



CAMDEN BUSINESS IMPROVEMENT DISTRICT 2024 BUDGET REPORT

OVERVIEW

All activities provided through the Camden Business Improvement District (CBID) are intended to supplement and enhance existing city services. The importance and value of providing additional services to support viable, thriving downtowns through business improvement districts has been recognized and utilized in communities worldwide for the last 50 years. Activities and procedures are administered under adherence to Special Improvement District Legislation N.J.S.A. 40:56-65 to 89, and local ordinance MC-5171.

A clean, attractive, and vibrant downtown can deliver significant benefits to the district and the City of Camden.

These include, but are not limited to:

- Encourage and support reentry to the workforce
- Improve quality of life
- Increase the consumer, visitor and resident base
 - attract new customers to businesses
 - attract new visitors to local attractions
 - retain existing resident base and attract new residents
- Improve density of spending
- Support start-up ventures and small businesses
- Create jobs and encourage job growth
- Attract new investment
- Increase property values
- Provide a hub for social and cultural activities
- Contribute to brand of the district and city

Described herein are the planned activities of the Camden Business Improvement District for FY 2024 and the associated budget category.

CAMDEN BUSINESS IMPROVEMENT DISTRICT BUDGET CATEGORY DETAIL

1. Cleaning, Landscape Maintenance, and Hospitality—Yellow Jacket Program

This multi-faceted effort to supplement and enhance city services includes daily removal of trash, debris and hazardous materials from public streets and sidewalks; wiping down and disinfecting high touch public amenities such as trash cans, benches, light poles and parking meters; removing posters, handbills, and lawn signs from public spaces; sweeping sidewalks and curb lines; emptying trash cans and replacing yellow trash bags; removing graffiti from public spaces and storefronts; trimming weeds from sidewalk cracks, curb lines and tree wells; removing snow from handicapped access ramps and fire hydrants; painting yellow curb lines; power-washing; light river skimming; and providing hospitality assists. It also includes working with city offices and Metro Police to report and address public safety and quality of life issues, such as non-working street lights, damaged or missing signage, and illegal dumping. CBID efforts address approximately 1.97 square miles in 153 blocks within the district.

1a. Salaries, Staffing and Shift Coverage

CBID Clean and Safe staff includes an Operations Manager, an Operations Supervisor, an Administrative Assistance/Dispatcher, and the Yellow Jacket Ambassador Team. Full staff of 30 includes: 1 Operations Manager, 1

Operations Supervisor, 1 Administrative Assistant/Hotline Dispatcher, 3 Team Leaders, 2 Hospitality Ambassadors and 22 Special Project/Landscaping/Cleaning Ambassadors. Operations Manager, Operations Supervisor, Dispatcher, Team Leads and Ambassadors are all Camden residents. The account also receives account support from a Regional Manager that is not directly billed to the account.

- We anticipate/budget to maintain expanded team of approximately 28-30 staff through entirety of 2024.
- A new position of Hospitality Ambassador was created this year. There are two (2) Ambassadors budgeted with this distinction.
- Block by Block, our current Clean and Safe contractor, is under contract until end of September 2024, at which point we have the option to renew the contract for an additional 12 months to the end of September 2025. We anticipate renewing for a second year with a 3% across the board pay increase. CSSD will bid for a new contract for a new two-year term Summer 2025. Pay rates, staffing levels and employee residency requirements will remain in place with renewal of contract for additional two year period.
- We anticipate keeping hourly rates and salary levels until the renewal period begins Oct 2024. At that point, we anticipate a 3% across the board wage rate increase.
 - Ambassadors: \$17.50 per hour
 - Hospitality Ambassadors: \$20.25 per hour
 - Team Leaders: 21.65 per hour
 - Administrative Assistant/Hotline Dispatcher: \$20.93 per hour
 - Operations Manager – Salaried, Camden Resident
 - Operations Supervisor – Salaried, Camden Resident
- Additional Shift Coverage – “Second Shift” will continue for Special Projects, enhanced cleaning and to extend coverage. This is a smaller crew than main shift.
 - Shift #1 - 7 days a week 6 am – 2:30 pm
 - Shift #2 - 7 days a week 10:30 am – 6 pm
- Improved Response Time and Visibility
 - Administrative Assistant/Hotline Dispatcher covers hotline, scheduling, customer service, response notification and management.
 - Special Projects team available for quick response to issues and calls to Hotline
 - Increased attendance at Special Events and Community Events
 - Advertised Hotline Number for reporting concerns
 - New equipment for more efficient cleaning
 - Expansion of power-washing frequency and locations
 - Expansion of general painting services such as curb lines and graffiti abatement on vacant property (with owner approval)
 - Branding and visibility improvements include a new website, graphic “wraps” for trucks and portable cleaning stations, A-Frames, social media, etc.
 - Buzz the Bee mascot and Ambassador welcoming presence at District and Community Events

