

**2019 BIA Levy Summary and Budgets**

**CALGARY'S BUSINESS IMPROVEMENT AREA (BIAs)  
2019 ANNUAL BUDGETS  
(SUMMARY)**

<b>BUSINESS IMPROVEMENT AREA</b>	<b>2019 BIA LEVY \$</b>	<b>2018 BIA LEVY \$</b>	
Mainstreet Bowness BIA	50,100	45,100	Attachment 1A
Calgary Downtown Association	1,586,825	1,586,825	Attachment 1B
Chinatown District BIA	215,000	160,000	Attachment 1C
4th Street South West BIA	205,800	205,800	Attachment 1D
Greenview Industrial BIA	50,000	124,000	Attachment 1E
Inglewood BIA	265,000	265,000	Attachment 1F
International Avenue BRZ	275,000	267,000	Attachment 1G
Kensington BRZ	220,000	220,000	Attachment 1H
Marda Loop BIA	220,000	189,000	Attachment 1I
Montgomery on the Bow BIA	70,000	70,000	Attachment 1J
17th Avenue Retail & Entertainment District BIA	410,800	410,800	Attachment 1K
Victoria Park BIA	389,369	389,436	Attachment 1L
<b>Total</b>	<b>3,957,894</b>	<b>3,932,961</b>	

# 2019 BIA Levy Summary and Budgets

## ATTACHMENT 1A

### Mainstreet Bowness BIA

#### 2019 BUDGET

##### BUDGET OVERVIEW

The Mainstreet Bowness BIA is the smallest BIA in the city. We have about 60+ businesses in our zone and therefore, our budget is the smallest compared to all other BIA's in Calgary. We have been lucky to have a bit of savings in the bank, however, we face budgets restraints because our zone is so small and we wish we could more to improve our area for our business owners, customers and residents.

The Executive Director's position is part-time. The hours were increased from 12.5 hrs/week up to 15 hrs/week last year. This year was our 3rd year ever to employ an Executive Director for our BIA.

Because we are a very small BIA that can also be a challenge as well. Finding funds to help with streetscaping and marketing is a key to our Strategic Plan.

## 2019 BIA Levy Summary and Budgets

### Mainstreet Bowness BIA

#### 2019 BUDGET

	2019	2018	Change (INC.//(DEC.))		<u>Rationale:</u>
	\$	\$	\$	%	
<b><u>REVENUES</u></b>					
BIA Levy	50,100	45,100	5,000	11%	
Grants	9,000	11,000	(2,000)	(18%)	
Events Income	11,000	10,000	1,000	10%	
Interest/Other Income	1,200	2,000	(800)	(40%)	savings balance has dropped so estimated interest income has been reduced
<b>Total Revenues</b>	<b>71,300</b>	<b>68,100</b>	<b>3,200</b>	<b>5%</b>	

#### **EXPENDITURES**

Administration	38,700	37,085	1,615	4%	
Marketing/Communications	1,600	1,500	100	7%	
Urban Devt.& Planning	0	0	0	0%	
Streetscape Improvements	17,500	19,515	(2,015)	(10%)	
Special Projects/Events	13,500	10,000	3,500	35%	Bow ness BIA will again sponsor more events in 2019
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>71,300</b>	<b>68,100</b>	<b>3,200</b>	<b>5%</b>	

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

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

##### Details of "Other Income"

1. Interest Income	1,200	2,000	(800)	(40%)	savings balance has dropped so estimated interest income has been reduced
2. Product Sales	0	0	0	0%	
3.	0	0	0	0%	
	<b>1,200</b>	<b>2,000</b>	<b>(800)</b>	<b>(40%)</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>

## 2019 BIA Levy Summary and Budgets

ATTACHMENT 1B

### Calgary Downtown Association 2019 BUDGET

#### BUDGET OVERVIEW

1. Zero increase - Fourth consecutive year without a levy increase for ratepayers.
2. Increased costs - Devoting more resources to Public Safety matters and concerns as they relate to the Downtown.

