

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

| <b>BUSINESS IMPROVEMENT AREA</b>                | <b>2020<br/>BIA LEVY \$</b> | <b>2019<br/>BIA LEVY \$</b> | <b>Page<br/>Reference</b> |
|---|-----------------------------|-----------------------------|---------------------------|
| 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                   |
| <b>Sub-total (existing BIAs/BRZs)</b>           | <b>4,119,594</b>            | <b>3,957,894</b>            |                           |

|                              |                |            |         |
|------------------------------|----------------|------------|---------|
| 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 |
| <b>Sub-total (new BIAs)</b>  | <b>620,000</b> | <b>N/A</b> |         |

|                                    |                  |                  |  |
|------------------------------------|------------------|------------------|--|
| <b>Grand total (all BIAs/BRZs)</b> | <b>4,739,594</b> | <b>3,957,894</b> |  |
|------------------------------------|------------------|------------------|--|

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<br>\$     | 2019<br>\$ | Change (INC./DEC.)<br>\$ | %         | <u>Rationale:</u>  |
|-------------------------------|----------------|------------|--------------------------|-----------|--|
| <b><u>REVENUES</u></b>        |                |            |                          |           |  |
| BIA Levy                      | 400,000        | N/A        | 400,000                  | 0%        |  |
| Grants                        |                |            | 0                        | 0%        |  |
| Events Income                 |                |            | 0                        | 0%        |  |
| Interest/Other Income         |                |            | 0                        | 0%        |  |
| <b>Total Revenues</b>         | <b>400,000</b> | <b>N/A</b> | <b>400,000</b>           | <b>0%</b> |  |
| <b><u>EXPENDITURES</u></b>    |                |            |                          |           |  |
| 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.                        |
| <b>Total Expenditures</b>     | <b>400,000</b> | <b>N/A</b> | <b>400,000</b>           | <b>0%</b> |  |

|                                 |              |
|---------------------------------|--------------|
| <b><u>Surplus/(Deficit)</u></b> | <b>0 N/A</b> |
|---------------------------------|--------------|

#### **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%        |
|    | <b>0</b> | <b>0</b> | <b>0</b> | <b>0%</b> |

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

PFC2020-0012  
Attachment 1

### Bowness BIA

#### 2020 BUDGET

|                               | 2020          | 2019          | Change (INC./(DEC.)) |           | <u>Rationale:</u> |
|-------------------------------|---------------|---------------|----------------------|-----------|-------------------|
|                               | \$            | \$            | \$                   | %         |                   |
| <b><u>REVENUES</u></b>        |               |               |                      |           |                   |
| 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%)     |                   |
| <b>Total Revenues</b>         | <b>72,600</b> | <b>71,300</b> | <b>1,300</b>         | <b>2%</b> |                   |
| <b><u>EXPENDITURES</u></b>    |               |               |                      |           |                   |
| 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%        |                   |
| <b>Total Expenditures</b>     | <b>72,600</b> | <b>71,300</b> | <b>1,300</b>         | <b>2%</b> |                   |
| <b>Surplus/(Deficit)</b>      | <b>0</b>      | <b>0</b>      |                      |           |                   |

#### **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%           |
|                    | <b>1,000</b> | <b>1,200</b> | <b>(200)</b> | <b>(17%)</b> |

##### Details of "Other-BIA Specific" expenditure

|    |          |          |          |           |
|----|----------|----------|----------|-----------|
| 1. | 0        | 0        | 0        | 0%        |
| 2. | 0        | 0        | 0        | 0%        |
| 3. | 0        | 0        | 0        | 0%        |
|    | <b>0</b> | <b>0</b> | <b>0</b> | <b>0%</b> |

Bridgeland BIA

2020 BUDGET

BUDGET OVERVIEW

Not provided by Bridgeland BIA.

