

**CALGARY'S BUSINESS IMPROVEMENT AREA (BIAs)
2020 ANNUAL BUDGETS
(SUMMARY)**

BUSINESS IMPROVEMENT AREA	2020 BIA LEVY \$	2019 BIA LEVY \$	Page Reference
Mainstreet Bowness BIA	50,100	50,100	Page 4
Calgary Downtown Association	1,586,825	1,586,825	Page 8
Chinatown BIA	215,000	215,000	Page 10
4th Street South West BIA	205,800	205,800	Page 14
Greenview Industrial BIA	50,000	50,000	Page 16
Inglewood BIA	285,000	265,000	Page 18
International Avenue BRZ	288,500	275,000	Page 20
Kensington BRZ	220,000	220,000	Page 22
Marda Loop BIA	220,000	220,000	Page 24
Montgomery on the Bow BIA	70,000	70,000	Page 26
17th Avenue Retail & Entertainment District BIA	559,000	410,800	Page 28
Victoria Park BIA	369,369	389,369	Page 30
Sub-total (existing BIAs/BRZs)	4,119,594	3,957,894	

Beltline BIA	400,000	N/A	Page 2
Bridgeland BIA	100,000	N/A	Page 6
Crescent Heights Village BIA	120,000	N/A	Page 12
Sub-total (new BIAs)	620,000	N/A	

Grand total (all BIAs/BRZs)	4,739,594	3,957,894	
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The Beltline BIA

2020 BUDGET

BUDGET OVERVIEW

The inaugural Beltline Budget will be used to build the foundation for the BIA. This will include Brand, Marketing, Communication, Executive Director and board development and team enhancement. Executive Director has been nominated by the board and our goal is to be able to commence our efforts once budget is approved in 2020. The board will strive to secure grants and funding for additional initiatives.

2020 BIA Levy Summary and Budgets

PFC2020-0012
Attachment 1

The Beltline BIA

2020 BUDGET

	2020	2019	Change (INC./DEC.)		<u>Rationale:</u>
	\$	\$	\$	%	
<u>REVENUES</u>					
BIA Levy	400,000	N/A	400,000	0%	
Grants			0	0%	
Events Income			0	0%	
Interest/Other Income			0	0%	
Total Revenues	400,000	N/A	400,000	0%	
<u>EXPENDITURES</u>					
Administration	120,000	N/A	120,000	0%	Hire ED / Executive Assistant (PT) / Insurance / Benefits / P/T executive assistant.
Marketing/Communications	60,000	N/A	60,000	0%	Foundation brand development - Website, brand design and collateral materials.
Urban Devt. & Planning			0	0%	
Streetscape Improvements	60,000	N/A	60,000	0%	
Special Projects/Events	60,000	N/A	60,000	0%	Invest in the development and enhancement of events in our defined area
Public Safety & Social Issues	40,000	N/A	40,000	0%	Work in conjunction with our businesses to determine a plan of action to create a safe environment in the Beltline
Capital Assets			0	0%	
Other - BIA Specific	60,000	N/A	60,000	0%	To be used to determine strategic budget for Urban Dev / Events / Streetscape improvements.
Total Expenditures	400,000	N/A	400,000	0%	

Surplus/(Deficit)	0 N/A
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OTHER INFORMATION (Below this line) (Optional):

Details of "Other Income"

1.	0	0	0	0%
2.	0	0	0	0%
3.	0	0	0	0%
	0	0	0	0%

Mainstreet Bowness BIA

2020 BUDGET

BUDGET OVERVIEW

1. We are the smallest BIA in the city with the smallest budget. We have 60 businesses in our BIA and as of just 3 years ago we had about 67 businesses. Just in last few months, 3 businesses have closed which is making it harder to attract new businesses to our area. We try very hard to do our best and be creative with the budget restraints we have to work with. The economic environment in Calgary has affected all of our businesses in Bowness.
2. Opportunities are out there in Calgary for opening up a business. However, never before has there been so many vacancies to choose from. This could be seen as an opportunity or a constraint depending on how one looks at it. Our BIA has been able to save a little bit of money over the years so we have been able to help finance a few projects on Mainstreet the last couple years. However, when it comes to bigger projects we look to funding and grants within our community to help support us. Our goal is to keep our business community looking full (few vacancies), attractive and intact so our customers feel safe and welcomed here.
3. Bowness was once a small town on its own, outside of Calgary. "Bownesians" are proud of their community. There are amazing community groups here and the Bowness Community Association works very closely with our BIA on projects and events. We are very lucky and grateful for this positive relationship. We hope we can continue that positive relationship with them moving forward into 2020! Therefore, we are very aware of our budget and what we can do together to make Bowness and our BIA better.
4. Trends moving forward for small businesses in Calgary do not look positive. However, our BIA is determined to work within our budget and continue to be an attractive place to shop, dine and play so others can come and enjoy our community as well.

