

## METUCHEN DOWNTOWN ALLIANCE (MDA) 2026 BUDGET HEARING

Notice is hereby given that the budget for Metuchen Downtown Alliance was presented at the March 23, 2026 meeting of the Borough Council of the Borough of Metuchen. A public hearing on the budget will be held at the Borough Council Meeting on April 20, 2026 at 7:30 p.m. at 500 Main Street, Metuchen, New Jersey 08840, at which time and place objections to the MDA Budget may be presented by taxpayers or other interested persons.

Deborah Zupan, RMC, CMR, Borough Clerk  
March 24, 2026

**METUCHEN DOWNTOWN ALLIANCE, INC.**  
**Budget FY 2026**  
**January through December 2026**

**Proposed**  
**2026 Budget**

SID Contribution	\$350,000
Borough Contribution	50,000
<b>Total Revenue</b>	<b>\$ 400,000</b>
<b>Organization</b>	
Education	\$ 2,500
<b>Design</b>	
Placemaking	5,000
Public Art	5,500
Holiday Décor	5,000
Plants	9,000
Street Improvement (watering, cleaning)	15,000
Landscape & Weeding	8,500
<b>Economic Committee</b>	
Storefront Grant Fund	24,000
Innovation Grants	10,000
<b>Promotions</b>	
Events	55,000
<b>Marketing</b>	
Metuchen Media	10,500
Marketing & Professional Services	30,000
<b>Total Program Expenses</b>	<b>\$ 180,000</b>
<b>General and Administrative</b>	
Salary	\$ 135,000
Payroll tax expense	12,000
Contract Services	10,000
Accounting and Audit	15,000
<b>Nonpersonnel Expenses</b>	
Rent	11,400
Utilities	2,700
Office Supplies	1,000
Office Misc Expenses	1,000
Website, Email & Apps	2,200
<b>Business Expenses</b>	
Travel and Meetings	6,000
Insurance	4,500
Dues - Membership & Licenses	2,500
Facility & Equipment	1,700
<b>Total General and Administrative</b>	<b>\$ 205,000</b>
Replenishment of Reserve	15,000
<b>Total Expenses + Reserve Addition</b>	<b>\$ 400,000</b>