

**CALGARY'S BUSINESS IMPROVEMENT AREA (BIA)
2025 ANNUAL BUDGETS
(SUMMARY)**

BUSINESS IMPROVEMENT AREA	2025 BIA LEVY \$	2024 BIA LEVY \$	
Beltline BIA	385,000	380,000	Attachment 3A
Mainstreet Bowness BIA	50,100	50,100	Attachment 3B
Bridgeland BIA	110,000	110,000	Attachment 3C
Calgary Downtown Association	2,000,000	2,000,000	Attachment 3D
Chinatown BIA	265,000	250,000	Attachment 3E
Crescent Heights Village BIA	384,805	250,000	Attachment 3F
4th Street South West BIA	194,500	185,200	Attachment 3G
Greenview Industrial BIA	200,000	100,000	Attachment 3H
Inglewood BIA	306,500	306,500	Attachment 3I
International Avenue BRZ	489,800	453,800	Attachment 3J
Kensington BRZ	336,182	306,450	Attachment 3K
Marda Loop BIA	220,000	220,000	Attachment 3L
Montgomery on the Bow BIA	115,000	95,000	Attachment 3M
17th Avenue Retail & Entertainment District BIA	680,000	660,000	Attachment 3N
Victoria Park BIA	463,269	444,369	Attachment 3O
Total	6,200,156	5,811,419	

2025 BUSINESS IMPROVEMENT AREA BUDGETS

Beltline BIA

1. Please fill in the following:

Date budget approved by Board of Directors: November 6, 2024
 Date budget presented or approved at AGM (if applicable): Presented November 28th, 2024
 Date budget submitted to The City: December 2, 2024

2. Explanation of major projects or initiatives that the BIA is undertaking: Street safety & cleanliness team 5 days a week with scheduled street cleaning, graffiti removal and reporting, plus on demand services for businesses. 5 signature events. Partnership with BUMP to install more murals. Street beautification projects; flags, benches, wayfinding.

3. Highlight any other projects leveraged, in kind contributions, volunteer time, etc. : Over 100 annual volunteer hours for event setup, takedown and organization. Thousands of dollars in business donations for our signature event BLOXing Day. Donation of hotdogs, buns, water, coffee and tea for our annual community free meal popup. Liquor sponsorship for events from Dukes and Metrovino.

4. Identify any other important aspects (environmental trends/constraints/opportunities) that the BIA believes City Council should be made aware of regarding this budget: We continue to battle an increase litter, graffiti, fires, break-ins and social disorder. We allocate a significant portion of our budget to maintaining street cleanliness and putting people on the street to help deter crime and report ongoing. This increase continues to negatively effect businesses, resulting in lost sales and some shutting their doors.

REVENUES	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 385,000.00	\$ 380,000.00	\$ 380,000.00	\$ 5,000.00	
City of Calgary Grants/Funds	\$ 79,500.00	\$ 30,000.00	\$ 273,000.00		
Grants- Other Sources			\$ 7,000.00		
Festival & Events Revenue	\$ 75,000.00		\$ 98,000.00	\$ 75,000.00	BLOX Arts Centre & Community events revenue
Interest Revenue	\$ 6,000.00	\$ 5,000.00	\$ 6,000.00	\$ 1,000.00	
Miscellaneous Revenue					
Transfer from Reserves	\$ 42,000.00	\$ 17,500.00		\$ 24,500.00	
Total Revenues	\$ 587,500.00	\$ 432,500.00	\$ 764,000.00	\$ 155,000.00	

EXPENDITURES	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
Administration	\$ 249,000.00	\$ 175,000.00	\$ 292,200.00	\$ 74,000.00	Higher administration costs to accommodate 3 full time staff, BAC rent and operations which in return helped us invest over 34k into the community in 2024
Marketing/Communications	\$ 86,900.00	\$ 80,000.00	\$ 86,000.00	\$ 6,900.00	
Urban Devt. & Strategic Planning	\$ 5,000.00	\$ 13,500.00	\$ 15,000.00	\$ (8,500.00)	
Streetscape Improvements	\$ 26,000.00	\$ 20,000.00	\$ 81,000.00	\$ 6,000.00	
Festivals & Events	\$ 65,000.00	\$ 52,000.00	\$ 66,000.00	\$ 13,000.00	Increased budget to be able to run larger scale events that impact the community more
Public Safety & Social Issues	\$ 109,500.00	\$ 90,000.00	\$ 180,500.00	\$ 19,500.00	Increased budget from Parking Reinvestment Fund
Capital Assets					
Other- BIA Specific		\$ 2,000.00	\$ 1,300.00	\$ (2,000.00)	
Transfer to Reserves	\$ 46,100.00		\$ 42,000.00	\$ 46,100.00	Increasing reserves over multiple years to take on capital projects
Total Expenditures	\$ 587,500.00	\$ 432,500.00	\$ 764,000.00	\$ 155,000.00	

Details of "Other-BIA Specific"

Expenditure
 1.Moving Costs

2025 BUSINESS IMPROVEMENT AREA BUDGETS

Mainstreet Bowness BIA

1. Please fill in the following:

Date budget approved by Board of Directors: November 19, 2024
Date budget presented or approved at AGM (if applicable): November 19, 2024
Date budget submitted to The City: December 4, 2024

2. Explanation of major projects or initiatives that the BIA is undertaking: Investments are planned for streetscape improvements in lighting, public art (murals, tiny galleries), sidewalk murals and benches. Update to redo sidewalk murals and more white lights in our trees to enhance gathering spaces are also in the plan.

3. Highlight any other projects leveraged, in kind contributions, volunteer time, etc.: City of Calgary donated 7 old planters to our pedestrian crosswalk areas and updates were made to 2 murals. Additional grasses were planted. Winter planter greens were partly donated by flower supplier.

4. Identify any other important aspects (environmental trends/constraints/opportunities) that the BIA believes City Council should be made aware of regarding this budget: We are the smallest BIA in Calgary, therefore, our operational budget is quite small. This is a continuous constraint. However, we have an in-kind donation coming in this year from a local developer so we hope to complete some long awaited projects like new banners and getting our lamp posts wrapped. We rely heavily on the Community Standards grant and other grants we can apply for to help us with projects to improve our business district.

