



TO: GENERAL COMMITTEE

SUBJECT: 2018 DOWNTOWN BARRIE BUSINESS IMPROVEMENT ASSOCIATION (BIA) LEVY

WARD: 2

PREPARED BY AND KEY CONTACT: M. MASLIWEC, SENIOR MANAGER OF ACCOUNTING AND REVENUE (ACTING), EXT. 4428

SUBMITTED BY: C. MILLAR, DIRECTOR OF FINANCE AND TREASURER

GENERAL MANAGER APPROVAL: D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That a special charge of 0.342253% for 2018 to levy an amount of \$574,399 upon commercial and industrial properties in the Downtown Barrie Business Improvement Area be established.
2. That the Downtown Barrie Business Improvement Association (BIA) 2018 Operating and Capital budgets be approved, as presented in Staff Report FIN007-18.
3. That the City Clerk be authorized to prepare the appropriate by-law authorizing this 2018 special charge rate and levy requirement.

PURPOSE & BACKGROUND

4. As required under Section 205(2) of the *Municipal Act, 2001*, the Downtown Barrie BIA Board of Management is required to seek Council approval of the annual Downtown Barrie BIA budget in order that a levy for funds to cover their annual operating and capital costs can be made. Council may approve the budget submission in whole or in part, but may not add expenditures to it.
5. As per Section 205(3)(b) of the *Municipal Act, 2001*, the Downtown Barrie BIA is not permitted to "incur any indebtedness extending beyond the current year without the prior approval of the municipality".

ANALYSIS

6. The Downtown Barrie BIA levy is a special charge upon taxable commercial and industrial properties in the "Downtown" area of Barrie as defined by previous by-laws.
7. The 2018 Downtown Barrie BIA detailed budget is attached as Appendix 'A' for information, but proposed expenditures and use of funds are summarized as follows:



Operational Expenses

Organizational & Management	\$233,349
Marketing & Communication	\$105,650
Beautification & Cleanliness	\$15,250
Culture & Heritage Events	<u>\$95,150</u>

Total Operational Expenses \$449,399

Capital Investments

Security Cameras	\$ 5,000
Minor Capital Project	\$0
Memorial Square	<u>\$120,000</u>

Total Capital Investments \$125,000

Net Levy Required \$574,399

8. In 2017 the net levy requirement was \$499,657.
9. The total taxable assessment for 2018 for the Downtown Barrie BIA is \$167,828,652.
10. The proposed special charge for 2018 is 0.342253% compared to the 2017 special charge of 0.342601%.
11. The budget deliberations process for the 2018 levy requirements was conducted as part of the regular Board meetings. The Downtown Barrie BIA Board of Management has passed a motion to approve the 2018 budget (see Appendix 'B').

ENVIRONMENTAL MATTERS

12. There are no environmental matters related to the recommendation.

ALTERNATIVES

13. There is one alternative available for consideration by General Committee:

Alternative #1

General Committee could choose to approve only a portion of the budget to be included in the levy.

This alternative is not recommended, as the budget submitted reflects the needs of the Downtown Barrie Business Improvement Area.



FINANCIAL

14. There are no direct financial implications to the City related to the levy request, as it is only applicable to those commercial and industrial properties within the designated improvement area boundaries.

LINKAGE TO 2014-2018 STRATEGIC PLAN

15. This is an operational matter that is not specifically related to the goals identified in the 2014-2018 Strategic Plan.



APPENDIX 'A'

Downtown Barrie Business Improvement Association (BIA)

