

TO: GENERAL COMMITTEE

SUBJECT: 2011 DOWNTOWN IMPROVEMENT AREA BOARD LEVY

PREPARED BY AND KEY CONTACT: R. McDOUGALL, REVENUE & TAXATION SUPERVISOR, ext 4791

SUBMITTED BY: D. McKINNON, DIRECTOR OF FINANCE

COMMISSIONER APPROVAL: E. ARCHER, GENERAL MANAGER OF CORPORATE SERVICES

CHIEF ADMINISTRATIVE OFFICER APPROVAL: JON M. BABULIC, CHIEF ADMINISTRATIVE OFFICER

**RECOMMENDED MOTION**

1. That the City of Barrie establish a special charge 0.363941% for 2011 to levy an amount of \$425,965 upon commercial properties in the Downtown Improvement Area;
2. That the appropriate by-law be prepared authorizing the 2011 special charge rate and levy requirement.

**PURPOSE & BACKGROUND**

3. As required under Section 205(2) of the Municipal Act, 2001 the Downtown Improvement Area Board (DIAB) is required to seek Council approval of their annual budget in order that a levy for funds to cover their annual operating costs can be made and Council may approve the budget submission in whole or in part but may not add expenditures to it.
4. As per Section 205(3)(b) of the Municipal Act, 2001, the DIAB is not permitted to "incur any indebtedness extending beyond the current year without the prior approval of the municipality". Accordingly, lease agreements would require Council approval before they can be entered into.

**ANALYSIS**

5. The Downtown Board levy is a special charge upon taxable commercial properties in the "Downtown" area of Barrie as defined by previous by-laws.
6. The 2011 detailed budget is attached as Appendix A for information but proposed expenditures and use of funds are summarized as follows:

Administration	\$159,941
Marketing & Communication	124,307
Beautification & Cleanliness	28,717
Culture & Heritage Events	38,000
Capital Project Opportunity	75,000
Net Levy Required	<u>\$425,965</u>

In 2010 the net levy requirement was \$446,971.

7. The total taxable assessment for 2011 for the Downtown Business Improvement Area is \$117,042,487.

8. The proposed special charge for 2011 is 0.363941% compared to the 2010 special charge of 0.404572%.
9. The budget deliberations process for the 2011 levy requirements was conducted as part of the regular Board meetings. The Board passed a motion to approve the 2011 budget.

#### **ENVIRONMENTAL MATTERS**

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

#### **ALTERNATIVES**

11. 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 Improvement Area.

#### **FINANCIAL**

12. 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 COUNCIL STRATEGIC PRIORITIES**

13. This is an operational matter that has no direct relationship to the City of Barrie's Strategic Priorities.

APPENDIX A

Downtown Barrie Business Improvement Area

2011 Budget

Activity	2011	2010
<b>Administration</b>	<b>Budget</b>	<b>Budget</b>
Salary & Wages	103,290	98,045
Benefits	10,890	10,500
WSIB	1,000	1,100
Office Equipment	2,400	2,090
Insurance	8,440	7,963
Audit	6,500	5,500
Office Rental	14,001	14,001
Office Expenses	1,750	1,750
Board & Special Meetings	1,605	1,745
Subscriptions/Memberships	1,025	915
Special Items	500	500
Telephone	3,000	2,940
Maintenance	300	300
OBIAA Seminar	2,240	3,050
Web/Computer Maintenance	<u>3,000</u>	<u>2,425</u>
<b>Total</b>	<b><u>159,941</u></b>	<b><u>152,824</u></b>
<b>Marketing &amp; Communication</b>		
Web Marketing	7,700	7,700
Print Media	45,157	45,157
Radio – Co-op	53,050	53,050
TV Program	13,000	13,000
Partnerships	2,000	2,000
Newsletter/Communication	3,400	3,400
Town Halls	<u>0</u>	<u>0</u>
<b>Total</b>	<b><u>124,307</u></b>	<b><u>124,307</u></b>
<b>Beautification &amp; Cleanliness</b>		
Flowers	6,575	6,575
Banners	0	2,976
Christmas Wreaths	9,200	11,400
Green Machine	12,942	12,942
B&C Development Program	0	0
Way Finding Signage	<u>0</u>	<u>0</u>
<b>Total</b>	<b><u>28,717</u></b>	<b><u>33,893</u></b>
<b>Traffic, Safety, Retail</b>		
Parking Ambassadors	0	600
Downtown Ambassadors	<u>0</u>	<u>2,000</u>
<b>Total</b>	<b><u>0</u></b>	<b><u>2,600</u></b>

APPENDIX A

Downtown Barrie Business Improvement Area

2010 Budget

Activity	2011 Budget	2010 Budget
<b>Culture &amp; Heritage Events</b>		
Community Events	1,000	1,750
Event Winterfest	-	-
Event Sponsorships	20,000	17,000
Barrielicious	-	-
New Year's	-	-
Tree Lighting	6,000	5,500
Halloween	2,250	1,900
Capital Project Opportunity	75,000	-
Lawnchair Luminata	6,500	5,000
Easter	<u>2,250</u>	<u>1,900</u>
<b>Total</b>	<b><u>113,000</u></b>	<b><u>33,050</u></b>
Transfer to Reserves	0	100,297
Less: Surplus	<u>0</u>	<u>0</u>
<b>BIA Levy Required</b>	<b><u>425,965</u></b>	<b><u>446,971</u></b>