REVENUES	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 50,100.00	\$ 50,100.00	\$ 50,100.00	\$ -	
City of Calgary Grants/Funds	\$ 18,000.00	\$ 13,000.00	\$ 38,000.00	\$ 5,000.00	
Grants- Other Sources	\$ 52,000.00	\$ 12,555.00	\$ 17,555.00	\$ 39,445.00	
Festival & Events Revenue	\$ 25,000.00	\$ 33,000.00	\$ 33,000.00	\$ (8,000.00)	
Interest Revenue	\$ 800.00	\$ 2,075.00		\$ (1,275.00)	
Miscellaneous Revenue				\$ -	
Transfer from Reserves			\$ 2,075.00	\$ -	
Total Revenues	\$ 145,900.00	\$ 110,730.00	\$ 140,730.00	\$ 35,170.00	

EXPENDITURES	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
Administration	\$ 53,680.00	\$ 51,930.00	\$ 51,930.00	\$ 1,750.00	
Marketing/Communications	\$ 12,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	
Urban Devt. & Strategic Planning				\$ -	
Streetscape Improvements	\$ 46,220.00	\$ 26,800.00	\$ 56,800.00	\$ 19,420.00	
Festivals & Events	\$ 34,000.00	\$ 26,000.00	\$ 26,000.00	\$ 8,000.00	
Public Safety & Social Issues				\$ -	
Capital Assets				\$ -	
Other- BIA Specific				\$ -	
Transfer to Reserves				\$ -	
Total Expenditures	\$ 145,900.00	\$ 110,730.00	\$ 140,730.00	\$ 35,170.00	

2025 BUSINESS IMPROVEMENT AREA BUDGETS
<u>Bridgeland BIA</u>

1. Please fill in the following:

Date budget approved by Board of Directors: October 28, 2024

Date budget presented or approved at AGM (if applicable): November 25, 2024

Date budget submitted to The City: November 29, 2024

2. Explanation of major projects or initiatives that the BIA is undertaking: Mainstreet Projects

3. Highlight any other projects leveraged, in kind contributions, volunteer time, etc. : 150 volunteers hours from the board and other business owners

REVENUES	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 110,000.00	\$ 110,000.00	\$ 110,000.00	
City of Calgary Grants/Funds	\$ 30,000.00	\$ 30,000.00	\$ 10,000.00	
Grants- Other Sources				
Festival & Events Revenue				
Interest Revenue	\$ 85.00	\$ 85.00	\$ 85.00	
Miscellaneous Revenue				
Transfer from Reserves				
Total Revenues	\$ 140,085.00	\$ 140,085.00	\$ 120,085.00	

EXPENDITURES	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Explanation of 'Budget to Budget Variance'
Administration	\$ 58,085.00	\$ 48,085.00	\$ 50,000.00	expectation of additional hours for programs and promotions
Marketing/Communications	\$ 37,000.00	\$ 37,000.00	\$ 37,000.00	new website and 12 weeks of gift card give aways promotion
Urban Devt. & Strategic Planning				
Streetscape Improvements	\$ 30,000.00	\$ 40,000.00	\$ 30,000.00	not all mainstreet projects have been completed due to delays
Festivals & Events	\$ 15,000.00	\$ 15,000.00		festivals and events delayed due to mainstreet construction
Public Safety & Social Issues				
Capital Assets				
Other- BIA Specific				
Transfer to Reserves			\$ 3,085.00	
Total Expenditures	\$ 140,085.00	\$ 140,085.00	\$ 120,085.00	

2025 BUSINESS IMPROVEMENT AREA BUDGETS

Calgary Downtown Association BIA

1. Please fill in the following:

Date budget approved by Board of Directors: October 24th, 2024

Date budget presented or approved at AGM (if applicable): N/A

Date budget submitted to The City: December 3, 2024

2. Explanation of major projects or initiatives that the BIA is undertaking: The CDA will be implementing a dedicated, rapid response Clean Team which will help to improve the overall experience in the Downtown CORE. This will help to address the perception of safety issues which has been identified in the DSLT (Downtown Safety Leadership Table) work done in 2024 (final report). Additionally, CDA will be working to close out on our Green Alley project which was worked in 2024, again helping to address safety issues. The CDA is returning to a core focus for the organization around Clean and Safe as a fundamental priority. Increase our gift card program and focus on Restaurants and Hotel sectors.

3. Highlight any other projects leveraged, in kind contributions, volunteer time, etc. : We will be working key activation projects in and around the transit station and the parks in the Core. We will find opportunities working with Community Associations (CA's) on like-minded activations and improvements to parks.

4. Identify any other important aspects (environmental trends/constraints/opportunities) that the BIA believes City Council should be made aware of regarding this budget: City Council has funded the DSLT recommendations which is imperative to the ongoing success of downtown. We (CDA) will continue to advocate for increased partnership and collaboration in making downtown a great place to live, work, play, learn and shop.

<u>REVENUES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 2,000,000.00	\$ 2,000,000.00	\$ 2,000,000.00	\$ -	No levy increase, maintaining the same levy gathered from members in 2024
City of Calgary Grants/Funds	\$ 851,392.00	\$ 606,000.00	\$ 358,339.00	\$ 245,392.00	This is maintenance contract for Stephen Ave and planned use of Parking fund monies, for increased cleaning and experience
Grants- Other Sources	\$ 230,000.00	\$ 100,000.00	\$ 252,261.00	\$ 130,000.00	Increased monies from Provincial and Federal grants
Festival & Events Revenue			\$ 26,000.00		No plans to make revenue off events for 2025
Interest Revenue	\$ 25,500.00	\$ 25,000.00	\$ 6,266.00	\$ 500.00	No change, expecting to make \$25k plus in interest, based on CDA bank accounts and GIC's
Miscellaneous Revenue	\$ 230,000.00	\$ 514,200.00	\$ 377,054.00	\$ (284,200.00)	This is the forecast of monies to be raised by Patio's fee's and Permits. Patio fee's at risk based on Stephen Ave construction
Transfer from Reserves		\$ 500,000.00		\$ (500,000.00)	We do not plan to bring any monies out of our protected reserves in 2025. We want to start to build a surplus for bigger projects with CoC
Total Revenues	\$ 3,336,892.00	\$ 3,745,200.00	\$ 3,019,920.00	\$ (408,308.00)	

