THE ACADEMY ROAD BUSINESS IMPROVEMENT ZONE	
PROPOSED PROGRAMS AND BUDGET	
FOR JANUARY 1, 2015 TO DECEMBER 31, 2015	
PHYSICAL ENHANCEMENT	$26,500.00
INTERNAL DEVELOPMENT	$2,000.00
MARKETING	$30,000.00
ADMINISTRATION	$8,700.00
TOTAL PROPOSED BUDGET	$67,200.00
Physical Enhancement:	
"Shop. Eat. Play. Live." reflects the unique and eclectic character of Academy Road.	
Our objective is to beautify and enhance the street for people who work, live, visit and shop here.	
PLANTERS, HANGING BASKETS	$8,500.00
MAINTENANCE	$7,000.00
CHRISTMAS TREES	$5,500.00
GRAFFITI REMOVAL	$500.00
STREETSCAPING /MAINTENANCE	$5,000.00
TOTAL PHYSICAL ENHANCEMENT	$26,500.00
Internal Development:	
Priorities are to promote the Biz to members, develop merchant events and	
provide a forum for community input.	
INTERNAL DEVELOPMENT	$2,000.00
Marketing:	
The objective is to effectively market and promote member businesses to the general public,	
our customers, and members of the Biz.	
STRATEGIC PLANNING & MARKETING	$5,000.00
SPECIAL EVENTS	$20,000.00
WEBSITE	$0.00
SOCIAL MEDIA	$5,000.00
TOTAL MARKETING	$30,000.00
Administration:	
URBAN GREEN TEAM	$200.00
ANNUAL AUDIT	$1,500.00
UNCOLLECTED LEVY	$1,000.00
CLERICAL SUPPORT	$6,000.00
TOTAL ADMINISTRATION	$8,700.00
TOTAL PROPOSED BUDGET	$67,200.00
ARV	$2,666,160.00
BIZ LEVY RATE	2.52%