

COMMUNICATION 131051

Received from: Trisa McConkey, CPA, CGA, Treasurer
Addressed to: Committee of the Whole
Date: April 21, 2020
Topic: 2020 Business Improvement Area (BIA) Budget

SUMMARY:

At its Annual General Meeting held on January 13, 2020, the Carleton Place BIA passed a motion to approve its 2020 Budget.

The Municipal Act, 2001, Section 205 (2) dictates that budgets for Business Improvement Area (BIA) Boards be approved by Council.

Section 208 of the Municipal Act stipulates that the municipality shall annually raise the amount required for the purposes of a board of management, including any interest payable by the municipality on money borrowed by it for the purposes of the board of management.

COMMENT:

The proposed BIA budget includes a 2% increase to the levy for BIA members bringing the total levy to \$166,403 for 2020.

The following table is a summary of the proposed 2020 BIA:

	Approved 2019 Budget	Proposed 2020 Budget	% Change
Revenue			
BIA Levy	\$162,843.00	\$166,403.00	2%
Grant	\$2,500.00	\$0.00	-100%
Events and Ad Revenue	\$14,960.00	\$14,250.00	-5%
Over/Under Levy	\$0.00	\$0.00	0%
Municipal Contribution	\$13,300.00	\$13,500.00	2%
Market Square Revenue	\$3,600.00	\$2,000.00	-44%
Revenue Total	\$197,203.00	\$196,153.00	-1%
Administration Expense			
Admin and Staffing	\$27,187.50	\$49,500.00	82%
Posters, Social Media Contract	\$15,000.00	\$15,000.00	0%
BIA General Promotion	\$6,500.00	\$7,150.00	10%
Rent	\$8,400.00	\$8,400.00	0%
Office Supplies, Utilities & Conference	\$12,000.00	\$10,003.00	-17%
Administration Total	\$69,087.50	\$90,053.00	30%

Beautification			
BIA Street Maintenance	\$9,500.00	\$9,500.00	0%
Shrubs and Flowers	\$15,000.00	\$16,000.00	7%
Roy Brown Project (4-year commitment)	\$1,500.00	\$750.00	-50%
Capital LED Lighting, Signage	\$24,000.00	\$25,400.00	102%
Signage	\$0.00	\$11,400.00	100%
Beautification Total	\$50,000.00	\$63,050.00	26%
Debt, Façade, Market Square			
Façade Improvement	\$10,000.00	\$10,000.00	0%
Debt Repayment: Principal	\$10,000.00	\$10,000.00	0%
Debt Repayment: Interest	\$2,000.00	\$2,000.00	-0%
Cooperative Grant	\$5,500.00	\$5,000.00	-9%
Debt, Façade, Market Square Total	\$27,500.00	\$27,000.00	-2%
Events and Promo			
Decorative Baskets Expense	\$2,000.00	\$0.00	-100%
Comic Book Day Expense	\$8,000.00	\$0.00	-100%
Lambs Down Park Expense	\$7,000.00	\$3,500.00	-50%
Bridge St. Summer Fest Expense	\$14,000.00	\$7,500.00	-50%
Spring Engagement	\$0.00	\$1,500.00	100%
Fall Engagement Expense	\$3,000.00	\$4,000.00	33%
Winter Engagement Expense	\$5,000.00	\$2,700.00	-46%
Santa Claus Parade Expense	\$3,500.00	\$2,050.00	-41%
AGM Expense	\$5,000.00	\$1,200.00	-76%
Pop up Projects Expense	\$3,000.00	\$0.00	-100%
Events and Promo Expenses	\$50,500.00	\$27,450.00	-43%
Transfer from Reserve		(\$11,400.00)	-100%
Total Surplus (Deficit)	\$115.50	\$0.00	-100%

FINANCIAL IMPLICATIONS

There are no financial implications for the Town associated with the approval of the staff recommendation.

The levy requirement associated with the 2020 BIA budget is \$166,403. However, it should be noted that any assessment appeals may be deducted from the levy payments.

STAFF RECOMMENDATION

THAT the 2020 Operating Budget for the Carleton Place Business Improvement Area (BIA) be approved;

THAT the levy portion of the Operating Budget for the Carleton Place Business Improvement Area in the amount of \$166,403 be approved;

THAT the Treasurer be authorized and directed to prepare the requisite By-law pursuant to Section 208 of the Municipal Act, 2001, to invoice on the tax bills the levy portion of the BIA Operating Budget;

THAT the following schedule of payments for 2020 be approved:

April \$83,433

June \$83,400