<u>EXPENDITURES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
Administration	\$ 1,434,099.00	\$ 1,100,000.00	\$ 1,140,947.00	\$ 334,099.00	Additional monies put into the 2025 budget for the additional staff which will be hired in the new year based on organizational priorities
Marketing/Communications	\$ 300,000.00	\$ 555,000.00	\$ 557,134.00	\$ (255,000.00)	Return to traditional marketing and promotion, funds for PR, Graphic Design, Gift Card programs and Website improvements
Urban Devt. & Strategic Planning	\$ 165,000.00	\$ 150,000.00	\$ 93,609.00	\$ 15,000.00	Slight increase for member and community engagement
Streetscape Improvements	\$ 791,586.00	\$ 615,200.00	\$ 302,799.00	\$ 176,386.00	Increase of state of good repair work based on geographic locations, dealing with perception of safety
Festivals & Events	\$ 300,000.00	\$ 300,000.00	\$ 79,123.00		No change from previous year and monies will be used for sponsorship to partners and stakeholders
Public Safety & Social Issues	\$ 30,000.00	\$ 700,000.00		\$ (670,000.00)	Ambassador program now with Alpha House; however we are still planning safety town halls and training for membership
Capital Assets	\$ 200,000.00	\$ 25,000.00		\$ 175,000.00	This is for acquisition of Vehicles for the dedicated CDA Clean Team
Other- BIA Specific		\$ 300,000.00	\$ 302,812.00	\$ (300,000.00)	These monies were for Nighttime Economy and monies returned to the City of Calgary
Transfer to Reserves	\$ 116,207.00		\$ 543,496.00	\$ 116,207.00	Looking to build restricted surplus for key projects and CDA's potential contribution i.e.: Stephen Ave and 8th Street SW
Total Expenditures	\$ 3,336,892.00	\$ 3,745,200.00	\$ 3,019,920.00	\$ (408,308.00)	

Details of "Miscellaneous" Revenue

1. Patio Permits	\$ 180,000.00
2. Access and Stephen Ave permits	\$ 50,000.00
	\$ 230,000.00

2025 BUSINESS IMPROVEMENT AREA BUDGETS
Chinatown BIA

Explanation of major projects or initiatives that the BIA is undertaking: The Chinatown BIA has recently updated its strategic plan, with a focus for 2024 on building upon its previous mandate through three refreshed priorities: keeping Chinatown clean and safe, making it a must-visit destination, and revitalizing the neighborhood. Ongoing efforts include maintaining seasonal flower planters, replacing lanterns annually, refreshing lamppost banners every two years, and introducing initiatives like the bench program in 2021. Regular services such as debris control twice a week, graffiti removal, and spring power washing are also in place. Events remain a primary focus, aimed at attracting visitors to explore the community and learn about its rich heritage and culture. To support these goals, Chinatown has adopted a new tagline for 2024: Discover the Treasures of Chinatown: Culture, Cuisine, and Community, reflecting its vision for the neighborhood.

Highlight any other projects leveraged, in kind contributions, volunteer time, etc. :
The Chinatown Business Improvement Area (BIA) organizes a variety of events annually, such as the Chinese New Year Gala Dinner, Stampede Breakfast, Chinatown Street Festival, and Lantern Festival. These events are made possible through sponsorships and, in many instances, the valuable contributions of volunteers. Notably, our Street Festival alone requires over five hundred volunteer hours for planning and execution. All events have benefited from the community contributions of time, treasure and talent.

Identify any other important aspects (environmental trends/constraints/opportunities) that the BIA believes City Council should be made aware of regarding this budget: Parking, encompassing both affordability and availability, remains our primary concern in Chinatown, the impact is evident in the loss of businesses. This also compels us to advocate for the permanence of the 3rd Avenue South Walking and Wheeling project, which has narrowed the street, also resulted in the removal of parking spots. Simultaneously, safety concerns have heightened, with an increase in graffiti and vandalism reported in Chinatown during 2023. In 2024 we also hope to focus on ways to revitalize Chinatown and attract new businesses to the area which will in turn attract visitors. The key challenge will be to work with building owners and landlords to promote and market the spaces available in the area.

<u>REVENUES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 265,000.00	\$ 250,000.00	\$ 250,000.00	\$ 15,000.00	
City of Calgary Grants/Funds	\$ 48,000.00	\$ 130,000.00	\$ 135,457.00		Community Standard fund, DTS Grant, FESPIM, Microgrant
Grants- Other Sources	\$ 15,000.00		\$ 10,000.00	\$ 15,000.00	CADA Public Art Microgrant
Festival & Events Revenue	\$ 60,000.00	\$ 60,000.00	\$ 77,714.00		Sponsorship & Tent Sales
Interest Revenue					
Miscellaneous Revenue			\$ 2,645.00		
Transfer from Reserves	\$ 82,207.00	\$ 70,500.00		\$ 11,707.00	
Total Revenues	\$ 470,207.00	\$ 510,500.00	\$ 475,816.00	\$ (40,293.00)	

<u>EXPENDITURES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
Administration	\$ 176,766.00	\$ 152,556.00	\$ 168,344.00	\$ 24,210.00	As prices have risen, our budget has increased 6% to account for inflation. This adjustment ensures we have adequate funding for the year, covering all potential events we plan to execute for Chinatown.
Marketing/Communications	\$ 50,800.00	\$ 49,000.00	\$ 43,595.00	\$ 1,800.00	To address the growing need for website maintenance, ensuring a strong presence on social media, and graphic design a slight adjustments was made to the contract fee. Additionally, we will engage a freelance professional to manage and maintain our website effectively.
Urban Devt. & Strategic Planning		\$ 8,000.00		\$ (8,000.00)	Since we have done this inhouse and not utilized funds under this category , we have reallocated this funding to other priorities.
Streetscape Improvements	\$ 50,400.00	\$ 52,200.00	\$ 99,840.00	\$ (1,800.00)	Expenses are expected to decrease as there will be no need to produce new lamp post banners in 2025. This category includes new murals, street cleaning and graffiti cleanup.
Festivals & Events	\$ 157,600.00	\$ 139,244.00	\$ 164,037.00	\$ 18,356.00	We anticipate festivals and events will increase in 2025 and will continue to secure sponsorships to offset costs and support event activities.
Public Safety & Social Issues					
Capital Assets					
Other- BIA Specific	\$ 34,641.00	\$ 109,500.00		\$ (74,859.00)	
Transfer to Reserves					
Total Expenditures	\$ 470,207.00	\$ 510,500.00	\$ 475,816.00	\$ (40,293.00)	

2025 BUSINESS IMPROVEMENT AREA BUDGETS
Crescent Heights Village BIA

Identify any other important aspects (environmental trends/constraints/opportunities) that the BIA believes City Council should be made aware of regarding this budget:
We're increasing the budget significantly to bring it inline with the average BIA budgets. Since our expansion last year, we've identified additional administrative requirements for a much larger BIA. Given we are exactly an average-sized BIA, we aimed for an average budget compared to other BIAs in the City.