## 2019 BIA Levy Summary and Budgets

### Calgary Downtown Association

#### 2019 BUDGET

	2019	2018	Change(INC./(DEC.))		<u>Rationale:</u>
	\$	\$	\$	%	
<b><u>REVENUES</u></b>					
BIA Levy	1,586,825	1,586,825	0	0%	
Grants	45,000	55,000	(10,000)	(18%)	
Events Income	60,000	60,000	0	0%	
Interest/Other Income	18,400	10,000	8,400	84%	Investment interest income exceeded 2018 forecast, therefore 2019 budget reflects an equivalent projection.
<b>Total Revenues</b>	<b>1,710,225</b>	<b>1,711,825</b>	<b>(1,600)</b>	<b>(0%)</b>	

#### **EXPENDITURES**

Administration	242,125	231,425	10,700	5%
Marketing/Communications	639,207	698,400	(59,193)	(8%)
Urban Devt.& Planning	60,962	60,000	962	2%
Streetscape Improvements		0	0	0%
Special Projects/Events	534,077	502,000	32,077	6%
Public Safety & Social Issues	233,854	220,000	13,854	6%
Capital Assets	0	0	0	0%
Other - BIA Specific	0	0	0	0%
<b>Total Expenditures</b>	<b>1,710,225</b>	<b>1,711,825</b>	<b>(1,600)</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. Investment income	18,400	10,000	8,400	84%
2.	0	0	0	0%
3.	0	0	0	0%
	<b>18,400</b>	<b>10,000</b>	<b>8,400</b>	<b>84%</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>

## 2019 BIA Levy Summary and Budgets

### ATTACHMENT 1C

#### Chinatown District BIA

#### 2019 BUDGET

##### BUDGET OVERVIEW

1. Intention in 2019 is to move Executive Director from a part time position to full time position to obtain sponsorships for major events promoting Chinatown in 2019, as well as dealing with the possible upcoming ARP and Cultural Plan in Chinatown.
2. For 2016, 2017, and 2018 the CDBIA operated on an annual BIA levy with zero year over year increases. After being in operation of 3 years and with the number of planning issues facing Chinatown, its time to have a full time Executive Director, guiding the CDBIA going forward on urban planning and event sponsorship.
3. Major events that the CDBIA intends to coordinate in 2019 are as follows: Chinese New Years Banquet, Winter Festival (ice sculptures), Canada Day Event (working in conjunction with City of Calgary), Stampede Breakfast, August Street Festival.
4. The CDBIA intends to have street maps and brochures printed which can be installed at "advertising racks" at hotels, airport etc.. to market Chinatown as a tourist destination. This is the first year we are producing this type of advertising. Costs will be offset by selling advertising on brochures to Chinatown merchants.
5. Looking to install a lighting LED program through Chinatown to add decorative lighting on the streetscape.

## 2019 BIA Levy Summary and Budgets

### Chinatown District BIA

#### 2019 BUDGET

	2019 \$	2018 \$	Change (INC./(DEC.)) \$	%	<u>Rationale:</u>
<b><u>REVENUES</u></b>					
BIA Levy	215,000	160,000	55,000	34%	Increase to allow for full-time ED to deal with urban planning issues. (Cultural Plan/ARP)
Grants	0	0	0	0%	
Events Income	0	0	0	0%	Events income (sponsorships, ticket sales) offset by expenses of events.
Interest/Other Income	35,000	81,900	(46,900)	(57%)	Carry over of funds from prior years.
<b>Total Revenues</b>	<b>250,000</b>	<b>241,900</b>	<b>8,100</b>	<b>3%</b>	
<b><u>EXPENDITURES</u></b>					
Administration	141,736	114,562	27,174	24%	Increase due to having the ED move from part time to full time to deal with Urban Development and sponsorship generation within Chinatown.
Marketing/Communications	53,462	31,500	21,962	70%	Adding Winter Festival to schedule of events as well, production of advertising brochure for hotels, airport on Chinatown.
Urban Devt.& Planning	19,802	20,338	(536)	(3%)	Consulting, presentation material and printing on ARP and Chinatown Cultural Plan.
Streetscape Improvements	35,000	40,500	(5,500)	(14%)	Streetscape Banner program funded in 2018. Banners will last for 2 years and will be replaced in 2020.
Special Projects/Events	0	0	0	0%	Events are funded by sponsorships and ticket sales with goal of becoming net zero 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>250,000</b>	<b>206,900</b>	<b>43,100</b>	<b>21%</b>	
<b>Surplus/(Deficit)</b>	<b>0</b>	<b>35,000</b>			