**2020 BIA Levy Summary and Budgets**

**Bridgeland BIA**

**2020 BUDGET**

|                               | <b>2020</b>    | <b>2019</b> | <b>Change (INC./(DEC.)</b> |           | <b><u>Rationale:</u></b>   |
|-------------------------------|----------------|-------------|----------------------------|-----------|--|
|                               | <b>\$</b>      | <b>\$</b>   | <b>\$</b>                  | <b>%</b>  |  |
| <b><u>REVENUES</u></b>        |                |             |                            |           |  |
| 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%        |  |
| <b>Total Revenues</b>         | <b>100,000</b> | <b>N/A</b>  | <b>100,000</b>             | <b>0%</b> |  |
| <b><u>EXPENDITURES</u></b>    |                |             |                            |           |  |
| 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%        |  |
| <b>Total Expenditures</b>     | <b>43,500</b>  | <b>N/A</b>  | <b>43,500</b>              | <b>0%</b> |  |
| <b>Surplus/(Deficit)</b>      | <b>56,500</b>  | <b>N/A</b>  |                            |           |  |

**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%        |
|    | <b>0</b> | <b>0</b> | <b>0</b> | <b>0%</b> |

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

### Calgary Downtown Association BIA

#### 2020 BUDGET

| <u>REVENUES</u>       | 2020<br>\$       | 2019<br>\$       | Change(INC./(DEC.))<br>\$ | %           | <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%)        |   |
| <b>Total Revenues</b> | <b>1,680,200</b> | <b>1,710,225</b> | <b>(30,025)</b>           | <b>(2%)</b> |   |

#### 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%          |  |
| <b>Total Expenditures</b>     | <b>1,680,200</b> | <b>1,710,225</b> | <b>(30,025)</b> | <b>(2%)</b> |  |

|                          |          |          |
|--------------------------|----------|----------|
| <b>Surplus/(Deficit)</b> | <b>0</b> | <b>0</b> |
|--------------------------|----------|----------|

#### 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%          |
|                      | <b>18,375</b> | <b>18,400</b> | <b>(25)</b> | <b>(0%)</b> |

##### Details of "Other-BIA Specific" expenditure

|    |          |          |          |           |
|----|----------|----------|----------|-----------|
| 1. | 0        | 0        | 0        | 0%        |
| 2. | 0        | 0        | 0        | 0%        |
| 3. | 0        | 0        | 0        | 0%        |
|    | <b>0</b> | <b>0</b> | <b>0</b> | <b>0%</b> |

### 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

PFC2020-0012  
Attachment 1

### Chinatown BIA

#### 2020 BUDGET

|                            | 2020<br>\$     | 2019<br>\$     | Change (INC./DEC.)<br>\$ | Rationale:<br>% |   |
|----------------------------|----------------|----------------|--------------------------|-----------------|---|
| <b><u>REVENUES</u></b>     |                |                |                          |                 |   |
| 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.   |
| <b>Total Revenues</b>      | <b>270,000</b> | <b>260,000</b> | <b>10,000</b>            | <b>4%</b>       |   |
| <b><u>EXPENDITURES</u></b> |                |                |                          |                 |   |
| 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%              |   |
| <b>Total Expenditures</b>  | <b>243,246</b> | <b>243,198</b> | <b>48</b>                | <b>0%</b>       |   |
| <b>Surplus/(Deficit)</b>   | <b>26,754</b>  | <b>16,802</b>  |                          |                 |   |

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%         |   |
|    | <b>45,000</b> | <b>35,000</b> | <b>10,000</b> | <b>29%</b> |   |

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**

|                            | <b>2020</b>    | <b>2019</b> | <b>Change (INC./(DEC.))</b> | <b>Rationale:</b>   |
|----------------------------|----------------|-------------|-----------------------------|---|
|                            | <b>\$</b>      | <b>\$</b>   | <b>\$</b>                   | <b>%</b>  |
| <b><u>REVENUES</u></b>     |                |             |                             |   |
| BIA Levy                   | 120,000        | N/A         | 120,000                     | 0%  |
| Grants                     | 0              |             | 0                           | 0%  |
| Events Income              | 0              |             | 0                           | 0%  |
| Interest/Other Income      | 0              |             | 0                           | 0%  |
| <b>Total Revenues</b>      | <b>120,000</b> | <b>N/A</b>  | <b>120,000</b>              | <b>0%</b>   |
| <b><u>EXPENDITURES</u></b> |                |             |                             |   |
| 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%  |
| <b>Total Expenditures</b>  | <b>120,000</b> | <b>N/A</b>  | <b>120,000</b>              | <b>0%</b>   |
| <b>Surplus/(Deficit)</b>   | <b>0</b>       | <b>N/A</b>  |                             |   |