<u>REVENUES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 384,805.00	\$ 250,000.00	\$ 250,000.00	\$ 134,805.00	Bringing levy up to the average, as an average-sized BIA. We were under-resourced in 2024
City of Calgary Grants/Funds	\$ 65,500.00	\$ 10,000.00	\$ 61,790.00	\$ 55,500.00	Based this year on what we were successful with last year
Grants- Other Sources	\$ 60,000.00			\$ 60,000.00	Northern Economic Development Grant
Festival & Events Revenue					
Interest Revenue	\$ 8,000.00	\$ 2,984.69	\$ 5,500.00	\$ 5,015.31	Aligned with new levy amount and 2024 averages
Miscellaneous Revenue					
Transfer from Reserves					
Total Revenues	\$ 518,305.00	\$ 262,984.69	\$ 317,290.00	\$ 255,320.31	

<u>EXPENDITURES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
Administration	\$ 104,540.00	\$ 47,607.93	\$ 35,000.00	\$ 56,932.07	Need a larger office space to accommodate growth in staff and services
Marketing/Communications	\$ 24,675.00	\$ 15,920.00	\$ 20,000.00	\$ 8,755.00	
Urban Devt. & Strategic Planning					
Streetscape Improvements	\$ 152,890.00	\$ 68,700.00	\$ 98,000.00	\$ 84,190.00	Grant funding topped up this budget in
Festivals & Events	\$ 26,050.00	\$ 22,000.00	\$ 27,000.00	\$ 4,050.00	Events not deemed as important per ratepayer survey
Public Safety & Social Issues	\$ 101,400.00	\$ 40,410.00	\$ 70,000.00	\$ 60,990.00	Increased focus on "clean and safe" initiatives per ratepayer survey. Grant funding topped up this budget in 2024
Capital Assets					
Other- BIA Specific	\$ 108,750.00	\$ 68,346.76	\$ 60,000.00	\$ 40,403.24	Addition of a member services staff position
Transfer to Reserves			\$ 7,289.69		
Total Expenditures	\$ 518,305.00	\$ 262,984.69	\$ 317,289.69	\$ 255,320.31	

Details of "Other-BIA Specific"

Expenditure			
1. Member Engagement Staff Time	\$ 51,400.00	\$ 63,754.00	
2. Advocacy Staff Time (2025), Reserves (2024)	\$ 25,000.00	\$ 4,592.76	
3. Member Value and Programs	\$ 32,350.00		
	\$ 108,750.00	\$ 68,346.76	\$ -

2025 BUSINESS IMPROVEMENT AREA BUDGETS

4th Street South West BIA

1. Please fill in the following:

Date budget approved by Board of Directors: September 25th 2024
 Date budget presented or approved at AGM (if applicable): November 20th 2024
 Date budget submitted to The City: December 3rd 2024

2. Explanation of major projects or initiatives that the BIA is undertaking: We continue our large and small marketing initiatives and events. Along with several mural projects for 2025.

<u>REVENUES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 194,500.00	\$ 185,200.00	\$ 185,200.00	\$ 9,300.00	
City of Calgary Grants/Funds	\$ 70,000.00	\$ 80,000.00	\$ 80,000.00	\$ (10,000.00)	
Grants- Other Sources					
Festival & Events Revenue					
Interest Revenue					
Miscellaneous Revenue					
Transfer from Reserves				\$ -	
Total Revenues	\$ 264,500.00	\$ 265,200.00	\$ 265,200.00	\$ (700.00)	

<u>EXPENDITURES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
Administration	\$ 104,700.00	\$ 91,800.00	\$ 91,800.00	\$ 12,900.00	
Marketing/Communications	\$ 64,000.00	\$ 62,500.00	\$ 62,500.00	\$ 1,500.00	
Urban Devt. & Strategic Planning					
Streetscape Improvements	\$ 59,300.00	\$ 41,900.00	\$ 41,900.00	\$ 17,400.00	
Festivals & Events	\$ 36,500.00	\$ 34,000.00	\$ 34,000.00	\$ 2,500.00	
Public Safety & Social Issues		\$ 35,000.00	\$ 35,000.00	\$ (35,000.00)	
Capital Assets					
Other- BIA Specific					
Transfer to Reserves					
Total Expenditures	\$ 264,500.00	\$ 265,200.00	\$ 265,200.00	\$ (700.00)	

2025 BUSINESS IMPROVEMENT AREA BUDGETS

Greenview Industrial BIA

REVENUES	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 200,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	Increase in Levy ask. Prior years were artificially low to use up some accumulated reserves.
City of Calgary Grants/Funds	\$ 50,000.00	\$ 40,000.00	\$ 76,856.00	\$ 10,000.00	Increase in Grants to reflect the actual grants received in 2023.
Grants- Other Sources			\$ 5,818.00	\$ -	
Festival & Events Revenue	\$ -	\$ 2,000.00		\$ (2,000.00)	
Interest Revenue	\$ 190.00		\$ -	\$ 190.00	
Miscellaneous Revenue				\$ -	
Transfer from Reserves	\$ -	\$ 56,200.00	\$ 54,326.00	\$ (56,200.00)	Reserves are used up and the plan now is to operate at break even.
Total Revenues	\$ 250,190.00	\$ 198,200.00	\$ 237,000.00	\$ 51,990.00	

EXPENDITURES	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
Administration	\$ 70,889.00	\$ 65,700.00		\$ 5,189.00	Increase in BIA focused time as approved by the Board.
Marketing/Communications	\$ 74,301.00	\$ 46,500.00		\$ 27,801.00	Represents a shift in priority and a more aggressive strategy of connecting with the marketplace and with membership.
Urban Devt. & Strategic Planning	\$ 5,000.00	\$ 5,000.00		\$ -	
Streetscape Improvements	\$ 29,000.00	\$ 30,000.00		\$ (1,000.00)	
Festivals & Events	\$ 55,000.00	\$ 40,000.00		\$ 15,000.00	Scaling up the scope of the annual community festival in order to bring more attention to the area. Also is grant-conditional.
Public Safety & Social Issues	\$ 16,000.00	\$ 11,000.00		\$ 5,000.00	Bumping up of public safety issues.
Capital Assets				\$ -	
Other- BIA Specific			\$ 237,000.00	\$ -	We have not yet delineated the 2024 results but the total is accurate.
Transfer to Reserves				\$ -	
Total Expenditures	\$ 250,190.00	\$ 198,200.00	\$ 237,000.00	\$ 51,990.00	

2025 BUSINESS IMPROVEMENT AREA BUDGETS
Inglewood BIA

1. Please fill in the following:

Date budget approved by Board of Directors: October 8, 2024
 Date budget presented or approved at AGM (if applicable): November 13, 2024
 Date budget submitted to The City: December 3, 2024

2. Explanation of major projects or initiatives that the BIA is undertaking: Main initiatives will include rebranding, development of marketing campaigns, website development, additional programming, and events. Inglewood will be celebrating its 150th anniversary in 2025 to include commemorative banners and pageantry. In addition, initiatives towards supporting environmental sustainability, include increasing native species plants, and tree canopies to reduce urban heat island impacts, building resiliency towards climate change.

