



TO: GENERAL COMMITTEE

SUBJECT: 2022 DOWNTOWN BARRIE BUSINESS ASSOCIATION LEVY

WARD: 2

PREPARED BY AND KEY CONTACT: C. SMITH, SENIOR MANAGER, ACCOUNTING AND REVENUE, X 5128

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

GENERAL MANAGER APPROVAL: D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the City of Barrie (City) establish a special charge of 0.389554% for 2022 to levy an amount of \$684,387 upon commercial and industrial properties in the Downtown Improvement Area.
2. That the Downtown Barrie Business Association (BIA) 2022 Operating and Capital budgets be approved, as presented in Staff Report FIN006-22.
3. That the City Clerk be authorized to prepare the appropriate by-law authorizing this 2022 special charge rate and levy requirement.

PURPOSE & BACKGROUND

4. 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 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 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 2022 BIA budget’s proposed expenditures and use of funds (see Appendix ‘A’) are summarized as follows:



Operations	\$61,500
Payroll & Professional Development	\$194,540
Professional Fees	\$24,500
Beautification & Cleanliness	\$68,500
Safety & Messaging	\$40,500
Open Air Dunlop	\$118,600
Sandbox Cultural & Heritage Event	\$11,000
Events	\$26,600
Marketing & Promotions	\$48,000
Capital Commitments	<u>\$90,647</u>
Net Levy Required	<u>\$684,387</u>

8. In 2021 the net levy requirement was \$561,077.
9. The total taxable assessment for 2022 for the BIA is \$175,684,700.
10. The proposed special charge for 2022 is 0.389554% compared to the 2021 special charge of 0.344553%.
11. The BIA Board of Management has passed several motions to approve the 2022 budget (see Appendix 'B'). In order to have the City's final tax bills issued in June and meet legislated timelines, Council will need to approve the BIA budget by Tuesday, May 17th.

BIA Capital Commitments

12. The BIA, through their Contribution agreement with the City, committed to funding \$3,351,775 for the construction of the Meridian Place project. As of December 31, 2021, the BIA has fundraised \$1,391,670 of the project and intends to fundraise an additional \$447,159 over a 4-year period.
13. The remaining portion of the Meridian Place project commitment along with any fundraising shortfall remaining at the end of 2031, is to be paid over a twenty-year period beginning in 2022. As per the agreement with the City, the BIA has included a payment in the amount of \$75,647 in their budget for 2022.
14. The BIA, through their Contribution agreement with the City, also committed to funding \$300,000 of the Dunlop Streetscape project with payments over a twenty-year period, beginning in 2022. The BIA has included a payment in the amount of \$15,000 in their budget for 2022.

ENVIRONMENTAL AND CLIMATE CHANGE MATTERS

15. There are no environmental or climate change matters related to the recommendation.

ALTERNATIVES

16. There are two alternatives 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 identified by the BIA for the Downtown Improvement Area.

Alternative #2

General Committee could choose not to approve the budget.

This alternative is not recommended as budget approval is required in order to apply the BIA levy on the final tax bills being mailed out in early June. A decision to delay budget approval would result in the City not meeting legislative billing timeline requirements.

FINANCIAL

17. 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 2018-2022 STRATEGIC PLAN

18. This is an operational matter that is not specifically related to the goals identified in the 2018-2022 Strategic Plan.



APPENDIX 'A'

**Downtown Barrie Business Improvement Association
2022 Budget for City of Barrie
January - December 2022**

	<u>TOTAL</u>
Income	
BIA LEVY	
800000-5201 Tax Levy	684,387
Total BIA LEVY	<u>684,387</u>
Total Income	684,387
Expenses	
ADMINISTRATION	
OPERATIONS	
500400-5200 Office Supplies & General	1,000
500800-5200 Meetings & Development	3,000
620200-5200 Membership & Subscriptions	3,050
661800-5200 Telephone Services - Utilities	1,000
677300-5200 R&M - Software	6,450
700000-5200 Equipment Rental	1,500
700100-5200 Property Rental	28,000
720800-5200 Insurance Premium	17,500
Total OPERATIONS	<u>61,500</u>
PAYROLL & PROFESSIONAL DEVELOPMENT BUDGET	
620000-5200 Staff Training & Development	6,500
661175-5200 Fundraising	6,800
WAGES & EXPENSES	
400000-5200 Wages Incl Summer Students	166,000
400001-5200 Payroll Taxes - CPP & EI Expense Only	7,290
400003-5200 Full Time Benefits	7,000
400006-5200 WSIB Expense	950
Total WAGES & EXPENSES	<u>181,240</u>
Total PAYROLL & PROFESSIONAL DEVELOPMENT	<u>194,540</u>
PROFESSIONAL FEES	
640001-5200 Audit Expense	5,000
640002-5200 Accounting & Bookkeeping	6,500
640003-5200 Legal Expense	3,000
640005-5200 HR Consulting	10,000
Total PROFESSIONAL FEES	<u>24,500</u>