## 2019 BIA Levy Summary and Budgets

### 4th Street South West BIA 2019 BUDGET

ATTACHMENT 1D

#### BUDGET OVERVIEW.



## 2019 BIA Levy Summary and Budgets

### 4th Street South West BIA

#### 2019 BUDGET

	2019	2018	Change (INC./(DEC.))		<u>Rationale:</u>
	\$	\$	\$	%	
<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	9,300	0	9,300	0%	GST rebate
<b>Total Revenues</b>	<b>215,100</b>	<b>205,800</b>	<b>9,300</b>	<b>5%</b>	

#### **EXPENDITURES**

Administration	93,713	91,300	2,413	3%	
Marketing/Communications	58,000	57,500	500	1%	
Urban Devt.& Planning	5,387	5,000	387	8%	
Streetscape Improvements	34,000	34,000	0	0%	
Special Projects/Events	24,000	18,000	6,000	33%	
Public Safety & Social Issue	0	0	0	0%	
Capital Assets	0	0	0	0%	
Other - BIA Specific	0	0	0	0%	
<b>Total Expenditures</b>	<b>215,100</b>	<b>205,800</b>	<b>9,300</b>	<b>5%</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>

## 2019 BIA Levy Summary and Budgets

ATTACHMENT 1E

Greenview Industrial BIA  
2019 Budget

### BUDGET OVERVIEW

## 2019 BIA Levy Summary and Budgets

### Greenview Industrial BIA 2019 BUDGET

	2019	2018	Change (INC./DEC.)		<u>Explanation</u>
	\$	\$	\$	%	
<b><u>REVENUES</u></b>					
BIA Levy	50,000	124,000	(74,000)	<b>(60%)</b>	We have reduced our funding ask in order to use up 2018 funds not spent.
Grants	0	0	0	<b>N/A</b>	
Events Income	0	4,000	(4,000)	<b>(100%)</b>	Ticket revenue from quarterly events and sponsorships for annual community event.
Interest/Other Income	65,000		65,000	<b>N/A</b>	2018 unspent funds
<b>Total Revenues</b>	<b>115,000</b>	<b>128,000</b>	<b>(13,000)</b>	<b>(10%)</b>	
<b><u>EXPENDITURES</u></b>					
Administration	51,530	80,000	(28,470)	<b>(36%)</b>	Original budget contemplated a full time executive director. The first year of operations determined that a part-time administrator would be more consistent with the objectives of the Board.
Marketing/Communication	5,000	25,000	(20,000)	<b>(80%)</b>	Advertising expenses, postage & flyer delivery, publication of BIA directory, community relations and meetings, signage and events.
Urban Devt.& Planning	5,000	1,000	4,000	<b>400%</b>	Funds for various area initiatives and improvements. None were executed or considered in 2018 because the Board was still evaluating the members' priorities.
Streetscape Improvement	1,000	1,000	0	<b>0%</b>	
Special Projects/Events	10,000	10,000	0	<b>0%</b>	
Public Safety & Social Issues	42,000	1,000	41,000	<b>4100%</b>	Security and crime prevention; Once members were consulted, it became clear that security and crime prevention was a top concern for area businesses.
Capital Assets	2,470	5,000	(2,530)	<b>(51%)</b>	Laptop computer, printer, scanner etc.
Other - BIA Specific	0	5,000	(5,000)	<b>(100%)</b>	
<b>Total Expenditures</b>	<b>117,000</b>	<b>128,000</b>	<b>(11,000)</b>	<b>(9%)</b>	
<b>Surplus/(Deficit)</b>	<b>(2,000)</b>	<b>0</b>			