3. Highlight any other projects leveraged, in kind contributions, volunteer time, etc. : Projects leveraged will be the Ramsay-Inglewood Public Realm Improvement project for 2025 and the commemoration of the 150th anniversary of Inglewood with additional grants and funding to support. Community development approaches will be utilized with capacity building of volunteers, stakeholders, partners, and the community-at-large, through creative placemaking, activations, events, and programming.

4. Identify any other important aspects (environmental trends/constraints/opportunities) that the BIA believes City Council should be made aware of regarding this budget: Inglewood will be celebrating 150 years as a neighbourhood and main street in Calgary in 2025. The community and surrounding areas are working together to commemorate this milestone. It would be an opportunity for The City to support and collaborate in connecting to Calgary's history. In alignment with Council Focus Areas and advancing the mandate of providing a quality of life in the city and neighbourhoods, building resilient frameworks in city planning and community building depends on the locality of teams and groups, including BIA teams. Team Inglewood will focus on building resiliency and adaptability in 2025. A suggestion is to review processes and systems supporting main street hubs within the city as a whole ecosystem. This would include intentional and purposeful city building towards equity, diversity, inclusion, and a sense of belonging between each BIA and neighbourhood area supporting main streets as third places with pragmatic supports, therefore, increasing quality of life with effective and efficient localized systems.

<u>REVENUES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 306,500.00	\$ 306,500.00	\$ 306,500.00		Status Quo with change of Executive Director role and reviewing for the 2025 year.
City of Calgary Grants/Funds	\$ 60,000.00	\$ 60,000.00	\$ 60,000.00		Repositioning of events and event development with new events for CoC grants. Community Standards Fund and Parking Reinvestment with streetscape. Placemaking Grants
Grants- Other Sources	\$ 20,000.00	\$ 5,000.00	\$ 5,000.00	\$ 15,000.00	Placemaking Grants
Festival & Events Revenue	\$ 5,000.00			\$ 5,000.00	Vendor Fees
Interest Revenue					
Miscellaneous Revenue	\$ 20,000.00			\$ 20,000.00	Pop Up with Office Space, Programming Supports
Transfer from Reserves					
Total Revenues	\$ 411,500.00	\$ 371,500.00	\$ 371,500.00	\$ 40,000.00	

<u>EXPENDITURES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
Administration	\$ 193,000.00	\$ 183,000.00	\$ 183,000.00	\$ 10,000.00	Increased capacity to staff member from 15hrs to 20hrs per week to support service delivery.
Marketing/Communications	\$ 42,000.00	\$ 42,000.00	\$ 42,000.00		In-house social media, marketing and promotions. Rebranding design.
Urban Devt. & Strategic Planning					GoA supports provided for Board Strategic Planning with a \$5,000 value and no cost to BIA.
Streetscape Improvements	\$ 61,500.00	\$ 38,500.00	\$ 38,500.00	\$ 23,000.00	Pagentry/banners, native species plants, lighting options, benches, wayfinding
Festivals & Events	\$ 80,000.00	\$ 108,000.00	\$ 108,000.00	\$ (28,000.00)	Balance towards programming and streetscape improvements.
Public Safety & Social Issues	\$ 5,000.00			\$ 5,000.00	Increased safety and social issues. Education and awareness development.
Capital Assets					
Other- BIA Specific	\$ 15,000.00			\$ 15,000.00	Economic development and new programs
Transfer to Reserves	\$ 15,000.00			\$ 15,000.00	Contingency
Total Expenditures	\$ 411,500.00	\$ 371,500.00	\$ 371,500.00	\$ 40,000.00	

Details of "Miscellaneous" Revenue

- 1. Pop Up Artisan Space to support economic development \$ 10,000.00
- 2. Sponsorships for programming \$ 10,000.00

Details of "Other-BIA Specific" Expenditure

- 1. Economic development and new programs \$ 15,000.00

2025 BUSINESS IMPROVEMENT AREA BUDGETS
<u>International Avenue BRZ</u>

1. Please fill in the following:

Date budget approved by Board of Directors: October 23, 2024
 Date budget presented or approved at AGM (if applicable): November 13, 2024
 Date budget submitted to The City: December 3, 2024

<u>REVENUES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 489,800.00	\$ 453,800.00	\$ 453,800.00	\$ 36,000.00	Increased costs
City of Calgary Grants/Funds	\$ 177,000.00	\$ 163,000.00	\$ 90,000.00	\$ 14,000.00	
Grants- Other Sources	\$ 59,800.00	\$ 78,500.00	\$ 13,148.00	\$ (18,700.00)	Less grants available
Festival & Events Revenue	\$ 45,000.00	\$ 50,000.00	\$ 31,801.00	\$ (5,000.00)	
Interest Revenue				\$ -	
Miscellaneous Revenue	\$ 27,800.00	\$ 43,500.00	\$ 12,841.00	\$ (15,700.00)	
Transfer from Reserves				\$ -	
Total Revenues	\$ 799,400.00	\$ 788,800.00	\$ 601,590.00	\$ 10,600.00	

<u>EXPENDITURES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
Administration	\$ 116,500.00	\$ 107,500.00	\$ 107,310.00	\$ 9,000.00	Increased costs
Marketing/Communications	\$ 99,000.00	\$ 94,000.00	\$ 92,339.00	\$ 5,000.00	Increased costs
Urban Devt. & Strategic Planning	\$ 54,500.00	\$ 57,000.00	\$ 24,869.00	\$ (2,500.00)	
Streetscape Improvements	\$ 241,400.00	\$ 238,800.00	\$ 169,087.00	\$ 2,600.00	Lack of grants received
Festivals & Events	\$ 96,500.00	\$ 96,500.00	\$ 89,832.00	\$ -	
Public Safety & Social Issues	\$ 138,500.00	\$ 131,500.00	\$ 118,153.00	\$ 7,000.00	
Capital Assets	\$ 7,000.00	\$ 8,000.00		\$ (1,000.00)	
Other- BIA Specific	\$ 46,000.00	\$ 55,500.00		\$ (9,500.00)	Contingency
Transfer to Reserves				\$ -	
Total Expenditures	\$ 799,400.00	\$ 788,800.00	\$ 601,590.00	\$ 10,600.00	