2018 Budget

Activity	2018	2017
Administration	Budget	Budget
Salary & Wages	164,000	119,913
Benefits	17,770	15,000
WSIB	1,500	1,500
Office Equipment	2,200	2,200
Insurance	8,897	10,000
Audit	4,500	5,000
Office Rental	18,132	18,000
Office Expenses	1,750	1,750
Board & Special Meetings	2,000	1,730
Partnerships/Memberships	1,000	830
Special Items	750	700
Telephone	2,500	2,500
Maintenance	750	660
Staff Development (Seminars)	4,000	3,975
Web/Computer Maintenance	<u>3,600</u>	<u>3,600</u>
Total	<u>233,349</u>	<u>187,358</u>
Marketing & Communication		
Website and Online	24,000	35,250
Print Media	27,150	32,480
Radio Program	13,000	11,000
Partnerships	9,100	8,150
Newsletter/Communication (Direct Mail)	6,000	8,000
Outdoor Advertising	12,000	12,000
Communication	<u>14,400</u>	<u>15,500</u>
Total	<u>105,650</u>	<u>122,380</u>
Beautification and Cleanliness		
Flowers	3,250	3,250
Christmas Decorations	6,000	5,954
Streetscape	0	0
Manual Cleanup	<u>6,000</u>	<u>6,000</u>
Total	<u>15,250</u>	<u>15,204</u>



Activity	2018	2017
Culture & Heritage Events	Budget	Budget
Community Events – Sponsorship	3,000	2,500
Event Sponsorships	39,500	40,500
Canada Promenade Days	1,000	1,000
May Days	4,700	0
Noella	19,350	19,905
October Tasting Trail	3,800	0
Hot Cocoa Trail	3,800	3,000
Autumn Market	0	0
Fresh Air Fridays	0	3,000
Tasting Trail	0	2,750
Lawnchair Luminata	17,000	12,060
Curb Appeal	<u>3,000</u>	<u>5,000</u>
Total	<u>95,150</u>	<u>89,715</u>
Capital Investments		
Security Cameras	5,000	5,000
Minor Capital Project	0	5,000
Street Lighting/Décor	0	0
Light Standard Pole Wraps	0	0
Gateway Signage Refacing	0	0
Garbage Receptacles Graffiti	0	0
Downtown WiFi	0	0
Garbage Bin Program	0	0
Storefront Vacancy Program	0	0
Mady Centre Contribution	0	0
Memorial Square	<u>120,000</u>	<u>75,000</u>
Total	<u>125,000</u>	<u>85,000</u>
BIA Levy Required	<u>574,399</u>	<u>499,657</u>

APPENDIX 'B'

Downtown Barrie Business Improvement Association (BIA) Board of Management

Motion to Approve Budget



Downtown Barrie Business Association (BIA)
Board of Management- 2018 Motion Record
February Meeting – Tuesday February 27th, 2018

Board Attendance: Mr. Wayne Hay, Tom Ambeau Jr, Mr. Nick L'Ecuyer, Mr. Jason Teal, Ms. Lisa Roszell, Mr. Rob Hamilton, Ms. Tracey Baker, Mr. Paul Lynch, Councillor Rose Romita and Councillor Arif Khan

Staff Attendance: Ms. Stacey Zubczyk and Mr. Craig Stevens

Motion to Approve the 2018 BIA Marketing & Communications and Heritage & Culture Budget ---

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2018 Downtown Barrie Business Association (BIA) **Marketing & Communications and Heritage & Culture Budget** as presented.

Conflict declared by: Mr. Tom Ambeau Jr. and Mr. Paul Lynch

Motion moved by: Mr. Jason Teal

Seconded by: Ms. Tracey Baker

Vote: _____ Favour _____ Opposed

All in Favour

Approved

Motion to Approve the 2018 BIA Operating Budget ---

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2018 Downtown Barrie Business Association (BIA) **Operating Budget**, not including the Marketing & Communications and Heritage & Culture Budget, as presented.

Conflict declared by: Mr. Paul Lynch

Motion moved by: Mr. Tom Ambeau Jr.

Seconded by: Mr. Rob Hamilton

Vote: _____ Favour _____ Opposed

All in Favour

Approved

Motion to Approve the 2018 BIA Capital Investments Budget ---

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2018 Downtown Barrie Business Association (BIA) **Capital Investments Budget** as presented.

Motion moved by: Mr. Jason Teal

Seconded by: Mr. Nick L'Ecuyer

Vote: _____ Favour _____ Opposed

All in Favour

Approved