

KEYPORT BAYFRONT BUSINESS COOPERATIVE

2026 BUDGET 1.12.26

	<u>2025 Budget</u>	<u>2026 Budget</u>
REVENUE		
Commercial Property Assessments	\$ 171,500	\$ 171,500
Event Revenue Other	12,000	12,000
Sponsorships	5,000	5,000
Carry forward from prior year	112,700	43,000
Initial Paid In Capital	29,500	29,500
TOTAL REVENUE	\$ 330,700	\$ 261,000
EXPENSES - EVENTS		
Events and Programs	\$ 60,000	\$ 55,000
Staff Support - Events	14,250	16,500
TOTAL - EVENTS	\$ 74,250	\$ 71,500
EXPENSES - MARKETING AND PROMOTION		
Keyport Cash	\$ 20,000	\$ 20,000
Social Media	25,000	16,000
Website/Internet	10,000	5,000
Broadcast Media	15,000	7,500
Print Advertising	12,000	7,500
Staff Support - Marketing and Promotion	14,250	16,500
TOTAL - MARKETING AND PROMOTION	\$ 96,250	\$ 72,500

	<u>2025 Budget</u>	<u>2026 Budget</u>
EXPENSES - VISUAL IMPROVEMENTS		
Seasonal Holiday Decor	\$ 15,000	\$ 2,000
Window Decor Holidays	25,000	25,000
Seasonal Planting	10,000	6,000
Other - Visual Improvements	45,000	15,000
Staff Support - Visual Improvements	14,250	16,500
TOTAL - VISUAL IMPROVEMENTS	\$109,250	\$ 64,500

EXPENSES - ADMINISTRATION

Audit, Tax Filings & Annual Report	\$ 11,000	10,000
KBBC Board Elections	2,000	2,000
Advertising Public Notices	500	500
Legal Fees	11,000	11,000
Office Supplies & Equipment	4,000	4,000
Insurance & Worker's Comp	1,200	1,500
Dues and Subscriptions	1,000	1,000
Professional Fees	6,000	6,000
Staff Support - Administration	14,250	16,500
TOTAL - ADMINISTRATION	\$ 50,950	\$ 52,500

TOTAL EXPENSES	\$330,700	\$261,000
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Notice is hereby given that the Business Improvement District Budget (d/b/a Keyport Bayfront Business Cooperative-KBBC) was approved by the Mayor and Council of the Borough of Keyport, County of Monmouth, on first reading on February 3, 2026.

A public hearing on the Business Improvement District Budget will be held at the Keyport Municipal Building, Council Chambers, 70 W. Front Street, Keyport, NJ on March 17, 2026, at 7PM at which time and place objections to said budget for the year 2026 may be heard.

Michele Clark, RMC
Borough Clerk