2025 BUSINESS IMPROVEMENT AREA BUDGETS
<u>Kensington BRZ</u>

1. Please fill in the following:

Date budget approved by Board of Directors: October 7th 2024
 Date budget presented or approved at AGM (if applicable):
 Date budget submitted to The City: Dec 2 2024

2. Explanation of major projects or initiatives that the BIA is undertaking: We are increasing lighting and winter activities. We are installing new banners and enhancing lighting throughout the BIA by installing lights on the large trees. We are also purchasing sandwich boards to assist with activities and events throughout the year. We are accessing Surplus Parking Revenue funds to help with the above.

<u>REVENUES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 336,182.00	\$ 306,450.00	\$ 306,450.00	\$ 29,732.00	
City of Calgary Grants/Funds	\$ 5,000.00		\$ 82,473.15	\$ 5,000.00	Summer drumming activation \$5,000 Tier 1 grant; Xmas in Kensington \$17,577 Tier 2 Grant, \$60965 Surplus Parking Revenue for Street Lighting and Banners
Grants- Other Sources	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00		
Festival & Events Revenue					
Interest Revenue					
Miscellaneous Revenue					
Transfer from Reserves					
Total Revenues	\$ 346,182.00	\$ 311,450.00	\$ 393,923.15	\$ 34,732.00	

<u>EXPENDITURES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
Administration	\$ 174,007.00	\$ 171,950.00	\$ 171,950.00	\$ 2,057.00	
Marketing/Communications	\$ 68,500.00	\$ 56,575.00	\$ 56,575.00	\$ 11,925.00	Increased costs
Urban Devt. & Strategic Planning	\$ 2,500.00			\$ 2,500.00	
Streetscape Improvements	\$ 7,925.00	\$ 7,925.00	\$ 68,890.00		Replacement of worn-out banners, and enhanced lighting for safety and appeal, plus sandwich board purchase to promote events
Festivals & Events	\$ 88,250.00	\$ 75,000.00	\$ 75,000.00	\$ 13,250.00	Increased costs of vendors, marketing
Public Safety & Social Issues					
Capital Assets					
Other- BIA Specific					
Transfer to Reserves	\$ 5,000.00		\$ 21,508.15	\$ 5,000.00	
Total Expenditures	\$ 346,182.00	\$ 311,450.00	\$ 393,923.15	\$ 34,732.00	

2025 BUSINESS IMPROVEMENT AREA BUDGETS

Marda Loop BIA

1. Please fill in the following:

Date budget approved by Board of Directors: November 19, 2024
Date budget presented at AGM: Presented November 25, 2024
Date budget submitted to The City: December 3, 2024

2. Explanation of major projects or initiatives that the BIA is undertaking: Due to the loss of visitor business from Main Streets construction in 2024, and continuing construction in 2025, we are continuing to invest in Events and Marketing to bring people back to the area. At the same time, the completion of the Main Streets project means that streetscape maintenance and decor expenses are ramping up, requiring shifts in spending to meet those returning (and emerging) needs. We are not raising the levy due to the tough times for area businesses. This means that we are, for the second year, dipping into our reserve to support Marda Loop BIA activities. We are also seeking other ways to bolster the revenue side. The Board intends that at the end of 2025 there will be about \$50,000 remaining in the reserves. A major initiative of the Board in 2025 will be engagement with the business community and strategic planning to inform the activities and investments of the Marda Loop BIA going forward.

3. Highlight any other projects leveraged, in kind contributions, volunteer time, etc.: The Board and Committee members of the BIA contributed over 338 hours of volunteer effort in 2024 - thank you! This is the 40th Anniversary of the Marda Loop BIA, and the 40th Anniversary of Marda Gras is in 2025. We continue to collaborate with the Marda Loop Communities Association and Heritage Calgary on the Marda Loop History Project as part of this anniversary.

4. Identify any other important aspects (environmental trends/constraints/opportunities) that the BIA believes City Council should be made aware of regarding this budget: Main Streets construction is largely complete on 33rd Avenue, but will continue in the middle of 2025 mostly on 34th Avenue and connecting streets. This continues to be a major factor in our planning, as does the new opportunities to activate and decorate the areas that become complete. Many of these initiatives will be in collaboration with the Main Streets project as they offer support in areas like new banners, heritage signage, wayfinding signage, utility box art, street furniture, etc. Private development and growth continues in the area as well, which brings challenges due to construction, and in some cases, displacement of some longtime businesses, but also new opportunities as we welcome new customers, residents and businesses to Marda Loop. We begin 2025 with over 200 businesses, up from 175 at the end of last year.

REVENUES	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 220,000.00	\$ 220,000.00	\$ 220,000.00	\$ -	No change
City of Calgary Grants/Funds	\$ 15,000.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	More grants expected
Grants- Other Sources	\$ 2,000.00	\$ 2,500.00		\$ (500.00)	Will explore but being conservative
Festival and Events Revenue	\$ 85,000.00	\$ 74,200.00	\$ 79,961.10	\$ 10,800.00	Marda Gras. Expect a stronger year, rate adjustments
Interest Revenue	\$ 5,000.00	\$ 10,000.00	\$ 9,000.00	\$ (5,000.00)	Lower reserves and lower interest rates
Miscellaneous Revenue	\$ 15,000.00	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00	Including sponsorship for events and activities other than Marda Gras
Transfer from Reserves	\$ 70,000.00	\$ 84,295.00	\$ 70,964.38	\$ (14,295.00)	Intend to leave approximately 50,000 in reserve at year end
Total Revenues	\$ 412,000.00	\$ 403,495.00	\$ 392,425.48	\$ 8,505.00	

