

**CITY OF HACKENSACK
CITY CLERK'S OFFICE
65 Central Avenue
Hackensack, New Jersey 07601
201-646-3940**

DATE: April 22, 2026
FROM: Timothy J. Hoffman, Acting City Clerk
RE: Main Street Budget Public Notice

THE FOLLOWING TO BE PUBLISHED AS SOON AS POSSIBLE:

**CITY OF HACKENSACK
PUBLIC NOTICE**

PLEASE TAKE NOTICE that on TUESDAY, May 26, 2026 at 5:30 P.M., a public hearing will be held on the proposed budget for the "Main Street Business Alliance, Inc." for the year 2026, in the amount of \$728,521.00

By Order of the City Council
Timothy J. Hoffman, Acting City Clerk



**2026 FY Operating Budget
FINAL**

Revenue	2025	% of ttl	Notes:
	\$708,021		2025 Final Budget
New Assessment (budget) Target	\$728,521		2026 Budget Submission
	\$20,500	2.9%	Over 2025 Budget
Expenses			
ADMINISTRATION & Systems			Notes
Management	\$140,000	19.2%	Executive Director - Salary
Staff	\$42,000	5.8%	Marketing Manager - Salary
Annual Audit	\$10,000	1.4%	
Visitor Center/Office Rent + Utilities	\$25,221	3.5%	No Change-Rent + \$200 mo/storage & parking+ \$85/mo Phone
CPA/Bookkeeping Fees	\$16,700	2.3%	No Change
Insurance (GL + D&O)	\$7,600	1.0%	GL & D&O Insurance
Legal Fees	\$4,000	0.5%	No Change - Legal - Bruce Rosenberg
Miscellaneous: Office Supplies/Expenses/Dues & Subscriptions	\$20,000	2.7%	T&E & All Systems (Dues & Subscriptions)
Visitor Center / Office Furniture & Fixtures, New Tech	\$1,500	0.2%	No Change - reserve for new tech
		0.0%	
		0.0%	
Sub Total	\$267,021	36.7%	
Clean & Green: Garbage/Graffiti/Watering/Weeding			
District Garbage Collection (6 days/wk)	\$160,000	22.0%	New better deal combining sanitation with landscaping
also includes District Landscaping & Watering	\$0	0.0%	
also includes District "Weeding" & Bed Cleanup	\$0	0.0%	
	\$0	0.0%	
		0.0%	
		0.0%	
	\$160,000	22.0%	
VISUAL IMPROVEMENTS / Business Recruitment & Rentention			
Storefront Improvement Grant Program	\$24,500	3.5%	No change
Member Business Support Services	\$5,000	3.5%	External Consultants to help member-businesses
District Beautification: Power-washing program	\$4,000	0.5%	Problem areas only
Creative Placemaking	\$8,500	1.2%	Seward Johnson Sculpture ONLY or equivalent
Holiday Lighting	\$19,000	2.6%	Holiday Lighting:\$12k storage & install + \$7k new lighting for new poles
Sub Total	\$61,000	8.4%	
SIGNATURE EVENTS & MARKETING & PROMOTION			
Event: Hackensackacktoberfest	\$53,000	7.3%	
Event: Main Street Music Festival & Parade	\$44,000	6.0%	
Event: Business Expo	\$14,000	1.9%	
Event: Banta Place Music Socials (4)	\$30,000	4.1%	
Event & Program marketing, social, PR, Web, email, content, signage,etc	\$99,500	13.7%	
Sub Total	\$240,500	33.0%	
Total	\$728,521	100.0%	
Balance	\$20,500	2.9%	Over 2025