1b. Benefits

All benefits are provided to CSSD Ambassadors and staff through contractor. These include:

- Health, Dental and Life Insurance
- 8 Holidays and Birthday paid time off
- Vacation and Sick Time

1c. Equipment and Supplies

Covers supplies and day to day (non-capital) equipment needed to run the program. Actual number may vary over the course of the year:

- Capital Equipment – 3 billy goats, 3 blowers, 12 mega brute cans, 2 mowers, 2 trailers, 4 trimmers, 20 port battery charger, laptop, lockers, furniture and equipment
- Federal, State and Local Licensing/Permitting
- Fuel and Maintenance for 4 trucks, power washer and new equipment

- Vehicle Insurance
- Communication/GPS devices
- Cleaning and maintenance equipment and supplies, uniforms, and office supplies

1d. Administration and Operations Implementation and Ongoing Support

Covers general contract administration and management:

- Administrative management and oversight
- Staff recruitment, background checks, training
- Awards and Recognition
- Postage and Shipping

2. Landscaping and Placemaking – Multi-year Initiatives

Landscaping and placemaking improvements include multiple initiatives to beautify and activate the district.

2a. High Traffic Corridor Landscaping

Beautification efforts may include benches, planters filled with annuals and perennials, hanging baskets, banners, trash cans, pole wraps, seasonal displays with additional landscape maintenance and annual and perennial plantings in existing planters and landscape beds and in Roosevelt Plaza Park. Most of these projects are multi-year efforts. Includes plantings and maintenance of various parks and public spaces downtown, including Cooper Poynt Park and related areas.

2b. Cooper Plaza and MLK Streetscape

CBID will take on responsibility of maintenance, installation, design, etc. of landscaping efforts along these main and unique thoroughfares. The budget line item here reflects the costs of maintaining a high-level of quality landscaping along these two identified corridors. An assortment of medians, pocket parks and related high-service need areas are covered under this line item.

2c. Tree Work (Removal, Trim, Planting)

Work will continue on the larger commercial corridors of Federal, Market, Cooper and MLK – in areas not impacted by other road improvement projects or previous planting efforts. Work will also take place and expand in the neighborhoods and in partnership with various neighborhood groups and non-profit organizations. Replace dead trees and/or fill empty tree wells in the same commercial corridors identified for tree removal. Trim and maintain existing trees as necessary. This scope of work will continue and maintain momentum for the significant investments made to the urban tree canopy in 2022 and 2023.

2d. Events and Placemaking

Partner with various neighborhood and existing non-profit groups to support projects that honor the individuality of the communities within the CBID boundaries and activate public spaces. These district neighborhoods include North Camden, Cooper Grant, Lanning Square, etc. and include projects created in partnership with the communities the CBID serves. Projects could include murals, additional decorations/banners, tree work, events and temporary activations, lunchtime concerts, the Downtown Arts Crawl, storefront activations, economic development, etc. Additional items covered include costs of events and placemaking activations throughout the District.

2e. Seasonal Displays, Banners, Pole Wraps

Includes the purchase and installation of holiday lighting along major commercial corridors, holiday/non-holiday banners, decorative pole wraps, and other temporary/seasonal interventions and displays throughout the district and along key corridors.

2f. Trashcan Installation

Pricing includes the purchase and installation of approximately new cans, with lockable side doors, lids and options for branding. This should decrease the amount of trash discarded on the ground. Funds also cover replacement parts and liners. The CBID will also investigate options for recycling containers if appropriate in certain high-traffic locations.

2g. Façade Improvement Grant Program

A matching grant program intended for small businesses and property owners to repair and restore buildings in the District. Grant funds are awarded through a committee structure and be dispersed on a dollar for dollar matching basis up to \$25,000 per project.

3. Marketing, Branding, Communication

Efforts will address website, social media, branding, public relations, and connecting the public, residents and employees to local businesses.