EXPENDITURES	2025 Budget (\$)	Attachment 2B Alt 3B 2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
Administration (e.g. salaries, office, insurance)	\$ 145,000.00	\$ 146,795.00	\$ 144,629.00	\$ (1,795.00)	No major change
Marketing/Communications	\$ 107,000.00	\$ 136,500.00	\$ 138,049.00	\$ (29,500.00)	This also includes Events and Promos other than Marda Gras (approx. 45,000)
Urban Devt. & Strategic Planning	\$ 12,000.00		\$ 3,600.00	\$ 12,000.00	Business member engagement and strategic planning
Festivals and Events	\$ 77,000.00	\$ 74,200.00	\$ 86,907.48	\$ 2,800.00	This is Marda Gras Street Festival, the rest of our events and promos are included in Marketing/Communications line
Streetscape Improvements	\$ 60,000.00	\$ 21,000.00	\$ 16,940.00	\$ 39,000.00	Cleaning, planters, decor, contingency. Shifting some budget back to streetscape as Main Streets work is completed
Public Safety & Social Issues					
Capital Assets	\$ 11,000.00	\$ 25,000.00	\$ 2,300.00	\$ (14,000.00)	New lights, banners, etc. Many capital items provided by City as part of Main Streets program
Other- BIA Specific					
Transfer to Reserves					
Total Expenditures	\$ 412,000.00	\$ 403,495.00	\$ 392,425.48	\$ 8,505.00	

2025 BUSINESS IMPROVEMENT AREA BUDGETS
<u>Montgomery on the Bow BIA</u>

1. Please fill in the following:

Date budget approved by Board of Directors: October 9, 2024
 Date budget presented or approved at AGM (if applicable): November 5, 2024
 Date budget submitted to The City: December 3, 2024

2. Explanation of major projects or initiatives that the BIA is undertaking: This year the board has decided to revisit the strategic plan that was done in 2011 and to update it. In reviewing the goals of the first years of our BIA - the goals were focused on cleanliness, garbage control, participation in main street program, graffiti removal and crime and safety. The following years were spent on street beautification while maintaining crime & safety concerns/graffiti. Then we started events - bringing people to our community. We will be spending the spring working with Bob Chartier (author of Handcrafted Leadership) engaging the business community to find out what they need in these next 1 - 3 years. A portion of these planning sessions will be to design a plan should we be faced with disruptions on the extremely level that was encountered in 2024. Short term goals that will help provide a path for the new Executive Director to work towards. We are also working on recovery projects - additional promotions to bring audiences back to Montgomery and increase business district awareness. With the help of City of Calgary Recovery funding we will be hosting educational events to help smaller businesses with websites and social media design/building.

3. Highlight any other projects leveraged, in kind contributions, volunteer time, etc. : Over the course of 2024 improvements to Montgomery were made that would not show under the financials. Hours spent with garbage clean up, engagement with RiverFestYYC to work on a project bringing 2 murals to Bowness and Montgomery - bringing the two communities together through art and a celebration of the river that flows between us. We will continue to work on this relationship and find a way to engage our businesses in this event and promote our area as a business district but also as a great place to live and visit. We have also been fortunate to receive a recovery grant from the City in the last quarter of 2024 that we will be coming up with an event/program to continue helping our businesses recover after the water main breaks through the summer/fall season.

4. Identify any other important aspects (environmental trends/constraints/opportunities) that the BIA believes City Council should be made aware of regarding this budget: The Montgomery BIA is a 5 person board with one paid position. For the majority of the year this format is sufficient, should we find ourselves in another situation such as the watermain break - would it be possible for a city employee to help with the hours needed to properly communicate or to work more closely with the Executive Director during this time. The ED position in 2024 was for 20 hours per week and at times this was dedicated in entirety to working with the City of Calgary in communicating and working with the businesses to keep them informed. It may be beneficial to find ways to lighten this load or to provide financial assistance in paying the ED for the extra hours needed. I suggest this only in extreme circumstances such as the water main break.

**Montgomery on the Bow BIA
2025 Budget**

REVENUES	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 115,000.00	\$ 95,000.00	\$ 95,000.00	\$ 20,000.00	The increase in levy covers an increase in ED Salary (13K annual) and the strategic plan for 2025 - 2027 (4K)
City of Calgary Grants/Funds	\$ 26,000.00	\$ 13,000.00	\$ 25,000.00	\$ 13,000.00	2024 Funding : Community Standards Grant (\$8K) and Calgary Arts (\$5), Recovery Grant (12K). 2025 Funding: Recovery Grant- remaining funds (\$13K), applying for Community Standards and Arts & Culture Grants for approx. 13K
Grants- Other Sources		\$ 5,000.00	\$ 7,656.32	\$ (5,000.00)	Reimbursement for expenses incurred for Chalk the Block
Festival & Events Revenue	\$ 4,000.00			\$ 4,000.00	Chalk the block did raise this revenue but it was returned due to postponement and ultimately cancellation of Chalk the Block street festival
Interest Revenue					
Miscellaneous Revenue	\$ 2,060.00	\$ 2,000.00	\$ 2,000.00	\$ 60.00	Gifts in kind for Light Up Montgomery give aways, promotional spin to win contest, this doesn't include hours of volunteering for events or meetings. Set up and take down of Light Up Montgomery.
Transfer from Reserves	\$ 5,500.00	\$ 25,667.00		\$ (20,167.00)	Working towards higher grant and sponsorship involvement so less draw from reserve fund.
Total Revenues	\$ 152,560.00	\$ 140,667.00	\$ 129,656.32	\$ 11,893.00	

EXPENDITURES	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
Administration	\$ 60,260.00	\$ 42,352.00	\$ 45,000.00	\$ 17,908.00	Administrator wage increase of \$13,000. Increase in AGM cost as more businesses attended AGM in 2024 - Additional \$2K and additional funds for mtgs costs.
Marketing/Communications	\$ 15,000.00	\$ 18,500.00	\$ 25,500.00	\$ (3,500.00)	Funds used in 2024 for marketing can be reused for 2025. We also designed our new logo/brand design in 2024 that we can now build on in future years.
Urban Devt. & Strategic Planning	\$ 4,000.00			\$ 4,000.00	Planning on designing longer time goals for community. Provide guidelines for ED to work towards.
Streetscape Improvements	\$ 42,000.00	\$ 41,700.00	\$ 30,000.00	\$ 300.00	Lower maintenance costs as we didn't have watering/planter maintenance fees during water restrictions.
Festivals & Events	\$ 22,200.00	\$ 30,000.00	\$ 20,856.32	\$ (7,800.00)	Purchase of supplies for Chalk the Block but festival was cancelled so we have materials for next years events. Creative has been designed so investment of materials, etc. should lower costs for event next year.
Public Safety & Social Issues	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		
Capital Assets					
Other- BIA Specific	\$ 6,100.00	\$ 5,115.00	\$ 5,300.00	\$ 985.00	Increase in auditor fees
Transfer to Reserves					
Total Expenditures	\$ 152,560.00	\$ 140,667.00	\$ 129,656.32	\$ 11,893.00	