# 2019 BIA Levy Summary and Budgets

ATTACHMENT 1F

## Inglewood BIA 2019 BUDGET

### BUDGET OVERVIEW

## 2019 BIA Levy Summary and Budgets

### Inglewood BIA

#### 2019 BUDGET

	2019 \$	2018 \$	Change (INC./DEC.) \$	%	<u>Rationale:</u>
<b><u>REVENUES</u></b>					
BIA Levy	265,000	265,000	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>265,000</b>	<b>265,000</b>	<b>0</b>	<b>0%</b>	

#### **EXPENDITURES**

Administration	135,000	110,000	25,000	23%	1. Five year Strategic Plan professional fees 2. Staff salary increase 3. Office equipment upgrades 4. Professional development.
Marketing/Communications	60,000	35,000	25,000	71%	Professional fees for marketing firm, marketing strategy and all advertising for 2019.
Urban Devt.& Planning	0	0	0	0%	
Streetscape Improvements	30,000	70,000	(40,000)	(57%)	Decrease of streetscape improvements and maintenance.
Special Projects/Events	40,000	50,000	(10,000)	(20%)	Increase in corporate sponsorship for events such as Sunfest and Oktoberfest that lowers BIA sponsorship.
Public Safety & Social Issue	0	0	0	0%	
Capital Assets	0	0	0	0%	
Other - BIA Specific	0	0	0	0%	
<b>Total Expenditures</b>	<b>265,000</b>	<b>265,000</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	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>

## 2019 BIA Levy Summary and Budgets

ATTACHMENT 1G

### International Avenue BRZ 2019 BUDGET

#### BUDGET OVERVIEW

The International Avenue BRZ will continue to capitalize on the new branding as the Culinary and Cultural District.

The community economic development projects under our brand EMERGE will continue including Emerge Market, Incontainer, Hub and our incubator programs.

We will continue with all other programs as is the case in previous years.

## 2019 BIA Levy Summary and Budgets

### International Avenue BRZ

#### 2019 BUDGET

	2019	2018	Change (INC./(DEC.))		<u>Rationale:</u>
	\$	\$	\$	%	
<b><u>REVENUES</u></b>					
BIA Levy	275,000	267,000	8,000	3%	
Grants	179,000	65,000	114,000	175%	This includes a variety of grants we have applied for.
Events Income	50,000	18,000	32,000	178%	We will be expanding our independent music festival and therefore anticipate more revenue.
Associate Fees/Sponsorships			0	0%	
Rental income			0	0%	
Interest/Other Income	31,600	172,500	(140,900)	(82%)	Our CED funding project is largely completed.
<b>Total Revenues</b>	<b>535,600</b>	<b>522,500</b>	<b>13,100</b>	<b>3%</b>	

#### **EXPENDITURES**

Administration	84,400	82,000	2,400	3%	
Marketing/Communications	78,700	91,500	(12,800)	(14%)	see special events.
Urban Devt.& Planning	63,000	64,500	(1,500)	(2%)	
Streetscape Improvements	85,000	86,000	(1,000)	(1%)	
Special Projects/Events	94,500	72,500	22,000	30%	expand our special events offering.
Public Safety & Social Issue	56,000	48,500	7,500	15%	
Capital Assets	6,000	8,600	(2,600)	(30%)	
Other - BIA Specific	68,000	68,900	(900)	(1%)	EMERGE
<b>Total Expenditures</b>	<b>535,600</b>	<b>522,500</b>	<b>13,100</b>	<b>3%</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>