3a. Website and Graphic Design

Funds to cover the ongoing maintenance and updating of the new CSSD/CBID website, www.mydowntowncamden.com. The website will allow for greater connection to membership and better promote the district. Hosting allows the CBID to post a website onto the internet. Efforts will further our commitment to promote the local businesses to generate more activity in the district. The CBID is partnering with HopeWorks on the redesign and maintenance of the website.

3b. Public Relations & Strategic Communications

Strategic communications includes any costs associated with the creation of compelling content. Public relations includes the use of third party contractors to engage press outlets to promote positive stories about the organization and the district.

3c. Photo and Video

The creation of engaging and shareable digital content (videos, pictures, stories, links, etc.) to help promote the district. Videos and photography of various CBID initiatives/events. Digital and print advertising for various events, small businesses, employment opportunities, etc.

3d. Email Marketing

The creation and dissemination of monthly email updates to community members and stakeholders with statistics, info-graphics, news and information. Cost reflects the use of email marketing platforms and associated consultant fees.

3e. Print Materials and Collateral

The creation of ongoing communications channels in print is also an important communications channel and includes items such as flyers, newsletters, posters, ad cards, and various other elements. This will promote the businesses, the CBID and the district.

3f. Events, Sponsors, Ads

Hosting events, attending events, sponsoring events and related advertisement spending. Activities to include participation in job fairs, hosting events for small businesses, community members, broker tours to showcase vacant space in the District, etc.

4. Administration

This category covers the administrative responsibilities for overall CBID activities. Implementation of the CBID currently requires a staff of four (4) as well as contracted professional services for the provision of all office and staff support services.

4a. Salaries, Fringe and Benefits

Administrative staffing for the CBID includes direct salary, taxes, retirement benefits, health/dental/vision insurance, disability insurance, and life insurance. This reflects associated costs for three (3) direct CSSD/CBID employees.

4b. Filing Fees

Annual NJDMV registration for work trucks, misc. registrations.

4c. Bank Charges

Bank checks and fees.

4d. Professional Development

Membership in the International Downtown Association (IDA) and attendance at IDA sponsored conference gives the CSSD access to experts in the field and opportunities to learn from other Business Improvement Districts. Opportunities for continuing education for a growing staff. Additional costs include membership to the South Jersey Chamber of Commerce, NJ Downtown and Urban Land Institute.

4e. Professional Services

Professional services for legal counsel; accountant for annual audit; controller for processing checks and invoices, tax preparation and budget oversight; payroll; legal counsel; board meeting support; and consultants such as landscape architects and engineers for placemaking improvement projects.

5. Operating

Operating expenses cover the CSSD/CBID garage located at 101 Newtown Avenue, CSSD deployment space at 201 Market Street, staff parking at 199 Market Street and office space for CSSD administrative staff at The Florio Building for Public Service, 200 Federal Street. Other costs include maintenance and repair projects, exterminating, security, insurance, office supplies and equipment.

5a. Facilities

Budget includes rent for CSSD office space at the James J. Florio Center for Public Service and the CSSD operations garage at 101 Newtown Avenue and 201 Market Street. Additional funds are budgeted for potential property acquisition and related due diligence costs for a new building.

5b. Utilities

Rent, water and sewer, gas, electric, comcast, computer, fire monitoring and security, IT support for CSSD office space, dispatch center and garage.

5c. Maintenance and Equipment

Includes fire inspections, extermination, repair of small equipment and purchase of maintenance vehicles including truck, pressure washing equipment, truck wraps and other equipment as needed. Also includes office equipment associated with CSSD office space.

5d. Insurance

Commercial, Commercial Umbrella, Inland Marine, Workers Comp, D&O, Commercial Excess, ERISA Bond, etc. as required by funding sources, contracts, rental facilities and as needed to protect the CSSD and the CBID.

5e. Office Supplies

Stationary, postage, cell phones, copier, quick book checks, legal ads and general office supplies. Includes cell phone reimbursement for staff, as well as legal noticing as required by local and state ordinance.

6. Depreciation

Annual depreciation expenses related to capital per tax code. Deprecation expenses are not allocated at this time to the CBID.

**ITEMIZED BUDGET AND SUMMARY OF CATEGORIES OF COST CHARGEABLE
per § 461-7. Annual Budget, Hearing and Assessments**

Terms per statute –

Annual Improvements means any reconstruction, replacement or repair of trees and plantings, furniture, shelters, or other facilities for the enjoyment of pedestrians, or any other local improvement benefits properties within the district.