Details of "Miscellaneous" Revenue

Gifts in kind for Light Up Montgomery \$ 2,060.00

Details of "Other-BIA Specific"

Expenditure

Insurance \$ 3,600.00
Accounting fees \$ 2,500.00
\$ 6,100.00

2025 BUSINESS IMPROVEMENT AREA BUDGETS
17th Avenue Retail and Entertainment District BIA

1. Please fill in the following:

Date budget approved by Board of Directors: November 13, 2024
 Date budget presented or approved at AGM (if applicable): N/A
 Date budget submitted to The City: December 2, 2024

2. Explanation of major projects or initiatives that the BIA is undertaking: The corridor has undergone two boundary expansions in recent years and pageantry will be addressed in those areas with hardware and banners installed on light poles in the impacted areas in 2025. The pageantry project will be installed with a phased approach over the course of a minimum of three years due to budget constraints. The BIA will be focusing on our signature events: 4 weekends of Summer on 17th, Halloween on 17th and Christmas programming in 2025.

3. Highlight any other projects leveraged, in kind contributions, volunteer time, etc. : The BIA will be pursuing a BCIF grant and other grants for the above mentioned pageantry project as the total estimated cost is \$288,000 to complete the project.

4. Identify any other important aspects (environmental trends/constraints/opportunities) that the BIA believes City Council should be made aware of regarding this budget: The BIA will be focusing on more public realm beautification, safety and cleanliness initiatives in 2025. We have created a new full-time role on our team to address public realm/streetscape improvements to start in Q1 2025 and another team member to address vibrancy and events will be hired before the end of Q2 2025.

<u>REVENUES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 680,000.00	\$ 660,000.00	\$ 660,000.00	\$ 20,000.00	
City of Calgary Grants/Funds	\$ 30,000.00	\$ 30,000.00	\$ 53,200.00	\$ -	
Grants- Other Sources	\$ 60,000.00	\$ 30,000.00	\$ 15,000.00	\$ 30,000.00	\$60,000 from parking reinvestment fund for 2025
Festival & Events Revenue				\$ -	
Interest Revenue				\$ -	
Miscellaneous Revenue	\$ 58,500.00	\$ 59,650.00	\$ 58,500.00	\$ (1,150.00)	boardwalk/patio extension costs
Transfer from Reserves				\$ -	
Total Revenues	\$ 828,500.00	\$ 779,650.00	\$ 786,700.00	\$ 48,850.00	

<u>EXPENDITURES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
Administration	\$ 126,366.70	\$ 214,500.00	\$ 214,500.00	\$ (88,133.30)	
Marketing/Communications	\$ 269,166.70	\$ 339,500.00	\$ 339,500.00	\$ (70,333.30)	
Urban Devt. & Strategic Planning	\$ 29,169.00	\$ 5,000.00	\$ 5,000.00	\$ 24,169.00	investing in an additional full time staff member for public realm
Streetscape Improvements	\$ 94,160.00	\$ 80,000.00	\$ 80,000.00	\$ 14,160.00	tap into more parking reinvestment funds
Festivals & Events	\$ 189,166.60	\$ 51,000.00	\$ 59,200.00	\$ 138,166.60	investing in full time staff member rather than using contractors to focus on vibrancy and programming for our signature events
Public Safety & Social Issues	\$ 61,971.00	\$ 30,000.00	\$ 30,000.00	\$ 31,971.00	
Capital Assets		\$ 59,650.00	\$ 58,500.00	\$ (59,650.00)	
Other- BIA Specific	\$ 58,500.00			\$ 58,500.00	boardwalk/patio extension fees for storage, insurance, installation and removals
Transfer to Reserves				\$ -	
Total Expenditures	\$ 828,500.00	\$ 779,650.00	\$ 786,700.00	\$ 48,850.00	

2025 BUSINESS IMPROVEMENT AREA BUDGETS
Victoria Park BIA

Please fill in the following:

Date budget approved by Board of Directors: November 28
 Date budget presented or approved at AGM (if applicable): November 28
 Date budget submitted to The City: December 3

Explanation of major projects or initiatives that the BIA is undertaking: In 2024, the BIA produced the second edition of Night Light, Calgary's only dedicated light/art festival and we are positioning to make 2025's edition a fixture of the arts and culture scene in Calgary.

Identify any other important aspects (environmental trends/constraints/opportunities) that the BIA believes City Council should be made aware of regarding this budget: This budget represents a serious commitment to advancing, free, large-scale public realm gestures, growing the cities creative capacities and enhancing the value proposition of visiting Victoria Park/downtown.

<u>REVENUES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
BIA Tax Levy	\$ 463,269.00	\$ 444,369.00	\$ 444,369.00	\$ 18,900.00	New storage/production space
City of Calgary Grants/Funds	\$ 30,000.00	\$ 30,000.00	\$ 120,000.00		Grants from 2023 received in in 2024 + parking revenue
Grants- Other Sources					
Festival & Events Revenue			\$ 19,500.00		Equipment rentals
Interest Revenue	\$ 1,100.00	\$ 800.00	\$ 800.00	\$ 300.00	GIC investment maturing
Miscellaneous Revenue					
Transfer from Reserves	\$ 49,700.00	\$ 50,000.00		\$ (300.00)	
Total Revenues	\$ 544,069.00	\$ 525,169.00	\$ 584,669.00	\$ 18,900.00	

<u>EXPENDITURES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance	Explanation of 'Budget to Budget Variance'
Administration	\$ 163,900.00	\$ 145,000.00	\$ 145,000.00	\$ 18,900.00	New storage/production space
Marketing/Communications	\$ 138,086.00	\$ 138,086.00	\$ 115,650.00		
Urban Devt. & Strategic Planning	\$ 66,716.00	\$ 66,716.00	\$ 75,716.00		
Streetscape Improvements	\$ 9,000.00	\$ 9,000.00	\$ 17,500.00		
Festivals & Events	\$ 127,606.00	\$ 127,606.00	\$ 172,000.00		
Public Safety & Social Issues	\$ 28,761.00	\$ 28,761.00	\$ 28,761.00		
Capital Assets	\$ 6,000.00	\$ 6,000.00	\$ 11,500.00		Storage equipment
Other- BIA Specific	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00		
Transfer to Reserves			\$ 14,542.00		
Total Expenditures	\$ 544,069.00	\$ 525,169.00	\$ 584,669.00	\$ 18,900.00	New storage/production space