2020 BIA Levy Summary and Budgets

Bowness BIA

2020 BUDGET

	2020	2019	Change (INC./(DEC.))		<u>Rationale:</u>
	\$	\$	\$	%	
<u>REVENUES</u>					
BIA Levy	50,100	50,100	0	0%	
Grants	9,500	9,000	500	6%	
Events Income	12,000	11,000	1,000	9%	
Interest/Other Income	1,000	1,200	(200)	(17%)	
Total Revenues	72,600	71,300	1,300	2%	
<u>EXPENDITURES</u>					
Administration	40,000	38,700	1,300	3%	
Marketing/Communications	1,600	1,600	0	0%	
Urban Devt. & Planning			0	0%	
Streetscape Improvements	17,500	17,500	0	0%	
Special Projects/Events	13,500	13,500	0	0%	
Public Safety & Social Issues			0	0%	
Capital Assets			0	0%	
Other - BIA Specific			0	0%	
Total Expenditures	72,600	71,300	1,300	2%	
Surplus/(Deficit)	0	0			

OTHER INFORMATION (Below this line) (Optional):

Details of "Other Income"

1. Interest income	1,000	1,200	(200)	(17%)
2.	0	0	0	0%
3.	0	0	0	0%
	1,000	1,200	(200)	(17%)

Details of "Other-BIA Specific" expenditure

1.	0	0	0	0%
2.	0	0	0	0%
3.	0	0	0	0%
	0	0	0	0%

Bridgeland BIA

2020 BUDGET

BUDGET OVERVIEW

Not provided by Bridgeland BIA.

2020 BIA Levy Summary and Budgets

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Bridgeland BIA

2020 BUDGET

	2020	2019	Change (INC./(DEC.) <u>Rationale:</u>	
	\$	\$	\$	%
<u>REVENUES</u>				
BIA Levy	100,000	N/A	100,000	0%
			We're hoping to spend less than this amount in our first year, but figured we would like to have a buffer. As this is our first year in operation, we have a budget mostly for start up, and contingency for main streets	
Grants			0	0%
Events Income			0	0%
Interest/Other Income			0	0%
Total Revenues	100,000	N/A	100,000	0%
 <u>EXPENDITURES</u>				
Administration	30,000	N/A	30,000	0%
			We would like to hire some part time admin assistance for our start up, but don't feel we will require any full time positions in this first year. Our marketing budget simply includes web design and maintenance for this first year	
Marketing/Communications	2,500	N/A	2,500	0%
Urban Devt.& Planning	10,000	N/A	10,000	0%
Streetscape Improvements			0	0%
Special Projects/Events			0	0%
Public Safety & Social Issues	1,000	N/A	1,000	0%
Capital Assets			0	0%
Other - BIA Specific			0	0%
Total Expenditures	43,500	N/A	43,500	0%
 Surplus/(Deficit) 56,500 N/A				

OTHER INFORMATION (Below this line) (Optional):

Details of "Other Income"

1.	0	0	0	0%
2.	0	0	0	0%
3.	0	0	0	0%
	0	0	0	0%

Calgary Downtown Association BIA

2020 BUDGET

BUDGET OVERVIEW

Zero increase – Fifth consecutive year without a levy increase for ratepayers.

2020 BIA Levy Summary and Budgets

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Calgary Downtown Association BIA

2020 BUDGET

<u>REVENUES</u>	2020 \$	2019 \$	Change(INC./(DEC.)) \$	%	<u>Rationale:</u>
BIA Levy	1,586,825	1,586,825	0	0%	
Grants	0	45,000	(45,000)	(100%)	Program specific; program will not continue in 2020
Events Income	75,000	60,000	15,000	25%	Provision for increasing event sponsorship of Glow 2020
Interest/Other Income	18,375	18,400	(25)	(0%)	
Total Revenues	1,680,200	1,710,225	(30,025)	(2%)	