Costs with respect to annual improvements to and operation and maintenance of the district mean costs incurred or to be incurred in connection with annual improvements to and operation and maintenance of the district.

- (1) No costs.
- (2) Amount of costs to be charged and assessed against properties benefited in the district in proportion to benefits which shall be the aggregate of costs of annual improvements to be made in the district during the ensuing year:
100% of total \$665,842 - Budget Category 2 - Landscaping and Placemaking
- (3) Amount of costs to be charged and assessed against properties benefited in the district in 2024:
\$1,944,597.00 for all costs

Line-Item	Budget Category	Amount	% of Budget
Cleaning	Category 1	\$1,408,665	52%
Landscaping	Category 2	\$665,842	24%
Marketing	Category 3	\$18,307	1%
Administration	Category 4	\$400,174	15%
Operating	Category 5	\$233,879	9%
Depreciation	Category 6	\$ -	0%
			100%

Budget Notations

The CSSD budget is supported by contributions, grants, and fee-for-service contracts. CSSD expenses relative to grant and fee-for-service contracts and a percentage of all shared fixed costs are not included in the CBID budget.

There were unexpended funds from 2023 in the amount of \$728,000 applied towards the 2024 budget, pursuant to:

Special Improvement District Legislation N.J.S.A. 40:56-65 to 89 as amended
40:56-80 Any balances to the credit of the account and remaining unexpended at the end of the fiscal year shall be conserved and applied towards the financial requirements of the succeeding year.

GOALS AND OBJECTIVES

The Camden Downtown is one of the important gateways to the South Jersey region, serving as a center for commerce, transportation, education, health care and government. Its strategic assets can project a vibrant, well-maintained, safe, clean and attractive downtown. Revitalization should be pedestrian friendly and provide for a vibrant business environment with mercantile and service type businesses, providing an environment that supports shopping, dining, socializing, entertainment and commercial activities for daytime and evening hours. Success relies on an integrated community approach and the maintenance of focused community partnerships.

GOALS AND OBJECTIVES AND THE BUDGET CATEGORIES THAT CONTRIBUTE TO GOALS AND OBJECTIVES

Goal #1 Implement and manage a Business Improvement District to support growth of a vital, healthy, thriving district for everyone - residents, businesses, employers, employees, students and visitors.

Objectives

- To be a reliable partner to all represented within the CBID, by working together to honor the community's traditions and maintain and support community values
- To develop Public/Private collaboration that encourages investment, interest, ideas, increased foot traffic and activity to local businesses, educational and health facilities, local attractions, public events, and support neighborhood growth
- To encourage public input, through meetings and surveys, to help identify targeted initiatives
- To continue to hire local residents to work on the Yellow Jacket Ambassador team, pay a fair hourly rate with benefits and increase staffing

Supported by Budget Line Items

#1 **Cleaning** – hiring local residents contributes to a vital, healthy, thriving district for everyone

#4 **Administration** – 3 staff persons to manage BID activities including Public/Private partnerships and community projects.

#5 **Operating** – supports the total operation, support of garage and office space and supplies, insurance coverage and needed capital equipment upgrades. Supports rental of garage and office for staff and storage of equipment and supplies.

Goal #2 Provide dedicated and enhanced CBID on-the-street activities to create a more welcoming district

Objectives

- To provide enhanced cleaning, landscaping, and hospitality assists
- To increase staffing and maintain services seven days a week
- To clean streets and sidewalks in neighborhoods within the CBID catchment area
- To be accountable, produce and measure results

Supported by Budget Line items

#1 **Cleaning** – projected increase in staffing to 28-30 to cover a larger area including neighborhoods, and expanded shifts/services.

#2 **Landscaping/Placemaking**– enhancements will include tree removals and replacements, banners, planters and hanging baskets, seasonal displays, etc. This also include holiday lighting interventions, economic development investments, etc.

Goal #3 Administer the District Management Corporation

Objectives

- To fairly represent the various stakeholders in the CBID
- To work with a Board of Directors that represents the district

- Participate in neighborhood community meetings to establish and maintain cooperation, understanding, collaboration
- To manage the district to be inclusive of all interests and represent the downtown as identified on the property map
- To maintain a balanced budget

Supported by Budget Line Items

- #4 **Administration** – CBID staff will work to manage the CBID professionally and fairly, engaging those represented in the district, contracting for professional services and participating in professional development opportunities to continue learning about CBID management
- #5 **Operating** – general expenses to support the program, rent, utilities, maintenance, insurance, supplies

Goal #4 Promote and support the various communities through new marketing and branding/identity efforts to drive customers, visitors, residents, employees into local businesses and attractions and support community and neighborhood initiatives.

