

BOROUGH OF METUCHEN

Notice is hereby given that the 2026 budget for Metuchen Downtown Alliance received final approval by the Borough Council of the Borough of Metuchen, County of Middlesex at a regular meeting held on April 20, 2026.

Deborah Zupan, RMC, Borough Clerk

April 21, 2026

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

Proposed
2026 Budget

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

Replenishment of Reserve 15,000

Total Expenses + Reserve Addition \$ 400,000