



February 1, 2023

To: Maria Schmitz, Village of Scotia Clerk - Treasurer

From: Scotia District Management Association, Inc.

The Scotia District Management Association, Inc. (Scotia BID) is seeking an assessment of \$25,725 for FY 2023-24. This is an increase of \$2,449.23 over our prior amended request from FY 2022-23. As you may recall, after the BID Board of Directors was notified that a business within the BID had been granted a temporary reduction of their property assessment, we simultaneously voted and approved to revise and lower our request from \$24,625 to \$23,275.77.

The Scotia BID continues to promote the Mohawk Avenue business corridor through our sponsorship of local events including the "Crusin on the Avenue" car show, Holiday on the Avenue, Glenville Oktoberfest as well as being a major contributor to the Freedom Park Summer Concert Series as a seasonal dance floor sponsor. We also continue to actively promote video segments featuring our businesses both online through the gotoscotia.com website as well as at the Scotia Cinema in conjunction with the "Visit and Shop Locally" marketing segment. Another endeavor that we have initiated was the "Hometown Heroes" signage along Mohawk Avenue that features our Village of Scotia Police and Firefighters. These banners have been a welcomed addition to the Village and provides these men and women with the recognition that they so well deserve.

Safety and aesthetics are also critical factors in properly promoting our Mohawk Avenue businesses. As such, we continue to plow and salt sidewalks and crosswalks during the winter months, contract to maintain and replace as needed LED lighting on all Mohawk Avenue decorative light poles, contract to regularly clear sidewalks of debris and unsightly weeds and lastly, the Scotia BID provides beautiful hanging flower baskets along the avenue. All of this further enhances the experience for residents and non-residents and helps to make Mohawk Avenue and the greater Village of Scotia a place where people want to live, work, play and shop.

A breakdown of our proposed expenditures is as follows:

Banners – Maintenance/Removal/Hardware	\$ 1,550
Donations	\$ 4,530
Dues – Chamber of Schenectady County	\$ 420
Insurance	\$ 1,900
Flower Planters/Hanging Baskets	\$ 1,200
Light Pole Maintenance/Repairs	\$ 1,000
Marketing/Advertising	\$ 4,000
Promotional Materials	\$ 2,000
NYS Department of Law -Tax Return Filing Fee	\$ 50
Office Supplies	\$ 50
Postage	\$ 50
Professional Fees – Accounting/Tax Preparation	\$ 500
Professional Fees – Membership Consultant	\$ 4,000
Professional Fees – Cleanup/Snow Removal	\$ 3,500
Tractor – Maintenance/Repairs	\$ 1,000
Salt for sidewalks	\$ 1,000
Trash Cans – Maintenance/Removal/Repairs	\$ 150
Web Site – Host/Domain Fees	\$ 350
	\$27,250
Less Receipts for Banner Sales/Interest Income	<u>\$ -1,525</u>
Total Assessment Requested	\$25,725

The Budget Committee:

Tom Gallant, Nancy Harrigan, Charlie Palmer, Ken Swain