EXPENDITURES

Administration	266,200	242,125	24,075	10%	Provision for additional Insurance, Accounting, Governance
Marketing/Communications	700,000	639,207	60,793	10%	One-time expenditure for development of CRM System
Urban Devt. & Planning	50,000	60,962	(10,962)	(18%)	
Streetscape Improvements	0	0	0	0%	
Special Projects/Events	439,000	534,077	(95,077)	(18%)	Planned decrease of annual, core investment into Glow2020
Public Safety & Social Issues	225,000	233,854	(8,854)	(4%)	
Capital Assets	0	0	0	0%	
Other - BIA Specific	0	0	0	0%	
Total Expenditures	1,680,200	1,710,225	(30,025)	(2%)	

Surplus/(Deficit)	0	0
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OTHER INFORMATION (Below this line) (Optional):

Details of "Other Income"

1. Investment income	18,375	18,400	(25)	(0%)
2.	0	0	0	0%
3.	0	0	0	0%
	18,375	18,400	(25)	(0%)

Details of "Other-BIA Specific" expenditure

1.	0	0	0	0%
2.	0	0	0	0%
3.	0	0	0	0%
	0	0	0	0%

Chinatown BIA

2020 BUDGET

BUDGET OVERVIEW

1. The overall 2020 Chinatown BIA budget amount and the BIA Levy requisition from BIA ratepayers remains the same as 2019 in response to already difficult financial operating conditions faced by Chinatown business ratepayers.
2. Like other parts of Calgary's downtown, Chinatown continues to experience significant office vacancy rates, under-utilized parking lots and spaces, continual turnover in retail and restaurant lease space, and significantly below average retail sales and revenues. Despite this, retail and restaurant lease space vacancy is favorable as new start-up businesses are taking up turnover space. Chinatown is experiencing a trend to new food and restaurant varieties with new bubble tea, bubble waffle, other Southeast Asian cuisines, and even Mexican restaurants taking up the space.
3. Chinatown's operating expenses will realize second year draw down in our cash reserves as the cost of festivals and events are no longer majority funded by sponsorship. In 2019, Chinatown introduced the Chinatown Ice Sculpture Showcase which saw three large ice carvings and a dozen ice sculptures showcased in James Short Park. Chinatown BIA also hosted their second Chinatown Street Festival with double the previous year's attendance, double the offering of activities, and the move to a more Asian, multi-cultural focus.
4. 2020 budget places greater emphasis on Making Chinatown a Must Visit Destination, a Great Visitor Experience, Promoting Calgary Chinatown through digital marketing and branding, and beautifying Chinatown with more sidewalk flower planters and refreshed look of Chinese lanterns hanging from our cultural street lamp posts.
5. The Chinatown BIA will begin a drawdown of the Parking Revenue Reserve to provide eight (8) additional planters all through Chinatown and through the acquisition of a digital signboard similar to the Calgary Transit MAX BRT signs with a focus on both digital wayfinding and promotion. A large portion of these reserves will remain a future 'legacy monument' investment based upon Tomorrow's Chinatown findings due in 2021.

2020 BIA Levy Summary and Budgets

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Chinatown BIA

2020 BUDGET

	2020 \$	2019 \$	Change (INC./DEC.) \$	Rationale: %	
<u>REVENUES</u>					
BIA Levy	215,000	215,000	0	0%	No increase to avoid more tax burden on ratepayers.
Grants	10,000	10,000	0	0%	Community Standards Funds flow ed through community service association and BIA coordinates the street and graffiti clean up.
Events Income	0	0	0	0%	Event income (sponsorships, ticket sales) offset by expenses of events.
Interest/Other Income	45,000	35,000	10,000	29%	Carry over of funds from prior years.
Total Revenues	270,000	260,000	10,000	4%	
<u>EXPENDITURES</u>					
Administration	143,236	141,736	1,500	1%	Slight increase due to new lease.
Marketing/Communications	63,400	53,462	9,938	19%	Increase due to focus on improved marketing / branding and providing greater online presence for BIA ratepayers.
Urban Devt.& Planning	8,000	13,000	(5,000)	(38%)	Funds shifted to directly helping BIA ratepayers through online presence and business networking events.
Streetscape Improvements	28,610	35,000	(6,390)	(18%)	Cost of sidewalk flower maintenance shifted to Parking Revenue Allocation reserve.
Special Projects/Events	0	0	0	0%	Events are funded by sponsorships and ticket sales with goal of becoming net \$0.00 cost.
Public Safety & Social	0	0	0	0%	
Capital Assets	0	0	0	0%	
Other - BIA Specific	0	0	0	0%	
Total Expenditures	243,246	243,198	48	0%	
Surplus/(Deficit)	26,754	16,802			

OTHER INFORMATION (Below this line):

Details of "Other Income"

1.	45,000	35,000	10,000	29%	Carryover funds from previous years as BIA levies are not received until March.
2.			0	0%	
	45,000	35,000	10,000	29%	

Crescent Heights Village BIA

2020 BUDGET

BUDGET OVERVIEW

1. Businesses were invited to engage on the 2020 budget during the 2019 AGM and overwhelmingly expressed support for a 2.35% or \$120K budget
2. Priority areas for the BIA to address were, from highest to lowest: advocacy, streetscape improvements, marketing, and events
3. Staff time has been allocated into the priority areas above.