## 2019 BIA Levy Summary and Budgets

ATTACHMENT 1H

### Kensington BRZ 2019 BUDGET

#### BUDGET OVERVIEW



## 2019 BIA Levy Summary and Budgets

### Kensington BRZ

#### 2019 BUDGET

	2019	2018	Change (INC./(DEC.))	<u>Rationale:</u>
	\$	\$	\$ %	
<b><u>REVENUES</u></b>				
BIA Levy	220,000	220,000	0	0%
Grants	0	0	0	0%
Events Income	0	0	0	0%
Interest/Other Income	0	0	0	0%
<b>Total Revenues</b>	<b>220,000</b>	<b>220,000</b>	<b>0</b>	<b>0%</b>
<b><u>EXPENDITURES</u></b>				
Administration	106,700	97,200	9,500	10%
Marketing/Communications	33,175	69,600	(36,425)	(52%) Changes to contract due to change in parking revenue funds available.
Urban Devt.& Planning	0	0	0	0%
Streetscape Improvements	28,625	5,625	23,000	409% Parking revenue less than 25% of previous year; so paying for tree lights and banners from levy budget
Special Projects/Events	39,000	35,075	3,925	11%
Public Safety & Social Issue	0	0	0	0%
Capital Assets	0	0	0	0%
Other - BIA Specific	12,500	12,500	0	0%
<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	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%
4.		0	0	0	0%
		<b>0</b>	<b>0</b>	<b>0</b>	<b>0%</b>

# 2019 BIA Levy Summary and Budgets

ATTACHMENT 11

## Marda Loop BIA 2019 BUDGET

### BUDGET OVERVIEW

1. 2018 was the second year of partnering with the Festival Society of Marda Loop, which is responsible for Marda Gras. In 2018 and 2019 we budgeted for some costs previously on the BIA to be transferred to the Festival Society.
2. Overall, 2018 expenditures were lower than budgeted; that experience is reflected in the 2019 budget. We plan to spend about the same in 2019 as we spent in 2018, keeping continuity in our programs and direction.
3. We have chosen to increase the levy in 2019 to continue our current level of activity, to respond to the increasing number of businesses, and to avoid over-reliance on our reserves. In 2018, we did not increase the levy and instead budgeted to dip into our reserves. Our reserves are healthy, but continued reliance on them is not sustainable. At the same time, we have new commercial openings and an increased number of businesses to support. This growth also supports the BIA levy (e.g. when our levy was unchanged last year, the levy rate dropped by over 10%). We also feel that given uncertainty around the timing of Main Streets implementation, we want to keep our reserve available for potential small investments in interim streetscape improvements.

## 2019 BIA Levy Summary and Budgets

### Marda Loop BIA

#### 2019 BUDGET

	2019	2018	Change (INC./(DEC.))	Rationale:
	\$	\$	\$ %	
<b><u>REVENUES</u></b>				
BIA Levy	220,000	189,000	31,000 16%	Last year we relied on reserves to support increased investments in marketing, events and streetscape, and to support an increasing number of businesses. This levy increase allows us to maintain activities and keep a healthy reserve. See our comment in the Budget Overview above.
Grants	10,000	10,000	0 0%	
Events Income	0	0	0 0%	
Interest/Other Income	13,000	73,000	(60,000) (82%)	Lower draw on reserves due to increased levy and lower budgeted costs. Lower expectations on sponsorship income.
<b>Total Revenues</b>	<b>243,000</b>	<b>272,000</b>	<b>(29,000) (11%)</b>	

<b><u>EXPENDITURES</u></b>				
Administration	95,340	93,460	1,880 2%	
Marketing/Communications	50,000	61,000	(11,000) (18%)	Adjusted based on 2018 experience
Urban Devt.& Planning	0	0	0 0%	
Streetscape Improvements	38,500	34,000	4,500 13%	
Special Projects/Events	58,890	81,000	(22,110) (27%)	Adjusted based on 2018 experience
Public Safety & Social Issue	0	0	0 0%	
Capital Assets	0	0	0 0%	
Other - BIA Specific	0	0	0 0%	
<b>Total Expenditures</b>	<b>242,730</b>	<b>269,460</b>	<b>(26,730) (10%)</b>	