OTHER INFORMATION (Below this line):

Details of "Other Income"

|    |          |          |          |            |
|----|----------|----------|----------|------------|
| 1. |          |          | 0        | 0%         |
| 2. |          |          | 0        | 0%         |
|    | <b>0</b> | <b>0</b> | <b>0</b> | <b>N/A</b> |

4<sup>th</sup> 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**

|                               | <b>2020</b>    | <b>2019</b>    | <b>Change (INC./DEC.)</b> |           | <b><u>Rationale:</u></b> |
|-------------------------------|----------------|----------------|---------------------------|-----------|--------------------------|
|                               | <b>\$</b>      | <b>\$</b>      | <b>\$</b>                 | <b>%</b>  |                          |
| <b><u>REVENUES</u></b>        |                |                |                           |           |                          |
| 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%        |                          |
| <b>Total Revenues</b>         | <b>205,800</b> | <b>205,800</b> | <b>0</b>                  | <b>0%</b> |                          |
| <b><u>EXPENDITURES</u></b>    |                |                |                           |           |                          |
| 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%        |                          |
| <b>Total Expenditures</b>     | <b>205,800</b> | <b>205,800</b> | <b>0</b>                  | <b>0%</b> |                          |
| <b>Surplus/(Deficit)</b>      | <b>0</b>       | <b>0</b>       |                           |           |                          |

**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%        |
|    | <b>0</b> | <b>0</b> | <b>0</b> | <b>0%</b> |

Details of "Other-BIA Specific" expenditure

|    |          |          |          |           |
|----|----------|----------|----------|-----------|
| 1. | 0        | 0        | 0        | 0%        |
| 2. | 0        | 0        | 0        | 0%        |
| 3. | 0        | 0        | 0        | 0%        |
|    | <b>0</b> | <b>0</b> | <b>0</b> | <b>0%</b> |

**2020 BIA Levy Summary and Budgets**

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Greenview Industrial BIA

2020 BUDGET

BUDGET OVERVIEW

Not provided by Greenview Industrial BIA.



**Greenview Industrial BIA**  
**2020 BUDGET**

|                                 | <b>2020</b>    | <b>2019</b>    | <b>Change (INC./(DEC.))</b> |           | <b>Explanation</b>   |
|---------------------------------|----------------|----------------|-----------------------------|-----------|--|
|                                 | <b>\$</b>      | <b>\$</b>      | <b>\$</b>                   | <b>%</b>  |  |
| <b><u>REVENUES</u></b>          |                |                |                             |           |  |
| BIA Levy                        | 50,000         | 50,000         | 0                           | 0%        |  |
| Grants                          |                |                | 0                           | 0%        |  |
| Events Income                   |                |                | 0                           | 0%        |  |
| Interest/Other Income           |                |                | 0                           | 0%        |  |
| <b>Total Revenues</b>           | <b>50,000</b>  | <b>50,000</b>  | <b>0</b>                    | <b>0%</b> |  |
| <b><u>EXPENDITURES</u></b>      |                |                |                             |           |  |
| 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%        |  |
| <b>Total Expenditures</b>       | <b>117,000</b> | <b>117,000</b> | <b>0</b>                    | <b>0%</b> |  |
| Use of existing Cash            | (67,000)       | (67,000)       |                             |           |  |
| <b>Surplus/(Deficit)</b>        | <b>0</b>       | <b>0</b>       |                             |           |  |

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Inglewood BIA

2020 BUDGET

BUDGET OVERVIEW

Not provided by Inglewood BIA.