2020 BIA Levy Summary and Budgets

Crescent Heights Village BIA

2020 BUDGET

	2020	2019	Change (INC./DEC.)	Rationale:
	\$	\$	\$	%
<u>REVENUES</u>				
BIA Levy	120,000	N/A	120,000	0%
Grants	0		0	0%
Events Income	0		0	0%
Interest/Other Income	0		0	0%
Total Revenues	120,000	N/A	120,000	0%
<u>EXPENDITURES</u>				
Administration	20,000	N/A	20,000	0% Hire an executive director and provide working space
Marketing/Communications	20,000	N/A	20,000	0% Develop marketing strategy, paid advertising
Urban Devt.& Planning	5,000	N/A	5,000	0% Advocacy on urban development, planning, and transportation issues
Streetscape Improvements	50,000	N/A	50,000	0% Graffiti/litter removal, snow clearing, banners, lights, flowers
Special Projects/Events	15,000	N/A	15,000	0% 2 events
Public Safety & Social	10,000	N/A	10,000	0%
Capital Assets	0	N/A	0	0%
Other - BIA Specific	0	N/A	0	0%
Total Expenditures	120,000	N/A	120,000	0%
Surplus/(Deficit)	0	N/A		

OTHER INFORMATION (Below this line):

Details of "Other Income"

1.			0	0%
2.			0	0%
	0	0	0	N/A

4th Street South West BIA

2020 BUDGET

BUDGET OVERVIEW

We have encountered significant issues arising from problems at the Safe Consumption Site. While I cannot put a specific dollar amount on it, as it covers a variety of areas, it is significant. From having to remove needle detritus from planters/flowers, added security measures for night time watering of plants, increased social media posts, and substantially increased events in Memorial park.

2020 BIA Levy Summary and Budgets

4th Street South West BIA

2020 BUDGET

	2020	2019	Change (INC./DEC.)		<u>Rationale:</u>
	\$	\$	\$	%	
<u>REVENUES</u>					
BIA Levy	205,800	205,800	0	0%	
Grants	0	0	0	0%	
Events Income	0	0	0	0%	
Interest/Other Income	0	0	0	0%	
Total Revenues	205,800	205,800	0	0%	

EXPENDITURES

Administration	100,000	91,300	8,700	10%	
Marketing/Communications	50,400	57,500	(7,100)	(12%)	
Urban Devt.& Planning	5,000	5,000	0	0%	
Streetscape Improvements	32,400	34,000	(1,600)	(5%)	
Special Projects/Events	18,000	18,000	0	0%	
Public Safety & Social Issues	0	0	0	0%	
Capital Assets	0	0	0	0%	
Other - BIA Specific	0	0	0	0%	
Total Expenditures	205,800	205,800	0	0%	

Surplus/(Deficit)	0	0			
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OTHER INFORMATION (Below this line) (Optional):

Details of "Other Income"

1.	0	0	0	0%	
2.	0	0	0	0%	
3.	0	0	0	0%	
	0	0	0	0%	

Details of "Other-BIA Specific" expenditure

1.	0	0	0	0%	
2.	0	0	0	0%	
3.	0	0	0	0%	
	0	0	0	0%	

2020 BIA Levy Summary and Budgets

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Greenview Industrial BIA

2020 BUDGET

BUDGET OVERVIEW

Not provided by Greenview Industrial BIA.