<b>Surplus/(Deficit)</b>	<b>270</b>	<b>2,540</b>
--------------------------	------------	--------------

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

##### Details of "Other Income"

1. Draw from reserve	7,000	52,000	(45,000) (87%)
2. Sponsorship, interest etc	6,000	21,000	(15,000) (71%)
3.	0	0	0 0%
	<b>13,000</b>	<b>73,000</b>	<b>(60,000) (82%)</b>

## 2019 BIA Levy Summary and Budgets

ATTACHMENT 1J

### Montgomery on the Bow BIA 2019 BUDGET

#### BUDGET OVERVIEW

## 2019 BIA Levy Summary and Budgets

### Montgomery on the Bow BIA

#### 2019 BUDGET

	2019	2018	Change (INC./DEC.)		<u>Rationale:</u>
	\$	\$	\$	%	
<b><u>REVENUES</u></b>					
BIA Levy	70,000	70,000	0	0%	
Grants	8,000	8,000	0	0%	Community standards / TD Parks
Events Income		0	0	0%	
Interest/Other Income	2,400	1,543	857	56%	GST; w ill spend more
<b>Total Revenues</b>	<b>80,400</b>	<b>79,543</b>	<b>857</b>	<b>1%</b>	
<b><u>EXPENDITURES</u></b>					
Administration	30,000	1,091	28,909	2650%	Hire Executive Director
Marketing/Communications	3,000	803	2,197	274%	Quarterly communications to MBIA
Urban Devt.& Planning		0	0	0%	
Streetscape Improvements	28,920		28,920	0%	Banners, flow ers, and lights
Special Projects/Events	9,000	5,736	3,264	57%	Larger winter event / TD grant event
Public Safety & Social Issue	5,985	5,985	0	0%	Graffiti removal
Capital Assets		0	0	0%	
Other - BIA Specific	3,495	3,495	0	0%	Insurance and accounting
<b>Total Expenditures</b>	<b>80,400</b>	<b>17,110</b>	<b>63,290</b>	<b>370%</b>	
<b>Surplus/(Deficit)</b>	<b>0</b>	<b>62,433</b>			

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

##### Details of "Other Income"

1. GST Rebate	2,400	1,543	857	56%
2.	0	0	0	0%
3.	0	0	0	0%
	<b>2,400</b>	<b>1,543</b>	<b>857</b>	<b>56%</b>

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

1. Insurance	1,795	1,795	0	0%
2. Accountant	1,700	1,700	0	0%
3.	0	0	0	0%
	<b>3,495</b>	<b>3,495</b>	<b>0</b>	<b>0%</b>

# 2019 BIA Levy Summary and Budgets

ATTACHMENT 1K

## 17th Ave Retail & Entertainment District BIA 2019 BUDGET

### BUDGET OVERVIEW

1. As our BIA is currently in the midst of a complete reconstruction project of 17th Ave SW, businesses have seen a drastic impact to business and require additional support re: communications, messaging and marketing. Our focus will be to drive foot traffic to the avenue, support positive messages to target audiences of all the ways to access our BIA, and increase frequency of real time information to our BIA members (and when possible to the public) using an integrated marketing, promotional and events strategy. The budget is reflective of this necessity.

2. Our BIA will be facing challenges such as accessibility to our businesses, patron/visitor parking concerns, safety and security issues. All of which require additional support for marketing and communication (signage/way finding). The BIA will need additional campaigns and support around our image; specifically regarding safety and the overall experience that one can still have within our BIA, while construction is ongoing.

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 our 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. These projects are necessary to encourage visitors who may be inclined to avoid construction zones, to still visit our area and support our businesses.