Total ADMINISTRATION	<u>280,540</u>
BEAUTIFICATION & CLEANLINESS	
MARKETING/BEAUTIFICATION BUDGET	
661151-5202 Lights	3,000
661152-5202 Flowers, Flags & Decorations	24,000
661154-5202 Manual Clean Up	1,500
661156-5202 Murals & Public Art	<u>40,000</u>
Total MARKETING/BEAUTIFICATION BUDGET	68,500
SAFETY & MESSAGING BUDGET	
661157-5202 Cameras	5,000
661158-5202 Safety Initiatives	26,000
661159-5202 Streetscape & Alleyway Enhancements	<u>9,500</u>
Total SAFETY & MESSAGING BUDGET	40,500
Total BEAUTIFICATION & CLEANLINESS	109,000
COVID-19 RELATED ACTIVITY	
730512-5221 Open Air Dunlop incl Security	<u>118,600</u>
Total COVID-19 RELATED ACTIVITY	118,600
CULTURE AND HERITAGE EVENTS	
CAPITAL EXPENDITURES BUDGET	
661186-5215 Sandbox Cultural & Heritage Event	<u>11,000</u>
Total CAPITAL EXPENDITURES BUDGET	11,000
EVENTS BUDGET	
661112-5215 Events Expenses	<u>26,600</u>
Total EVENTS BUDGET	26,600
Total CULTURE AND HERITAGE EVENTS	37,600
MARKETING & COMMUNICATION	
MARKETING & PROMO BUDGET	
661101-5204 Marketing/Communications	17,000
661102-5204 Generic Marketing Incl Radio Exp	20,000
661105-5204 Printing	1,000
661108-5204 Website/Social Media	6,000
661110-5204 Sponsorships	<u>4,000</u>
Total MARKETING & PROMO BUDGET	48,000
Total MARKETING & COMMUNICATION	48,000
Total Expenses	593,740
Net Operating Income	90,647
Other Expenses	
CAPITAL COMMITMENTS	
740500-5219 Ext. Tsf - Operating	<u>90,647</u>
Total CAPITAL COMMITMENTS	90,647
Total Other Expenses	90,647
Net Income	0

APPENDIX 'B'

Downtown Barrie Business Association (BIA) Board of Management

Motions to Approve Budget

2022 January BIA Board Meeting - Tuesday, January 25th, 2022

Main Motion:

2022_01_25 BIA Budget Motion

The Downtown Barrie BIA Board of Management moves a motion to approve the 2022 Draft Budget as amended.

Amendments to Main Motion:

2022_01_25 BIA Budget Amendment#1:

The Downtown Barrie BIA Board of Management moves an amendment to the 2022 Budget to add an additional \$6,000 to the 'Beautification, Cleanliness & Streetscape' portion of the budget in order to undertake a 'Five Point Hoarding Mural' project.

2022_01_25 BIA Budget Amendment# 2:

The Downtown Barrie BIA Board of Management moves an amendment to the 2022 Budget to increase the amount allocated to Open Air Dunlop from the originally proposed \$52,000 to \$60,000 based on Staff's recommendation.

2022_01_25 BIA Budget Amendment# 3:

The Downtown Barrie BIA Board of Management moves an amendment to the 2022 Budget to increase the 'Marketing Consultant' portion from \$7,000 to \$12,500.

2022_01_25 BIA Budget Amendment# 4:

The Downtown Barrie BIA Board of Management moves an amendment to the 2022 Budget to add the term 'Organizational Review' to the 'HR Recruitment' portion of the budget and to increase the amount for 'HR Recruitment + Organizational Review' from \$5,000 to \$10,000.

2022_01_25 BIA Budget Amendment# 5:

The Downtown Barrie BIA Board of Management moves an amendment to the 2022 Budget to increase the 'Events Programming- 'Hello Winter' budget from \$5,000 to \$6,000 and split it with half (\$3,000) being allocated to 'Hello Winter' programming and half (\$3,000) to the 'Love Barrie Ice Sculpture'.

2022_01_25 BIA Budget Amendment# 6:

The Downtown Barrie BIA Board of Management moves an amendment to the 2022 Budget to increase the amount allocated to 'Open Air Dunlop Permanent Road Closure Equipment' from \$32,000 to \$47,000 in order to cover the cost of purchasing three (3) gates. And that the City of Barrie be formally requested to share the cost of funding this permanent infrastructure.

2022_01_25 BIA Budget Amendment# 7:

The Downtown Barrie BIA Board of Management moves an amendment to the 2022 Budget to add \$15,000 to the 'Marketing & Communications' portion of the budget for 'Generic Marketing'; And that BIA Staff receive Board approval via email, or a meeting, before moving forward with contractors on these expenses.

2022_01_25 BIA Budget Amendment# 8:

The Downtown Barrie BIA Board of Management moves an amendment to the previously approved, 2022 Budget to add \$28,000 to the 'Operations' - 'Rent' section', And that the BIA Chair and Staff put together a report of market comparables for lease options.

2022 February BIA Board Meeting - Tuesday, February 22nd, 2022:

Amendment to the 2022 Budget:

The Downtown Barrie BIA Board of Management moves to amend the 2022 Budget (2022_01_25 BIA Budget Motion) in order to remove the following items:

- 1) The '2021 My Main Street Community Activator Program' item of '\$146,500' which was being used to offset 'Proposed Budget (Total)'
- 2) The "\$100,000' allocated to the 'Reserve Fund Contribution', And that, in the future, any applicable grant money that the BIA is awarded be set aside in the 'Reserve Fund' to pay down the 2023 budget, or for another purpose that the Board may decide when setting the 2023 budget.

2022_02_22 Motion #3 - FINAL 2022 BIA BUDGET APPROVAL:

The Downtown Barrie BIA Board of Management moves a motion to approve the 2022 BIA Budget Amount (i.e. levy portion) of \$684,387.