



**SAMPLE FOUR-PART JUSTIFICATION TEMPLATE
FOR
NYC BUSINESS IMPROVEMENT DISTRICT ASSESSMENT INCREASE**

Last Updated: 8/15/2008

NYC Business Improvement District
 Explanation of Significant Budget Changes
 For the Year Ending June 30, 2009

Income	Change	Percent Change	Explanation
BID Assessments	\$	%	Significant budget increase is requested to support under funded BID. Current budget is insufficient for the size and demands of the district. The increase will fund the following expenses:
Grants and Contributions	\$	%	The FY 08 Budget included a grant that was not renewed for FY 09.
Expenses			
Salaries	\$	%	Hiring the needed support staff that the BID has not been able to afford previously. The BID will incorporate a Director of Marketing into the staff, a position previously performed by a consultant.
Security	\$	%	Extra security hours are needed to deter the increase of illegal vendors from the BID's district.
Equipment	\$	%	The BID negotiated a decrease in this expense from its vendor.
Sanitation	\$	%	Subcontracted sanitation services will increase due to personnel cost of living increases.
Office Supplies	\$	%	The BID will purchase additional equipment for new support staff.
Rent	\$	%	As the BID is hoping to hire additional staff and increase its program services, more office space will be needed.
Insurance	\$	%	Health insurance costs will increase due to additional staff.
Professional Fees	\$	%	Cost of living increases for subcontracted services.
Consultants	\$	%	A computer consultant will orient new support staff and develop a new promotional website and e-newsletter.

Marketing and Promotion	\$	%	The new Marketing Director will develop a print advertising campaign and destination brochure. The BID aims to attract more shoppers to the district by printing and distributing coupon books
Conferences	\$	%	This is an added line item to provide for conferences for the Executive Director to attend economic development conferences to increase education about best practices as well and networking opportunities that will benefit our programs and services.
Meeting Expenses	\$	%	A new line item to cover the costs of the annual meeting, as well as board meetings, and other meetings that were not previously included in the annual budget.
Streetscape Enhancements	\$	%	An increase in the funding for last year's successful, pilot façade improvement program, which BID members want to expand this year.
Lighting	\$	%	A rise in the cost of electricity will increase the cost of our district lighting program.
Total Increase in Expenses	\$	%	

NYC Business Improvement District
Proposed Operating Budget with Comparison to
Prior Year Budget
For the Year Ending June 30, 2009

	Proposed 2009 Operating Budget	Prior 2008 Approved Budget	Change	Percent Change
Income:				
BID Assessments	\$	\$	\$	%
Map Ad Revenue	\$	\$	\$	%
New Taste Income	\$	\$	\$	%
Interest Income	\$	\$	\$	%
Grants and Contributions	\$	\$	\$	%
Total Income	\$	\$	\$	%
Expenses:				
Personnel	\$	\$	\$	%
Telephone and Utilities	\$	\$	\$	%
Sanitation	\$	\$	\$	%
Office Supplies	\$	\$	\$	%
Dues / Subscriptions / Memberships	\$	\$	\$	%
Rent	\$	\$	\$	%
Insurance	\$	\$	\$	%
Professional Fees	\$	\$	\$	%
Consultants	\$	\$	\$	%
Marketing and Promotion	\$	\$	\$	%
Travel & Local Transportation	\$	\$	\$	%
Conferences	\$	\$	\$	%
Meeting Expenses	\$	\$	\$	%
Streetscape Maintenance and Repair	\$	\$	\$	%
Lighting	\$	\$	\$	%
Other - loan repayment	\$	\$	\$	%
Contingency Fund	\$	\$	\$	%
Total Expenses	\$	\$	\$	%
Income in Excess of Expenses	\$	\$	\$	%

NYC Business Improvement District
 Analysis of Assessment History
 Fiscal Years Through June 2009 (Proposed)

Fiscal Year	Assessment	Change	Percent Change	Northeast Urban CPI
2005	\$	\$	%	%
2006	\$	\$	%	%
2007	\$	\$	%	%
2008	\$	\$	%	%
Total Change in Assessment and CPI			%	%
Average Change in Assessment and CPI			%	%

NYC Business Improvement District

Effect on Selected Properties

Fiscal Year Ended June 2009

Commercial (Mixed-use) Properties	Assessment Formula	Current Assessment	Proposed Assessment	Change	Percent Change
Block # Lot #	Front Footage	\$ 25 feet	\$	\$	%
Block # LOT #	Front Footage	\$ 30 feet	\$	\$	%
Block # LOT#	Front Footage	\$ 75 feet	\$	\$	%
Block # LOT #	Front Footage	\$ 60 feet	\$	\$	%
Block # LOT #	Front Footage	\$ 50 feet	\$	\$	%