2020 BIA Levy Summary and Budgets

Greenview Industrial BIA
2020 BUDGET

	2020	2019	Change (INC./(DEC.))		<u>Explanation</u>
	\$	\$	\$	%	
<u>REVENUES</u>					
BIA Levy	50,000	50,000	0	0%	
Grants			0	0%	
Events Income			0	0%	
Interest/Other Income			0	0%	
Total Revenues	50,000	50,000	0	0%	
<u>EXPENDITURES</u>					
Admin and Project Assistant	47,000	35,000	12,000	34%	After a couple of years of identifying the priorities of the BIA Members, the Board feels that the additional funds should be allocated to an Administrator or project coordinator who's role it will be to help in executing the initiatives identified by the Board.
Audit	4,000	4,000	0	0%	
Office and Administrative costs	2,000	2,000	0	0%	Expenses for AGM and other printing and office for the year.
Marketing/Communications	5,000	5,000	0	0%	Advertising expenses, postage & flyer delivery, publication of BIA directory, community relations and meetings. Signage, events.
Urban Devt. & Planning	5,000	5,000	0	0%	Funds for various area initiatives and improvements.
Streetscape Improvements	1,000	1,000	0	0%	
Insurance	500	500	0	0%	Director's Liability insurance
Special Projects/Events	10,000	10,000	0	0%	One annual community event. BBQ of some kind? Or a quarterly check-in at various local venues?
Public Safety & Social Issues	0	0	0	0%	
Security and crime prevention	30,000	42,000	(12,000)	(29%)	Security and Crime Prevention has been identified as a priority for the BIA members. The Board is expecting to reduce the expenditures for 2019 as we believe that we can achieve similar results through community outreach initiatives where each member executes their own security protocols based on feedback from the Security Committee and recommendations from the local constable.
Garbage and area cleanup	10,000	10,000	0	0%	Supplement the regular City garbage collections and cleanup after public garbage dumping in the neighborhood.
Bank charges	30	30	0	0%	
Capital Assets	2,470	2,470	0	0%	Laptop computer, Printer/Scanner/Fax, etc.
Other - BIA Specific	0	0	0	0%	
Total Expenditures	117,000	117,000	0	0%	
Use of existing Cash	(67,000)	(67,000)			
Surplus/(Deficit)	0	0			

2020 BIA Levy Summary and Budgets

PFC2020-0012
Attachment 1

Inglewood BIA

2020 BUDGET

BUDGET OVERVIEW

Not provided by Inglewood BIA.

2020 BIA Levy Summary and Budgets

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Attachment 1

Inglewood BIA

2020 BUDGET

	2020	2019	Change (INC./DEC.)		<u>Rationale:</u>
	\$	\$	\$	%	
<u>REVENUES</u>					
BIA Levy	285,000	265,000	20,000	8%	Increase of \$20,000
Grants	0	0	0	0%	
Events Income	0	0	0	0%	
Interest/Other Income	0	0	0	0%	
Total Revenues	285,000	265,000	20,000	8%	
<u>EXPENDITURES</u>					
Administration	110,000	110,000	0	0%	
Marketing/Communications	35,000	35,000	0	0%	
Urban Devt.& Planning			0	0%	
Streetscape Improvements	90,000	70,000	20,000	29%	Custom made hardware required for new light poles
Special Projects/Events	50,000	50,000	0	0%	After emergency removal of poles and lights
Public Safety & Social Issues	0	0	0	0%	
Capital Assets	0	0	0	0%	
Other - BIA Specific	0	0	0	0%	
Total Expenditures	285,000	265,000	20,000	8%	
Surplus/(Deficit)	0	0			

OTHER INFORMATION (Below this line) (Optional):

Details of "Other Income"

1.	0	0	0	0%
2.	0	0	0	0%
3.	0	0	0	0%
	0	0	0	0%

Details of "Other-BIA Specific" expenditure

1.	0	0	0	0%
2.	0	0	0	0%
3.	0	0	0	0%
	0	0	0	0%

International Avenue BRZ

2020 BUDGET

BUDGET OVERVIEW

1. The International Avenue BRZ will continue to capitalize on the new branding as the Culinary and Cultural District.
2. The community economic development projects under our brand EMERGE will continue.
3. We will continue with all other programs as is the case in previous years.

