
/TO: GENERAL COMMITTEE

SUBJECT: 2017 DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA) LEVY

WARD: 2

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

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

GENERAL MANAGER APPROVAL: P. ELLIOTT-SPENCER, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

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

RECOMMENDED MOTION

1. That the City of Barrie establish a special charge of 0.343521% for 2017 to levy an amount of \$499,657 upon commercial and industrial properties in the Downtown Improvement Area.
2. That Council approve the Downtown Barrie Business Association (BIA) 2017 Operating and Capital Budgets, attached as Appendix "A" to Staff Report FIN012-17.
3. That the City Clerk be authorized to prepare the appropriate by-law authorizing this 2017 special charge rate and levy requirement.

PURPOSE & BACKGROUND

4. As required under Section 205(2) of the *Municipal Act, 2001*, the Downtown Barrie Business Association (BIA) Board of Management is required to seek Council approval of the annual Downtown Barrie Business Association (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 (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 Business Association (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 2017 Downtown Barrie Business Association (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	\$187,358
Marketing & Communication	122,380
Beautification & Cleanliness	15,204
Culture & Heritage Events	<u>89,715</u>

Total Operational Expenses \$414,657

Capital Investments

Security Cameras	\$ 5,000
Minor Capital Project	5,000
Memorial Square	<u>75,000</u>

Total Capital Investments \$85,000

Net Levy Required \$499,657

8. In 2016 the net levy requirement was \$496,683.
9. The total taxable assessment for 2017 for the Downtown Barrie Business Association (BIA) is \$145,841,935.
10. The proposed special charge for 2017 is 0.342601% compared to the 2016 special charge of 0.336960%.
11. The budget deliberations process for the 2017 levy requirements was conducted as part of the regular Board meetings. The Downtown Barrie Business Association (BIA) Board of Management has passed a motion to approve the 2017 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 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 Association (BIA)

2017 Operating and Capital Budgets

Activity	2017	2016
	Budget	Budget
Administration		
Salary & Wages	119,913	118,762
Benefits	15,000	14,050
WSIB	1,500	1,500
Office Equipment	2,200	2,200
Insurance	10,000	10,000
Audit	5,000	3,500
Office Rental	18,000	11,573
Office Expenses	1,750	1,750
Board & Special Meetings	1,730	1,730
Subscriptions/Memberships	830	830
Special Items	700	700
Telephone	2,500	2,500
Maintenance	660	660
Staff Development (Seminars)	3,975	3,975
Web/Computer Maintenance	<u>3,600</u>	<u>3,600</u>
Total	<u>187,358</u>	<u>177,330</u>
Marketing & Communication		
Website and Online	35,250	31,250
Print Media	32,480	32,814
Radio Program	11,000	10,400
Partnerships	8,150	8,150
Newsletter/Communication (Direct Mail)	8,000	8,000
Outdoor Advertising	12,000	8,000
Communication	<u>15,500</u>	<u>12,000</u>
Total	<u>122,380</u>	<u>110,614</u>
Beautification and Cleanliness		
Flowers	3,250	3,250
Christmas Decorations	5,954	5,954
Streetscape	0	0
Manual Cleanup	<u>6,000</u>	<u>6,000</u>
Total	<u>15,204</u>	<u>15,204</u>

Activity	2017	2016
Culture & Heritage Events	Budget	Budget
Community Events – Sponsorship	2,500	2,900
Event Sponsorships	40,500	35,000
Canada Promenade Days	1,000	1,000
Tree Lighting	0	0
Noella	19,905	20,605
Spring Pancake Breakfast	0	0
Hot Cocoa Trail	3,000	3,000
Autumn Market	0	0
Fresh Air Fridays	3,000	4,120
Tasting Trail	2,750	4,275
Lawnchair Luminata	12,060	12,135
Curb Appeal	<u>5,000</u>	<u>5,000</u>
Total	<u>89,715</u>	<u>88,035</u>
Capital Investments		
Security Cameras	5,000	5,000
Minor Capital Project	5,000	0
Street Lighting/Décor	0	0
Light Standard Pole Wraps	0	0
Gateway Signage Refacing	0	0
Garbage Receptacles Graffiti	0	1,500
Downtown WiFi	0	20,000
Garbage Bin Program	0	3,000
Storefront Vacancy Program	0	1,000
Mady Centre Contribution	0	0
Memorial Square	<u>75,000</u>	<u>75,000</u>
Total	<u>85,000</u>	<u>105,500</u>
BIA Levy Required	<u>499,657</u>	<u>496,683</u>

APPENDIX "B"

Downtown Barrie Business Association (BIA) Board of Management

Motion to Approve Budget



Downtown Barrie Business Association (BIA)
Board of Management- 2017 Motion Record
May Meeting – Thursday May 25th, 2017

Motion to Approve the 2016 Draft Audit Statements--

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2016 Downtown Barrie Business Association (BIA) Draft Audit (i.e. Financial) Statements as presented.

Motion moved by: Arif Khan

Seconded by: Tom Ambeau Jr.

Vote: _____ Favour _____ Opposed All in Favour

Approved

Motion to Approve the 2017 BIA Marketing & Communications and Heritage & Culture Budget ---

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2017 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: Rose Romita

Seconded by: Tracey Baker

Vote: _____ Favour _____ Opposed All in Favour

Approved

Motion to Approve the 2017 BIA Operating Budget ---

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2017 Downtown Barrie Business Association (BIA) Operating Budget, not including the Marketing & Communications and Heritage & Culture Budget, as presented.

Motion moved by: Rose Romita

Seconded by: Arif Khan

Vote: _____ Favour _____ Opposed All in Favour

Approved

Motion to Approve the 2017 BIA Capital Investments Budget ---

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2017 Downtown Barrie Business Association (BIA) Capital Investments Budget as presented.

Motion moved by: Lisa Russell

Seconded by: Rose Romita

Vote: _____ Favour _____ Opposed All in Favour

Approved