4. Budget is reflective of ongoing streetscape and public realm programs that support a safe and appealing pedestrian environment.

## 2019 BIA Levy Summary and Budgets

### 17th Avenue Retail & Entertainment District BIA

#### 2019 BUDGET

	2019	2018	Change (INC./DEC.)	<u>Rationale:</u>
	\$	\$	\$ %	
<b><u>REVENUES</u></b>				
BIA Levy	410,800	410,800	0	0%
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>485,800</b>	<b>485,800</b>	<b>0</b>	<b>0%</b>

#### **EXPENDITURES**

Administration	80,750	80,750	0	0%
Marketing/Communications	191,327	190,313	1,014	1%
Urban Devt.& Planning	9,007	9,007	0	0%
Streetscape Improvements	76,500	77,500	(1,000)	(1%)
Special Projects/Events	114,407	111,223	3,184	3%
Public Safety & Social Issue	13,809	17,007	(3,198)	(19%)
Capital Assets	0	0	0	0%
Other - BIA Specific	0	0	0	0%
<b>Total Expenditures</b>	<b>485,800</b>	<b>485,800</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.Contingency/Special Proj	75,000	75,000	0	0%	Contingency for operations and special projects related to 2018 construction season.
2.	0	0	0	0%	
3.	0	0	0	0%	
	<b>75,000</b>	<b>75,000</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>

## 2019 BIA Levy Summary and Budgets

ATTACHMENT 1L

### Victoria Park BIA 2019 BUDGET

#### BUDGET OVERVIEW

The overall assessment of the area has decreased by almost \$12 million since 2016, forcing hard decisions about what services and programs to maintain and where to cut back in order to keep a reasonable levy rate.



## 2019 BIA Levy Summary and Budgets

### Victoria Park BIA

#### 2019 BUDGET

	2019	2018	Change (INC./(DEC.))	<u>Rationale:</u>
	\$	\$	\$ %	
<b><u>REVENUES</u></b>				
BIA Levy	389,369	389,436	(67)	<b>(0%)</b>
Grants	12,000	7,000	5,000	<b>71%</b> Increase in HRDC funding applications
Events Income		0	0	<b>0%</b>
Interest/Other Income	35,000	32,358	2,642	<b>8%</b>
<b>Total Revenues</b>	<b>436,369</b>	<b>428,794</b>	<b>7,575</b>	<b>2%</b>
<b><u>EXPENDITURES</u></b>				
Administration	164,412	155,606	8,806	<b>6%</b>
Marketing/Communications	105,480	102,411	3,069	<b>3%</b>
Urban Devt.& Planning	66,716	62,216	4,500	<b>7%</b>
Streetscape Improvements	9,000	16,800	(7,800)	<b>(46%)</b> Traditionally enhanced street cleaning and maintenance. Shifting focus away from reactive programming.
Special Projects/Events	42,000	37,000	5,000	<b>14%</b>
Public Safety & Social Issue	43,761	53,761	(10,000)	<b>(19%)</b>
Capital Assets	1,000	1,000	0	<b>0%</b>
Other - BIA Specific	4,000	0	4,000	<b>0%</b>
<b>Total Expenditures</b>	<b>436,369</b>	<b>428,794</b>	<b>7,575</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. Carry over	35,000	32,358	2,642	<b>8%</b>
2.	0	0	0	<b>0%</b>
3.	0	0	0	<b>0%</b>
	<b>35,000</b>	<b>32,358</b>	<b>2,642</b>	<b>8%</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>
	<b>0</b>	<b>0</b>	<b>0</b>	<b>0%</b>

## 2019 BIA Levy Summary and Budgets

---

### Victoria Park

The levy is made up of:

	<b>2019</b>	<b>2018</b>
Victoria Park	368,869	368,936
TransAlta flat rate	20,000	20,000
First street improvement area	500	500
	<u>389,369</u>	<u>389,436</u>