2020 BIA Levy Summary and Budgets

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International Avenue BRZ

2020 BUDGET

	2020	2019	Change (INC./DEC.)		<u>Rationale:</u>
	\$	\$	\$	%	
<u>REVENUES</u>					
BIA Levy	288,500	275,000	13,500	5%	
Grants	123,000	179,000	(56,000)	(31%)	This includes a variety of grants we have applied for.
Events Income	51,500	50,000	1,500	3%	We will be expanding our independent music festival and therefore anticipate more revenue
Associate Fees/Sponsorships	9,500	14,800	(5,300)	(36%)	
Interest/Other Income	18,500	31,600	(13,100)	(41%)	Our CED funding is largely completed.
Total Revenues	491,000	550,400	(59,400)	(11%)	
<u>EXPENDITURES</u>					
Administration	88,400	84,400	4,000	5%	
Marketing/Communications	71,000	78,700	(7,700)	(10%)	
Urban Devt.& Planning	55,000	63,000	(8,000)	(13%)	
Streetscape Improvements	101,500	85,000	16,500	19%	additional expenses on upkeep of various site amenities
Special Projects/Events	79,000	94,500	(15,500)	(16%)	
Public Safety & Social Issues	52,500	56,000	(3,500)	(6%)	
Capital Assets	5,000	6,000	(1,000)	(17%)	
Contingency	11,600	11,600	0	0%	
Other - BIA Specific	27,000	68,000	(41,000)	(60%)	EMERGE-economic development projects
Total Expenditures	491,000	535,600	(44,600)	(8%)	
<hr/>					
Surplus/(Deficit)	0	14,800			

OTHER INFORMATION (Below this line) (Optional):

Details of "Other Income"

1.	0	0	0	0%
2.	0	0	0	0%
3.	0	0	0	0%
	0	0	0	0%

Details of "Other-BIA Specific" expenditure

1. Emerge	27,000	68,000	(41,000)	(60%)	reduced to part-time staff
2.	0	0	0	0%	
3.	0	0	0	0%	
	27,000	68,000	(41,000)	(60%)	

2020 BIA Levy Summary and Budgets

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Kensington BRZ

2020 BUDGET

BUDGET OVERVIEW

Not provided by Kensington BRZ.

2020 BIA Levy Summary and Budgets

Kensington BRZ

2020 BUDGET

	2020	2019	Change (INC./((DEC.))		<u>Rationale:</u>
	\$	\$	\$	%	
<u>REVENUES</u>					
BIA Levy	220,000	220,000	0	0%	
Grants	0	0	0	0%	
Events Income	0	0	0	0%	
Interest/Other Income	0	0	0	0%	
Total Revenues	220,000	220,000	0	0%	

<u>EXPENDITURES</u>					
Administration	107,300	106,700	600	1%	
Marketing/Communications	32,575	33,175	(600)	(2%)	
Urban Devt.& Planning	0	0	0	0%	
Streetscape Improvements	28,625	28,625	0	0%	
Special Projects/Events	39,000	39,000	0	0%	
Public Safety & Social Issues	0	0	0	0%	
Capital Assets	0	0	0	0%	
Other - BIA Specific	12,500	12,500	0	0%	
Total Expenditures	220,000	220,000	0	0%	

Surplus/(Deficit)	0	0			
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OTHER INFORMATION (Below this line) (Optional):

Details of "Other Income"

1.	0	0	0	0%	
2.	0	0	0	0%	
3.	0	0	0	0%	
	0	0	0	0%	

Details of "Other-BIA Specific" expenditure

1.	0	0	0	0%	
2.	0	0	0	0%	
3.	0	0	0	0%	
4.	0	0	0	0%	
	0	0	0	0%	

Marda Loop BIA

2020 BUDGET

BUDGET OVERVIEW

1. The main change is that we have re-integrated the Marda Gras Street Festival into the BIA. In 2018 responsibility for Marda Gras Street Festival was moved to a partner, the Festival Society of Marda Loop, in the hope of possibly accessing other kinds of funding. This was noted in previous budget reports. A fresh look indicated that prospects of this course were poor, and it would be more efficient to return Marda Gras to the BIA (the status quo ante).
2. No change in the BIA levy, and we plan to spend about the same in 2020 as we did in 2019.
3. Marda Loop continues to experience development and population growth, and the opening of new commercial spaces. We will have improved transit service in 2020, including a Marda Loop BRT stop and a new route connecting us to the west along Richmond Road. We look forward to detailed design phase of our Main Street/Streetscapes project in 2020, and partial implementation thereafter.

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Marda Loop BIA

2020 BUDGET

	2020	2019	Change (INC./DEC.)		<u>Rationale:</u>
	\$	\$	\$	%	
<u>REVENUES</u>					
BIA Levy	220,000	220,000	0	0%	
Grants	10,000	10,000	0	0%	
Events Income	70,000	0	70,000	0%	Marda Gras revenue re-integrated
Interest/Other Income	1,000	13,000	(12,000)	(92%)	No planned draw from reserves
Total Revenues	301,000	243,000	58,000	24%	

