THE ACADEMY ROAD BUSINESS IMPROVEMENT ZONE		
PROPOSED PROGRAMS AND BUDGET		
FOR JANUARY 1, 2014 TO DECEMBER 31, 2014		
PHYSICAL ENHANCEMENT		$24,000.00
INTERNAL DEVELOPMENT		$3,000.00
MARKETING		$21,000.00
ADMINISTRATION		$8,400.00
TOTAL PROPOSED BUDGET		$56,400.00
PLANTERS, HANGING BASKETS		$7,000.00
MAINTENANCE		$7,000.00
CHRISTMAS TREES		$4,500.00
BANNER REPAIR & MAINTENANCE		$0.00
GRAFFITI REMOVAL		$500.00
STREETSCAPING		$5,000.00
TOTAL PHYSICAL ENHANCEMENT		$24,000.00
INTERNAL DEVELOPMENT		$3,000.00
STRATEGIC PLANNING & MARKETING		$5,000.00
A R LIVE!		$10,000.00
WEBSITE		$0.00
SOCIAL MEDIA		$6,000.00
TOTAL MARKETING		$21,000.00
URBAN GREEN TEAM		$1,100.00
ANNUAL AUDIT		$1,300.00
UNCOLLECTED LEVY		$1,000.00
CLERICAL SUPPORT		$5,000.00
TOTAL ADMINISTRATION		$8,400.00

TOTAL PROPOSED BUDGET		$56,400.00