von Bradsky – Structure Studio, NK Architects

Michael Witko – Chilmark Real Estate Services, LLC

Phil DelGiudice, Emeritus – Property Owner

Steve Pylypchuk – Council Liaison, Annual Appointment

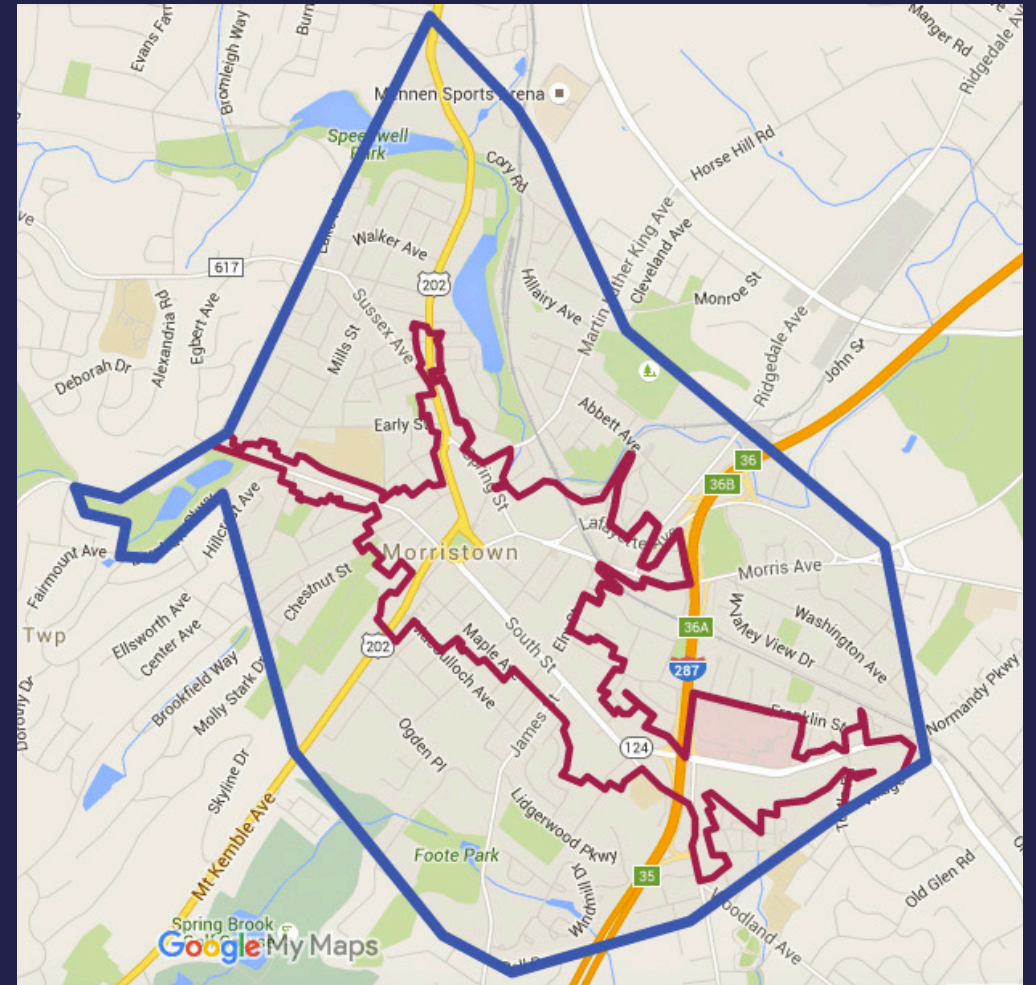
Dick Tighe – Mayor Liaison, Annual Appointment

**BOARD@MORRISTOWN-NJ.ORG**

# MORRISTOWN PARTNERSHIP

## 2024 BY THE NUMBERS

- **Approximately 400 Properties, including 1000+ Businesses**
- **18 Member Board**
  - **15 Elected by Businesses and Property Owners**
  - **3 Appointed or Emeritus**
- **3 Full Time Staff Members**
  - **Event Support Staff and Volunteers**





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