EXPENDITURES

Administration	123,300	95,340	27,960	29%	Marda Gras expenses integrated
Marketing/Communications	46,500	50,000	(3,500)	(7%)	
Urban Devt. & Planning	0	0	0	0%	
Streetscape Improvements	44,600	38,500	6,100	16%	Increase in planter expenses
Special Projects/Events	85,000	58,890	26,110	44%	Marda Gras expenses integrated
Public Safety & Social Issues	0	0	0	0%	
Capital Assets	0	0	0	0%	
Other - BIA Specific	0	0	0	0%	
Total Expenditures	299,400	242,730	56,670	23%	

Surplus/(Deficit)	1,600	270
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OTHER INFORMATION (Below this line) (Optional):

Details of "Other Income"

1. Draw from reserve	1,000	13,000	(12,000)	(92%)
2.			0	0%
3.	0	0	0	0%
	1,000	13,000	(12,000)	(92%)

Montgomery on the Bow BIA

2020 BUDGET

BUDGET OVERVIEW

1. One of the exciting challenges facing the Montgomery BIA this year will be to help promote those businesses affected during the construction of the Main Street Program. While the construction is highly anticipated - the BIA will work to promote and market those businesses that may be limited by parking/walking traffic coming to their businesses. Banners/Signage will be provided by the BIA to help traffic see that we are open for business during the construction period.
2. Montgomery BIA covers three different areas in our business territory - spreading financial resources among these areas can be difficult to make sure that all businesses feel that they receive value from the BIA. During this past year we have been working on beautification of the Montgomery Town Square Park and along Bowness Road. Our goal is to continue this improvement along the other two corridors and bring continuity to all three areas.
3. During our AGM this year the businesses were all supportive of a plan that focuses on bringing people to our community. Increased traffic into the community translates into business awareness and hopefully leads to increase in business sales. Our Bike Rack Project is one of those projects to improve streetscape - with additional bike paths coming to Montgomery, we are working to provide opportunities to stop and shop Montgomery. Our budget last year of \$15000 towards this project will provide 4 bike racks but to really have impact we have allocated additional dollars from this budget to expand and continue with additional units and greater impact.

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Montgomery on the Bow BIA

2020 BUDGET

	2020 \$	2019 \$	Change (INC./(DEC.)) \$ %		<u>Rationale:</u>
<u>REVENUES</u>					
BIA Levy	70,000	70,000	0	0%	Lewy
Grants	12,000	2,400	9,600	400%	We are applying for grants from Calgary Parking Authority \$4,000, Community Standards \$8,000 may also try for TD Parks as well
Events Income			0	0%	
Interest/Other Income	2,600		2,600	0%	Interest
Total Revenues	84,600	72,400	12,200	17%	
<u>EXPENDITURES</u>					
Administration	30,000	29,187	813	3%	to cover Executive Director Salary - part time position of 20 hours per week
Marketing/Communications	1,500	658	842	128%	2 annual information letters to businesses, Montgomery Messenger to thank business support, adv for Light Up Montgomery/ Pancake Breakfast
Urban Devt.& Planning		127	(127)	(100%)	
Streetscape Improvements	20,000	20,287	(287)	(1%)	Covering the cost of Street Baskets, Decorations for Holiday Season, Banners on additional street posts and entrance signs
Special Projects/Events	20,500	10,359	10,141	98%	continuation of bike racks in community and our first ever pancake breakfast by the BIA
Public Safety & Social Issues	5,700	5,700	0	0%	continued work on graffiti and looking to start security program to help with increase in petty crime to business community
Capital Assets			0	0%	
Other - BIA Specific	6,900	6,817	83	1%	
Total Expenditures	84,600	73,135	11,465	16%	
Surplus/(Deficit)	0	(735)			

OTHER INFORMATION (Below this line) (Optional):

Details of "Other Income"

1. Bank interest	2,600	0	2,600	0%
2.	0	0	0	0%
3.	0	0	0	0%
	2,600	0	2,600	0%

Details of "Other-BIA Specific" expenditure

1. insurance/accounting	3,917	3,917	0	0%
2. Park maintenance	2,983	2,900	83	3%
3.	0	0	0	0%
	6,900	6,817	83	1%

