



2020 Year-End Report

(Interim report - to January 12 ,2021)

Annual member levy
Payment in lieu
Other remissions / supp. assesments

Revenues	
Budget	Actual
(394,800)	(391,667)
-	(3,146)
1,000	(537)

ADM - Administration Cost Centre	Expenses	
	Budget	Actual
Staffing Costs	155,259	157,609
Organization costs	5,030	1,578
Office costs	32,519	36,538
Finance costs	6,800	4,986
ADM expenses subtotal	199,608	200,712

Revenues	
Budget	Actual
-	-
-	-
-	-
-	-
-	-
-	-

MKTG - Marketing & Events	Budget	Actual
Promo - community media	22,000	17,443
Promo - other media	6,000	4,177
Branding - street banners	2,000	3,541
Services - design	12,000	14,450
Services - web development	3,360	5,183
Services - photography	8,640	3,409
Seasonal marketing programs	6,500	9,078
TASTE of Wellington West	16,000	9,116
Sponsorships - community events	10,000	3,043
Cluster marketing program	2,000	0
Parkdale Market agreement	20,000	4,000
MKTG expenses subtotal	108,500	73,439

Budget	Actual
-	-
-	-
-	-
-	-
-	-
-	-
(3,000)	-
(7,000)	-
-	-
-	-
(20,000)	(6,748)
(30,000)	(6,748)

PLACE - Placemaking & Beautification	Budget	Actual
Graffiti removal program	13,600	13,492
Street maintenance / floral / side yards	70,000	61,865
Miscellaneous - tactical projects	2,500	1,006
Giant mural project	10,000	4,930
Wayfinding signage & wraps	6,000	6,810
Parking relief project - MPMS Grant	10,000	0
PLACE expenses subtotal	112,100	88,103

Budget	Actual
(10,000)	(12,250)
(4,000)	-
-	-
(3,000)	(2,544)
(5,000)	(2,795)
(10,000)	-
(32,000)	(17,589)

ADVO - Advocacy & Member Engagement	Budget	Actual
OCoBIA contribution	5,922	5,238
Member outreach tools	1,000	0
Member workshops / networking	4,000	88
COVID Response Data Collection	-	7,632
Member census data / engagement project	15,000	14,246
Household Research Survey	10,000	7,524
COVID Relief Fund (launched April 2020)	-	5,774
ADVO expenses subtotal	35,922	40,502

Budget	Actual
-	-
-	-
-	-
-	-
(7,500)	(7,500)
(5,000)	(449)
-	(9,600)
(12,500)	(7,949)

RSRV - Capital & Contingency Reserves	Budget	Actual
Contingency reserve	2,300	3,670
Capital project reserve (2.5% of Levy)	9,870	0
RSRV expenses subtotal	12,170	3,670

Budget	Actual
-	-
-	-
-	-

TOTAL	468,300	406,426
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(468,300)	(427,635)
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