

TO: GENERAL COMMITTEE

SUBJECT: 2012 DOWNTOWN IMPROVEMENT AREA BOARD LEVY

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

SUBMITTED BY: C. MILLAR, DIRECTOR OF FINANCE (ACTING) ext 4435 *Craig Millar*

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

CHIEF ADMINISTRATIVE OFFICER APPROVAL: CARLA LADD, CHIEF ADMINISTRATIVE OFFICER *Carla Ladd*

RECOMMENDED MOTION

1. That the City of Barrie establish a special charge 0.341215% for 2012 to levy an amount of \$431,420 upon commercial and industrial properties in the Downtown Improvement Area;
2. That the appropriate by-law be prepared authorizing the 2012 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 and industrial properties in the "Downtown" area of Barrie as defined by previous by-laws.
6. The 2012 detailed budget is attached as Appendix A for information but proposed expenditures and use of funds are summarized as follows:

Administration	\$166,845
Marketing & Communication	113,058
Beautification & Cleanliness	25,517
Culture & Heritage Events	51,000
Traffic and Safety	5,000
Property Owners	20,000
Capital Projects	<u>50,000</u>
Net Levy Required	<u>\$431,420</u>

In 2011 the net levy requirement was \$425,965.

7. The total taxable assessment for 2012 for the Downtown Business Improvement Area is \$126,436,562.
8. The proposed special charge for 2012 is 0.341215% compared to the 2011 special charge of 0.363941%.
9. The budget deliberations process for the 2012 levy requirements was conducted as part of the regular Board meetings. The Board passed a motion to approve the 2012 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

2012 Budget

Activity	2012 Budget	2011 Budget
Administration		
Salary & Wages	108,455	103,290
Benefits	13,740	10,890
WSIB	1,000	1,000
Office Equipment	2,400	2,400
Insurance	8,440	8,440
Audit	8,500	6,500
Office Rental	10,800	14,001
Office Expenses	1,750	1,750
Board & Special Meetings	1,605	1,605
Subscriptions/Memberships	1,025	1,025
Special Items	500	500
Telephone	2,880	3,000
Maintenance	300	300
OBIAA Seminar	2,450	2,240
Web/Computer Maintenance	<u>3,000</u>	<u>3,000</u>
Total	<u>166,845</u>	<u>159,941</u>
Marketing & Communication		
Web Marketing	42,938	7,700
Print Campaign	8,205	45,157
Radio Campaign	8,205	53,050
TV Campaign	8,205	13,000
Partnerships	2,000	2,000
Newsletter/Communication (Direct Mail)	12,430	3,400
Outdoor Advertising	12,430	0
Creative	<u>18,645</u>	<u>0</u>
Total	<u>113,058</u>	<u>124,307</u>
Beautification & Cleanliness		
Flowers	6,575	6,575
Banners		0
Christmas Wreaths	6,000	9,200
Green Machine	12,942	12,942
B&C Development Program	0	0
Way Finding Signage	<u>0</u>	<u>0</u>
Total	<u>25,517</u>	<u>28,717</u>
Traffic, Safety, Retail		
Parking Ambassadors	0	0
T & S Program Development	<u>5,000</u>	<u>0</u>
Total	<u>5,000</u>	<u>0</u>

APPENDIX A

Downtown Barrie Business Improvement Area

2012 Budget

Activity	2012 Budget	2011 Budget
Culture & Heritage Events		
Community Events	1,000	1,000
Event Sponsorships	29,500	20,000
Tree Lighting	9,500	6,000
Halloween	2,250	2,250
Lawnchair Luminata	6,500	6,500
Easter	<u>2,250</u>	<u>2,250</u>
Total	<u>51,000</u>	<u>38,000</u>
 Property Owners		
Property Program Development	<u>20,000</u>	<u>0</u>
Total	<u>20,000</u>	<u>0</u>
 Additional Funds		
Capital Projects Opportunity	<u>50,000</u>	<u>75,000</u>
Total	<u>50,000</u>	<u>75,000</u>
 BIA Levy Required	<u>431,420</u>	<u>425,965</u>