
TO: GENERAL COMMITTEE

SUBJECT: 2013 DOWNTOWN IMPROVEMENT AREA BOARD LEVY

WARD: 2

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

SUBMITTED BY: D. McKINNON, DIRECTOR OF FINANCE *DMcKinnon*

GENERAL MANAGER APPROVAL: E. ARCHER, GENERAL MANAGER OF CORPORATE SERVICES *E.Arch*

CHIEF ADMINISTRATIVE OFFICER APPROVAL: C. LADD, CHIEF ADMINISTRATIVE OFFICER *CL*

RECOMMENDED MOTION

1. That the City of Barrie establish a special charge 0.347501.% for 2013 to levy an amount of \$459,566 upon commercial and industrial properties in the Downtown Improvement Area;
2. That the appropriate by-law be prepared authorizing the 2013 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".

ANALYSIS

5. The Downtown Board levy is a special charge upon taxable commercial and industrial properties in the "Downtown" area of Barrie as defined by previous by-laws.
6. The 2013 detailed budget is attached as Appendix A for information but proposed expenditures and use of funds are summarized as follows:

Operational Expenses

Administration	\$167,829
Marketing & Communication	113,445
Beautification & Cleanliness	26,042
Culture & Heritage Events	<u>52,250</u>
Total Operational Expenses	\$359,566

Capital Investments

Security Cameras	\$5,000
Mady Centre	20,000
Memorial Square	<u>75,000</u>

Total Capital Investments \$100,000

Net Levy Required \$459,566

In 2012 the net levy requirement was \$431,420.

7. The total taxable assessment for 2013 for the Downtown Business Improvement Area is \$132,248,840.
8. The proposed special charge for 2013 is 0.347501% compared to the 2012 special charge of 0.341215%.
9. The budget deliberations process for the 2013 levy requirements was conducted as part of the regular Board meetings. The Board passed a motion to approve the 2013 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

2013 Budget

Activity	2013	2012
Administration	Budget	Budget
Salary & Wages	111,754	108,455
Benefits	14,000	13,740
WSIB	1,000	1,000
Office Equipment	2,400	2,400
Insurance	8,862	8,440
Audit	3,500	8,500
Office Rental	11,573	10,800
Office Expenses	1,750	1,750
Board & Special Meetings	1,730	1,605
Subscriptions/Memberships	1,080	1,025
Special Items	500	500
Telephone	2,880	2,880
Maintenance	300	300
Staff Development (Seminars)	3,500	2,450
Web/Computer Maintenance	<u>3,000</u>	<u>3,000</u>
Total	<u>167,829</u>	<u>166,845</u>
Marketing & Communication		
Website and Online	42,900	42,938
Print Media	19,555	8,205
Radio Program	8,205	8,205
TV Program	8,205	8,205
Partnerships	7,150	2,000
Newsletter/Communication (Direct Mail)	12,430	12,430
Outdoor Advertising	0	12,430
Creative	0	18,645
Communication	<u>15,000</u>	<u>0</u>
Total	<u>113,445</u>	<u>113,058</u>
Beautification and Cleanliness		
Flowers	7,100	6,575
Banners	2,000	0
Christmas Wreaths	10,942	6,000
Green Machine	0	12,942
Manual Cleanup	6,000	0
Way Finding Signage	<u>0</u>	<u>0</u>
Total	<u>26,042</u>	<u>25,517</u>

	2013	2012
	Budget	Budget
Culture & Heritage Events		
Community Events - Sponsorship	750	1,000
Event Sponsorships	31,000	29,500
Tree Lighting	9,500	9,500
Spring Pancake Breakfast	2,250	4,500
Autumn Market	2,250	0
Lawnchair Luminata	6,500	6,500
Total	<u>52,250</u>	<u>51,000</u>
Capital Investments		
Security Cameras	5,000	5,000
Mady Centre Contribution	20,000	20,000
Memorial Square	<u>75,000</u>	<u>50,000</u>
Total	<u>100,000</u>	<u>75,000</u>
BIA Levy Required	<u>459,567</u>	<u>431,420</u>