## 2020 BIA Levy Summary and Budgets

### Inglewood BIA

#### 2020 BUDGET

|                               | 2020           | 2019           | Change (INC./DEC.) |           | <u>Rationale:</u>                                 |
|-------------------------------|----------------|----------------|--------------------|-----------|---|
|                               | \$             | \$             | \$                 | %         |   |
| <b><u>REVENUES</u></b>        |                |                |                    |           |   |
| 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%        |   |
| <b>Total Revenues</b>         | <b>285,000</b> | <b>265,000</b> | <b>20,000</b>      | <b>8%</b> |   |
| <b><u>EXPENDITURES</u></b>    |                |                |                    |           |   |
| 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%        |   |
| <b>Total Expenditures</b>     | <b>285,000</b> | <b>265,000</b> | <b>20,000</b>      | <b>8%</b> |   |
| <b>Surplus/(Deficit)</b>      | <b>0</b>       | <b>0</b>       |                    |           |   |

#### 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%        |
|    | <b>0</b> | <b>0</b> | <b>0</b> | <b>0%</b> |

##### Details of "Other-BIA Specific" expenditure

|    |          |          |          |           |
|----|----------|----------|----------|-----------|
| 1. | 0        | 0        | 0        | 0%        |
| 2. | 0        | 0        | 0        | 0%        |
| 3. | 0        | 0        | 0        | 0%        |
|    | <b>0</b> | <b>0</b> | <b>0</b> | <b>0%</b> |

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>   |
|-------------------------------|----------------|----------------|-----------------------|--------------|---|
|                               | \$             | \$             | \$                    | %            |   |
| <b><u>REVENUES</u></b>        |                |                |                       |              |   |
| 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.   |
| <b>Total Revenues</b>         | <b>491,000</b> | <b>550,400</b> | <b>(59,400)</b>       | <b>(11%)</b> |   |
| <b><u>EXPENDITURES</u></b>    |                |                |                       |              |   |
| 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  |
| <b>Total Expenditures</b>     | <b>491,000</b> | <b>535,600</b> | <b>(44,600)</b>       | <b>(8%)</b>  |   |
| <hr/>                         |                |                |                       |              |   |
| <b>Surplus/(Deficit)</b>      | <b>0</b>       | <b>14,800</b>  |                       |              |   |

#### **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%        |
|    | <b>0</b> | <b>0</b> | <b>0</b> | <b>0%</b> |

##### 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%           |                            |
|           | <b>27,000</b> | <b>68,000</b> | <b>(41,000)</b> | <b>(60%)</b> |                            |

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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**

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

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

|                          |          |          |  |  |  |
|--------------------------|----------|----------|--|--|--|
| <b>Surplus/(Deficit)</b> | <b>0</b> | <b>0</b> |  |  |  |
|--------------------------|----------|----------|--|--|--|

**OTHER INFORMATION (Below this line) (Optional):**

Details of "Other Income"

|    |          |          |          |           |  |
|----|----------|----------|----------|-----------|--|
| 1. | 0        | 0        | 0        | <b>0%</b> |  |
| 2. | 0        | 0        | 0        | <b>0%</b> |  |
| 3. | 0        | 0        | 0        | <b>0%</b> |  |
|    | <b>0</b> | <b>0</b> | <b>0</b> | <b>0%</b> |  |

Details of "Other-BIA Specific" expenditure

|    |          |          |          |           |  |
|----|----------|----------|----------|-----------|--|
| 1. | 0        | 0        | 0        | <b>0%</b> |  |
| 2. | 0        | 0        | 0        | <b>0%</b> |  |
| 3. | 0        | 0        | 0        | <b>0%</b> |  |
| 4. | 0        | 0        | 0        | <b>0%</b> |  |
|    | <b>0</b> | <b>0</b> | <b>0</b> | <b>0%</b> |  |