17th Ave Retail & Entertainment District BIA

2020 BUDGET

BUDGET OVERVIEW

1. Our BIA is currently in the midst of reconstruction project of 17th Ave SW and taking a 1 year reprieve from construction as required to complete the project. Businesses have seen a drastic impact to revenue since the project began and require additional support re: communications, messaging and marketing. Our focus will be to increase foot traffic to the avenue during this reprieve, support positive messages to target audiences to patron our BIA. To build large scale events, planning services are necessary to support said events, along with integrated marketing, promotions and events strategies. The budget is reflective of this necessity.
2. Our BIA continues to face challenges such as patron/visitor parking concerns, safety and security issues. All of which require additional support for marketing & communication (signage, wayfinding) and public realm improvements; The BIA will need additional campaigns and support around our image; specifically regarding safety and the overall experience that one can enjoy while visiting our BIA.
3. Development of new programs and events to drive engagement and pedestrian traffic to our BIA are required. These events and programs will include partnerships with different members of the community, both internal and external to our BIA. Previously designed events, new events and new programs will require additional administrative and event coordination support prior to launching key initiatives as they will be done on a larger scale and set the foundation for anchor events for our BIA. These projects are necessary to encourage/remind the public and visitors why they love our area.
4. Budget is reflective of ongoing streetscape, maintenance and public realm programs that support a safe and appealing pedestrian environment.

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17th Avenue Retail & Entertainment District BIA

2020 BUDGET

<u>REVENUES</u>	2020 \$	2019 \$	Change (INC./(DEC.)) \$	%	<u>Rationale:</u>
BIA Levy	559,000	410,800	148,200	36%	BIA's application to expand boundaries was successful and additional levies will now be collected. This number is based on the recommended mill rate determined by the City of Calgary, and is based on the one used in 2019.
Grants	0	0	0	0%	
Events Income	0	0	0	0%	
Interest/Other Income	75,000	75,000	0	0%	
Total Revenues	634,000	485,800	148,200	31%	
<u>EXPENDITURES</u>					
Administration	103,000	80,750	22,250	28%	Additional Staff has been hired to help support the new and existing membership, requiring a larger office is required to accommodate the staff and event supplies.
Marketing/Communications	205,800	191,327	14,473	8%	
Urban Devt. & Planning	10,707	9,007	1,700	19%	
Streetscape Improvements	81,400	76,500	4,900	6%	
Special Projects/Events	216,725	114,407	102,318	89%	Increased number of large scale events to welcome back visitors to the Ave and create a vibrant, energetic feel to BIA again.
Public Safety & Social Issues	16,368	13,809	2,559	19%	
Capital Assets	0	0	0	0%	
Other - BIA Specific	0	0	0	0%	
Total Expenditures	634,000	485,800	148,200	31%	
Surplus/(Deficit)	0	0			

OTHER INFORMATION (Below this line) (Optional):

Details of "Other Income"

1. Contingency for operations and special projects related to marketing the area	75,000	75,000	0	0%
2.	0	0	0	0%
3.	0	0	0	0%
	75,000	75,000	0	0%

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Victoria Park BIA

2020 BUDGET

BUDGET OVERVIEW

The table below is candid summary of our situation. A very concerning trend is a 40% drop in overall assessment value since 2016.

Change since 2016	2019	2018	2017	2016
Total accounts (# of businesses)	313	365	386	368
Total assessment	\$ 36,642,437	\$ 48,487,485	\$ 52,232,861	\$ 61,714,819

2020 BIA Levy Summary and Budgets

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Victoria Park BIA

2020 BUDGET

	2020	2019	Change (INC./(DEC.))		<u>Rationale:</u>
	\$	\$	\$	%	
<u>REVENUES</u>					
BIA Levy	369,369	389,369	(20,000)	(5%)	
Grants	12,000	12,000	0	0%	
Events Income	0	0	0	0%	
Interest/Other Income	55,000	35,000	20,000	57%	Interest and other income=carry over as a result of changes in staff
Total Revenues	436,369	436,369	0	0%	
<u>EXPENDITURES</u>					
Administration	164,412	164,412	0	0%	
Marketing/Communications	105,480	105,480	0	0%	
Urban Devt.& Planning	66,716	66,716	0	0%	
Streetscape Improvements	9,000	9,000	0	0%	
Special Projects/Events	42,000	42,000	0	0%	
Public Safety & Social Issues	43,761	43,761	0	0%	
Capital Assets	1,000	1,000	0	0%	
Other - BIA Specific	4,000	4,000	0	0%	
Total Expenditures	436,369	436,369	0	0%	
Surplus/(Deficit)	0	0			

OTHER INFORMATION (Below this line) (Optional):

Details of "Other Income"

1. Carry-over staff position	55,000	35,000	20,000	57%
2.	0	0	0	0%
3.	0	0	0	0%
	55,000	35,000	20,000	57%

Details of "Other-BIA Specific" expenditure

1. Lighting inspection/maint.	4,000	4,000	0	0%
2.	0	0	0	0%
3.	0	0	0	0%
	4,000	4,000	0	0%