
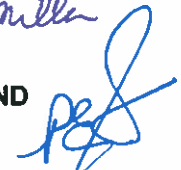

TO: GENERAL COMMITTEE


SUBJECT: 2016 DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA) LEVY

WARD: 2

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

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 0.336960% for 2016 to levy an amount of \$496,683 upon commercial and industrial properties in the Downtown Improvement Area.
2. That Council approve the Downtown Barrie Business Association (BIA) 2016 Operating and Capital budgets, as presented in Staff Report FIN005-16.
3. That the City Clerk be authorized to prepare the appropriate by-law authorizing this 2016 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 Downtown Barrie Business Association (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 2016 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	\$177,330
Marketing & Communication	110,614
Beautification & Cleanliness	15,204
Culture & Heritage Events	<u>88,035</u>
Total Operational Expenses	\$391,183

Capital Investments

Security Cameras	\$ 5,000
Garbage Receptacles Graffiti	1,500
Downtown WIFI	20,000
Garbage Bin Program	3,000
Storefront Vacancy Program	1,000
Memorial Square	<u>75,000</u>
Total Capital Investments	\$105,500

Net Levy Required \$496,683

8. In 2015 the net levy requirement was \$492,366.
9. The total taxable assessment for 2016 for the Downtown Barrie Business Association (BIA) is \$147,401,112.
10. The proposed special charge for 2016 is 0.336960% compared to the 2015 special charge of 0.349930%.
11. The budget deliberations process for the 2016 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 2016 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)

2016 Budget

Activity	2016	2015
Administration	Budget	Budget
Salary & Wages	118,762	118,396
Benefits	14,050	14,050
WSIB	1,500	1,000
Office Equipment	2,200	2,409
Insurance	10,000	10,000
Audit	3,500	3,500
Office Rental	11,573	11,573
Office Expenses	1,750	1,750
Board & Special Meetings	1,730	1,730
Subscriptions/Memberships	830	830
Special Items	700	500
Telephone	2,500	2,900
Maintenance	660	660
Staff Development (Seminars)	3,975	3,975
Web/Computer Maintenance	<u>3,600</u>	<u>3,600</u>
Total	<u>177,330</u>	<u>176,873</u>
Marketing & Communication		
Website and Online	31,250	28,850
Print Media	32,814	33,314
Radio Program	10,400	8,700
Partnerships	8,150	8,150
Newsletter/Communication (Direct Mail)	8,000	8,000
Outdoor Advertising	8,000	0
Communication	<u>12,000</u>	<u>2,000</u>
Total	<u>110,614</u>	<u>89,014</u>
Beautification and Cleanliness		
Flowers	3,250	2,500
Christmas Decorations	5,954	5,954
Streetscape	0	2,550
Manual Cleanup	<u>6,000</u>	<u>6,000</u>
Total	<u>15,204</u>	<u>17,004</u>

Activity	2016	2015
Culture & Heritage Events	Budget	Budget
Community Events – Sponsorship	2,900	1,000
Event Sponsorships	35,000	30,500
Canada Promenade Days	1,000	1,000
Tree Lighting	0	17,685
Noella	20,605	0
Spring Pancake Breakfast	0	3,250
Hot Cocoa Trail	3,000	0
Autumn Market	0	3,405
Fresh Air Fridays	4,120	0
Tasting Trail	4,275	0
Lawnchair Luminata	12,135	12,135
Curb Appeal	<u>5,000</u>	<u>5,000</u>
Total	<u>88,035</u>	<u>78,975</u>
Capital Investments		
Security Cameras	5,000	5,000
Flower Program Hoop House	0	10,000
Street Lighting/Décor	0	10,000
Light Standard Pole Wraps	0	7,500
Gateway Signage Refacing	0	3,000
Garbage Receptacles Graffiti	1,500	0
Downtown WiFi	20,000	0
Garbage Bin Program	3,000	0
Storefront Vacancy Program	1,000	0
Mady Centre Contribution	0	20,000
Memorial Square	<u>75,000</u>	<u>75,000</u>
Total	<u>105,500</u>	<u>130,500</u>
BIA Levy Required	<u>496,683</u>	<u>492,366</u>

APPENDIX B

Downtown Barrie Business Association (BIA) Board of Management
Motion to Approve Budget



Downtown Barrie Business Association (BIA)
Board of Management- 2016 Motion Records
March Meeting - Tuesday April 5, 2016

Motion to Approve the 2016 BIA Marketing & Communications and Heritage & Culture Budget ---

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2016 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: Ms. Lisa Roszell

Seconded by: Mr. Nick L'Ecuyer

Vote: All in Favour Approved

Motion to Approve the 2016 BIA Operating Budget ---

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2016 Downtown Barrie Business Association (BIA) Operating Budget, not including the Marketing & Communications and Heritage & Culture Budget, as presented.

Motion moved by: Mr. Jason Teal

Seconded by: Councillor Rose Romita

Vote: All in Favour Approved

Motion to Approve the 2016 BIA Capital Investments Budget ---

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2016 Downtown Barrie Business Association (BIA) Capital Investments Budget as presented.

Motion moved by: Councillor Rose Romita

Seconded by: Mr. Jason Teal

Vote: All in Favour Approved