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<br>\$     | 2019<br>\$     | Change (INC./(DEC.))<br>\$ | %          | <u>Rationale:</u>                |
|------------------------|----------------|----------------|----------------------------|------------|----------------------------------|
| <b><u>REVENUES</u></b> |                |                |                            |            |                                  |
| 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    |
| <b>Total Revenues</b>  | <b>301,000</b> | <b>243,000</b> | <b>58,000</b>              | <b>24%</b> |                                  |

|                               |                |                |               |            |                                |
|-------------------------------|----------------|----------------|---------------|------------|--------------------------------|
| <b><u>EXPENDITURES</u></b>    |                |                |               |            |                                |
| 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%         |                                |
| <b>Total Expenditures</b>     | <b>299,400</b> | <b>242,730</b> | <b>56,670</b> | <b>23%</b> |                                |

|                          |              |            |
|--------------------------|--------------|------------|
| <b>Surplus/(Deficit)</b> | <b>1,600</b> | <b>270</b> |
|--------------------------|--------------|------------|

#### 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%           |
|                      | <b>1,000</b> | <b>13,000</b> | <b>(12,000)</b> | <b>(92%)</b> |

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<br>\$    | 2019<br>\$    | Change (INC./(DEC.))<br>\$ % |            | <u>Rationale:</u>  |
|-------------------------------|---------------|---------------|------------------------------|------------|--|
| <b><u>REVENUES</u></b>        |               |               |                              |            |  |
| 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   |
| <b>Total Revenues</b>         | <b>84,600</b> | <b>72,400</b> | <b>12,200</b>                | <b>17%</b> |  |
| <b><u>EXPENDITURES</u></b>    |               |               |                              |            |  |
| 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%         |  |
| <b>Total Expenditures</b>     | <b>84,600</b> | <b>73,135</b> | <b>11,465</b>                | <b>16%</b> |  |
| <b>Surplus/(Deficit)</b>      | <b>0</b>      | <b>(735)</b>  |                              |            |  |

#### **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%        |
|                  | <b>2,600</b> | <b>0</b> | <b>2,600</b> | <b>0%</b> |

##### 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%        |
|                         | <b>6,900</b> | <b>6,817</b> | <b>83</b> | <b>1%</b> |

17<sup>th</sup> 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<br>\$     | 2019<br>\$     | Change (INC./(DEC.))<br>\$ | %          | <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%         |   |
| <b>Total Revenues</b>         | <b>634,000</b> | <b>485,800</b> | <b>148,200</b>             | <b>31%</b> |   |
| <br>                          |                |                |                            |            |   |
| <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%         |   |
| <b>Total Expenditures</b>     | <b>634,000</b> | <b>485,800</b> | <b>148,200</b>             | <b>31%</b> |   |
| <br>                          |                |                |                            |            |   |
| <b>Surplus/(Deficit)</b>      | <b>0</b>       | <b>0</b>       |                            |            |   |

#### 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%        |
|  | <b>75,000</b> | <b>75,000</b> | <b>0</b> | <b>0%</b> |

## 2020 BIA Levy Summary and Budgets

PFC2020-0012  
Attachment 1

### 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

### Victoria Park BIA

#### 2020 BUDGET

|                               | 2020           | 2019           | Change (INC./(DEC.)) |           | <u>Rationale:</u>  |
|-------------------------------|----------------|----------------|----------------------|-----------|--|
|                               | \$             | \$             | \$                   | %         |  |
| <b><u>REVENUES</u></b>        |                |                |                      |           |  |
| 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 |
| <b>Total Revenues</b>         | <b>436,369</b> | <b>436,369</b> | <b>0</b>             | <b>0%</b> |  |
| <b><u>EXPENDITURES</u></b>    |                |                |                      |           |  |
| 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%        |  |
| <b>Total Expenditures</b>     | <b>436,369</b> | <b>436,369</b> | <b>0</b>             | <b>0%</b> |  |
| <b>Surplus/(Deficit)</b>      | <b>0</b>       | <b>0</b>       |                      |           |  |

#### **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%         |
|                              | <b>55,000</b> | <b>35,000</b> | <b>20,000</b> | <b>57%</b> |

##### 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%        |
|                               | <b>4,000</b> | <b>4,000</b> | <b>0</b> | <b>0%</b> |