

# 2019 Wellington West BIA Budget - v. 7.0

## Wellington West Business Improvement Area

### BUDGET OVERVIEW & NOTES

	BUDGET 2019	PREVIOUS YR. 2018	Notes on 2019 budget: <i>Rationale for changes between 2018/19 budget years.</i>
<b>REVENUE - estimated / projected</b>			
Annual Levy	-343,172	-322,000	← (2019 Levy: 5% increase + 1.5% to offset new COBIA fee)
Grants & other revenue	-112,500	-30,000	← (Grants: Includes \$75K in large, one-time Ontario grants.)
Rebates & remissions	3,000	3,000	← (R&R: Estimate -variable amt. assessed by City)
<b>TOTAL REVENUE</b>	<b>-452,672</b>	<b>-349,000</b>	
<b>EXPENSES - all Cost Centres (below)</b>			
Administration (ADM)	146,243	134,260	← (ADM: New OCoBIA fee / 2019 conference fees)
Marketing & community events (MKTG)	107,350	86,740	← (MKTG: Increase offset by \$10,000 revenue target.)
Beautification & place-making (BEAU)	146,000	83,000	← (BEAU: Offset by large one-time Ontario grant of \$55K.)
Advocacy (ADVO)	42,000	35,000	← (ADVO: Offset by one-time Ontario grant of \$10K)
Capital / contingency reserves (RSRV)	11,079	10,000	← (RSRV: Reserve Cont. pegged at 2.5% of levy + reserve)
<b>TOTAL EXPENSES</b>	<b>452,672</b>	<b>349,000</b>	

### BUDGET BREAKDOWN - BY COST CENTRE / COMMITTEE

<b>ADMN - Administration Costs</b>			
Employee salaries	91,000	89,000	(Office Staff: ED & ADM)
Employer contributions (CPP & EI)	5,500	5,000	
Business services & consulting	6,000	4,000	(e.g. consulting, bookkeeping, technical support)
Conferences, networking, & professional dev.	2,000	-	(Mainly 2019 OBIAA Conf in Ottawa)
Organizational memberships & subscriptions	645	1,060	(OBIAA only - Ottawa Tourism, IDA on hold for 2019)
COBIA contribution (new 2019 requirement)	5,148	-	(Yearly dues tentatively pegged at 1.5% of levy.)
Rent & office maintenance	24,000	24,000	(Reflects small annual rent increase - lease to Sept 2020)
Computer - equipment / software /services	950	-	(New office display unit + software services)
Office supplies	1,000	1,000	(General supplies + replace microwave / coffee maker)
Local transportation	500	500	(Parking - bus - Uber - bike)
Phone / internet	1,500	1,500	
Audit & insurance	7,500	7,800	
Bank service charges	500	400	
<b>ADMN Subtotal</b>	<b>146,243</b>	<b>134,260</b>	
<b>MKTG - Marketing &amp; Event Costs</b>			
Media advertising	32,250	28,000	
Seasonal marketing campaigns / promotions	6,000	4,300	← 2019 Seasonal sponsorships - 4,000
Community events / sponsorships	14,500	16,300	
TASTE of Wellington West	16,000	10,000	← TASTE Sponsorships - 6,000
Street banners - one refresh*	8,000	-	(*Holiday banners - installed Dec 2018, billed Jan 1 2019)
Services: design agency contract	12,000	10,640	(Design agency of record)
Services: digital comms & social media	16,100	5,000	(Consolidated several lines into 2 days/week contract)
Services: web site design & development	1,500	10,000	(Maintenance and upgrades to 2018 site)
Services: printing & photography	1,000	2,500	
<b>MKTG Expenses Subtotal</b>	<b>107,350</b>	<b>86,740</b>	← Total MKTG projected revenue - 10,000
<b>BEAU - Beautification Costs</b>			
ONE TIME: Wellington & Parkdale Project	55,000	-	← Ontario Mainstreets Rev. Grant (100% 1-time) - 55,000
Placemaking projects & murals	10,000	10,000	← Mural / Architecture Grants (50%) - 5,000
Graffiti removal program	10,000	10,000	← Graffiti Removal Grant (City) (100%) - 10,000
Landscaping, floral, & street maintenance contract	63,000	63,000	Cost sharing revenue (from members) - 3,000
Landscape and maintenance programs	8,000	-	Cost sharing revenue (from members) - 3,000
<b>BEAU Expenses Subtotal</b>	<b>146,000</b>	<b>83,000</b>	← Total BEAU projected revenue - 76,000
<b>ADVO - Advocacy &amp; Membership Costs</b>			
BIA boundary expansion study	5,000	-	← Boundary Expansion Grant (100%) - 5,000
Trade market area - household survey	15,000	15,000	← BIA Research Grant 1 (50%) - 7,500
Directory update and member survey	8,000	15,000	← BIA Research Grant 2 (50%) - 4,000
ONE TIME: Digital Mainstreet Initiative program	10,000	-	← DMI Grant (100% 1-time) - 10,000
Member outreach tools	1,000	1,000	
Member workshops / networking	3,000	4,000	
<b>ADVO Expenses Subtotal</b>	<b>42,000</b>	<b>35,000</b>	← Total ADVO projected revenue - 26,500
<b>RSRV - Capital &amp; Contingency Reserves</b>			
Contingency reserve	2,500	2,500	
Capital Project Reserve contribution	8,579	7,500	(Amount pegged at 2.5% of budget)
<b>RSRV Expenses Subtotal</b>	<b>11,079</b>	<b>10,000</b>	