Objectives

- To utilize local sourcing when available, appropriate and economically responsible
- To develop digital and print marketing materials to promote the district
- To disseminate district news to the community via on-going communication with community groups, neighborhood associations, religious institutions, business groups

Supported by Budget Line Items

- #3 **Marketing** – digital and print materials, website, social media, and professional consultant to manage for optimal results. Creation and management of mydowntown.com website.
- #4 **Administration** – CBID staff to manage.

PAGE INTENTIONALLY LEFT BLANK



CAMDEN SPECIAL SERVICES DISTRICT

**FINAL
2024 BUDGET
APPROVED - 2.7.24**

CSSD/CBID BUDGET		CSSD DETAIL	CBID DETAIL
INCOME			
Grants	\$ 145,180		
Project Management	\$ 913,384		
Contributions	\$ 104,000		
		\$ 1,162,564	
2023 Assessment (Carry-Over)	\$ 782,000		
2024 Assessment	\$ 1,944,597		\$ 2,726,597
Total Revenue and Assessment	\$ 3,889,161	\$ 1,162,564	\$ 2,726,597
EXPENSES			
Clean and Safe "Yellow Jackets" Program	\$ 1,933,632	\$ 524,967	\$ 1,408,665
Landscaping and Placemaking	\$ 997,598	\$ 331,756	\$ 665,842
Marketing	\$ 25,500	\$ 7,463	\$ 18,037
Administration	\$ 565,765	\$ 165,591	\$ 400,174
Operations	\$ 321,968	\$ 88,089	\$ 233,879
Depreciation	\$ 10,392	\$ 10,392	\$ -
Total Expenses	\$ 3,854,855	\$ 1,128,258	\$ 2,726,597

CAMDEN BUSINESS IMPROVEMENT DISTRICT – 2024 DETAILED BUDGET

CBID 2024 Budget - Detailed		CBID
INCOME		
2023 Assessment		\$ 782,000
2024 Assessment		\$ 1,944,597
Total Revenue and Assessment		\$ 2,726,597
EXPENSES		
1	Clean and Safe "Yellow Jackets" Program	\$ 1,408,665
a.	<i>Salaries</i>	\$ 1,091,985
b.	<i>Benefits</i>	\$ 92,661
c.	<i>Equipment and Supplies</i>	\$ 103,517
d.	<i>Administration</i>	\$ 120,502
2	Landscaping and Placemaking	\$ 665,842
a.	<i>High Traffic Corridor Landscaping</i>	\$ 98,500
b.	<i>Cooper Plaza and MLK Streetscape</i>	\$ 140,000
c.	<i>Tree Work</i>	\$ 55,000
d.	<i>Events and Placemaking</i>	\$ 110,105
e.	<i>Seasonal Lights, Displays, Banners, Pole Wraps</i>	\$ 72,000
f.	<i>Trashcan Installation</i>	\$ 40,237
g.	<i>Façade Improvement Grant Program</i>	\$ 150,000
3	Marketing	\$ 18,037
a.	<i>Website and Graphic Design</i>	\$ 4,368
b.	<i>Public Relations & Strategic Communications</i>	\$ 3,276
c.	<i>Photo/Video</i>	\$ 2,184
d.	<i>Email Marketing</i>	\$ 2,184
e.	<i>Printing and Collateral</i>	\$ 2,184
f.	<i>Events, Sponsors, Ads</i>	\$ 3,276
4	Administration	\$ 400,174
a.	<i>Salaries, Fringe, Benefits</i>	\$ 312,075
b.	<i>Filing Fees</i>	\$ 707
c.	<i>Bank Charges</i>	\$ 354
d.	<i>Professional Development</i>	\$ 6,475
e.	<i>Professional Services</i>	\$ 80,562
5	Operations	\$ 233,879
a.	<i>Facilities</i>	\$ 154,025
b.	<i>Utilities</i>	\$ 18,319
c.	<i>Maintenance and Equipment</i>	\$ 31,037
d.	<i>Insurance</i>	\$ 21,785
e.	<i>Office Supplies</i>	\$ 8,713
6	Depreciation	\$ -
Total Expenses		\$ 2,726,597